A Richmond potato chip company recently started a schedule of six participating announcements per week on WLEE.

*In two short weeks, this company had opened up 22 brand new outlets for the product!*

This was an especially impressive result, since the company is well established and its distribution was already good.

Local Richmond merchants are used to quick results like this from WLEE. More and more national advertisers are following their lead by using WLEE. Is WLEE on your list? If not, call in your Forjoe man for the whole story.
as a member of Society...

N·A·R·N·D
National Association of Radio News Directors

1949 AWARD to

WHAS

for

The news department performing the most distinguished service to its community

WHAS
Louisville, Kentucky

50,000 WATTS  *  880 KILOCYCLES
VICTOR A. SHOLIS, Director  *  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore serving

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET
BIG BUYS—KFRC, San Francisco and KHJ, Los Angeles for the Most Economical, Complete Coverage of the 2 BIGGEST MARKETS IN THE WEST. KFRC and KHJ have had 25 years of successful selling and are Key Stations of Mutual—Don Lee... the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.
TERMINATION of negotiations on sale of KMPC Los Angeles by G. A. Richards to NBC does not mean that network will forgo its project to buy its own outlet, or that Mr. Richards will not dispose of KMPC (see page 16). NBC Chairman Nile Trammell will shortly confer with Earle C. Anthony, owner of KFI, clear-channel affiliate of NBC, and is expected to broker acquisition. Affiliation expires Jan. 1. And Mr. Richards is known to have several offers for all three of his stations (WJE Detroit, WGAR Cleveland and KMPC) and probably will sell latter two.

LEVY BROTHERS (Isaac D. and Dr. Leon), former owners of WCAU Philadelphia and still substantial stockholders in CBS, may figure prominently in TV syndication. Understood that brother Ike has acquired substantial interest in several independent motion picture companies and is charting course for production of musical and other shorts adapted for TV.

CURRENT speculation on Justice Dept. net-work investigation apparently dates back to WNYW New York's pending $12-million anti-trust suit against ABC, CBS, NBC and Mutual, who won first round by defeating move for preliminary injunction. Since WSAW was dropped by ABC and Mutual in 1947, Owner Gordon Brown reportedly has needled Justice, Congress, FCC. High Justice officials discount likelihood of suit by government, but with new Attorney General in office it's possible. FCC’s desire to make own network probe is well known. [BROADCASTING, Nov. 7].

GRUEN Watch Co., New York, sponsors of last half-hour of Hollywood Calling, 7-8 p.m. on NBC, will cancel giveaway show effective Dec. 18 despite 6.5 Rooper average. Advertiser may pick up sponsorship again if rating continues to gain. Grey Adv. is agency.

WITH FINAL showdown approaching on NARBA Conference, U. S. Delegation Chairman Rosel H. Hyde, FCC Commissioner, returned to Washington last Tuesday and remained through Friday. He came for final instructions, i. e., whether we should capitulate to “minimum” requirements of Cuba or whether we should stand our ground and battle it out in an ether war. Conference might run at least ten days or through this week of Nov. 28 before reaching agreement or calling it quits. Conference breakup still would require time to close formal books.

UNOFFICIAL canvas reported to FCC last week revealed that Cuban stations are now operating nondirectionally on at least dozen clear channels assigned to U. S. stations as well as on equal number of regional channels, primarily used in southeastern U. S.

FINAL tabulation of NAB member votes on (Continued on page 74)

**Upcoming**


**Bulletins**

**Radio Offers** Co., New York (direct mail order), through Huber Hoge & Sons, New York, adding four-half-hour ABC network programs to its schedule. On Monday and Friday, Nov. 28 and Dec. 2, respectively, firm sponsoring both half-hour broadcasts of Pick a Date With Buddy Rogers, 11:30 a.m. - 12 noon, and on Saturdays Nov. 28 and Dec. 3, Shopper Special, 9:30 - 10 a.m. Contract covers 55-station network.

**iBEW Local** 1220 and three Chicago stations signed new engineering contracts providing $7.50 weekly raise at WJJD and $5 each at WIND and WGES. Further discussions about salaries at WAAF scheduled Wednesday. New contracts are for one year.

**Miles Labs., Elkhart, Ind., starts 39-week test of Queen for a Day with Jack Bailey on KTSL (TV) Los Angeles, one evening weekly, starting in January. Agency, Wade Adv., Chicago.**

**Sundial Shoe Division, International** Shoe Co., Boston, through Hoag & Provanide, Boston, to sponsor Friday telecasts of CBS TV Lucky Pup series, starting Jan. 20. Program aired Mon.-Fri., 6:30-6:45 p.m., Sat. 6:45-7:15 p.m.

**William Wrigley Jr. Co., Chicago, renewing Gene Autry Show, CBS, Saturday 8-8:30 p.m., for 52 weeks effective Dec. 24 through Ruthrauff & Ryan, Chicago.**

**U. S. Concessions Seen Vital to NARBA Pact**

U. S. BROADCASTERS will have to make "some adjustments" or there will be no agreement on new NARBA, authorities said Friday after FCC Comr. Rosel H. Hyde, chairman of U. S. delegation to NARBA conference in Montreal, conferred with FCC colleagues and State Dept. officials in Washington.

Proposal countering Cuban demands believed to have been evolved during conferences. Full details are to be laid before U. S. delegation in special meeting in Montreal this morning (Monday). Whether delegation agrees to meet at least some of Cuban demands, authorities feel, may largely determine whether new treaty is reached or hope for accord abandoned.

Details of Cuban demands not disclosed, but they're known to involve rights heretofore held by U. S. on several frequencies.

**Business Briefly**

GM RENEWS • General Motors Corp., Detroit, on Dec. 19 renewes for 52 weeks Henry J. Taylor on 264 ABC stations, shifting from Fri. 8:45-9 p.m. to 8:30-8:45 p.m. Agency: Kudner Agency, New York.

**Longines Cancels** • Longines-Wittnauer Watch Co., New York, effective Dec. 18, will cancel two half-hour shows on CBS, Choraliers, Sun., 2:30-3:00 p.m. and Symphonettes, Sun., 5:30-6 p.m. Reason for cancellation ascribed to fact that watch-buying season is over by Christmas. Agency, Victor A. Bennett Inc., New York.

**ABC Toy Special** • Bob Hope, comedian, and Johnny Grant, disc jockey, headlined on special five-minute ABC broadcast yesterday (Sunday) under sponsorship of RCW Enterprises, Los Angeles, for its circus balloon toys. Johnny on the Spot was aired 7:55-8 p.m., on full 272-station network, and placed through Cowan & Whitmore Advertising, Los Angeles.

**BAB Starts New Service on Selling Retail Groups**

DECLINING use of radio by furniture dealers noted in first of series of retail information folders prepared by Broadcast Advertising Bureau and sent to NAB member stations. First release, on furniture, featured detailed analysis of operation, economics, merchandising and advertising problems of that business.

It noted that large furniture stores spend less in radio than smaller retailers but small stores showed greater sales increase in 1948 over 1947 than either medium or large stores. Report candidly admitted declining use of radio by furniture retailers but searched for specific ways to reverse that trend.

Among suggestions was to take advantage of selling implications in fact “that during the early months of the year . . . furniture sales are low . . . and the listening index is high.”

BAB retail information folders will consist of series of file folders, each containing descriptive material on different retail business. Each release is to contain two editions, one for television and one for radio. First covered only radio but TV edition will be ready soon. But future releases will publish both editions simultaneously. Second folder on jewelry business is scheduled for Dec. 1 and others on laundry-dry cleaning business and on banks are to come out early in 1950.

**NARSR Cuts Dues**

NATIONAL Assn. of Radio Station Represent-atives reducing 1950 dues to two-thirds of those for 1949, when association had heavy legal costs in connection with Washington hearing, published spot rate finder and had other expenses not expected to recur next year. Thomas F. Flanagan remaining as managing director on altered basis which leaves him more time to devote to other interests.
“GONNA TRADE IT IN NEXT WEEK!”

YUP, by golly, us Red River Valley yokels in North Dakota keep right up-to-date. And with an Average Effective Buying Income that's $1729 higher than the national average, big spendin' comes easy.

WDAY, Fargo, persuades our hayseeds to buy more knicknacks, luxuries and essentials than any other station in this area, because they listen to WDAY more than five times as much as to any other station!

YES, FOR FIVE CONSECUTIVE MONTHS (DEC. '48 THRU APR. '49) WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS — MORNING, AFTERNOON AND NIGHT!

WHAT'S MORE, WDAY'S RURAL COVERAGE IS EVEN MORE ASTOUNDING!

Let us or Free & Peters send you all the facts, today! You just wouldn't believe any one station could pile up such a record against any competition!
AVAILABLE IN Indianapolis!

M-G-M RADIO SHOWS

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

JUDGE HARDY'S FAMILY
The Famous movie series, never before released for radio adaptation, starring Lewis Stone, Mickey Rooney and Fay Holden... a half-hour presentation once weekly.

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

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

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

COST AND TIME AVAILABLE QUOTED ON REQUEST

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS
BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville

November 28, 1949
YES!...everyone knows the answer to that question. And the answer, year after year, has been the same—WGN*

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonymous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we’ve got even more—sales success stories and listener response that prove WGN’s effectiveness on that great intangible...the listening audience.


Make your next buy, your best buy—WGN

A Clear Channel Station...Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 226 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg

235 Montgomery St., San Francisco 4 • 3978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
Messrs. Hooper and CBS evening programs have the highest average rating in radio today.

CBS average Hooper: 10.0; the next closest network, 8.1; and the remaining two networks an average of 5.9.

On Nielsen, CBS rated 10.7; the next closest network, 8.6; and the remaining two, averaged 4.8.

CBS has most of the most popular programs—nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; and the remaining two networks, 1.

Nielsen gives CBS 15 of the "top 20"; the next closest network, 4; and the remaining two networks, 1.

That's why advertisers agree CBS gives them the biggest
Over the past year, radio listening shifted heavily to CBS and away from other networks. Hooper shows a 15% increase in listening to CBS over last year; a 20% drop for the next network; a drop for the remaining two, combined. Nielsen shows a 16% increase for CBS; a 14% drop for the next network; and a drop for the remaining two.

The average program that remained on CBS increased its audience over last season. The average show that didn’t switch to CBS from the next network lost listeners. Hooper shows the average program that stayed on CBS went up 3%; those that stayed on the next network went down 15%; Nielsen shows CBS up 3%; the next network down 10%.
SALES AFFILIATES, New York, national distributors of Zotos Fluidwave, new beauty salon permanent wave, sponsor The Adventures of Maisie starring Ann Sothern, on WMGM New York, as first step in market-to-market program plan. Weekly series is owned and packaged by MGM. Company is planning to place show in major cities throughout country where they have distribution. Getschal & Richard, New York, is agency.


EGAN, FICKETT & CO., New York, for its Hurdy Gurdy brand of oranges and grapefruit, scheduling series of one minute TV announcements on three stations in New York area, WCBS-TV, WABD (TV) and WPIX (TV). Company is also sponsoring radio show for its distribution of Nevins Indian River oranges and grapefruit. Program is The Adventures of Michael Shayne, Friday 8-8:30 p.m. on WOR New York. Moore & Hamm Inc., New York, is agency.

LIGGETT & MYERS for Chesterfield cigarettes, adds WD KD Kinston, S. C., to list of stations carrying Bing Crosby Show, Sunday, 4:30-5 p.m. Station also carries 42 one-minute spots per week for L&M. Agency: Newell-Emmett Co., New York.

BRESSEY Co. and SALINA Co., Syracuse, N. Y. (Chevrolet dealers), alternating sponsorship of JNS-Telemus weekly on WHEN (TV) Syracuse. Reel has automotive sponsors in Detroit, Los Angeles, Minneapolis, New York, Omaha, Schenectady, San Diego and Toledo.

DOYLE PACKING Co., Long Branch, N. J. (Strongheart Dog Food), supplementing current campaign on five Eastern stations with four-week spot campaign on two New York stations, WCBS and WOR. Firm running 11 spots weekly on WOR; three weekly on WCBS. Agency: John H. Riordan Co.

FORD MOTOR CO., using television announcements of its new 1950 models in about eight TV markets. Varied contracts of from one to four weeks are used. J. Walter Thompson Co., New York, is agency. Video schedule is in addition to heavy radio spot campaign.


Network Accounts  •  •  •  •


STUDENTER Korp., South Bend, Ind., renews Sam Hayes News Cast, Monday, Wednesday, Friday, 10 p.m., PST, for 52 weeks on 11-station NBC western network starting Jan. 2 through Roche, Williams and Cleary, Chicago.

LINCOLN-MERCURY DEALERS of New York renew Toast of the Town on CBS-TV, Fri. 8-9 p.m. Agency: Kenyon & Eckhardt, New York.


Adpeople  •  •  •


Mrs. LUCILLE GOOLD appointed promotion director supervising advertising, publicity and promotion for Saks Fifth Avenue, New York. She formerly was vice president in charge of fashion advertising and merchandising at Hirshon-Garfield Inc., New York.
Feature of the Week

Mr. Bell makes his entrance at the jamboree-broadcast.

There is nothing unusual about a radio party to promote a program or personality but it is something else again when the party begins at the chilling hour of daybreak. And it really is news when attendance at such a show registers 4,500 between the hours of 6 and 9 a.m.

This remarkable feat was performed by KRNT Des Moines in celebrating the third anniversary of its popular morning man, Don Bell. His second-year party marking his association with the station had overflowed the Des Moines Register & Tribune station's studios. This year, the station executives decided to move the event to the KRNT 4,200-seat theatre.

To soothe otherwise undisturbed sleepers, coffee and doughnuts were served free in the theatre lobby. When the curtain parted at 6 a.m., over 1,000 fans were in the audience. The sidewalk outside the (Continued on page 88)

On All Accounts

In the remote eventuality that energetic Producer George Foley should ever slip badly on one of his productions, chances are Publisher Foley would print a searching study of that failure. But he would have to choose his words carefully lest Attorney Foley hale him to court to challenge the propriety of that criticism.

However, the prospects of such action appear somewhat improbable for the Foleys in the case are all one: Given names, George Francis; major occupation, television chief, Newell-Emmett Co., New York. Member of a newspaper family, George obtained his law degree from Fordham in 1940. After a year as a trial lawyer, he joined the Coast Guard, there to produce, with John Cole of Ruthrauff & Ryan, the celebrated "Tars and Spars," a Coast Guard hit that toured service bases all over the world.

In addition, the young lawyer-turned-showman produced a movie called "Active Service," following that with a book, Sinbad of the Coast Guard, which Universal Pictures adapted into a movie.

Abandoning law entirely upon his separation from the service in 1945, Mr. Foley joined Newell-Emmett in its public relations department. In 1947, at the age of 28, he was named an account executive; and when the agency organized its television department in 1948, Mr. Foley was called on to head that operation.

All of the Newell-Emmett shows are to be found in the top 10 program listings. These include the Arthur Godfrey and Supper Club shows, both sponsored by Chesterfield; and Suspense, underwritten by Auto-Lite.

Mr. Foley's newspaper properties include a pair of weeklies in New Jersey. The Foleys were married Oct. 14, 1944. She is the former Margaret Gorley, one of the stars of "Tars and Spars." They have three children, Eileen, 4; Patricia, 2, and James, 6 months. Mr. Foley's hobby is photography. He also is writing a book on television for Dodd, Mead, publishers.
WILSON A. SHELTON, who had his own consulting business for past three years becomes vice president in creative department of Dancer-Fitzgerald-Sample, New York. He was formerly vice president and copy supervisor at Kenyon & Eckhardt and was with BBDO and the Blow Co., all New York.

C. D. PROCTOR, recently retired from American Type Founders where he had been vice president in charge of domestic sales and promotion manager, joins G. M. Basford Co., New York, as manager of newly-created division of sales services.

WILLIAM H. ROTSFORD, recently vice president of Sills Inc., Chicago public relations counsel firm, appointed public relations director and account executive for Denman & Betteridge Inc., Detroit.

ARTHUR L. FORREST, member of NBC promotion staff for five years and more recently promotion manager for WOAI and KTSA San Antonio, Tex., appointed copy chief for Curt Freiberger & Co., Denver.

J. J. Bernard
General Manager

Put sales power... KOMA and TOMMY ALLEN... behind your product in Oklahoma!

KOMA, Oklahoma City’s only 50,000 watt station, merchandises, promotes and sells throughout 60% of all the rich Oklahoma market.

Tommy is KOMA’s own singing disc-jockey proprietor of “Tommy’s Variety Store”, a store which sells the products of 9 local and 11 national sponsors from 3:35 to 5:30 Monday through Friday.

To put sales power behind your product, let us or Avery Knodel give you the complete picture of KOMA, Oklahoma’s best buy in radio.

PUT SALES POWER...
KOMA AND TOMMY ALLEN...
...BEHIND YOUR PRODUCT IN OKLAHOMA!

J. J. Bernard
General Manager

OUTLET FOR THE COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY Avery Knodel, INC.

Put sales power... KOMA and TOMMY ALLEN... behind your product in Oklahoma!

KOMA, Oklahoma City’s only 50,000 watt station, merchandises, promotes and sells throughout 60% of all the rich Oklahoma market.

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To put sales power behind your product, let us or Avery Knodel give you the complete picture of KOMA, Oklahoma’s best buy in radio.

J. J. Bernard
General Manager

OUTLET FOR THE COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY Avery Knodel, INC.
WHEN the booklet "Upper Midwest Food Sales" arrived at WNAX, we said, "this shoe fits us." The booklet prepared for the Twin City Food Brokers Association by Roland S. Vaile, professor of Economics and Marketing, and Edwin H. Lewis, assoc. professor of Economics and Marketing at the University of Minnesota, describes the tremendous market developed in the states of Minnesota, North Dakota and South Dakota—three of the five states in Big Aggie Land.

It seems that the agricultural folks are loaded. For instance, the brochure says the average retail sales per family in 1948 in this Upper Midwest area was $3,864, as opposed to the national average of $3,131. In 1948, farm folks in all of Big Aggie Land—the 308 counties within Minnesota, the Dakotas, Nebraska and Iowa—accounted for nearly $3-billion in net farm income. Big Aggie Land is the world's richest agricultural area—served only by WNAX.

In this rich, stable area, where the ebb and flow of industrial strife are only headlines, 61% of the population is rural. Radio is basic . . . and radio is WNAX. A 1948 diary study, made in 80 counties representing the five states covered by WNAX, showed that, of the 43 stations mentioned, listeners liked us best 94.7% of all daytime quarter hours—78.9% of all evening quarter hours. Call your Katz man for full particulars.

We'd be pleased to forward the brochure on "Upper Midwest Food Sales" to you upon your request.
WITH 24 years of successful radio Know-How behind us, we of KWKH "fly through the air with the greatest of ease" —get spectacular results in broadcasting to our Southern audience. Here's the Hooper proof—our Share of Audience figures for Shreveport for Mar.-Apr. '49:

MORNINGS (Mon. thru Fri.) KWKH . . . . 39.6%
Next Station . . . . 23.3%

AFTERNOONS (Mon. thru Fri.) KWKH . . . 31.7%
Next Station . . . . 29.7%

EVENINGS (Sun. thru Sat.) KWKH . . . . 42.5%
Next Station . . . . 28.9%

With 50,000 watts, CBS, and outstanding local programming, KWKH does just as impressive a job in the rural parts of this prosperous four-state area as in Shreveport. Write today for the complete facts.

50,000 Watts • CBS • The Branham Company Representatives

Henry Clay, General Manager
**RADIO TAX BATTLE**

**Defense Forces Muster Against Arkansas Case**

By J. FRANK BEATTY

THE case of the Little Rock, Ark., tax on radio stations started snowballing last week into a problem of unexpected importance as:

- The city of North Little Rock prepared to make KARK pay the same tax as that levied by Little Rock.
- Advertising Federation of America challenged the tax on salesmen.
- NAB's Legal Dept. issued a long statement answering criticism of its role in the case.
- Two Little Rock stations (KARK, KGHI) asked the U. S. Supreme Court to reconsider its refusal to hear their appeal.
- NAB entered the rehearing proceedings as amicus curiae (friend of the court).
- Both petitioners suggested the highest court had made an inadvertent mistake that should be corrected.
- Signs developed that cities all over the nation would jump on Little Rock's tax scheme.
- The whole local tax situation became involved in confusion.
- KARK and KGHI told the court broadcast stations should no longer be subject to controls by Congress because the Arkansas ruling in effect removes the industry from its interstate status.

**AFA Studies Case**

E. G. Borton, Advertising Federation of America president, told Broadcasting AFA is studying the Little Rock case to decide its future course. He said the association is concerned over the $50 annual tax by the city on each person who solicits intrastate radio advertising.

AFA officially alerted the Little Rock Ad Club of the possible nationwide consequences of a tax on advertising salesmen, he said. The Little Rock club is to take formal action at its meeting today.

AFA had not decided, however, whether it would enter the U. S. Supreme Court rehearing proceedings as amicus curiae.

The Little Rock stations' challenge to all Federal regulation of broadcasting is based on the U. S. Supreme Court's one-sentence statement in which it merely said no federal question was raised and it would not hear an appeal from the Arkansas Supreme Court. The Arkansas Supreme Court had held valid the two-ply broadcast tax after a county court had adjudged it invalid.

The highest court's decision, which has thrown the whole local tax structure into confusion, was supported by a citation (Crutcher v. Kentucky, 141 U. S. 47).

What has baffled lawyers who have studied the whole situation is the fact that the Crutcher case held a state tax invalid as applied to interstate commerce. That's just what broadcasters have contended all along, and the court is reminded in briefs filed last week that a mistake appears to have been made.

By inference, they argue, the court has upset the Fisher's Blend case, bulwark of legal protection against attempts to control the industry's interstate character.

Many other decisions support the Fisher's Blend decision.

KARK and KGHI, in a brief filed by Bruce T. Bullion, Little Rock, as attorney, said, "...it might be further argued with some merit that radio was no longer subject to the many rigorous controls which Congress has heretofore placed upon it.

"It is not believed that it is the policy of this court to so summarily and inferentially overrule such important doctrines or to leave the apparent confusion that presently prevails throughout the radio industry as to the true meaning of this decision."

**Double Tax**

While a number of Arkansas cities were ready to adopt the Little Rock radio tax, the city of North Little Rock was prepared to go them one better and make KARK pay two sets of taxes.

KARK's studio and offices are located in the city of Little Rock. Its transmitter is located across the Arkansas River in North Little Rock, a separate city. North Little Rock's mayor also has indicated KXLB, that city, will be assessed taxes similar to those of Little Rock.

Among other Arkansas cities poised to levy the broadcasting taxes were Hot Springs, El Dorado, Russellville, and Camden.

G. E. Zimmerman, KARK vice president and general manager, told Broadcasting, "They can tax us out of business if this keeps up. The mayor of North Little Rock has publicly stated that he will make us pay the tax in his city as well as Little Rock."

J. C. Vinsonhaler, part owner and general manager of KGHI, said the station had been ordered by Roy Beard, city tax collector, to pay the $416.67 in license taxes since May 1948 plus $50 on each salesman by Dec. 1 but later had received notice that payment could be deferred pending the Supreme Court rehearing proceedings.

Both stations have been asked to submit lists of their intrastate advertising solicitors to Mr. Beard.

Little Rock newspapers pay a $1,000 annual privilege tax. This tax, on the other hand, puts a $250 annual tax on stations for generation of electromagnetic energy and then taxes each salesman $50 a year.

While definite steps by cities to impose the radio tax had been confined mostly to Arkansas, the tax (Continued on page 80)

**KMPC SALE**

**Negotiations With NBC Off**

NEGOTIATIONS for the sale of KMPC Los Angeles by G. A. Richards to NBC [Broadcasting, Oct. 17] have been called off "by mutual agreement," spokesmen for the Richards interests announced last week.

The announcement said discussions, which have been in progress for several weeks, were terminated Wednesday when NBC asked for "certain guarantees ... which were impossible of fulfillment."

Richards spokesmen said one of the requested guarantees was that KMPC definitely go to 50-kw nighttime operation within six months. The station, on 710 kc, has a 50-kw construction permit but has been operating with 10 kw at night pending solution of a directional antenna problem, it was explained.

When representatives of Mr. Richards contended that no licensee could make such a guarantee because its accomplishment depends upon FCC action, the announcement said, NBC insisted that

the transmitter be moved to a new location and the expense borne by the present KMPC owners.

"This amounted to a further substantial reduction in price, and was unsatisfactory to Mr. Richards and his associates," the announcement said. "KMPC will, therefore, continue to operate as the highest powered independent station on the West Coast."

**Tentative Sale Price**

The sales price tentatively fixed in the negotiations had been reported as $1,250,000. Last week's announcement did not mention a figure, but said that in view of Mr. Richards' wish to retire from active broadcasting operations NBC's offer had been considered "in spite of the fact that [it] was considerably less than other offers made for KMPC by NBC in the past."

NBC Board Chairman Niles Trammell, who reportedly had participated in the negotiations, said he had "no comment" on the announcement.

NBC has long sought to acquire its own station in the key Los Angeles market and has negotiated intermittently with the Richards group over a period of years.

Mr. Richards owns 64.8% of KMPC. He also owns 71.64% of WGAR Cleveland and, with his wife, 62.59% of WJR Detroit. Last week's announcement came from the WJR publicity department.

License-renewal applications of all three Richards stations, plus an application to transfer control to three trustees, have been set down by FCC for hearing.

Among the issues are Mr. Richards' news policies, based on charges by the Radio News Club of Hollywood contesting that he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups. A motion for deletion of these issues has been filed by counsel for Mr. Richards and is now awaiting FCC's decision.
TRAMMELL PACT
Gets $100,000 as Chairman

NILES TRAMMELL'S seven-year contract as chairman of the board of NBO at a basic salary of $100,000 a year became a matter of public record last week. The new contract amends one he held, at the same salary, as NBC president.

Signed a month ago when Mr. Trammell became chairman of the board and Joseph H. McConnell became NBC president, the contract is effective from Jan. 1, 1948, to Dec. 31, 1954. His contract as president, executed in January 1948, was effective from Jan. 1, 1948, to Dec. 31, 1952.

The new contract contains security provisions not unlike those contained in the contract which Frank Stanton signed as CBS president early this year. Mr. Trammell's agreement provides that if his employment as chairman of the board does not continue after the expiration date of the contract, he will be retained for another five years as a consultant at $25,000 a year.

FMA-NAB MERGER
Official Invitation Issued

FM ASSN. last week was officially notified by NAB Secretary-Treasurer C. A. Ammon Jr. that the NAB board had invited FMA's members to merge. FMA's Executive Committee had considered the invitation at a Nov. 18 meeting [BROADCASTING, Nov. 21].

Next step will be a meeting of the FMA board, which is expected to submit the matter to the association's membership.

NAB's invitation followed recommendations of its Structure Committee which in turn had accepted a plan suggested by a joint NAB-FMA liaison group that met in Washington last month.

The merger plan proposes these NAB activities on behalf of FM: Collect and compile information for stations on FM operation, progress and set distribution; conduct FM listener and measurement studies; develop a pool of program and promotion ideas; compile list of stations; conduct management studies; cooperate with other NAB departments.

BRISTOL-MYERS
Names Three Adv. Managers

BRISTOL-MYERS Co., New York, last week announced the promotion of three assistant advertising managers to advertising managers of specific products. Wallace T. Drew will supervise Sal Hepatica, Restibat, Brushless Shave Cream and Ingram Ammonium tooth powder. Donald S. Frost will handle Trushay, Ammen's Antiseptic Powder and Vitalia. Roger C. Whitman will head advertising for Ipana, Bufferin, Mum and Minute Rub.

CBS TIME SALES
$5 Million New Business Reported in Month

A TOTAL of more than $5 million in new time sales was run up on CBS cash registers during the past month, the network announced last week. This figure includes the recent sale of the network's Life with Luigi radio package to William Wrigley Jr. Chicago, and the Ken Murray Blackouts video show to Anheuser-Busch Corp., St. Louis, for Budweiser beer.

Four hours of network time, including two evening half-hour shows, one afternoon 30-minute program, and a five-a-week series, are represented in the total. In addition one-time sponsorships of the Orange and Rose Bowl football games by Gillette Safety Razor Co., Boston, are included.

BEAUTY SALES
Night Spots Pay Off

LADIES losing beauty sleep are quick to invest in beauty advertised on past midnight radio programs. This is the discovery of Eve Wygod, of Love-Lite Beauty Studios, New York.

Miss Wygod, in an experimental one-minute spot campaign, bought time for seven nights running on WMGM New York, offering, on the Bea Kalmus midnight to 1 a.m. program, a $35 permanent wave for $15 to the first 25 women calling Miss Wygod at her home.

According to Miss Wygod, results were so overwhelming that not only were the 25 appointments made as fast as she could answer the telephone, but more than 25 were turned down each night. Calls were received as late as 2:30 a.m., and had to be handled, starting the second night of the offer, by a telephone answering service. Gratified with the returns from her primary campaign, Miss Wygod has signed a 13-week contract with the Bea Kalmus show, with spots to run nightly.

RECRUITING PACT
Army, Air Force Name Grant

GRANT ADV. Inc., Chicago, Ill., has been selected to handle the advertising services for the Army and Air Force recruiting program, effective Jan. 1, 1950, the Defense Dept. announced last Tuesday. The selection was made jointly by Army Secretary Gordon Gray and Air Force Secretary Stuart Symington.

The new contract will run for an 18-month period, or until July 1, 1951, the department said. No other details were revealed but Grant has been chosen after a defense group had studied about a dozen agency presentations for the contract. Amount of the 1950 budget has not been announced.

Klau-Dunnicliff Co. has held the joint account the past 13 months, and will place advertising already prepared for the duration of 1949. Selection of Grant culminates a four-month study of Army-Air Force recruiting needs to determine whether the Defense Department should continue its ad campaign.

Mark Martin, vice president of Gardner Advertising, served as the Personnel Policy Board after announcing his agency would not compete for the contract if the advertising campaign were extended [BROADCASTING, Oct. 31].

Gardner originally had been selected to handle the account ending June 30, 1950, but the Defense Dept. decided to terminate the contract effective Oct. 31 while it reexamined recruiting needs. The action was eventually to reopen agency bids after officials of Ruthrauff & Ryan had protested the "arbitrary" choice of the military [BROADCASTING, Aug. 8]. When the study was completed, Gardner's tenure was extended to Dec. 31.

The original advertising budget was placed at $1,880,000, of which an appreciable amount was radio.

Names R. H. Coffin

RALSTON H. COFFIN, former McCann-Erickson Inc. account executive, has been appointed director of advertising for the RCA Victor Div., Camden, N. J., Robert A. Seidely, vice president in charge of distribution, announced last week. Mr. Coffin, who was associated with McCann-Erickson special credits for the past five years and with the advertising business for 19 years, assumes the new post. In his new position, Mr. Coffin will coordinate and administer RCA Victor's advertising, marketing and promotion of 45-rpm instruments and records, television and other product lines.

Mr. Coffin

Miller Renews

MILLER Brewing Co., Milwaukee, through Klu-Van Pietersen-Dunlap Assoc., also Milwaukee, has renewed sponsorship for 28 weeks of the ABC Lawrence Welk Show aired Wednesday, 10-10:30 p.m.
Network Sept. Gross Over $14 Million

**TIME SALES**

COMBINED gross time sales of the four nationwide networks in September totaled $14,082,021, a decline of 4.2% from the $15,460,362 network gross for the same month of last year, according to figures compiled by Publisher Information Bureau and released last week to **BROADCASTING**.

From the period January—through-September, the combined gross time sales of the networks equalled $139,111,484, down 4.2 percent from $145,320,596 for the like period of 1948.

**Slight Losses**

Individually, all networks showed losses for September billings from last year to this and all but CBS had lower January-September grosses in 1949 than in 1948. CBS had the largest drop in gross time sales in September, but NBC ranked first in the nine-month billings list. For individual network figures, September, January—September, 1948 and 1949, see Table I.

Procter & Gamble Co. was the largest user of network time in September, spending $1,205,292 for time to air the network programs this company sponsors for its various products—seven for toilet soaps, four for Cresto and 18 for its household cleaners.

Sterling Drug Co. was the**

### Table I

<table>
<thead>
<tr>
<th>Network</th>
<th>September-1948</th>
<th>September-1949</th>
<th>% Gain or Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,164,753</td>
<td>$3,077,200</td>
<td>-2.8%</td>
</tr>
<tr>
<td>CBS</td>
<td>$3,512,795</td>
<td>$3,401,800</td>
<td>-3.1%</td>
</tr>
<tr>
<td>MBS</td>
<td>$5,172,832</td>
<td>$4,925,196</td>
<td>-4.8%</td>
</tr>
<tr>
<td>NBC</td>
<td>$5,172,822</td>
<td>$4,925,196</td>
<td>-4.8%</td>
</tr>
</tbody>
</table>

**Total** $15,646,362 —10.0% $14,082,021

### Table II

**TOP TEN NETWORK ADVERTISERS FOR SEPTEMBER 1949**

1. **Procter & Gamble** $1,325,520
2. **Sterling Drug Co.** $1,188,672
3. **Campbell Soup Co.** $431,300
4. **Lever Bros.** $431,300
5. **General Foods** $2,124,220
6. **General Foods** $470,135
7. **Toilet Goods** $2,898,531
8. **Jewelry, Optical Goods & Camera Supplies** $1,890,937
9. **Telephone & Travel** $1,749,188
10. **Miscellaneous** $1,749,188

**TOTAL** $14,082,021

**GROSS NETWORK TIME SALES FOR SEPTEMBER 1949 BY PRODUCT GROUPS**

- Agriculture & Farming
  - Apparel, Footwear & Access.
  - Automotive, Automotive Equip. & Access.
  - Building Materials Equip. & Fixtures
  - Confectionary & Soft Drinks
  - Consumer Service
  - Drugs & Remedies
  - Entertainment & Amusements
  - Food & Food Products
  - Gasoline Lubricants & Other Fuels
  - Household Equip. & Supplies
  - Household Furnishings
  - Insurance
  - Jewelry, Optical Goods & Camera Supplies
  - Stationery & Printing Supplies
  - Tobacco & Tobacco Supplies
  - Telephone & Travel

**TOTAL** $14,082,021

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**BROADCASTING**

**Telecasting**

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**Advertising, Promotion Next**

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**NBC CHANGES**

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Mr. Kopf joined NBC in 1931 in the sales department at Chicago. He became sales manager of the Central Division in 1939 and a year later was named Central Division manager and was vice president of the network. He had charge in charge of sales in 1946 and a year later was made administrative vice president.

Mr. Scott joined NBC in 1938 after serving in the sales department of Hearst Radio Inc. and before that on the advertising staff of the Oklahoma City Daily Oklahoman and Times.

Mr. Mills was a salesman for NBC for 10 years before he joined the Kudner Agency in 1943. He began his radio career in the advertising department of RCA in 1927. Two years later he moved to the New York Times where he was charge of the Classified radio advertising department serving there until 1938 when he first joined NBC.

Another appointment in the station relations department of the network advertising division was made last week. Thomas E. Knob, former assistant to Carleton D. Smith, director of television operations, was reassigned to station relations.
By FLORENCE SMALL

FOLLOWING hard on the startling success of its Amm-i-dent spot campaign, which saw sales rise as much as 15,000%, the Block Drug Co., Newark, is spending two-thirds of its estimated $2 million budget this year to exploit the product on a network program, the Burns & Allen Show on CBS.

Though the network show has been on the air for Amm-i-dent only since September of this year, George Abrams, advertising manager of Block Drug Co., revealed that in a recent "limited depth" survey conducted in five-and-ten-cent stores in New York City, three out of four purchasers of Amm-i-dent specifically identified the product with the CBS show. The survey was made by the Wallach Research Inc., an independent research organization. Currently the firm is being employed by the drug company to conduct a further survey on a national scale.

Spot Campaign Lead the Way

Yet for all this intimation of remarkable sponsor identification, the network show actually is the culmination rather than the beginning of one of the most successful "new product" promotions of 1949. It was preceded by a saturation campaign of one-minute spot announcements and chain breaks in a large number of test markets, supplemented by magazine ads. The result was the electrifying 15,000% increase in sales.

Extensive Promotion Held Until 1949

Amm-i-dent originally was manufactured in 1946 but extensive advertising was not used until February 1949 to coincide with an article on Amm-i-dent which ran in The Readers Digest that month. The preliminary campaign for the toothpaste and powder was conducted in three sets of tests by a group of radio veterans, headed by Melvin Block, president of Block Drug Co., Mr. Abrams, advertising manager, Sam Dalsimer, vice president of Cecil & Presbrey, agency for the drug firm, Edward Cauley, account executive with the agency, and Ted Kelly, agency timebuyer.

All five executives made the rounds of stations in all markets where the tests were run to interview personally the station manager. The spot schedule called for time periods from early morning to late at night.

Moreover, selection of stations was made by the five-man team on a principle of "balanced programming," adjacent to every conceivable type of show including symphony music, hillbilly, comedy, quiz shows and newscasts.

Four Markets In First Test

First group of markets included Toledo, Fort Wayne, Syracuse, and Columbus, Ohio, for the new ammoniated tooth powder and Fort Wayne and Columbus for the tooth paste.

Larger markets were included as the second step in the campaign with an average of 50 spots per week being used in Philadelphia, Milwaukee, Seattle, Pittsburgh, Chicago, St. Louis and Minneapolis.
Two-Thirds of $2 Million Ad Expenditure Goes for Amm-i-dent Radio

plus a long list of supplementary smaller markets. Final tests were made in Nashville, Birmingham, and Cincinnatti, where five to ten spots per week were purchased.

Of the total announcements purchased, better than 85% were minute spots, the rest chain breaks.

The typical spot announcements said tooth decay could be reduced with the new tooth paste (or powder) discovery, tied in with a recommendation by Parent's magazine, stated the price and that the product could be purchased at drugstores everywhere. Variation to avoid wearing out listeners during the campaign was effected by use of the three-announcer system employing the housewife-druggist-announcer technique.

With seven out of ten announcements transcribed, live copy was handled by "personalities," usually m.e.'s of women's participation programs. Margery Mills of New England Regional Network, Mary Margaret McBride of WNBC New York, Margaret Arlen of WCBS New York, and Agnes Clark of WJR Detroit were among those enlisted to help sell the new dentifrice.

Previous Spot Success Is Factor

Actually the success of the Amm-i-dent spot campaign represented a heightened application of principles learned by the Block Drug people over a spot history extending back to 1936.

The firm previously had used spots with signal success exploiting Allenru, an internal remedy for rheumatic pains. Sales increased more than 150% in areas where the campaign was prosecuted intensively. In areas where spots had been purchased only in early morning time periods, sales rose over 90%, with the overall sales of Allenru showing a national increase of 31% in the first four months of 1948. Omega Oil and

GEORGE BURNS and Gracie Allen, flanked by Guest Actress Hedy Lamarr and Announcer Bill Goodwin, cast a final eye over the script before the show takes the air.

Poslam (a medicated ointment), two other Block Drug products, also were promoted successfully in spot campaigns during the same period.

Family Market Goal Set

With the purchase of the Burns & Allen Show for Amm-i-dent, the firm is reaching out into the family market, and for that purpose has identified itself with one of the most successful comedy families in radio.

Since 1942, when George Burns and Gracie Allen acknowledged in their work their actual status as man and wife, they have functioned as one of the most engaging family couples on the networks.

REFINING the then-existing concept of "situation comedy," they have gone on to develop a type of radio humor that can most accurately be described as "character comedy."

Skirting neither the pointed joke nor the circumscribing situation they still have made certain that both joke and situation flow naturally out of their established personalities. It is a comedy principle which reaches perhaps its rarest realization on the Jack Benny show.

Production, Writing Of High Calibre

The announcer on the Burns and Allen program is Bill Goodwin. Music is under the direction of Harry Lubin. Head writer on the show is Paul Hanning, and William Burns, brother of George, is producer-director.

During the past summer George Burns and Gracie Allen played a phenomenally successful return engagement at the Palladium in London, where they previously had delighted London audiences in 1930, in the comparatively early days of their career.

Last March the couple signed a long-term contract with CBS granting their exclusive services in radio and television to that network.

Thorough Promotion Keys Block's Effort

Results of the network venture for Amm-i-dent are not expected to show until after the initial 13-week cycle is completed, but in the abstract, the steadily mounting percentage of Amm-i-dent tooth-paste and toothpowder sales proves without question that radio is doing an outstanding job for the firm. As for sponsor recognition of that fact, the record speaks for itself—two thirds of the huge Amm-i-dent budget is in radio.

Thus, Block Drug Co. is continuing to prove, as others in the proprietary field or in innumerable other business and service fields are proving, that radio as an advertising medium is a highly effective sales tool when used correctly. Careful planning and thorough follow-through help radio do its fullest job.
FARM SAFETY AWARDS

NSC Cites Radio
(See NARFD story, page 56)

ABC, TEXAS QUALITY NETWORK, Rural Radio Network and 14 stations received the National Safety Council’s public interest award for “exceptional service to farm safety” yesterday (Sunday) on the second day of the National Assn. of Farm Directors annual meeting.

* Good general farm safety program.*

ABC earned the award for its American Farmer, which devoted a complete broadcast to the official opening of National Farm Safety Week, and for its featuring safety in 46 weekly programs.

The network was cited for safety activities on the Farm and Home show, originated by WTAW College Station, Tex., and the Rural Radio Network was mentioned because of its 60-day safety drive in June and July and its daily use of farm safety messages.

Nominees for the 1949-50 public interest awards are now being received, according to Council Radio Director Dan Thompson. Paul Jones, council public information director, presented the awards. He was introduced by Sidney J. Williams, assistant to the president of NSC who welcomed farm radio directors.

U.S. INFORMATION
Foreign Units Coordinated

COORDINATION of all U.S. information services abroad through a newly-created psychological warfare branch has been revealed by State Dept. officials. Purpose of the unit would be to disseminate propaganda pieces to field units in the event of war.

The branch includes members of the Dept. of Defense, State Dept., ECA and other agencies and is called the Interdepartmental Foreign Information Staff. Directed by William T. Stone, it comes under the supervision of George V. Allen, outgoing assistant secretary for Public Affairs, who has been appointed ambassador to Yugoslavia. Mr. Stone is special assistant to Mr. Allen.

Freedom Awards

FREEDOMS Foundation Awards in recognition of contributions to the American way of life (Broadcasting) were formally presented by Gen. Dwight D. Eisenhower in ceremonies Nov. 21 at the Freedoms Foundation’s new national headquarters—a remodeled barn once used by George Washington’s troops on ground adjoining Valley Forge Park, Valley Forge, Pa. Gen. Eisenhower presented $72,000 in cash prizes to 121 winners in 14 categories. First prize for the best radio program, from the viewpoint of promoting American ideals of freedom, went to The Greatest Story Ever Told, sponsored by the Goodyear Tire & Rubber Co. on ABC.
JUST before NAB President Justin Miller's speech to the 8th District meeting in Detroit, this group got together for some shop talk. They are (l to r) Robert B. McConnell, WANE Fort Wayne, Ind.; Bert Lown, Associated Program Service; Milt Blink, Standard Radio; Pierre Weis (standing), Lang-Worth; R. J. McIntosh, WJPS Evansville, William F. Reilly, RCA Thesaurus.

JUDGING from the expressions registered by his audience, Stanley Barnett (l), general manager of WOOD Grand Rapids, Mich., is passing along some good news at the District 8 sessions. L to r: Mr. Barnett; Walter Bass, commercial manager of WOOD; Arthur Treanormm and Les Lindow, both of WDFD Flint, Mich.

**GIVE BAB FUNDS**

NAB'S Broadcast Advertising Bureau should be given funds to permit "maximum effort" in promoting broadcast selling, in the opinion of NAB District 8 (Ind., most of Mich.), which met last Monday and Tuesday at the Book-Cadillac Hotel, Detroit. Harry M. Bitter Jr., WFBM Indianapolis, presided as district director.

The district adopted a resolution pointing out that "BAB has answered a great need of the radio industry." Maurice B. Mitchell, BAB director, was cited for his leadership. The board was lauded for its action creating the association's advertising segment, with suggestion that BAB be provided with adequate finances.

BAB gives promise of becoming "an important influence" in the advertising field, the resolution stated.

Dr. Kenneth H. Baker, acting president of Broadcast Measurement Bureau, whose work was praised, was urged to explore the possibility of expanding present research activities.

District 8 expressed approval of the NAB board's decision to sell association memberships "on location." Arthur C. Stringer, NAB staff director, was detailed by NAB headquarters to discuss membership with nonmember broadcasters, who were invited to attend the meeting.

The first day's session plunged right into a discussion of costs, profits and labor, with Kenneth W. Church, WIBC Indianapolis, District 8 employee-employer relations chairman, presiding. Richard P. Doherty, director of employee-employer relations, NAB; Harry M. Bitter Jr., WFBM Indianapolis, District 8 director; Judge Justin Miller, NAB president; Kenneth W. Church, WIBC Indianapolis, 8th District employee-employer relations chairman; John W. O'Harrow, WKZO Kalamazoo, 8th District sales managers chairman.

SPEAKER'S table lineup at the District 8 NAB meeting at Detroit's Hotel Book-Cadillac included this group of speakers and discussion leaders (l to r): Richard P. Doherty, director of employee-employer relations, NAB; Harry M. Bitter Jr., WFBM Indianapolis, District 8 director; Judge Justin Miller, NAB president; Kenneth W. Church, WIBC Indianapolis, 8th District employee-employer relations chairman; John W. O'Harrow, WKZO Kalamazoo, 8th District sales managers chairman.

**District 8 Registration**

Problems facing Pacific Coast

James H. Hopkins and John J. Carroll, WHRV; Ken MacDonald and Roe Turner, WPAG; E. P. Mills Jr., WELL; Virginia Allen, William E. Depoy, Ray St. Pierre, Frank L. Telzuege, WFBF; R. C. Force, Edwin E. Huse, Walter Patterson, George M. Miller, WKSH; Ralph Dawson, James H. Queito, Mark L. Han, WFR; Marvin Levey, WDFD: Robert R. Beuschmann, G. H. Forbes, Bill Well and Robert Hilkock, WTH, R. J. McIntosh and John Wiemer, WHLS; Calvert R. Hill, and John G. Lyon, WEXL; Vincent Pied, Floyd W. Clark Jr., Ed Campbell, WSAM; Ted Hain, Eddie John, WSOO; N. W. Evans, WHRV; Dee O. Cee, WCWA; William F. Kiley, WFBM; William H. Spencer, WIKOT; Joe Autenrieth, WKAM; Maurice B. Mitchell, BAB; Dr. Kenneth Baker, BMI; Fred Knoer and Richard Kellhier, WKMI, John L. Booth, WBBB, WJBJ and WSOW; Eire V. Hay, WJSB.

**MARKET DATA**

*Book Reviews Pacific Coast*:

PEOPLE, JOBS AND INCOME ON THE PACIFIC COAST. Published by Pacific Coast Board of Intergovernmental Relations, San Francisco. 117 pp. 85.

NEW marketing information, giving a look into the future as well as into the past, is contained in this volume, the first of a new series of economic reports on the rapidly growing Pacific Coast region.

Discussed are plans and programs to meet the problems stemming from the West Coast's 40% population increase since 1940. Extensive attention is given the probable rate of future migration from other parts of the nation and the capacity of the region to absorb a continuing influx of newcomers. This comprehensive survey of the region was undertaken by PACBIR which recognized the need for a broad and factual approach to these problems.

*November 28, 1949* • Page 21
ONE of the successful groups on WDIA is the Teen-Town Singers, Mid-South high school student group under the direction of Prof. A. C. Williams, instructor of music at Manassas Negro High School.

**

A fresh complexion of Negro broadcasts (Oct. 25, 1948) was loud with condemnation. Negro telephone calls and letters also were heavy but ludaory and filled with surprise. Now, the radical change is that white listeners have come to realize that the Negro is entitled to a radio voice and WDIA hardly ever receives a protest.

The station, by maintaining five-minute hourly news summaries which highlight local and regional events and with other careful programming, has retained a good-sized portion of its white audience.

Building around Mr. Williams’ shows, WDIA added the services of Rev. Dwight (Gatemouth) Moore, the Negro personality known nationally as a spiritual and blues singer. “Gatemouth,” whose recordings have been put out under King, Damon and Aristocrat labels, was born in Topeka, Kan., but has come to recognize Memphis as his home as he received his start there.

With the addition of Maurice (Hot Rod) Hubert, Negro choreographer, playwright, producer and m.c., WDIA has answered most of the cultural and entertainment demands of its Mid-South Negro audience. Mr. Hubert has an hour-long morning show Tan Town Jubilee, and a two-hour afternoon program Sepia Swing Club. Lack of a Negro women’s news reporter and commentator was answered by Messrs. Ferguson and Pepper in placing Willa Monroe, popular Memphis Negro socialite, on a 15-minute a.m. show.

Other services developed for WDIA’s Negro listeners include a Negro artists bureau which sends personalities on appearances throughout the Southland, concerts by teen-aged Negro vocalists rendering popular, semi-classical and spiritual selections, and special religious programs on Sunday.

WDIA believes the Negro in the Mid-South feels the station has answered the demand for a voice in radio. To cite this, it points to two other metropolitan Memphis area stations which, in recent weeks, have employed Negro announcers.

IN SPITE of some anxiety about keeping its southern white audience and an initial flurry of protests, WDIA Memphis has found that selective programming for the Negro audience does pay substantial dividends. After a year’s try WDIA also has found no loss in white listeners because of efforts to serve the Negro, 46% of Memphis’ population. In fact, it’s reported local competitors have begun hiring Negro announcers.

Page 22 • November 28, 1949
IN IOWA
EXTRA SETS MEAN EXTRA LISTENING!

12.5% OF ALL IOWA BARN OWNERS HAVE RADIOS IN THEIR BARS

47.5% OF ALL IOWA FAMILIES HAVE TWO OR MORE RADIOS IN THEIR HOMES

51.9% OF ALL IOWA CAR OWNERS HAVE RADIOS IN THEIR CARS

9.7% OF ALL IOWA TRUCK OWNERS HAVE RADIOS IN THEIR TRUCKS

THE 1949 Iowa Radio Audience Survey* proves that multiple-set ownership means additional listening—that the number of hours of extra listening is in almost direct proportion to the number of extra sets. (In homes having four or more sets, for example, an average of 67.7% of the families use two sets simultaneously, daytime, as against 26.4% with only two sets.)

Iowa families are really radio-equipped. 45.7% of them have two or more sets in their homes... 51.9% of all car-owners have car radios... 9.7% of the truck-owners have radios in their trucks... 12.5% of the barn-owners have radios in their barns!

More than that, the 1949 Survey shows that radio-minded Iowa families listen more than twice as much to WHO as to any other station. This top-heavy preference for WHO of course applies to multiple-set families as well as to single-set families—hence gives advertisers a substantial bonus audience that is not ordinarily measured.

The Iowa Radio Audience Survey is a MUST for every advertiser who wants to know all about Iowa listening. Ask us or Free & Peters for your free copy, today!

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

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

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

FREE & PETERS, INC.
National Representatives
Radio's Best

The National Council of Teachers of English presented its annual radio award last weekend to The NBC University Theatre as the program doing the most during the 1948-1949 school year to promote greater understanding and appreciation of "our literary heritage."

Cited as a program "stimulating to English students" and of "interest to mature minds and minds reaching for maturity," the University Theatre series was judged radio's best in promoting "powers of intelligent listening and critical thinking, and to raise ideals of good speech and writing."

Three other programs, You Are There (CBS), The Greatest Story Ever Told (ABC, Goodyear Tire & Rubber Co.) and Invitation to Learning (CBS), were all given honorable mention. Awards were presented at the council's three-day convention held over the weekend in Buffalo. Leon C. Hood, chairman of the NCTE Committee on Radio, officiated.

The council noted that the NBC series "has acquainted a large group of people with worthwhile books that they otherwise would never have known." Another quality, the council said, was its stimulation of English class students to do further reading of the authors whose works were dramatized by the series. "Dramatic offerings on the air have been far ahead of all other types of broadcasts, and this program is at the top of the dramatic group," the council concluded.

Note was made of You Are There because of its qualities of "combining showmanship and educational values. It was one of the few successful departures from standard radio fare and was outstanding for its imaginative conception and choice of material," the council said.

"Acting is superior, the dramas are beautifully written, and the theme is one to inspire love, reverence and respect . . ." the council said of ABC's Greatest Story Ever Told. The CBS program, Invitation To Learning, the council said, was an "outstanding example of programming for mature minds" and "it . . . deserves a larger audience than it apparently has."

Taking a side-glance at critics of its awards, the committee on Radio channeled its bouquets to radio for its alert programming "in the face of the threat from television," and for programs still aired which demonstrate that "American radio can be a worthwhile communicative instrument." In answer to criticism that the council's awards in the past have resulted in a "kiss of death" for the programs named, the committee pointed out eight programs still on the air following their mention by the council last year.

Pratt Elected

Heads Michigan Broadcasters

Stanley R. Pratt, president and general manager of WSOO Sault Ste. Marie, Mich., was elected president of the Michigan Assn. of Broadcasters at the annual meeting held in Lansing. Mr. Pratt succeeds Milton Greenebaum, president and general manager of WSAM Saginaw.

Other officers named were: Howard K. Finch, WJIM Lansing, vice president; J. P. Scherer, WHPB-AM-FM Benton Harbor, secretary-treasurer; Worth Kramer of WJR Detroit, Edward Baugh of WPAG Ann Arbor, Willis Dunbar of WKZO Kalamazoo and WJEF Grand Rapids, and Mr. Greenebaum, members of the board of directors. Among resolutions passed, one urged the Michigan High School A. A. to eliminate all broadcasting fees pertaining to high school athletic events.
TRANSIT RADIO
D. C. Probe Aids—Crisler

HEARINGS on radio-equipped vehicles in the Washington, D. C., area will prove beneficial in the long run to overall business of Transit Radio Inc., according to R. C. Crisler, executive vice president.

On the day the hearings were concluded by the Public Utilities Commission, District of Columbia, the Washington TR branch received new advertiser inquiries, Mr. Crisler revealed—from a national consumer product representative and a network executive, whom Mr. Crisler did not identify.

PUC concluded hearings a month ago after hearing pro-and-con arguments for musically-soothing rides [Broadcasting, Nov. 7]. Its spokesman said last week the Commission would hand down a decision "very shortly."

The inquiries received by TR landed the fame and publicity enjoyed by transit FM during the hearings. A representative of a large national consumer product placed an order, according to Mr. Crisler, with the comment that the service "was bound to have merit" in view of public reaction. The network executive extended congratulations and said that, in his 25 years as publicity man, he had never been able to achieve the fame which "blessed" TR in one week, Mr. Crisler said.

The TR executive noted that "every possible argument . . . has not only been thought of, it has been aired," and pointed out that legal aspects also had been explored. TR has received expressions from otherwise disinterested parties sympathetic to radio-installed busses and streetcars "as a possible victim of a handful of malcontents."

Reviewing newspaper comment and testimony before PUC, which tended largely to substantiate public approval and as asserted that the Socialist and Communist parties are peddling the same bill of goods to change our constitutional form of government to a foreign 'ism.'"

Quick Thinking

DISASTER was avoided by quick-thinking on the part of two WCCM Lawrence, Mass., staffers during an Armistice Day broadcast of a high school football game played at the Lawrence Memorial Stadium. When fire broke out in the broadcast booth high atop the stadium, jam-packed with 8,000 spectators, WCCM's sportscasting team, Ernie LaBranche and Dean J. Slack, battled the blaze to a standstill despite first degree burns received on their hands. Fire was a result of a carelessly discarded cigarette.

NEWSMEN'S DINNER
Feb. 4 Date Set in D. C.

ANNUAL dinner given by the Radio Correspondents Assn., for the President of the United States has been set for next Feb. 4 at the Statler Hotel in Washington. Preliminary plans now are being mapped following a meeting with President Truman last month.

The association plans to give the dinner more of a radio-TV industry atmosphere next year than it has in the past, according to Bill Henry, MBS commentator, who is chairman of the 1950 dinner committee. Various committees probably will be chosen sometime this week.

If you're an Old Forester, you might get a Golden-Wedding sort of kick out of Calvert City (Ky.) . . .

If you're a radio advertiser, you'd probably find it's too small a package for noticeable results!

WAVE gives you the Cream of Kentucky, the Louisville Trading Area . . . It's truly the King of our State's markets — a full-bodied, concentrated Old Grandad of a market whose families have a 40% higher average Effective Buying Income than the folks in the rest of Kentucky Bourbon-land!

That's giving it to you Straight, Gents! Or would you rather learn the hard way — and end up sadder, Bud-weiser?

LOUISVILLE'S WAVE
NBC AFFILIATE
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
5000 WATTS . 970 KC

November 28, 1949 • Page 25
Editorial

BMB, Dead or Alive?

THERE'S NEED for clarification of the BMB situation. The NAB board at its mid-November session, announced that the Broadcast Measurement Bureau would be dissolved upon completion of Study #2. To be sure, it followed up that action with a simultaneous announcement that it favored the formation of a new corporation to pursue the whole subject of audience measurement and research.

On the heels of the NAB board's action came the whole-hearted endorsement by the BMB board, made up of representatives of the NAB, Assn. of National Advertiser and the Amer. Assn. of Advertising Agencies. The latter two consistently have expressed the need for continuance of audience measurement studies. Although the two boards seem to agree, the report persists that BMB has been buried, never to be revived. Agencies point to increased research and survey activities by competitive media. There is confusion.

The BMB's demise has been both bpoke and ill-starred. Many in radio wanted to wash their hands of the whole deal. Yet, most broadcasters recognize the need for data to offset the competition. Radio should take the initiative. The time to plan for the BMB successorship is now. An integrated plan should be ready for presentation to the 1950 membership conventions of the NAB, ANA and AAAA.

THAT ARMY-NAVY unification fight has even reached the sports level. For the annual football classic, the sponsor, Gillette, wanted Harry Wiemer to handle the play-by-play chores and a generous contract. But the Army held out for Ted Husing, who had been handling its games over WMGM New York for years. Because of the impasse, they compromised on the veteran Bill Slater (a West Point graduate). Who won?

Hams Up; Eggs Over

RADIO'S HAMS are happy again. The FCC has quietly relegated to its dead files a project that would have bound and gagged the nation's 100,000 amateurs by forcing them to limit their operations to the inflexible rule which the American Radio Relay League argued would "stifle amateur initiative, circumscribe amateur development, and eventually result in the debilitation of amateur radio as we know it today."

Exactly what happened isn't revealed in the FCC's public notice. There were conferences of ARRL officials with members of the FCC. The ARRL Secretary, A. L. Budlong and Attorney Paul Segal, League general counsel, was as hot as it was erudite.

The now rescinded rules would have imposed upon the amateurs the same sort of "planned economy" that the FCC once sought to foist upon commercial radio via the "Blue Book" and related onslaugths. Some of the same philosophy is incorporated in both the FM and TV rules, where the FCC allocates particular facilities to particular areas, the whole regard to supply and demand.

There's one lesson implicit in the amateur turnabout. You can manhandle and maul business (paricularly if it's big business) but you can't monkey around with a man's hobby.

The Newsman's Niche

IT'S NO LONGER news that news is a basic ingredient of successful radio operation. If music is the lifeblood, then news generates most of the red corpuscles. The status of news in the programming (and sales) budget was clearly established by the Press-Radio War of the early thirties, when radio staked its claim as a news medium, and, after a sanguinary campaign, won in the court of public opinion. It reached its zenith by reporting, at first hand and with the speed of light, every significant event of World War II.

Radio's emergence as the prime news medium was as meteoric as the rise of radio itself. The press conference became the news conference, from White House to police beat. The term pressman gave way to newsman.

Newspapers and press associations monitor radio and TV newscasts as standard operating procedure these days. (Radio's newsmen still relish the role.)

It was but logical for radio's newsmen to form their own association three years ago, looking toward improvement of newscasting and betterment of their lot. A fortnight ago the (National Association of Radio Newsman held its annual convention in New York. The membership had increased from scratch in 1946 to 179—not a staggering total but one that, in a year's time, would benefit the early development of other news groups outside radio.

The NARND convention was significant in several respects. Speakers included some of the outstanding personalities on the national scene. Plans were made for promulgation of a code of standards for news directors.

And there were resolutions.

The approach of the news director is that he is the counterpart of the newspapers' managing editor. He wants qualified newsmen on his staff. He wins on home base when dealing with the program director, sales manager and chief engineer. He wants to report directly to management. And he covets sole responsibility for the news budget.

All these aims are commendable. But they must be earned. There are instances where the news director appropriately reports to management. Yet it must be recognized that it is the program department's responsibility to keep program schedules balanced. Where the program director is wise in news-handling, he may well perform the duties of the managing editor. The may be qualified only as the news or copy editor.

The responsibility of management becomes infinitely greater as the editorial content of the radio schedule expands. The right to editorialize, which conceivably can be read out of the gobbledegook of the FCC's so-called Mayflower Decision Repealer of last June, places upon those stations which editorialize the kind of responsibility that goes beyond the province of the average news director.

We doubt whether any NARND member would contend that he should direct the editorial policy of his station without regard to the views of ownership and management. Ownership can delegate to management, and presumably management can delegate to news director, though at this stage of development the chances are slim. Using the newspaper analogy again, the general manager, at his own peril, must determine whether he gives his editor the right to set the policy and exercises the veto power.

NARND can perform a most useful function in elevating the standards of news reporting by radio and TV. It must remember that radio learned to talk before it could write. It must learn to reason before it can editorialize and assume the concomitant responsibilities.

Our Respects To—

PAUL ROY FRY

PAUL ROY FRY is a young man in a young man's business—radio. He began his career in 1938 when he walked into WAWW Omaha, now KOWH, and promoted himself into the job of promotion man. The station's straining budget underwent further stress to provide Paul Fry with a grand salary of $15 per week. Today he is vice president and general manager, as well as a major stockholder of the Inland Broadcasting Co. Inland owns and operates KBON Omaha, KOLN Lincoln and has a TV application pending for the latter city.

Born June 15, 1917, Mr. Fry was only 21 when he joined WAWW. He was not yet graduated from Creighton U. School of Journalism and had only a little experience in advertising, acquired with the Union Pacific Railroad. He soon realized that non-network daytime stations did have a few good jobs—all in sales. He became a salesman, writing, producing and merchandising his own accounts. In 1939 the station was sold to the Omaha World-Telegram and he remained with them as account man until 1941.

Paul Fry took part in the initial setting up of KBON when it was organized in 1941 as Omaha's fourth station and a basic Mutual outlet. In July of 1942 he became station manager and in January 1943 general manager and director of the company with a minor financial interest. By July 1946 Mr. Fry had added substantially to his stock-holdings and assumed the vice presidency.

Mr. Fry has "the game as well as the name," since his colleagues in Inland are engaged in non-radio interests, his job has been an exceedingly active one. He has in the past few years added KON-TV to the AM outlet in Omaha and built KOLN Lincoln. To this was added the task of moving KBON to larger studios and offices, setting up a new transmitting plant and making plans for KOLN-TV. Mr. Fry recently announced that Omaha would get a trial operation of radio-equipped transit vehicles in early December and a poll to test public reactions.

The staff and associates of Paul Fry say he loves his work although he sometimes gets his "job hats" a little mixed up moving from one city and situation to another. He thrives on activity and takes his Omaha, Lincoln, Chicago, New York and Washington circuit right in his prodigious stride. He has never decided whether his biggest thrill was his all-out Omaha promotion of Queen for a Day or a civic affair with Ed Kohak, then MBS president; Lewis William Jeffrey, at that time Union (Continued on page 28).

BROADCASTING • Telecasting

Page 26 • November 28, 1949
EXPERIENCE
another reason why...
KOIN IS THE #1 RADIO STATION
IN THE OREGON AND SOUTHWEST
WASHINGTON MARKET!

A radio station is as good as the men behind it!
KOIN's key men are among the most experienced
and versatile in the radio business.

This year eight more staff members became part of
KOIN's famous TEN YEAR CLUB!

This makes a total of 28 staff members who have been with
KOIN TEN YEARS OR MORE. Of this number 16 can boasts
15 YEARS OR MORE service...5 with 20 YEARS OR MORE.

This experienced personnel governed by sound policy and
management plus proper programming and "tops" in network
affiliation makes KOIN your best buy in the Oregon market.

1st weekday mornings...1st weekday afternoons
1st evenings (Sunday thru Saturday) 1st total
rated time periods.

(Hooper station audience index May thru September '49)

KOIN
and...
KOIN
F.M
A
Marshall Field
STATION
PORTLAND, OREGON

BROADCASTING • Telecasting
November 28, 1949 • Page 27
Management


Charles M. Erhard, program director for WWYO Pineville, W. Va., appointed assistant manager of station.

Frank M. Folsom, president of RCA, received award for his many years of service to humanitarian causes at testimonial dinner in his honor sponsored by National Jewish Hospital, Denver, Nov. 20.

George M. Burbach, general manager of KSD-AM-TV St. Louis, elected secretary of Better Business Bureau of St. Louis.

John D. Hymes, appointed manager of WLN Lancaster, Pa. For past year and half, he has been assistant manager and commercial manager of station and formerly was with CBS, WNEW New York, Foote, Cone & Belding and Bow Co., both New York. During the war he was deputy chief of OWI Domestic Radio Bureau.

William E. Scripps, president of WWJ Detroit, is the father of a boy, David Locke, born Nov. 15.

Pat Hayes, sportscaster for KIRO Seattle, is the father of a girl, born Nov. 14.

Robert J. McAndrews, managing director of Southern California Broadcasters' Assn., is author of article on use of broadcasting by wine industry appearing in last month's Wine Review.

Religion Campaign

More than 175 network and regional programs, both sustaining and commercial, are airing messages this month on the Advertising Council's new "Religion in American Life" campaign, the Council has announced. In addition, many individual stations carry live and recorded messages placed through 3,000 church groups backing the campaign. J. Walter Thompson Co., New York, is volunteer agency.

In Buffalo you can go places fast with WGR---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

Edgar Bergen - Arthur Godfrey - Bob Hawk - Suspense
Lux Radio Theatre - My Friend Irma - Buddy Clark
Lowell Thomas - Hallmark Playhouse - Jack Smith - The F.B.I.
Dick Haymes - Edward R. Murrow
Mr. & Mrs. North - The Goldbergs
Lucille Ball - Abe Burrows
Mr. Keen - Crime Photographer
Joan Davis - Groucho Marx
Mr. Chameleon - Dr. Christian
Bing Crosby - Burns & Allen
Eve Arden - Amos 'n Andy
Jack Benny - Inner Sanctum
Red Skelton - Helen Hayes
Horace Heidt - Mystery Theater
Philip Marlowe - Gang Busters
Dinah Shore - Gene Autry
Hit the Jackpot - We, the People - Vaughn Monroe - Contented Hour

Leo J. "Fitz" Fitzpatrick
I. R. "(Ike)" Lounsbury

Broadcasting Corporation

Rand Building, Buffalo 3, N. Y.

National Representatives: Free & Peters, Inc.

NAB 'Handbook' Price

NAB has set bulk rates for the NAB Engineering Handbook, recently published, to meet heavy demand. Rates now range from $17.50 for one copy to $10 each for 10 or more. Stations eligible for NAB active membership, but not members, and persons or firms eligible for associate membership, but not members, are not eligible to buy the 700-page handbook, according to NAB.
It fingers the vast bowl of the bluing sky—
1050 feet above the rippling
ribbon of the sun-flecked Hudson.

Calmly its steel face looks down
on New York City and onward to
Long Island in the sprawling east.
It considers Jersey, too, as it
beams its great power southward,
and the clustered towns and
cities of York state to the north.
It looks also towards Pennsylvania
in the west.
It's the great tower of one of
America's great television stations . . .

WOR-tv 9
on channel 9
in New York
What's New in Television? Take a Look at WPTZ!

"One TV Spot Per Week on WPTZ... Returns by the Thousands!"

HERE'S a TV success story of a particular significance to all spot advertisers, taken from a letter just received from J. Robert Mendte, Incorporated, advertising agency for Donald Duck Chocolate Syrup:

"Early last summer we launched Donald Duck Chocolate Syrup with quite a bit of fanfare...along with other media we included one single television spot (per week) on WPTZ.

"On the jar of Donald Duck Chocolate Syrup was an offer, for one label, of a table statuette napkin holder. No mention of this was made on the WPTZ spot but it was highly dramatized elsewhere.

"At first very few returns came in, but then after the first TV announcement (and ever since) the labels poured in. By now thousands have been received.

"But here's the point: adults and children have taken to writing messages on the backs of the labels when they send them to the client. And almost half of these mention 'We saw this product on television.'"

This success story is not an isolated case but one of a great number of instances which prove both the impact of television and the size of the audience WPTZ consistently delivers to advertisers.

For further information about the strength of WPTZ in the nation's second largest television market, write direct or get in touch with your nearest NBC Spot Sales representative.

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

By RUFUS CRATER

A FAR-REACHING "recuse" program of field testing of both color and UHF television [CLOSED CIRCUIT, Nov. 21] was set up by FCC last week as it completed its first side-by-side comparisons of the rival RCA and CBS color systems and standard black-and-white.

The experimental program, FCC said, should include at least 30 test fields; by each of the color proponents "with a reasonable number of receivers distributed both to technical and non-technical persons... in order to determine the adequacy of the system as used by a representative cross-section of the public."

The Commission also called upon TV set manufacturers and all other "interested persons" to participate in a broad program of tests and experimentation to accumulate data on not only on VHF system performance and equipment costs but also on the availability and operation of equipment—both monochrome and color—for the 470-890 mc UHF band.

The week also produced these other color television developments:

- In the side-by-side comparisons of RCA and CBS color, it was revealed by observers that CBS still held a marked edge in color fidelity but that RCA had made great advances in definition and brightness since its first demonstration, and was the most flicker-free of all.

- A major barrier to adoption of a "double standard"—if FCC should so choose—appeared to have been removed as FCC demonstrated an automatic adapter, built in its own laboratory, which permits monochrome reception of either CBS or RCA color as well as standard black-and-white.

- RCA protested demonstration of the adapter as an FCC con-

DAILY VIDEO

DuMont Plans Afternoon Program

FOLLOWING a year's experience with daytime video programming at its key station, WABD (TV) New York, the DuMont Television Network is preparing to inaugurate daytime operations on a network basis. On Dec. 5, provided that the present strike of scenic artists does not interfere (see separate story), the network will start transmitting a two-hour afternoon program, Monday through Friday, 2:30-4:30 p.m., to its affiliates.

The network will sell the program to its affiliates for a flat fee based on a percentage of each station's rate card. The stations will then sell participations to local advertisers, to be inserted into the program at cued spots during the telecast.

Commdr. Mortimer W. Loewi, director of the network, who announced the new service at a news conference Wednesday, said that the program price is very low, in no case exceeding $100 an hour. The move stations taking the show, the lower the price to each, it was explained.

Nine stations, including the DuMont owned stations—WABD (TV) New York, WTTG (TV) Washing-

ton and WDTV (TV) Pittsburgh—already have signed up for the new daytime series. The others are WTVN (TV) Columbus, WXEL (TV) Cleveland, WJKB-TV Detroit, WSPD-TV Toledo, WHIO-TV Dayton and WJAC-TV Johnstown.

Kinescope Film Available

The series will be made available to non-interconnected affiliates via DuMont's Teletranscription (kinetic film) service.

Commander Loewi stated: "This project will certainly destroy, once and for all, the idea that television is too expensive for the average consumer, not due to the cost of programming, but to the cost of advertising. This series is in fact a blue-chip operation, reserved exclusively for the 10 or 12 wealthiest advertisers in the country who for so long dominated radio. Through this new service, hundreds of small advertisers in every city with a transmitter will be able to take advantage of TV's peculiar selling ability and still stay within the most modest of budgets. This, because they will be able to purchase small segments of time at low, daytime rate."

He noted that if a national advertiser spends $5,500 for video and talent and $4,500 for TV network facilities, rehearsal fees and other extras will bring his video advertising costs to about $10,000 a week or more than a half-million dollars a year. If television today is entitled to 10% of a national advertising budget, this would limit the use of network television to the handful of companies with total advertising expenditures of $5 million or more a year, an intolerable situation, he declared.

DuMont's new daytime service should also prove profitable to the individual stations, Commr. Loewi said. He explained that instead of the 30% of its card rate the station normally receives from the TV network, this daily afternoon show will be purchased for a small fee and the station may then sell up to ten participations an hour to local or spot advertisers, retaining 100% of this revenue for itself.

James L. Caddigan, program director of the network, said that the two-hour show will be set in a mythical department store, referred to always as "The Store." Typical store locations will be used as background for the various items making up the program. The name of the program will be "At Your Service," he said.

TELECASTING • Page 3
LOS ANGELES’ SEVENTH OUTLET, KECA-TV GETS OFF TO FAST START IN THE TV RACE

GETTING there “fastest with the mostest” is the generally accepted quote of Confederate General Nathan Bedford Forrest. But KECA-TV, Hollywood outlet of ABC, did a switch on this text by getting on the air “fastest with the mostest.”

Though the last Los Angeles television station on the air, it is without question blessed with the “mostest” facilities of the city’s seven operating stations. Housed on the old Vitagraph Lot, re-named as ABC Television Center, the station is located on a 3-acre site—a location rich in the lore of visual presentation, first for silent pictures, later for sound films and now for television.

Founded in 1912 as the world’s then largest motion picture lot, it provided a stage for such silent stars as Maurice Costello, John Barrymore, Mary Pickford, Gloria Swanson, Antonio Moreno, Percy Marmont and William Duncan. On one of that lot’s sound stages (now known as TV Stage 2), the first talking picture—Al Jolson’s “Jazz Singer”—was filmed.

The lot was founded by Alfred E. Smith, now living in retirement in Hollywood. He named the lot Vitagraph, after one of the first motion picture projection machines which he had invented in 1896. Mr. Smith purchased the 29-acre site from a willing real estate agent for $20,000.

By the time Warner Brothers purchased it in 1925 for $1 million, the streets which bordered it had been named for some of the people who were active in moviedom. It is bounded on the west (to this day) by Talmadge St., the thoroughfare named after Norma Talmadge; on the south Prospect Avenue was derived from the street in Brooklyn where Vitagraph’s old Flatbush studios were located; Russell Street, to the north, is a bow to William “Bill” Russell, an early leading man. (ABC advises that the hill to the east, still unnamed, will be identified by some aspect of television’s growth).

ABC purchased the site from the Warners in October 1948 for $350,000. Added costs to the network breakdown as follows, according to ABC: Remodeling cost—$850,000; technical equipment—$1 million; construction cost—$600,000.

Telecasting on Channel 7 (“Your Best Bet, A Natural!” is the promotion slogan), the KECA-TV transmitter is located on Mt. Wilson, 5,999½ feet above sea level utilizing 30 kw visual power and 15 kw aural power. The actual height of the antenna above average terrain is 5,040 feet.

Coming on the air in a field of six other stations posed a problem program for Channel 7. But with a bid of $77,000, KECA-TV came up with “the mostest” once again—the 11 (another lucky number) home football games of USC and UCLA.

This led to one of the most elaborate and diversified promotion programs seen in Los Angeles for the KECA-TV opening on Sept. 16. (This was the only number upset, but the station’s opening had not been foreseen early enough by the football schedule markers).

Bombarding the city with a variety of promotion gimmicks including two million books of matches among other things, few citizens were unaware that the L. A. Dodge Dealers Assn. and Hoffman Radio Corp. (TV sets) would sponsor the football games. Although the actual promotion budget did not reach a grandioso sum, every dollar was made to count. By coordinating all promotion activities through ABC’s promotion department, then headed by Norman Nelson, Dodge and Hoffman money did not duplicate nor did either overlap network activity.

Thanks to the football games, a flow of audience interest was established for Channel 7 when it started programming. But it was the trade consensus that while

TYPICAL promotion job done by KECA-TV is this “elephants-always-remember” scene which took place at a luncheon observing the station opening, conducted by the Hollywood Advertising Club. Gathered are (1 to r): Shirley Bucanan (c-p), designated as Miss KECA-TV; Les Hoffman, president of Hoffman Radio Corp.; Bert Carter, regional head of Dodge; Charles (Bud) Barry, network vice president in charge of AM and TV programs.
NETWORK SALES

GROSS TIME SALES of the four TV networks in September totaled $991,262, peak month for the year to date, according to the latest report on video network advertising released last week by Broad- casting by Publishers Information Bureau.

For the nine-month period, January through September, gross TV network time sales amounted to $6,461,492. This is the first year that PIB has kept records on television, so there are no comparable figures for 1948.

NBC was the top TV network from a gross time sales standpoint, with billings of $471,920 for September and $3,502,476 for the year to date. CBS rated second—$271,938 for September, $1,573,656 for the nine months. ABC had $155,848 for the month, $741,163 for the nine months, and an increase of $2,002,158 for the nine months. Mutual gross was $91,566 in September, $644,197 for the nine-month period. Month-by-month billings of each network are itemized in Table I.

RCA was the top TV network advertiser in September, spending $106,440 for time on NBC, where RCA sponsors three of the five half-hour Kukla, Fran & Ollie programs each week to advertise its 45 rpm phonographs and records, radio and TV sets. RCA also was the top TV network sponsor during the January-September period, using $586,860 worth of NBC-TV time. General Motors Corp., second largest TV network time user in September, spent $65,855 for time to telescast the Roller Derby on ABC twice a week, Saturday afternoon football on the DuMont Network, weekly Television Theatre and Fireball Fun-for-All Shows, both on NBC. Inside USA on CBS every other week, and the quarter-hour CBS news program five evenings a week.

The nine-month peak month of $991,262, for the nine months. DuMont gross is $471,920 for network TV time.

R. J. Reynolds Tobacco Co. spent $48,980 in September for time on NBC-TV to telescast the 15-minute Monday—Thursday Camel Newsreel. Third ranking TV network advertiser for the month, Reynolds was in second place for the first nine months of 1949, using $485,605 worth of NBC-TV time for its news program.

For the top ten months of network TV time in September and for the nine-month period are tabulated with their expenditures for time in Tables II and III.

Smokers

Smokers' supplies, chiefly cigarettes, made up the class of advertised products most heavily promoted on network television. This was true both in September, when their program used $193,944 worth of TV network time, and during the first nine months of the year, when they accounted for $1,346,810 in TV network time purchases.

Radio and video receivers, phonographs and allied merchandise comprise the second rated product group, both for the month and the nine-month period, using $193,944 worth of TV network time, the Roller Derby and the various groups of network television advertisers for each product group in September 1949.

TABLE IV

<table>
<thead>
<tr>
<th>Product Group</th>
<th>September 1949</th>
<th>Jan.-Sept. 1949</th>
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<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$9,020</td>
<td>$17,288</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<tr>
<td>Automotive, Equip. &amp; Suppl.</td>
<td>69,988</td>
<td>339,948</td>
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<td>Aviation, Equip. &amp; Suppl.</td>
<td>8,162</td>
<td>108,144</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
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<tr>
<td>Building Materials</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>15,366</td>
<td>58,188</td>
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<tr>
<td>Consumer Variety</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>31,950</td>
<td>96,600</td>
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<tr>
<td>Entertainment &amp; Amusements</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>99,184</td>
<td>598,556</td>
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<td>Gasoline, Lubricants &amp; Fuels</td>
<td>35,479</td>
<td>341,797</td>
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<td>Horticulture</td>
<td>33,110</td>
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<td>Household Equipment</td>
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<td>Jewelry, Optical &amp; Cameras</td>
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<td>Office Equip., Stationary &amp; Writing</td>
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<td>Publishing &amp; Media</td>
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<td>Radios, Telecasts, Phonographs, Musical Instruments &amp; Access.</td>
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<td>Retail Stores</td>
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<td>Smoking Materials</td>
<td>193,844</td>
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<td>Soaps, Polishes &amp; Cleaners</td>
<td>14,520</td>
<td>53,400</td>
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<td>Sporting Goods &amp; Toys</td>
<td>9,680</td>
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<td>Toiletries</td>
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<td>Transportation, Travel &amp; Resorts</td>
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<td>Miscellaneous</td>
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<td>9,680</td>
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<td><strong>TOTAL</strong></td>
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<td>Horticulture</td>
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<td>Household Equipment</td>
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<td>Household Furnishings</td>
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<td>Industrial Materials</td>
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<td>Jewelry, Optical &amp; Cameras</td>
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<td>Office Equip., Stationary &amp; Writing</td>
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<td>Publishing &amp; Media</td>
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<td>Radios, Telecasts, Phonographs, Musical Instruments &amp; Access.</td>
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<td>Retail Stores</td>
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<td>Smoking Materials</td>
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<td>Soaps, Polishes &amp; Cleaners</td>
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<td>Sporting Goods &amp; Toys</td>
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<td>Toiletries</td>
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<td>Transportation, Travel &amp; Resorts</td>
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<td>Miscellaneous</td>
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WSAZ-TV DEBUT

Table IV gives a class-by-class analysis of the video network advertising of the various groups of products using this medium, both for September and for the January-September period. Table V shows the leading advertiser in each class in September.

Mr. Rogers

Downtown Huntington streets, according to the station, were jammed with non-set owners who flocked to distributors' stores while many restaurants, taverns and hotel lobbies with TV sets were capacity packed. Remainder of the audience was comprised of 2,500 set owners in the surrounding tri-state cities of Charleston, Logan and Point Pleasant, W. Va.; Ashland, Ky.; and Portsmouth and Ironton, Ohio.

WSAZ-TV, which started test patterns only 58 days after construction was begun, telescast a complete program of features including an hour-long show of live local talent and addresses by distinguished speaker guests. The outlet, owned by the Huntington Herald-Democrat, and the John A. Kennedy radio inter- ests, telescasts on Channel 5 and is affiliated with all four video networks.

Lawrence H. Rogers II, former WSAZ sales manager, is station and commercial manager of WSAZ-TELEVISION, and William H. Packard is production director.
Color Testing

(Continued from Telecasting 3)

of Elder Michaux's hands as he directed the choir.

While independent observers seemed for the most part to prefer the definition provided by black-and-white in large-group scenes, they agreed that color was preferable in the shots of paintings, and both still and live sequences involving a number of sharply contrasting colors.

As an example of the differences in color reproduction, in a wrestling sequence one grappler's trunks appeared as yellow on the CBS set and as orange on RCA. The dough batter used in a cooking show was green on RCA, and products displayed in a comparison of the commercial possibilities of the respective systems generally appeared to be reproduced much more faithfully by CBS.

Throughout the sessions, ghosting seemed less noticeable on both the color system than on any of the black-and-white sets.

Much the same results were evident during a showing of Newsweek Views the News, a regular DuMont TV network show. In the sequence it was necessary to readjust the CBS color set when the CBS signal was put on the coaxial cable and again when it was taken off. The same was true in most other cases when CBS moved on or off the cable or radio relay. CBS spokesmen maintained, however, that this could be eliminated by the use of "about two more tubes" to make the color phasing automatic.

DuMont's black-and-white reception of black-and-white transmissions was considered "more sharp" than either the RCA or CBS black-and-white reception of color signals in some cases, though in others little difference could be discerned, and in some instances observers felt the RCA black-and-white was superior to that of DuMont.

Line Troubles

Some of the variations were attributed to line troubles, which plagued all the demonstrators at one time or another.

Colors in the RCA picture faded out when put on the 2.9 mc coaxial cable to New York and return, but passed effectively over the 4 mc radio relay which had been set up between Washington and Baltimore. CBS colors held up in both the cable and radio relay tests, though a slightly cloudy effect was noticed on some of the pictures.

In the demonstrations CBS showed for the first time an effective 16-inch direct-view color picture (enlarged from 12½ inches) which had claimed to be the answer to opponents' charges that the CBS system, because it employs a rotating disc, is limited in potential screen size.

CBS also claimed that in the demonstrations it was not operating under optimum lighting conditions because incandescent rather than fluorescent lights were used, resulting in more noticeable reds.

DuMont claimed its own showing was being restricted by FCC's refusal to permit it to use sets with screens larger than about 16 inches. DuMont also said it was using only 90-millimeter lenses in its camera "to keep in balance" with RCA and CBS, even though this "seriously limits our normal programming."

The demonstration was held in three separate rooms in Temporary E Bldg. in Washington, with all original equipment. RCA's WNWB (TV) Washington studios, where cameras had been set up side by side. RCA used the WNWB transmitter; CBS used WOIC (TV) Washington's, and DuMont used its own WTTG (TV).

Top echelons witness

On hand to witness the results were top officials of CBS and DuMont and the research and engineering heads of RCA. The CBS contingent included Board Chairman William S. Paley, who flew in, Executive Vice President Joseph H. Ream, Vice President Adrian Murphy and Engineering Vice President William T. Goldsmith, director of Research and Development Director Peter C. Goldmark, who developed the CBS color system.

The RCA group included C. B. Jolliffe, executive vice president in charge of RCA Labs; E. W. Engstrom, vice president in charge of research; Ray D. Kell, TV section chief, and G. H. Brown, research engineer. The DuMont delegation was headed by Dr. Allen B. DuMont, president, and included Thomas T. Goldsmith, director of research.

Also on hand were all members of the so-called "Condon Committee" which is making an independent survey of color prospects for interstate and foreign Commerce Committee. They are: Dr. E. U. Condon, director of the National Bureau of Standards, chairman; Dr. Newbern Smith, also of the Bureau of Standards; Stuart L. Bailey of Jansky & Bailey, consulting radio engineers; Dr. W. L. Everitt, dean of the U. of Illinois Engineering College and Donald G. Fink, chairman of the Joint Technical Advisory Committee, sponsored by Radio Mfrs. Assn. and the Institute of Radio Engineers.

Manufacturers appeared frankly skeptical about the extent to which the FCC-proposed field-test program could be completed by the time the color hearing resumes in February. FCC Chairman Coy conceded the Commission was not sure when the program should be completed, but that it did hope to have "a very high percentage" done by February.

The sessions are slated to resume December, in a conference of the color system of Color Television Inc., the third system under consideration. This is to be followed by further comparative demonstrations Feb. 8 with CTI as well as RCA and CBS showing their color techniques and DuMont again presenting black-and-white.

CBS however, petitioned for a short postponement of the Feb. 8 comparisons because the equipment it employs will be in use in medical demonstrations elsewhere on that date. FCC has not acted upon this request.

Statement issued quickly

Last week's comparative tests were hardly completed when both CBS and RCA issued statements.

RCA's Dr. Jolliffe claimed the demonstration showed "marked improvement" in the RCA system; stressed the importance of completely compatible color, and said the tests proved that "RCA's all-electronic system offers the best means through which color television can be improved and developed into a reliable service to the public."

Columbia's Mr. Murphy countered with the claim that the tests showed CBS color fidelity "way out in front of the RCA system"; that the CBS picture was "highly satisfactory" whereas those of RCA "drifted and wandered," and that Columbia's pictures showed no diminution in color after coaxial cable transmission while RCA's were "unequal" to this test.

FCC's field-test order was drafted in the form of a contribution to TV set manufacturers and a statement of the type of information which participants in the hearing will be expected to present when the sessions resume.

If set manufacturers are to be of "any real assistance," FCC said, "they should conduct field tests of receivers, converters and adapters for use with the color television systems" proposed by CBS, RCA, and CTI, "and also of receivers (black-and-white and color), converters and adapters capable of operating in the UHF band, and report the results . . . to the Commission."

FCC called for reports during (Continued on Telecasting 8)
KING-TV, the first television station in the Pacific Northwest, has appointed another pioneer, Blair-TV Inc. as its national representative. This relationship becomes effective December 1, 1949.
**Color Testing**

(Continued from Telecasting 8)

the week of Dec. 26 showing the results of these and other tests.

Commission staff members, the notice continued, will be available as “observers” during periods of the test period. The FCC laboratory also will conduct such tests itself, the Commission said, inviting “interested parties” to “supply equipment to be tested.”

FCC also requested data on tests dealing with (1) automatic color phasing (as distinguished from automatic synchronization); (2) direct-view three-color tubes; and (3) use of frequency modulation for transmission of television picture signals, both monochrome and color.

Witnesses who have reviewed or supplemented the views they presented in testimony earlier in the hearings were asked to notify the Commission of the changes, particularly with respect to their estimates of the costs of color receivers.

**DISTANT VIEW**

**WLWT (TV) Signal Travels**

PHOTOGRAPH as documentary proof that WLWT (TV) Cincinnati's signal can be received 225 miles from studios and antenna has been sent to the station by a Greeneville, Tenn., viewer, the Columbia Broadcasting Corp. outlet reports.

Picture was taken by John W. Duggins, who says he receives the station's picture from a point 225 miles away in Greeneville using a medium priced set and a stacked array, straight dipole antenna with each element having one director and one reflector. He also employs a booster, according to WLWT (TV).

The Cincinnati station maintains viewers in 14 states have reported reception of the station to WLWT by WLWT (TV). The station's signal, it points out, has traveled beyond its normal 50-mile radius to 37 cities including: Austin, Tex. (975 miles); Hollywood, Fla. (950 miles); Gatesville, Tex. (925 miles); Murdock, Minn. (680 miles); Kalamazoo, Mich., and Washington, Pa. (both 250 miles) and to Wooster, Ohio (150 miles). WLWT (TV) engineers credit the long-distance reception to "stratified air guiding and bouncing the signal."
THE GOLDBERGS
sponsored by
General Foods, is a
CBS Package Program
one of the four
delivering “Top 10”
television audiences.
<table>
<thead>
<tr>
<th>Time</th>
<th>Show 1</th>
<th>Show 2</th>
<th>Show 3</th>
<th>Show 4</th>
<th>Show 5</th>
<th>Show 6</th>
<th>Show 7</th>
<th>Show 8</th>
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<tr>
<td>6:00</td>
<td>Kettle Co. Singing Lady</td>
<td>Bob Howard Participation</td>
<td>RCA Victor</td>
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<td>RCA Victor</td>
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<td>7:00</td>
<td>Bell &amp; Howell Action Action</td>
<td>Magic College L (E)</td>
<td>Captain Video L/F (E-M)</td>
<td>Captain Video L/F (E-M)</td>
<td>Captain Video L/F (E-M)</td>
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<td>8:00</td>
<td>Dr. Fitz-Um</td>
<td>Magic College L (E)</td>
<td>Manhattan Spotlight L (E)</td>
<td>Manhattan Spotlight L (E)</td>
<td>Manhattan Spotlight L (E)</td>
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<td>9:00</td>
<td>Goodyear Goodby Review</td>
<td>Captain Video L/F (E-M)</td>
<td>Mohawk M. Downey L (E)</td>
<td>Mohawk M. Downey L (E)</td>
<td>Mohawk M. Downey L (E)</td>
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<td>10:00</td>
<td>Your Witness</td>
<td>Small Fry Club L/F (E-M)</td>
<td>Small Fry Club L/F (E-M)</td>
<td>Small Fry Club L/F (E-M)</td>
<td>Small Fry Club L/F (E-M)</td>
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<td>11:00</td>
<td>Lilij &amp; Myers Tobacco Godfrey and His Friend</td>
<td>Lucky Pup</td>
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<td>11:30</td>
<td>Godfrey and His Friend L (E-M)</td>
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Other top Package Program available sponsorship, to back page this insert.
SPEAKING

of

GIVEAWAYS...

did you know

- that 69%* of all U.S. TV homes are included in The Pulse Seven Market Television area?

- that The Pulse issues monthly reports for this area giving ½ hour ratings for network programs televised between 5 PM and Midnight, throughout the week?

- that each daily ½ hour rating in this network TelePulse is based on 1000 personal interviews in television homes?

- that this 7 Market TelePulse is yours for the asking?

Write now for your copy of the October 1949 7 Market TelePulse Network report, covering.

New York     Chicago
Cincinnati    Los Angeles
Boston        Philadelphia
Washington

* TELEVISER, October, 1949.

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN
THE FRONT PAGE
based on the famous Broadway hit is the kind of CBS Package that sponsors who want a sure payoff are looking for.
TELEVISION WEEK
Set by Charlotte Mayor

WEEK of Nov. 13-19, proclaimed "Television Week" in Charlotte, N. C., by Mayor Victor Shaw, was hailed by the local WBTU-TV (TV) as an outstanding success and aid to local TV set dealers. The station and dealers jointly sponsored newspaper ads, each 130 inches, which were inserted five times in The Charlotte Observer and the Charlotte News.

Mayor Shaw appeared Nov. 14 with a WBTU telecast to deliver the proclamation. He paid tribute to television as a new means of entertainment for the city as well as providing stimulus to the community business.

MUSIC FOR FILM
Group To Draft Industry Plan

THE NINE-MAN industry committee set up to consider the strike proposals covering services musicians for television films this week appointed a subcommittee of three to draft counterproposals.
The triumvirate, all film experts, are: Hal Roach Jr., of Hal Roach Studios and president of Television Film Producers Assn.; Ralph Cohn, Columbia Pictures, and Adolph L. Gold, president of the National Television Film Council.

It was explained that no television network or station executive was represented on the subcommittee because the feeling was that the film experts had the specialized knowledge of celluloid packaging necessary for the job. It was felt that they could protect the interests of the telecasters as well as their own.

The work of the subcommittee, however, will be subject to review of the whole committee, which itself contains an unprecedented alignment of representatives of the amusement industry. The main committee (Broadcasting, Nov. 1) contains representatives of TV stations; back-up, producers, magazine film producers, small film producers, TV film producers and film critics.

An American television transmission in Europe installed at Turin, Italy, General Electric Transmitter Div.

TV AUTHORITY
Equities Elect Delegates

ACTORS EQUITY and Chorus Equity last Tuesday appointed their delegates to the newly formed Television Authority, which will represent video performers.

The appointments, made by the Equity Council, the two unions' governing boards, are:
- Representing Actors Equity—Sidney Blackmer, Marc Daniels, Mildred Dunnock, John Kennedy, Peggy Wood, Winston O'Keefe, Erna Stone, Margaret Webster, Spencer Reid and Mady Christians.
- Representing Chorus Equity—Dennis King, Philip Loeb, Paul Purnell, Clara Cavard, Robert Right, Frank Colletti, Neal Hamilton, George Beckman, Philip Douriez and Edith Aiwer.

American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists are expected to choose their representatives shortly.

It is considered unlikely that the Screen Actors Guild and Screen Extras Guild will participate unfriendly in the jurisdictional differences with the live actors unions over TV films are settled [Broadcasting, Nov. 21].

SET OUTPUT
1949 Estimate 2 1/2 Million

TELEVISION set production for 1949 will total 2,535,000 sets, according to official estimates of Television Shares Management Corp., Chicago. The figures were obtained from interviews with officials and authorities in the industry.

Of the 13 firms listed, production figures range from 70,000 to 410,000 units. Television Shares Management Corp. points out, however, that in some cases estimates will be subject to wide variation from such factors as stoppages of production and purchasing power resulting from strikes.

SEMCA CLOCK
Begins N. Y. TV Campaign

SEMCA Clock Co., New York, has launched an intensive television campaign using five New York TV stations.

In addition to the New York market, the Semca Clock Co. and the Phinney-Walker Clock Co. have offered to all retailers in charge three dramatic film commercials, promoting both the Semca and Phinney-Walker clocks, for use on their local stations. The clock firm also has notified video stations throughout the country of its offer to the retailers.

As a result more than 25% of the video stations have requested the film. Eli Landau, television director of Moss Associated, New York, agency for the firm, revealed to Broadcasting last week.

In the New York market the clock company has spot announcements on the following stations: WNBC-TV, WCBS-TV, WABD (TV), WPX (TV) and WJZ-TV.

TUBE SALES
Double '48 Total—RMA

SALES of cathode ray television picture tubes in the first nine months of 1949 nearly doubled the entire 1948 sales, according to Radio & Television's "Survey of Manufacturing." Manufacturer members of RMA sold 2,124,210 picture tubes for receivers, valued at $62,525,446 in the first three quarters of 1949. The figure for 12 months of 1948 was 1,209,176 tubes valued at $33,450,564.

Manufacturers reported sales of 648,923 picture tubes valued at $17,154,450 during the third quarter, a drop from the 777,654 tubes valued at $25,123,696 sold in the second quarter of this year.

Of the total picture tube sales, 609,517 valued at $15,926,047 were sold to equipment manufacturers in the third quarter, or 1,999,541 tubes valued at $58,253,474 for three quarters of 1949. The rest of the tubes were to users, distributors, government and export buyers.

Total cathode ray tube sales, including oscillographs, camera pickup tubes, etc., amounted to $83,724,992 units valued at $18,020,897 in the third quarter and 2,175,391 valued at $65,384,773 in the first nine months of 1949.

First prize in competition for best promotional spot announcements for Martin Kane, Private Eye show on NBC-TV won by WTMJ-TV Milwaukee. WTVR (TV) Richmond, Va., placed third.

SERVING THE RICHEST MARKET IN THE SOUTH'S NO. 1 STATE*

6531 SETS IN USE AS OF NOVEMBER 1, 1949

SALES REPRESENTATIVES
HARRINGTON, RIGERTON AND PARSONS, INC.

NEW YORK CITY: 270 Park Avenue
CHICAGO: Tribune Tower
MU 6-1185

Owned and Operated by
GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power"—1949
†Source: NBC Research Dept.

TELECASTING • Page 13
NEED for greater uniformity in television rate cards is pointed out in the report of the Television Standardization Committee of the Broadcast Sales Managers Executive Committee [Broadcasting, Nov. 21]. Just completed by Broadcast Advertising Bureau, the study covers the rate practices of 75 operating stations. Although practices vary widely on some points and are surprisingly uniform on others, the basis of current rate cards from the 75 stations, this is how station rate structures add up:

Relationship of rates for smaller units to the basic hourly rate—Half hour is 60% and quarter hour 40% of hourly rate, respectively. Seventy-five percent of stations give these exact figures. Most popular percentage for five minutes is 25% of hour rate. Second most popular is 20% with numerical average of 24.4%.

Most popular time segment between a half-hour and an hour is 40 minutes. Second most popular is 45 minutes with rate for either charged at 80%. Most stations also quote a 20-minute rate at 50% and about half the stations have a 10-minute rate which is 35% of the basic hourly. This is the way the industry pattern runs:

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<tr>
<th>Duration</th>
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<tr>
<td>60 minutes</td>
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<td>45 minutes</td>
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<td>25 minutes</td>
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<td>20 minutes</td>
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</tbody>
</table>
The decision has been made

Judge Joseph Kolodny renders a verdict in WMAR-TV’s highly regarded “Court of Common Sense,” a feature of Wednesday Television in Baltimore. His “common sense” verdicts are uncommonly sound, as sound as the Baltimore decision that Television is the city’s favorite entertainment medium. Baltimoreans had bought 100,036 TV receivers by November 1st.

Television has captured 33.4% of the 6:00 –10:00 P.M. broadcast audience in Baltimore according to the August-September Hooper rating. That is the highest score achieved by video anywhere.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO

CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILATE OF THE COLUMBIA BROADCASTING SYSTEM

Baltimore Leads The Nation—WMAR-TV Leads In Baltimore
Telestatus
(Continued from Telecasting 14)
the most common practice but stations vary as to when the six months beg’n. Two schools of thought are represented: (1) those which protect for six months from the start of the contract, and (2) those which protect for six months from the date of notice of an upcoming change in rates. BAB reports that the latter group is in a slight majority.

Agencies—Agencies, of course, get their 15% but the question here is 15% of what? Although no clear cut policy could be found, 23 of the 75 stations state that commissions will be paid on time charges only. There are 37 outlets which pay a commission on time plus at least one other cost. Among these, studio facilities charges are included in many cases. Some stations also have film and studio rates on which commissions are paid. A minority of the 37 pay commissions on such other charges as talent, production services and station-built programs.

* * *
Adjacency Effect
On Video Spots
THE SPOT following a high-rated television program can achieve a better rating than a spot preceding the same program, according to the Advertest Television Spot Report.

This was learned in analyses conducted by Advertest Research on how much effect the program that the spot follows or precedes has had on the potential audience and therefore, the sales impact value of the spot. Before the survey, the question of how much effect adjacencies exercised had largely gone unanswered, Advertest pointed out.

Of the two reports, the initial covered the first week in September with programming still on a summertime basis. The second report was held during the first week in October when most fall programs were underway.

'Texaco Star Theatre'
Heads October Teleratings
THE Texaco Star Theatre led October TV-Network Teleratings, C. E. Hooper reported last week. Arthur Godfrey's Talent Scouts was second, and Arthur Godfrey and His Friends third. Ratings of the top 10 TV network shows follow:

1. Texaco Star Theatre
2. Arthur Godfrey's Talent Scouts
3. Arthur Godfrey and His Friends
4. The Art Linkletter Show
5. Arthur Godfrey's Talent Scouts (6 CBS-TV cities)
6. Arthur Godfrey and His Friends (23 CBS-TV cities)
7. The Art Linkletter Show (16 CBS-TV cities)
8. Face the Music for All (13 NBC-TV cities)
9. Face the Music (6 NBC-TV cities)
10. Texaco Theatre (17 NBC-TV cities)

WABD (TV) New York's telecast of the Notre Dame-North Carolina football game Saturday, Nov. 12, captured 75.1% of the New York area television audience, according to a special C. E. Hooper Inc. survey made public by the station. WABD achieved a rating of 22.2 for the 2-3 p.m. period.

Next highest rating, for a station telecasting another gridiron battle, was 5.5, with 18.4% of the video audience.

WABD's telecast was sponsored by New York Chevrolet dealers through Campbell-Ewald, New York.

advertisers, quoting costs below those of competing firms for 20-second, one-minute and one-and-one-half minute spots. With the amount of new business gaining momentum, he and Partner Don Cahill have found costs to be of secondary importance to their clients. Quality, always primary, has proved to pay-off in sales.

Mr. Campbell's initial interest in TV led to his role as commentator on TV Newsroom at WBBK (TV) Chicago in 1942. Developing an off-the-cuff format for local and national news, he shelled this and extra-curricular video activity when he entered the Army.

Attached to a special service unit at Battle Creek, Mich., Jerry wrote and produced 15 radio shows weekly. These were aired live and transcribed on WELL Battle Creek, WJR Detroit and WJW Cleveland.

He also worked on the WELL announcing staff.

A former announcer at WLS Chicago and WMBO Aurora, Ill., Jerry returned to this phase of broadcasting $700 for one time, $665 for 26 times and $630 for 52 times. An hour-long live Class B hour (Monday through Saturday, 6:30-7 p.m.; Monday through Sunday, 10:30-11 p.m., and Sunday before 1 p.m.) now costs $560, $532 and $504 in the three frequency classifications. In Class C time (Monday through Saturday before 5:30 p.m. and Monday through Sunday after 11 p.m.) the live hour rate in the frequency classes is now $420, $399 and $378. Hour film programs start at $525 for one-time Class A, $420 for Class B and $315 for Class C. One-time Class A announcements are $100; Class B, $80, and Class C, $60.

* * *
High Scoring Football Telecast
WABD (TV) New York's telecast of the Notre Dame-North Carolina football game Saturday, Nov. 12, captured 75.1% of the New York area television audience, according to a special C. E. Hooper Inc. survey made public by the station. WABD achieved a rating of 22.2 for the 2-3 p.m. period.

Next highest rating, for a station telecasting another gridiron battle, was 5.5, with 18.4% of the video audience.

The WABD telecast was sponsored by New York Chevrolet dealers through Campbell-Ewald, New York.

Reel Takes
JERRY MARTIN CAMPBELL
JERRY M. CAMPBELL has racked up an imposing number of video accounts after only nine months of competition with long-established film production firms. Partner in Campbell-Cahill Studio, Chicago, Jerry organizes his firm's work for March after skirting the edge of visual media for several years.

He began producing filmed television commercials at a price to attract local and national casting as a freelancer in New York after Army duty. In the East he dipped heavily into TV again during spare hours, watching rehearsals and origination as the town grew "TV-wise." When he returned to Chicago in 1947, he transferred his TV enthusiasm to that city. On evenings and weekends he continued "watching and waiting." During the day he worked as Chicago manager of Donald Cooke representative firm.

Jerry has been interested in photography since he was six, when the Campbells were forced to build another bathroom because the family tub was constantly filled with film developer. Various photographic excursions brought Jerry into contact with Don Cahill, who had had 19 years of photography experience in Chicago before they met to merge brains and brawn.

Accounts Serviced
Some national accounts for which they have produced video spots are Alka Seltzer, Salerno crackers, Stewart's coffee, Hoover vacuum cleaners, Py-O-My mixes and Stopette deodorant.

Interested in experimental photography, Campbell-Cahill is now working on color and light tests of porcelain for a national refrigerator account. Firm specializes in stop-motion animation, and finds that most clients want to blend one or both with live-action.

Shooting, editing, screening and processing are carried on at laboratories on Chicago's West side. Sales and business offices are located in the 360 N. Michigan Ave., Bidg.
OPERACAST

OPE CAST

Texas Co. Backs on ABC-TV

That opera makes for sure-fire television entertainment was proved last Monday when ABC-TV, for the second successive year, televised to six cities the opening-night performance of New York's famous Metropolitan Opera. Under sponsorship, again, of The Texas Co., New York, which this year paid some $40,000 for the package in addition to time and line charges, the network's production showed that much had been learned from its first attempt of a year ago. Camera work on "Der Rosenkavalier," this year's season-opener, placed considerable emphasis on close-up shots from the camera in the second balcony near the proscenium arch. Other close range views were offered of camera on the orchestra level, stage left, and in the room adjacent to the radio booth on the balcony.

In all, eight cameras were utilized for the telecast, with others located in the standing room area on the orchestra floor, two backstage, one in Sherry's refreshment area, and one in the 29th St. lobby—the entrance of "the carriage trade."

Crotty Produces Show

Lion's share of the credit for the telecast's success goes to Burke Crotty, ABC's executive television producer, who produced and directed the entire program. In addition to the performance itself, video viewers were given glimpses of great and near great as they made their entrances; of interviews with Sherry's with operatic stars and impresarios; of the great Diamond Horseshoe and the Golden Curtain, and of backstage interviews and activities of the stagehands between acts.

Among the early arrivals at 39th St. were Mark Woods, ABC president, and Richard L. Saunders, vice-president in charge of domestic sales for The Texas Co. Both were interviewed by ABC commentator John Daly, and both emphasized the importance their companies feel in their association with the opera telecasts. Mr. Saunders said that Texas is grateful for the many enthusiastic letters it receives from listeners to the regular Saturday afternoon ABC radio broadcasts of the opera.

Much of the improvement of this year's opera telecast over that of last year was due to the fact that lighting for "Der Rosenkavalier" is sufficient for television purposes, whereas some of last year's failings with "Otello" were caused by darkened stage settings which had to be illuminated with infra red "black light," which played havoc with performers' makeup, authorities said.

Also, the Met, apparently convinced that television is here to stay, was more lenient with space for camera movement, resulting by 90 the number of "standing room" tickets sold, thereby allowing more variation of angle-shots. In addition, camera blowers, which couldn't be used last year because of fog, were equipped with muffs, and utilized. Happily abandoned was the dry-ice method of cooling cameras which failed last year, leaving only one camera in operation. Too, in some scenes, action was understood to have been slowed down for the benefit of TV eyes. More than once the impression was given that the performance was especially staged for video.

A staff of six television directors, a crew of 42 including cameramen, control men, stagehands, electricians and others, more than a ton of equipment and three-quarters of a mile of TV cable were in operation for the telecast, which ran from 7:45 to 11:52 p.m. The telecast was viewed in New York, Philadelphia, Washington, Baltimore, Detroit and Chicago, and was placed through the Kunzer Agency, New York.

Interesting production innovations not attempted the previous year were superimpositions of various types. Milton Cross, ABC's official opera commentator, was seen describing forthcoming scenes while a hand slowly turned the pages of the work's libretto. A silver rose, tossed onto the closed libretto, preceded each scene setting. Commercials were nonexistent, except for brief announcements only that "Der Rosenkavalier" was being presented by The Texas Co.

ENGLISH EQUIPMENT SHOWN

Pye Demonstrates for Industry, Government

Initial showing of English TV transmitter equipment made by Pye Ltd. was previewed in Washington, D.C. last week by representatives of the American television industry, government observers and FCC Commissioners. The showing was the first in a series of demonstrations by Pye technical officials and its crew of eight engineers preparatory to the firm's entrance into the American television equipment market [Broadcasting, Nov. 14]. Other showsings are slated for New York's Park Sheraton Hotel, Dec. 6 and Chicago at a later date. Demonstrations were held last Monday through Wednesday at the Hotel Carlyle.

Claiming Pye equipment produces a superior black-and-white TV picture, B. J. Edwards, Pye technical director, said the company's goal is an annual sale of about $3 million worth of TV transmitter equipment to TV operators who cannot be supplied by American firms because of great demand.

The Commission was represented Monday by Comrs. Paul Walker, George Sterling, E. M. Webster, Robert Jones, Frieda Hancock, and engineering personnel. Chairman Wayne Coy was detained on business while Comr. Rosel Hyde was out of town.

Featured at the demonstrations were two types of TV cameras, several control units and 16mm television film. Prices for Pye equipment to American buyers will run 15% to 15% lower than comparable units by American firms, according to Mr. Edwards.

Commissioners and other observers generally were impressed with the picture's artistic quality. Pye announced last week it has officially opened offices at 8 W. 40th St., in New York City.
Telefile: KECA-TV
(Continued from Telecasting 4)
respectively finished seventh and tied for ninth. Additionally, the sponsors have been coming. Of a total of 23 hours weekly, 11% were sponsored during the week of Nov. 14. Also in the relatively short span in which the station has been operating, it boasts 29 accounts buying 50 spots weekly and eight participating advertisers. If a station has an audience the next question is whether the viewers are buying. Here again, the reports are happy:

(A). Los Angeles Dodge Dealers Assn., according to John Weiser, Ruthrauff & Ryan vice president, has broken all sales records for comparable seasons, since its entry into television. Mr. Weiser also reports that dealers have even traced truck sales directly to TV.

(B). While Hoffman Radio Corp. has been in television previously to its sponsorship of the football games, Don Larson, advertising manager of the firm, is enthusiastic about the medium, in general as well as KECA-TV. In fact he credits the sales power of TV with the fact that the company's production in September and October of 1949 was six times greater than during the comparable period in 1948.

(C). One participation on a KECA-TV shopping show known as I'll Buy That grossed 128 inquiries and netted 65 sales for a plastic rain shoe.

(D). On a variety show, Campus To Campus, preceding each of the Saturday afternoon football games, Eastern Columbia (department store) through Stodel's has offered a variety of merchandise. One offer of a guacho shirt advertised only via television caused the store to re-order three times in 10 days.

(E). Evidence that wrestling telecasts attract a fair percentage of women viewers is seen in a mail poll. Women were asked to write in for free "Ladies' Nite" tickets; this drew 400 individual requests from women in add this to requests from men. This resulted from two mentions on one telecast.

For buyers of time, KECA-TV's rate card No. 1 covers Class A time from 7 p.m. to signoff, weekdays, and 12 noon to signoff Saturday and Sunday. Class B covers the 5 to 7 p.m. weekdays.

The basic Class A rates break down as follows: Hour, $500; half-hour, $300; quarter-hour, $200; one minute or less, $100. All Class B rates are 25% less than Class A.

PERSONNEL-wise, KECA-TV comes under the broad direction of Frank Samuels, ABC's youthful Western Division vice president. Giving more of his time directly to TV is Richard Moore, assistant general manager and director of television operations.

Following this chore, Mr. Mowrey returned to New York and Mr. Moore was named to his current post. Under the ABC policy of integration of AM and TV, many of the Western Division department heads have responsibilities on both sides. But the station does have some specific personnel who do nothing but television.

Among these are James Vandiver, director of remotes, who has been credited with an outstanding job on the football games through his use of cameras. By using one camera on the field level viewers have been able to enjoy sideline activities not normally possible, and with another in the press box other features have been possible including a diagram of touchdown plays sketched on a blackboard and explained by Tom Harmon, play-by-play announcer.

Phil Booth, program director of the station shifted to the ABC outlet from KTLA (TV) Hollywood where he served in similar capacity for several years. Earlier he had worked for CBS television in New York in addition to work as the film cutter and editor in his native England.

Phil Caldwell, Western Division technical director, is a veteran in engineering matters being versed in the scientific side as well as sales, following many years with General Electric.
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LU 2-1700

SHERMAN PLAN, INC.
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TV FILM PROGRAM DISTRIBUTORS
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STERLING 0780
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NEW YORK 22, N. Y.

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PLAZA 1-1531

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COMMERCIAL SPOTS FOR TELEVISION
400 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
COMPLETE FILM PRODUCTION SERVICES FOR TV SPOTS-PROGRAMS
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 8-7205

KISSINGER PRODUCTIONS
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JUDSON 6-3572

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO - HOLLYWOOD

TELEVISION DEPARTMENT
ST 1445 PARK AVENUE
NEW YORK 22, N. Y.

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO - HOLLYWOOD

GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
400 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

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KISSINGER PRODUCTIONS
COMMERCIAL SPOTS
PACKAGE SHOWS FOR RADIO AND TELEVISION
1650 BROADWAY, NEW YORK
JUDSON 6-3572

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO - HOLLYWOOD
**CONSULTING RADIO ENGINEERS**

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<th>Name</th>
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<th>Phone Number</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices: National Press Building</td>
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*Member AFCE*
November 18 Applications

**ACCEPTED FOR FILING**

**AM—390 kc**

WRFC Athens, Ga.—CP change from 540-A to 540-B, using 500 W and install DA-N.

WRFB St. Joseph, Mich.—CP change from 1240 kwc to 1240 kwa, using 50 W and install DA-N.

**AM—1520 kc**

WJBK Detroit—CP change from 1480 kwc 250 W untl. to 1500 kc 10 kw-N. 25-5-50; D-40 AM DENIED to request 5 kw untl.

**License for CP**

*WCLD* Cleveland, Ohio—License to cover CP new AM station.

*KSYW* New York, N. Y.—Modification of CP

*WSAY* Rochester, N. Y.—Mod. CP change power level effective as of the completion date of full power.

*WKBN* Youngstown, Ohio—CP new AM station, effective completion date 2-12-50.

*WCON* Portland, Ore.—CP WLSW (TV) Columbus, Ohio—Same to 6-16-50.

**TENDERED FOR FILING**

*Modification of CP*

*WABW* Lawrence, Mass.—CP change trans. and studio site to Lowell, Mass.

**APPLICATION RETURNED**

**AM—1230 kc**

Lincoln County Beasts, Inc., Libby, Mont.—Revised application for new AM station 1230 kc 250 w untl.

**November 21 Decisions**

**ACTIONS ON MOTIONS**

By Commr. Walker

Crescent City Beasts, Inc., Santa Monica, Calif.—Denied petition requesting dismissal without prejudice of CP; the petition is denied without prejudice to petitioner's filing within the required period of any new application for dismissal of its application with prejudice.

*KWK-FM* Leslie S. Bowden, trustee in bankruptcy, Harahan, Ark.—Reconsideration of CP for new AM station 1360 kc 25 kw untl., application to become license for new station 1360 kc 25 kw.

**November 22 Decisions**

**BY THE SECRETARY**

*WNHC-TV* New Haven, Conn.—Granting CP for broadcast of TV station.

*KNBC* Nashville, Tenn.—Granting CP license for new TV station.

**RCA INSTITUTES, INC.**

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**NOVEMBER 19 TO NOVEMBER 25**

**Actions of the FCC**

**CP-Construction permit**

**Daytime-distant antenna**

**ERP-effective radiated power**

**ERP-studio/transmitter link**

**Sync/Lamp—sync/transmitter**

**STA—special temporary authorization**

**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.**

**CP-Construction permit**

*of WKNX Saginaw, Mich.; hearing continued to Jan. 30, 1950, at Washington, D. C.*

*FCC General Counsel—Grant petition for extension of time from Nov. 21 to Dec. 21 to file proposed findings in proceeding on applications of WGBF Evansville, Ind. and WMRO Aurora, Ill.*

*Supreme Best Co., Inc., New Orleans—Grant petition for renewal of its motion to take deposition, dated Oct. 20, be granted.*

*Radio St. Clair Inc., Marine City, Mich.—Refused to Commission petition for license, to authorize station to operate on a specified frequency and at a specified power level for change of station location and station license.*

*By Examiner Hugh B. Hutchinson

*WGBF—Officer, order granted in part for continuation of hearing to scheduled for Nov. 28; hearing is continued to Jan. 12, 1950, at Washington, D. C.*

*By Examiner Basil P. Cooper

*Lubbock County Beasts, Co., Lubbock, Texas—Grant petition for continuation of hearing in proceeding on applications of Lubbock County Beasts, Co. et al scheduled for Nov. 28, continued to Oct. 5, 1950, at Washington, D. C.*

*By Examiner Lee Resnick

*KXLJ Helena, Montana—Grant petition to accept late appearance for hearing in proceeding on renewal of KXLJ-AM license.*

**November 22**

**Commercial Radio Monitoring Co.**

COMMERCIAL RADIO EQUIPT. CO. INC.

3550 W. Fullerton Ave., Chicago, Ill.

**PRECISION FREQUENCY MEASUREMENTS**

Engineering On Duty All Night Every Night

**PHONE LOG ON 1-5080**

Porter Bldg.

Kansas City, Mo.

**Service Directory**

**Sovereign Broadcasting, Inc.**

5112 Vermont Ave., West, D. C. 3526

Sterling

**Commercial Radio Monitoring Co.**

**Negro Radio Promotional**

**Engineering and Consulting Services**

Advertising

Financial

Media Brokers

**BROADCASTING - TELECASTING**

- NAT'L P. BLVD. - WASHINGTON, D. C.

- Please reserve space in your Service Directory for...

- 1-time

- 25-times

- 52-times

- Company

- Address

- Individual

- Rates:

- 1-time $2.00—25-times $5.15 ea.

- 52-times $10.00

- Your service can be brought regularly to the attention of the 15,500 (paid) subscribers of Broadcasting-Television, by simply indicating the number of insertions desired and mailing this coupon to:

- Broadcasting - Telecasting

- Nat'l. Press Blvd. - Washington, D. C.

- November 28, 1949

- Page 49
CROSLEY BUDGET
$2 Million Ad Outlay Set

THE Crosley Division of Avco Manufacturing Corp. is spending $2 million between Oct. 15 and Dec. 15 in radio advertising, magazines and newspapers, according to William A. Blees, vice president of Avco and Crosley's general sales manager.

This was revealed before a luncheon meeting of the Los Angeles Chamber of Commerce Nov. 18 when Mr. Blees was presented an award "for his imagination, daring and merchandising skill, which are making such a laudable contribution to American prosperity." The two-month budget, Mr. Blees stated, is in addition to $12 million to be spent in advertising next year. Spearheading the current promotion drive is a $2 million giveaway contest, he said.

AFRA Local Elects

CLARENCE LEISURE, KNBC (NBC) San Francisco veteran announcer, has been elected president of the San Francisco local of the American Federation of Radio Artists. Other officers elected for 1950 include: Bert Buzzini, KCBS (CBS) newscaster, first vice president; Jim Moore, KGO (ABC) announcer, second vice president; Bill Gavin, NBC singing star, treasurer, and Actor-Writer Ken Langley, recording secretary, all of San Francisco.

Promotion

WHITE, grey, black and green folder, with attached metal hem gauge "for easier measuring in sewing or knitting" is latest promotion of WIBW Topkea, Kan. Leaflet stresses all around advantages WIBW has to offer listener and time-buyers in what famed economist, Roger Babson, calls the "Magic Circle" of the Mid-West. Main legend is: "For Sales Magic in the 'Magic Circle,' Hire WIBW."

Fortune Smiles

SINGLE-page promotion sheet sent out by WCCO Minneapolis tells briefly story of Pillsbury Mills stockholders meeting which was aired by station recently. Tear sheet of page from Fortune magazine shows picture of meeting with WCCO microphone prominently displayed. Short commentary on tear sheet by station concludes: "Another first for... WCCO."

Mail Reprint

DIRECT mail promotion sent out by WOV New York is reprint from Broadcasting issue of Nov. 7 of WOV ad playing up station's program, "Fruitie Stars."

Safety Campaign

KVEN Ventura, Calif, is helping death take a holiday in new safety promotion campaign being waged on Los Angeles-San Francisco highway. Station sends mobile units out to highway on weekends and holidays with announcer who shortwaves description of potential human-to-human incidents and reports traffic law violators to highway patrolmen. Reprintings printed to erring motorists when tracked down by patrolmen are in turn broadcast over station.

Dog Is Prize

PEDIGREE Great Dane puppy is first prize in sentence completion contest being conducted by Evanger's Kennel Foods, which sponsors The Pet Shop on WNBQ (TV) Chicago. Winners will be chosen after Dec. 16 for endings to sentence "I like Evanger's Kennel Foods". "We've moved prices are boxer puppy and 12-volume set of an encyclopedia."

Fans Express Interest

OVERWHELMING reaction to its former schedule has prompted KOA Denver to mail out post cards thanking fans for writing to express interest in station. A promotion manager of Standard Oil Co. Signed by Bill Day, sports director, and Starr Yelland, sports announcer, card expresses hope "you'll show your appreciation through patronage of your neighborhood Standard service." Back of card and side appears picture of Messrs. Yelland and Day during actual broadcast. WCCO Mailings

MAKING promotional use of ABC National Award recently presented station, WCCO Boston mailed piece describing presentation to full list of 2,000 local and national advertisers and advertising agencies. The Cowles outlet also mailed "Old Salt" postcard bearing announcement of an additional 11:05 p.m. weather forecast to 2,300 persons who had previously requested "Old Salt" weather chart. Other mailings: 1,000 letters to New England Opera Theatre Guild members hailing return of Met Opera broadcasts to WCCO; reminder to local Pontiac, Hudson, and Ford dealers that intensive announcement schedule had been purchased on their behalf.

Big Names

DIRECT mail promotion card showing pair of mourners struggling with large sign entitled "Big Names" announces change of address for Keith Kerby Ltd., San Francisco, producer of "Celebrity Commercials." Rest of card tells story, "We've moved to the Rusty Bldg. New and larger quarters. Increase your spot billing with Celebrity Commercials."

Cites Set Sales

REPRINT of KSD-TV St. Louis advertisement in St. Louis Post-Dispatch is attached to new KSD-TV program schedules and volumes of TV sales in KSD-TV area are zooming, with almost 60,000 families enjoying television.

'Most Entertaining'

FULL-PAGE advertisement, pointing up "Most Entertaining schedule in radio history," has been circulated by KYOA Tucson, NBC outlet. Ad shows picture of Fibber McGee & Molly looking over galaxy of KYOA-NBC stars in Sept. 30 issue of Life magazine and says stars, "along with several hun-

dred of America's most popular programs, make their home" on station and network. Both half of ad lists select daily network schedule in black and white columns, and urges listeners to "be there each (show) and judge for yourself."

Shy Station

"Did you say promotion?" is theme of direct mail folder published last week by KJBS San Francisco. Theme is repeated over entire cover of folder surrounding picture of delighted wife kissing husband. Underlining states: "We're bashful, yes! But you must know this KJBS story." Inside six panels tell story of KJBS promotion through magazines, newspapers, taxicab cards, sound trucks, movie trailers and air ads.

Personnel

DICK HARRIS, assistant promotion manager for WAXN Yankton, S. D., and former promotion manager for KELO Sioux Falls, S. D., becomes promotion manager for WAXN. He is succeeded as assistant promotion manager by GUY DeVANY, new to radio.

MONTZEF TJADEN joins KRMG Tulsa as promotion manager. She formerly was promotion and publicity manager at WEEK Peoria. KRMG, 50 kw ABC outlet, expects to be on air first of year.

JACK SNOW, writer in NBC's advertising and promotion department, New York, publishes his second volume of Os books, called, The Shaggy Man of Oz, perpetuating children's series originated by L. Frank Baum.

DENVER POLL

Samples News Tastes

LITTLE objection to commercials in the news and a decided interest in favor of local items were registered in a recent survey of audience reaction to KLZ Denver newscasts made by Donald H. McCollum, U. of Denver graduate student, as a thesis toward his M. A. degree.

The station's policy in putting the first commercial at the opening of a 15-minute newscast or after the first story, and the second commercial preceding the weather forecast at the newscast's close, was favored by 55%. However, 12% dissented and suggested the first commercial always at the opening and the second at the very end. Of the total sampled, 27% asked for more local items, while only 4% felt there was too much news of this type. About one-third of each KLZ newscast is devoted to local and regional events.

Other facts uncovered by the survey: % listeners attach high significance to newscasts' openings or lead stories; each respondent heard an average of 2.9 newscasts a day; good percentage thought 42% of newscasts allotted to national affairs all right but a fifth found 15% time allotted to foreign news too much; one fourth objected to crime news and the specific news stories criticized, although a little over 6% of KLZ's total news output in the specified survey time was designated to such items.
Radio Lacks Originality, 
REC Is Told

THE "follow-the-leader" concept of programming is today one of radio's greatest evils, Ralph Starr Butler, advertising director for 17 years of General Foods Inc., New York, Nov. 17, told members of the Radio Executives Club of New York.

Mr. Butler was advertising manager for the Postum Co. from 1926 until 1929 when it became General Foods and he became vice president in charge of advertising. Addressing the regular REC luncheon at the New York Hotel Astor, Mr. Butler, now retired, recalled early days in radio when General Foods pioneered with sponsorship of "Showboat," first commercial variety show, and later, Admiral Richard E. Byrd's 15-month expedition to Little America. The latter venture resulted in a 44% increase in Grape Nuts sales, and in those days, Mr. Butler said, "we used all our money—there was no such thing as extra budgeting for other media."

He expressed dismay at what he called radio's present lack of originality, scolded broadcasters for "following like sheep" the first successful giveaway show with "38 others, all dealing with the cupidty of the listening audience."

He urged broadcasters to make every attempt to experiment with new ideas, opportunity for which he admitted is scarcer these days than 20 years ago. He warned them that should they continue following one another's patterns, "we'll see the continuation of declining results in relation to costs . . . and radio will approach the twilight of its day."

He closed with similar warnings to those venturing into television, pointing out that video broadcasters have the same pioneering opportunities today that radio had 28 years ago.

Charles R. Denny, NBC executive vice president, presented the 1949 Junior Achievement Award to William Lindsay, president of the Junior Broadcasters Radio Co., Peoria, Ill. Junior Achievements Inc. is a group of 887 youth-owned-and-operated companies, backed by American business leaders in 61 cities.

Young Mr. Lindsay's company organized a radio program Skip Teen Spotlight, a weekly show for which the 19 members of the company sold time, wrote commercials, produced and aired the finished product. Fred C. Mueller, general manager of NBC affiliate WEEK Peoria, which carried the show on paid time, guided the youth company which, after paying corporate stockholders, expenses and taxes showed a net profit of 10%. Young Mr. Lindsay receiving the award, spoke briefly of the junior firm's experience.

O'DWYER TALKS

Plans N. Y. Radio Coverage

OFFERS to carry talks by New York Mayor William O'Dwyer, if WNYC New York, city-owned station, will feed it to them, have been made to Seymour N. Seigel, city's director of radio communications, by heads of networks operating outlets in Manhattan.

It was learned by Broadcasting that Mr. Seigel was approached Nov. 16 at a UN luncheon with offers of "better coverage" by Frank Stanton, CBS president; Niles Trammell, NBC board chairman; Mark Woods, ABC president; Edward Noble, ABC board chairman, and Theodore C. Streibert, WOR New York president.

The mayor plans to speak once a month because he feels that most of New York's newspapers have misquoted him and distorted facts. He hopes to reach the people by radio to alleviate the alleged misrepresentations. In a pattern initiated by the former mayor, the late Fiorello LaGuardia, Mr. O'Dwyer's talks will be scheduled for possibly the first week in each month.

It was thought by the station that talks will probably be taped in advance for Sunday airings, and will start after the first of the year.
Commercial

KPRC Top Station in Houston

To sell Houston and the great Gulf Coast area
Buy KPRC FIRST in Everything that Counts!

WWBZ PROPOSAL
Zoog Cleared of Complaint

PROPOSED decisions have been announced by FCC to grant WWBZ Vineland, N. J., switch to fulltime operation with 1 kw on 1380 kc, directional night, and to grant new station at Pleasantville, N. J., on 1400 kw with 250 w full-time to Pioneer Broadcasters Inc. Seaside Broadcasting Co., seeking same 1400 kc assignment at Atlantic City, received proposed denial.

In both cases the Commission cleared A. Harry Zoog, part owner of WWBZ and former owner and officer of Pioneer Broadcasters, of complaint filed by Rev. Percy B. Crawford of Philadelphia, conductor of Young People's Church of the Air, religious program aired on a number of stations.

The Commission originally had approved the applicant's request to grant the WWBZ application without hearing, but the bid was redesignated for hearing after complaint by Rev. Crawford had been filed in effect charging Mr. Zoog with misappropriation of funds.

FCC preferred Pioneer's application over that of Seaside on the basis of Sec. 307(b) of the Communications Act requiring equitable and efficient distribution of radio services. The decision concluded Pleasantville should receive its first AM outlet rather than add an additional station to Atlantic City, now with three stations.

The decisions explained that Zoog Advertising Agency, owned by Mr. Zoog, had been retained by Rev. Crawford to place the Young People's Church of the Air and pay the various stations for the time. The decision showed that Rev. Crawford solicited funds on this program and that from 1944 to 1946 some $443,000 was spent on radio time. Rev. Crawford charged that he had forwarded this amount to Mr. Zoog, but that the latter failed to disburse about $17,000 to the stations, FCC indicated. However, Mr. Zoog counter-charged that Rev. Crawford owed him some $35,000 in agency commission rebates which funds were to be used to build a station to be jointly owned by Mr. Zoog and Rev. Crawford.

FCC concluded that the charges against Mr. Zoog have not been sustained. It is apparent that there is here involved a private controversy which the Commission would not be disposed to adjudicate or attempt to settle. The WWBZ decision continued, "Accordingly, on the basis of the evidence submitted in the further hearing, ... after a full consideration of an official report of a court of competent jurisdiction evidencing a conviction of Zoog for the unlawful conversion of funds, as charged herein by Reverend Crawford, the Commission does not find A. Harry Zoog unqualified. ...

NABET Pay Talks

NABET began reopening wage negotiations Nov. 18 with RCA Victor Div. for more than 100 recording engineers and operators at RCA Victor recording studios in New York. The day before, NABET began negotiations with Muzak Corp. for its recording engineers.

News

MAX ROBY, assistant news editor for KSL Salt Lake City, and KFBF Wichita, Kans., appointed news editor for KSL.

MURRAY H. CARTER, formerly commentator on Mutual and ABC, begins seven-day-a-week news and commentary program on KJRL Seattle.

CHET RANDOLPH, farm director of KGLO Mason City, Iowa, will narrate NBC-TV telecasts from International Livestock Exhibition in Chicago.

Dr. E. W. ZIEBARTH, assistant news analyst for WCCO Minneapolis, included in 1950 edition of Who's Who in the Midwest.

DICK JOY, CBS Hollywood newscaster, is recovering following recent emergency appendectomy.

FRANK SANDERS, newscaster and news editor of KFPG Fargo, N. D., is the father of twin daughters, Jill and Jean.

WNBC Food Drive

WNBC New York for the third successive year set aside Thanksgiving Day for an all-day appeal for CARE by every local program and personality, Thomas B. McFadden, station manager, announced. Theme for the day was that America's plenty should be shared with Europe. Listeners were urged to pledge contributions by phone or to send checks to a special post office box number set up for the WNBC drive. Last year, listeners contributed enough to ship 11 tons of food while the day before the appeal yielded seven tons.
Just Can’t Wait

EDITOR, BROADCASTING:

... BROADCASTING is even more indispensable to me in this job than it was in my previous berths at Young & Rubicam and NBC. I put everything aside when it comes in, and many a week I sneak across the street to get an advance look at the first proof copy airmailed to your local office....

Robert J. McAndrews
Southern California Broadcast Assn.
Hollywood

* * *

Headline Sequel

EDITOR, BROADCASTING:

The headlines in the attached clipping from the New York Herald-Tribune (Nov. 17) make an interesting comparison as to how two media think—

"BMB Dissolution Proposed"
“ANPA PUSHES RESEARCH”

Frank Compton Advertising Inc.
New York

[EDITOR’S NOTE: Mr. Kemp certainly has a point. But as it usually the case, the headline doesn’t tell the whole story. The NAB board did propose BMB dissolution, but it also proposed a successor organization along the lines of Broadcast Music Inc. (which this journal has espoused). We bring to Mr. Kemp’s attention, the following headline in this issue of BROADCASTING: “BMB BOARD FAVORS NAB CORPORATION PLAN.”]

* * *

P. I.’s Free Gadgets

EDITOR, BROADCASTING:

... We have another way to make something out of P. I. deals we thought you might like to know about. We always open and read the P. I. deal letters, then answer them with a “request for a free sample,” then throw away the letter.

We have more free gadgets and toys around the office! ! !

Here’s hoping the lego radio managers will stick behind the established rate cards and principles of radio. Here’s hoping enough of them will do so to run the free time P. I. “agencies” out of business.

P. B. Hinman
Station Manager
WROX Clarksdale, Miss.

* * *

Christmas at Christmas

EDITOR, BROADCASTING:

Bob Mason’s recent letter in your OPEN MIKE department, brings up what I consider to be a very sore subject, and points out a glaring fault of which the broad-

Cites WTNS Job

EDITOR, BROADCASTING:

Why is Mr. Adams of KTBB Tyler, Tex., tooting his horn about sustaining announcements advertising a commercial venture such as a county fair? [OPEN MIKE, Oct. 21].

Either WTNS is overly progressive or the rest are too doleful in their dollar approach to radio.

Last year, WTNS not only broadcast our entire afternoon schedule from the fair grounds, we moved our studio out and did the fair completely; races, cattle, 4H Midway, news, sports and pitter shows—that was last year, boys—and it was all paid for—plus 200 spots aired before the fair ever started. The same this year—with increased revenue!

Just to put the cap on what you

(Continued on page 55)
Tod Branson named program director of WWCA Gary, Ind., which is scheduled to take the air early in December. He also worked as program director at KENT Shreveport, La., and WDRR Sterling-Dixon, Ill. He was announcer, m.c. and disc jockey at WPNF Philadelphia, KMBB Kansas City, WTOD-Toledo and WHOL Cleveland.

Ken Marvin, formerly with WAAF Chicago and WJZ and WXYZ Detroit, joins announcing staff of WOR New York. He recently completed an engagement with Victor Borge at Persian Room of Hotel Plaza in New York. During the war, he was with American Forces Network.

Mr. Marvin, working with WJZ The People radio show, joins WINS New York as assistant to continuity editor, Dorothy Aden. Miss Sherrit replaces Grace Whiting, who becomes traffic manager of station.

Don Cusenberry joins the continuity department of WKY-TV Oklahoma City. He formerly was with same department at WNYK.

John Goetz, formerly stage manager of CBS-TV Ed Wynn Show, named associate director of show. Ralph Norman succeeds him as stage manager.

Harry Long joins KVI Seattle as program director, replacing Larry Huesby, resigned.

Louis H. Heyward, formerly script editor of Associated Press Radio Productions, joins WMGM New York as traffic director. He has written for such radio and TV shows as Claudia, Harvest of Stars, Make Mine Music, and others.

Jim Maloney, staff member of KGGM Albuquerque, N. M., takes leave of absence to return to his law studies at Catholic U., Washington.

Mildred Bailey, women's commentator for WCOP Boston, adds new show to station's schedule, Keynotes by Bailey, for which she plays piano.

Joseph Tery, production manager of WIMS New York, resigns to join WPLN (FM) Philadelphia, effective Dec. 1, as head of music department. His successor at WINS has not yet been named.

Phil Patton, producer of Super Circus on ABC-TV, joins WENR-TV (ABC) Chicago as executive producer in program department.

Janet Ross, director of KDEA Pittsburgh Shopping Circle, elected regional director of Pittsburgh Branch of Fashions Group Inc.

Mary Ashworth and Dave Ballentine sing duo, join WBR-TV Boston as part of cast of Pontiac Star Time.

Earl Welde, former staff announcer of WLEC Sandusky, Ohio, appointed program director of WFOB Fostoria, Ohio.

Ruth Welles, women's commentator for KYW Philadelphia, awarded medal of honor and cash prize by Freedoms Foundation for submitting cookie cutter in shape of foundations' emblem.

Lois Dow McLaughlin, under pseudonym of Peggy Towne, joins WFLF-TV Philadelphia as feature of weekly, Towne Topics With Peggy, Wednesday at 7:05 p.m.

Robert Fleckles, recent A.B. graduate of Rutgers U., joins WMGM New York as assistant night manager.

Blanche Foreman, formerly traffic manager of KJL Los Angeles, joins KITV (TV) San Diego as program manager. She replaces Alberta Hackett, recently appointed assistant traffic director.

Nancy Craig, ABC's women's service commentator, left recently for 12-day visit to four Scandinavian countries and Iceland as part of delegation covering women's angle in Scandinavian life.

Rate Policy

WWPG Cuts To Lift Sales

Substantial rate reductions intended to stimulate new businesses have been announced by WWPG Palm Beach, Fla.

The station, which claims dominance in its area in mornings and afternoons and next-to-best ranking in evenings, according to Conlon surveys, has advised agencies and advertisers of its rate cuts through its national representative, John H. Perry Assoc.

Examples of old and new rates for five announcements per week in Class A time were given as follows:

<table>
<thead>
<tr>
<th>Weeks</th>
<th>$342</th>
<th>$936</th>
<th>$1,716</th>
</tr>
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<tbody>
<tr>
<td>12</td>
<td></td>
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<td>26</td>
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<td>52</td>
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</tbody>
</table>

According to a letter circulated by the representative firm, the management of WWPG "is fully aware of the highly competitive struggle among all media and feels that this revision in WWPG's rate card will greatly increase the purchasing power of your advertising dollar."

For Increased Spot Billings

Contact Joseph Hershey McGilvra, Inc.
300 Madison Avenue, New York
Murray Hill 2-8735

Broadcasting • Telecasting
Open Mike
(Continued from page 58)
can do, with the right approach, I
got the station named as "publicity
director" for all advertising by the
board. Of course, the outcome was
obvious—and just to prove that
radio does nicely, thank you—both
fairs broke all previous records!
Boys, leave us not sell radio short.

John R. Terry
WTNS Coshocton, Ohio
* * *
KECC Thanks Helpers
EDITOR, Broadcasting:
... On Monday, Oct. 31, our
technical data needed to file appli-
cation for program test authority
reached the offices of McIntosh &
Inglis, having been delayed in the
mail. Their staff worked over-time
to put the data in shape for filing,
only to be faced with the November
fire and explosion in the FCC of-
fices.

In the meantime, we had ... an-
nounced our official sign-on for
Nov. 5. ... The fire and explosion
upset FCC routines for two or
three days, but despite this, some
unsung hero on the Commission
roster took time to process our
data, and get our program test
authorization cleared.

Simultaneously, we were set to
undergo field inspection. A re-
quest for extension of permission
to test ... did not arrive in time
for the field inspector to make ne-
cessary measurements. ... We
began having trouble with our 936
me studio-transmitter link ... John
Elwood, general manager of KNBC in San
Francisco, and Andrew Peck, chief engi-
neer of KNBC, answered our plea
for help with the loan of NBC relay
equipment which operated in the
frequencies for which our
emergency equipment was author-
ized.

... We had our share of knock,
but our reasons for going into such
detail is to give deserved public
credit to the FCC, to NBC, and to the
individuals who went so far out of
their way to extend us a helping
hand. ... To all of them, we say,
Thanks a million—because of their
help, we got on the air as sched-
uled, and are now plugging merrily
along.

Mel D. Marshall
General Manager
KECC Pittsburgh, Calif.

[EDITOR'S NOTE: Details of KNBC's
undisclosed application is found in the
Nov. 14 issue of Broadcasting.]

* * *
'Bread 'n' Butter'
EDITOR, Broadcasting:
... I make a living as a radio
newsmen. My bread and butter
depends on the public's awareness
of radio news as an important part
of daily habit.

Why must net and local shows
repeatly use quotes in non-news
segments, like drama, giveaways,
or chatter shows? "I see by the
morning paper, so and so's done
such and such." And words like
that from the mouths of men who
make a living in radio. Doesn't
the Big Brass care?

Look. If it's a big story, or in-
teresting enough to warrant com-
ment on a non-news show, it's a
solid bet it was heard on radio,
before it seen in the paper.

Let's substitute "heard it on the
news this morning," for "saw it in
the paper." Or at least give radio
newsmen an even break, by recog-
nizing there is such a thing as
radio news.

John Munger
News Director
WIKY Evansville, Ind.

* * *
Name Is Scheier
EDITOR, Broadcasting:
... You have carried ... my
name spelled CHEIER. The name
is SCHEIER.

I have been getting wires and
letters, which are somewhat de-
layed due to having to look me
up.

At this same writing I should
to ... state how much I have
depended upon and enjoyed reading
every issue of Broadcasting for
the past eight years or more.

Joel H. Scheier
Plattsburg, N. Y.

FCC HEARING
Facsimile Requirement Added
FCC'S SCHEDULED Dec. 12
hearing on multiplex facsimile has
been expanded to include a require-
ment that participants file ab-
stracts of any patent applications
they have pending with respect to
multiplex facsimile inventions.

The abstracts, FCC said, must
be filed by Dec. 5 and 22 accom-
panied by an authorization em-
powering FCC Acting Chief En-
gineer John A. Willoughby or his
nominee to inspect the pending
applications. In calling the hear-
ing last August, FCC had specified
that participants must disclose any
actual patents they own or have
the right to sublicense in this field
[Broadcasting, Aug. 29].

BROADCASTING * Telecasting

GOOD SKATE

DULUTH, MINN.—"I've got the listeners on ice
in the Duluth-Superior Market," reports Otto
Mattick, racing along on his slidular
umbomatics. "The bulk of the audience is KDAL's.
But I'm still keeping my nose to the grind-
stone until I've got the rest of it cold." Of
course, that's the reason for KDAL dominance
in this prosperous market—continuing
programming and promotional effort. And that's
exactly the reason for KDAL's sell ability
hereabouts. Try us and see.

Upcoming

NAB DISTRICT MEETINGS
Nov. 28-29: Dist. 16, Paradise Inn
Phoenix. Dec. 1-4: Dist. 15, Mark Hopkins, San
Francisco. Dec. 4-6: Dist. 14, Salt Lake City
Dist. 17, Bensons, Portland, Ore.
Dec. 5-6: CBC Board of Governors, Ottawa
Dec. 6-8: Pye Ltd. Demonstration, Park
Sheraton, New York
Dec. 9-10: Southwestern Institute of
Radio Engineers second meeting, Baker Hotel, Dallas.

CLEAR CHANNEL
Grange Adopts Resolution
ENDORSEMENT of clear chan-
nel station operation was expressed
by the California State Grange in
its annual meeting at Sacramento,
Calif., Nov. 18 and a resolution
was adopted urging the U. S.
dlegation at the North American
Regional Broadcasting Agreement
negotiations in Montreal to pro-
hibit duplication on U. S. clears.

The grange resolution also reit-
erated "its previous position that
there be no further breakdown in
the number of clear channel radio
stations. We oppose any legisla-
tive measure that would limit in
any way the ability of clear chan-
nel stations to serve rural people.
The resolution also requested FCC
to "allow clear channel radio sta-
tions sufficient power to serve ade-
quate rural areas."
RURAL PROGRAMMING

TWO HUNDRED broadcasters, agriculturists and educators heard experts talk of rural AM and TV programming and production at the sixth annual meeting of the National Assn. of Radio Farm Directors in Chicago Saturday and Sunday (yesterday).

The opening session at luncheon Saturday featured an address on "The Economic Outlook of Agriculture in 1960" by True D. Morse, president of Doane Agricultural Service, St. Louis. He was introduced by NARFD President Wallace Kaddrerly of KGW Portland.

A cotton fashion parade given by the National Cotton Council was arranged for by Sam Schneider of KVOS Tulsa, program chairman for that session.

TV, and its practical applications for RD<sup>4</sup>'s, was outlined Saturday afternoon by Mal Hansen of WOW Omaha and his committee, who reported on local video projects and trends. They were Bill Givens, WGY Schenectady; Ames Kirby, WCAU Philadelphia; Tom Page, WNBC New York, and Maynard Speece, representative of the U. S. Dept. of Agriculture.

A general discussion for all attendance was followed by a reception, at which members of the Citizens Committee for the Hoover Report were hosts.

Buffet supper preceded a discussion.

Christmas Spirit Comes Early Here—Santa Reports

When old Santa dropped in at 1230 Washington Boulevard in October, he found a busy crew already at work, for Christmas was to be one of the year's busiest times at WLS.

The Christmas Neighbors' Club starts it, as plans are laid for the annual campaign to be one of their largest this year. For the purchase of essential equipment for children's hospitals; Medical inhalators, wheel chairs, orthopedic walkers, radios, movie screens are a few of the items purchased with the more than a quarter million dollars this club has raised over WLS.

Then WLS is known as the home of good talent and so orphanages, boys' clubs, and hospitals begin early requesting sets for their Christmas shows—and WLS is glad to respond.

From October through December 25, WLS is unusually busy with Christmas "business" and the entire family of entertainers and staff members enjoy it most of all the year.

WLS
Chicago 7
Represented by John Blair & Company

PROPOSAL that the Canadian Broadcasting Corp. devote itself to a non-commercial program service and relinquish sponsored programs to privately-owned stations—completely free from CBC control—was urged Nov. 18 by Harry Sedgwick, president of CFRB Toronto. He appeared before the Canadian Royal Commission on National Development in the Arts, Letters and Sciences.

Mr. Sedgwick is one of a number of private broadcasters invited to testify before the commission, which is investigating the present status of broadcasting in Canada and will make recommendations to the government concerning the future course of radio activities in that country.

His testimony supplemented that presented earlier by the Canadian Assn. of Broadcasters. John B. Sommerton, BMI vice president, also appeared before the commission.

In a supporting brief, Mr. Sedgwick noted that "there is after all a certain indignity in the spectacle of a government corporation devoting its time and talents to the business of selling cigarettes, breakfast foods and soaps, no matter how desirable these products may be. Such activities should be confined to the purely commercial radio stations."

Suggesting that the collection of license fees from net-owners outlived its usefulness," Mr. Sedgwick recommended that "CBS should be assured of sufficient funds to adequately operate a public service network covering all of Canada and that the money . . . should be a grant on a long term basis."

"Private commercial stations," he stated, "should be given guaranteed continuity of their license during normal behavior in order to permit them also to plan for a long term future. They should also be given complete freedom to organize and service their own regional, provincial or national network or networks, being obliged to compete for audience but not for revenue with the state owned system."

CREDITING his local 15-minute sponsorship of ABC's Breakfast in Hollywood on KFDX Wichita Falls, Tex., with making possible the opening of his second store, E. L. Head, president of Head Bros. Furniture Co. in that city, has undertaken sponsorship of another 15-minutes of the program.

Back in October 1948, KFDX had told Mr. Head that within six months after starting sponsorship of the cooperative program, he'd have to buy a bigger store. What he actually did, he said a year later, was "hire extra salesmen."

However, he wrote to Sidney A. Grayson, station's commercial manager, "Just one year later, I not only enlarged my present store, but I opened a second store. If I felt that the 15 minutes of the program could support one store, I can now sponsor the whole half hour for my two stores . . ."

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

From Editorializing, Speeches, Newscasts, Ad lib, Falseful Comment, Mystery Plots, Gossip, Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. Kansas City, Mo.
VOLUMINOUS record in preceeding case involving bid of WOR New York to increase height of its towers was closed last week by Hearing Examiner James D. Cunningham following summary argument by the station and its opposition, CAA, Air Transport Assn. and Port of New York Authority. The latter consider the higher towers as hazards to air navigation. WOR is assigned 50 kw on 710 kc.

Duke M. Patrick, WOR counsel, explained that WOR has been trying for some 15 years to improve its service but has repeatedly run into CAA objections. He said the station has sought through all practical means to meet problems posed by CAA. In this case WOR seeks to increase the height of its towers to 638 ft., an increase of about 200 ft. The WOR counsel indicated that CAA objections are not consistent since the agency's rules are not being uniformly applied to other air navigation situations in that area.

NAB counsel, Richard W. Jencks, emphasized the influence this case would have on the entire broadcasting industry since FCC standards, especially TV, require higher towers to meet greater performance specifications. He urged that the WOR request be granted since CAA failed to show the towers would affect airport usability.

**Increased Hazard Charged**

Dent D. Dalby, CAA counsel, charged that the towers would create increased hazard to itinerant flyers in the area as well as to the landing operations at Lindbergh Airport and Newark Airport. Instrument patterns would have to be altered, he indicated, and this would increase burden to already over-loaded instrument facilities as well as increase pilot strain.

Air Transport Assn. of America counsel, Paul Reiber, contended that if FCC approved the higher towers and resulting changes in air navigation rules, the Commission would have to be responsible for the consequences. He indicated, however, that it wasn't in FCC's jurisdiction to approve or even consider such changes.

Port of New York Authority, which has supervision of long range development of New York area port facilities, including airports, vigorously opposed the WOR request because it would affect plans for development of the Newark field. Hazard factor also was stressed greatly.

Meanwhile, fortnight ago, the Commission granted petition of CAA to intervene in the hearing scheduled upon request of KOA Denver to install a new antenna with FM antenna mounted on top. No date for this bearing has been set.

**SALES DINNER**

**KATE Accents Market Area**

To draw local merchants' attention to the sales appeal of the "market area," KATE Albert Lea, Minn., held a dinner recently for 80% of the city's businessmen. At the "Turkey For Two Hundred" dinner on Nov. 1, radio's selling power was graphically illustrated. Feature of the dinner was a realistic review by guest speaker John Crowley, of Wilson & Co., of the long association enjoyed by his company with KATE in the form of the Wilson Hour broadcasts. Placing emphasis on Wilson surveys of high radio listenership, Mr. Crowley suggested the merchants think in terms of market area more than just the city area.

This theme was enlarged upon by Anson Vann, KATE general manager, in describing the ability of his station to reach and sell the all important wide market area that circles Albert Lea. To illustrate this, a large map, depicting the newly-acquired power coverage of KATE, was displayed. NAB film, "How To Turn People Into Customers," and a brief talk by Bennett O. Knudson, KATE president, rounded out the evening.

Station's sales department reports direct results with two merchants asking about radio time, several current sponsors asking about increased time, and others predicting an expansion of their radio budgets.

**WCAM SALUTE Dedicates New Studios**

**DETROIT STREET RAILWAYS, municipally owned transit system, has appointed Luckoff, Wayburn & Frankel, Detroit, as its advertising counsel. Using radio, in addition to other media, the system intends to put planned improvements before the public through the techniques of advertising.**

**Transit Firm Names**

**CATCHING some Florida sun, Joseph H. McConnell, NBC president, and family, take a brief rest at the Ponte Vedra Inn, Ponte Vedra, Fla. L to r: Mr. McConnell, Mary Mcade, Mrs. McConnell and Betsy. A third daughter, Cathy, did not accompany the family to Florida. In an interview there, Mr. McConnell predicted television would never replace radio and that by the end of 1949, three million TV sets will have been installed in American homes.**

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

**it's only 260 to 1 against your owning a plane by 1956**

**BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with listeners from 6:00 to 7:00 a.m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 3-state coverage of KXOK, phone, wire, write for availabilities today... or call your John Blair man.**

650 KC 5,000 WATTS FULL TIME BASIC ABC IN BIG ST. LOUIS

**November 28, 1949 • Page 57**
“AT WORK,” Bob Swezey (l), general manager, and Edgar Stern Jr., president, of WDSU (AM-FM-TV) New Orleans, move full steam ahead at scene of construction of station’s half-million dollar studio plant which will house all three facilities. It is scheduled for completion by early spring next year and will be directly adjacent to the administrative building.

IDEAL VISUAL TRAFFIC CONTROL

Boardmaster

Your COMPLETE SCHEDULE at a GLANCE

Promote greater efficiency with this modern Visual Traffic Control Tool. Across-the-Board for the week at a glance—all Programs and Announcements in correct sequence—highlighted by Color Answers any traffic problem in 10 seconds.

No delay in getting the information you want! Your complete program picture in Full View. Shows all 3:00 a.m., 10:00 a.m., 10:30 a.m., 5:00 p.m., 9:00 p.m. times.

Simply writes or erases interchangeable cards, as in grooves on board. Cards Flip In and Snap Out instantly. Simple to operate, easy to maintain. Saves time, prevents errors.

Accommodates 18 to 30 hours daily; 7 days a week. Separate cards for each hour quarter and station break. Also, cards for participating, 5 and 10 minute shows.

Already used by over half of all AM, TV and FM stations. This valuable tool will prove a great help for every member of your staff. You will want a unit for every department.

MADE OF ALUMINUM WITH BLACK ANODIC FINISH, PERMANENTLY CONE STABILIZED OF PRECISION WORKMANSHIP WILL ATTRACTION ADDITION TO ANY OFFICE. CASE SUPPLY PUBLISHED

LEARN HOW THIS TOOL WILL SAVE YOU TIME!

BOARDMASTER BROCHURE Giving detailed description and showing how this system can serve you.

GRAPHIC SYSTEMS

55 West 42nd St., New York 18, N.Y.

Page 58 * November 28, 1949

ALREADY housed in new administrative building are these WDSU officials (l to r): Marie Chourvin, executive secretary; Stanley Holiday, program manager; Louis Read, commercial manager; Mel Leavitt, sports director and Ray Rich, production director. WDSU’s new broadcasting center is the historic old Brulatour Court Bldg., in the heart of the French Quarter. A new studio building, now under construction, will be adjacent.

RADIO TURNS FLOOD INTO SALES

Joske’s Days Are Success Despite Rain

RADIO is credited by Joske’s of Texas, radio-minded San Antonio department store, with rescuing a sales day from a cloudburst and disastrous flood and turning it into the third largest day in the firm’s sales history.

A torrential rain deluged San Antonio 15 minutes after the store opened for a four-day Joske Days Sale. The city was flooded. Two persons were drowned. Bridges washed away, public service was suspended or re-routed on most lines, and streets around the store were water-filled.

No Joske’s sale had ever had such a depressing start, officials reported.

But as the rain slackened, James H. Keenan, vice president and sales promotion director, called for all 50-word availabilities on five San Antonio stations, including two Spanish-language outlets. With Vicie Short, the store’s radio director, and Radio Account Manager Bob Holleron of Pitluck Adv. Agency working together, 87 spot announcements were bought and scheduled. Copy was delivered and on the air within an hour.

Response, officials reported, was immediate. By closing time that night, they said, the store had experienced the third largest day in its history.

“Without minimizing the vital role played by other media use in the all-over success of Joske Days,” Mr. Keenan declared, “we attribute an important part of our first day’s record to our radio advertising. It proved again two of radio’s greatest advantages and selling points: Instant accessibility and complete flexibility.”

A total of 249 spot announcements were used to promote Joske Days on WOAI KITE KTSB KABC KONO KCOR and KIWW.

During the first two days it was estimated listeners heard “Joske Days” on an average of every 10 minutes from 6:40 a.m. to 9:15 p.m. For that week ending Oct. 29, Federal Reserve Board statistics showed San Antonio’s retail sales up 46% compared with the same period in 1948, whereas Fort Worth gained 2% and other major Texas cities showed declines of from 1 to 4%.

When It’s BMI It’s Yours

Another BMI “Pin Up” Hit—Published by Michael

HUSH LITTLE DARLING

On Records: Perry Como—Vic. 20-3586; Derryl Falligant—MGM 10355; Dick Haymes—Decca 24803; Eddy Howard—Mer.†; Kay Kyser—Col. 38634; Curt Massey—Lon.†.


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AFRA TERMS

Skinnell Sees Censor Danger

RIGID contract terms between stations and the American Federation of Radio Artists conceivably could bar a V. S. Senator or Representative from broadcasting of program nature, Julian F. Skinnell, WLRB Lebanon, Pa., operations manager, has charged in letter to NAB's Employe-Employer Relations Dept.

Content of the letter was disclosed to BROADCASTING last week by Mr. Skinnell who contested the "power of censorship" which he declared was implied in terms of the station's previous AFRA contract. The contract has been re-negotiated since and corrected because of union recognition of the implications, he said.

Kunkel Incident

Mr. Skinnell explained that Rep. John C. Kunkel (R. Pa.) had been presenting weekly news reports from the nation's capital to people of the Ninth Congressional District, which includes Lebanon, over WLRB. But in the face of the contract provision "reserving exclusive jurisdiction over persons delivering news reports," Mr. Skinnell's letter continued, "it was necessary for the station to contact the union for clarification.

"When I first approached the union about this specific case, I was told that the Congressman should join AFRA. On second thought, the union agreed to make an exception in this case," the letter said.

Recently, Mr. Skinnell told BROADCASTING, the AFRA local and WLRB renegotiated the contract to permit "any outside person" to make broadcasts but prohibiting any station employe, other than an AFRA member, from the air. However, he added, "the issue is still whether AFRA shall have the power of censorship."

Equivalent Power

While acknowledging AFRA did not wish to bar the Congressman from the microphone, Mr. Skinnell told the NAB "the power to waive this jurisdiction is tantamount to the power to enforce it, and the latter is tantamount to the power of censorship." The station, he said, was willing to assign an AFRA staff announcer to every program to protect AFRA's rights.

To this the NAB agreed but said this arrangement does not preclude that program personalities must belong to the union. And on the principle of censorship, the NAB gave its position as resisting the infringement whether from the FCC, the union or any other source.

RCA Victor announces its first portable-styled 45-rpm phonograph, which houses automatic record changer and storage compartments for records and albums. Suggested Eastern retail price is $49.95.

WBT LIBEL SUIT

CIO Is Charged

LIBEL suit for $500,000 damages was filed last week by WBT-AM-FM-TV Charlotte, N. C., against the CIO [CLOSED CIRCUIT, Nov. 21]. The action eliminates several months of union activities in which efforts have allegedly been made to drive business away from WBT [BROADCASTING, Oct. 17].

In the suit filed in Superior Court, Mecklenburg County, WBT charges that since Oct. 27 the CIO "has wilfully and maliciously slandered and libeled" it by writing and publishing, through its North Carolina editors, letters charging suppression of free speech and anti-union activities.

WBT states in its suit that it "has been zealous and careful" to give labor groups, including CIO, fair chance to present their views on the air. The station brands as false the charge that it has not shown good faith in dealing with IBEW (AFL). It said it has never broadcast a single word as to its views in the labor dispute with technicians. This answers an inference that the station can "propagandize" its views on its own facilities without giving the union a chance to give the other side. WBT has not made a "vicious attack" on IBEW, as claimed by CIO, according to the suit. The station said 10 of its technicians were discharged last Sept. 4 because they "were doing all within their power wrongfully to injure and destroy" WBT's business. CIO is alleged to have charged the station discharged the technicians for "peaceful picketing."

The suit asks $250,000 damages.

Allen Speech

OFF THE CUFF speech by newly-appointed U. S. Ambassador to Yugoslavia George V. Allen made in the Old Dominion state Nov. 10 was recorded by WMBG Richmond, Va. Allan Phaup, WMBG newsman, presented an exclusive account for NBC's News of the World program that night at 7:15 p.m. Ambassador Allen formerly was Assistant Secretary of State for Public Affairs charged with supervision of the State Dept.'s Voice of America unit.

CONCERN Picking Contest

CORN HUSKING

WMT Revives Old Custom

AN OLD American custom, National Corn Picking Contest, has been wrapped and revived successfully this autumn by WMT Cedar Rapids with modern modifications. Mechanical corn pickers replaced traditionally famous husking events.

The station reports more than 20,000 spectators swarmed the fields of the Riley Slocum farm to watch 24 contestants from four Midwest states compete for $250 prize money. Contest was divided into four sections, one 20-minute period allowed for each of the four different types of mechanical pickers. Contestants were judged on their total load, less deductions for corn left in the field, shelled corn and husks in the load and improper safety measures.

Chuck Worcester, WMT farm service director, says the contest—first in which mechanical pickers were used—was a hit both in value and interest. He adds that plans are underway for a contest to be held next year with six states scheduling preliminary state contests prior to the national finals.

plus $250,000 in punitive damages. Suit was filed for the station by Cochran, McLennan & Miller and Pierce & Blakeney, counsel.
Radio Tax Battle
(Continued from page 15)
assumes added national importance when the National Institute of Municipal Law Officers meets Dec. 5 at the Muehlbach Hotel, Kansas City.

At that time Thomas J. Gentry, Little Rock city attorney who first imposed the tax, is scheduled to address the institute. At the 1948 institute convention he told in detail how the city had adopted its tax ordinance and how it offered a revenue source for all cities. Now that he has the backing of a U. S. Supreme Court decision he is expected to start the city radio tax ball rolling.

LOophole Attempt Charged
NAB went into the history of the tax in its petition to the Supreme Court. A brief filed by Don Petty and Richard Jencks, as NAB attorneys, reminded the court that the Little Rock tax is an attempt to find a loophole in the Fisher's Blend decision.

"It is the result of a studied effort by the National Institute of Municipal Law Officers to devise a tax which would not be subject to the infirmities which had led to the almost uniform invalidation of taxes previously attempted to be laid by states and municipalities upon the privilege or occupation of radio broadcasting," NAB says in its brief.

Charles S. Rhine, general counsel of the municipal institute, told Broadcasting the institute does not plan to file a brief in connection with the broadcasting rehearing petitions.

As NAB general counsel, Mr. Petty issued a statement to the membership reciting in considerable detail what the association had done in the Arkansas case. The NAB board at its Nov. 15-17 meeting in Washington had adopted a resolution calling for the statement. Mr. Petty had given the board a chronological account of NAB's activities.

NAB's first step was taken Dec. 6, 1948, in NAB Reports when the general counsel's office told broadcasters of the need for constant vigilance in the field of state and local taxation. This warning was inspired by Mr. Gentry's speech to the municipal law institute [Broadcasting, Dec. 6, 1948]. NAB offered aid to broadcasters and their attorneys when confronted with this problem.

The general counsel's chronology lists a further warning and recites contacts made with Little Rock stations as well as legal help given by his department.

NAB's Supreme Court brief, filed last Tuesday, went into the Crutcher case, asserting it "is authority for the invalidation of the tax, not for sustaining it; the privilege of engaging in interstate commerce cannot be taxed."

NAB says the dismissal leaves the broadcasting industry, along with state and city tax officials, "in doubt as to which of two propositions of law the court considers settled: Whether broadcasting to listeners both within and without the state can be called interstate commerce, or whether the generation of electromagnetic waves is a local incident which may be constitutionally taxed."

Also questioned by NAB is the Little Rock device of taxing the generation of electromagnetic energy in the broadcasting process. This is not "of independent value and cannot be sold by the producer and transmitted by someone else, as in the case of electric energy," NAB reminds.

Indiscriminate Taxing Cited
Another NAB point is based on the statement that the Supreme Court never held that mixed interstate and intrastate activity which is physically inseparable could be reached by an indiscriminate tax upon the business as a whole. It has never held that a tax could be validly imposed on the privilege of doing an intrastate business, where such business was physically inseparable from interstate activities, viz, where the identical acts constituted done both interstate and intrastate commerce.

The Arkansas stations raise the point that all intrastate regulation of radio is thrown into confusion because the highest court failed to down a decision explaining the rejection. The court had merely

MEMO . . . To: Noel C. Breault, WICH Sales Manager
Effective December 1, 1949
RATE CARD #5 ONE RATE

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Remember to tell all national timebuyers one low rate day and night for good effective coverage in a market of $36,000,000,000 retail sales where business is good.

John DeMa, Pres.
Eastern Connecticut Broadcasting Co.

WICH
NORWICH, CONN.
FULL TIME—1400 KC

You'd be surprised at our coverage in New London.
issued a one-sentence order citing the Crutcher case and holding no federal question was involved.

KGHI and KRKC in their re-hearing appeal noted that the case involves the validity of a city privilege tax as applied to broadcasting, a business long recognized as being engaged in interstate commerce.

In contending the court was wrong in holding there is no substantial Federal question, the Little Rock stations said the taxes impose a double burden on interstate commerce contrary to the spirit and letter of the Constitution's Commerce Clause.

Radio has been recognized since 1913 as an instrument in interstate commerce, the stations argue, as evidenced by the federal laws controlling broadcasting. Were it not for such recognition, how could the Federal Communications Act and the Wage-Hour Law apply, the brief suggests.

In support of the brief cites the Fisher's Blend decision which holds that radio by its very nature transcends state lines and is national in scope and importance. "It is difficult to understand why no substantial federal question is involved in this appeal," the brief states.

The Little Rock ordinance is the first instance in which such a tax has been levied, the stations believe.

Since the Crutcher case held a state tax invalid against an interstate carrier, the Little Rock stations ask, "How then can it be said that the Crutcher case is authority for holding that there is no substantial federal question involved in this appeal?"

"In answer to this last the court apparently (is) either (1) abandoning the theory that radio is an instrument of interstate commerce, or (2) that any state or local [privilege] tax is valid against that interstate commerce."

In either case, it is argued, such a drastic change in the state of the law warrants a detailed opinion so "the true intent might be better understood by those affected."

The court for a century has carefully scrutinized any control or limitation placed by state or city on interstate commerce, it is noted, especially in the case of taxes.

C. OF C. SURVEY

Bellingham Rates Radio High

Broadcast advertising rated well above newspapers and road signs in giving the public "the required information," according to a survey conducted by the Bellingham (Wash.) Chamber of Commerce.

Radio attained first place in all five of the geographical areas covered by the local surveys. The survey project and ran a close second to newspapers in a poll of chamber members.

The Bellingham C. of C. study was based on 5,000 questionnaires sent into Whatcom County environs of Bellingham last Aug. 23 by its Trade Promotion Committee, under chairmanship of Stannard T. Beard. The committee's findings are based on 777 replies (15.54%) which were received in time for analysis.

Rated Good by 45.7%

In Bellingham City, radio advertising was rated good by 45.7%; average by 41.5%, poor by 13%. This compared to 40.1% good, 44.9% average and 15% poor for newspapers. Road signs ran far behind radio and newspapers in all areas.

The Bellingham C. of C. rated radio 41.4% good, 44.8% average and 13.8% poor; newspapers, 46.8% good, 40.5% average and 15.1% poor.

Bellingham rural routes—radio 52.4% good, 42.9% average, 4.8% poor; newspapers, 42.9% good, 42.9% average, 14.3% poor.

Ferndale, Blaine, Custer, etc.—radio 47.1% good, 40.2% average, 12.7% poor; newspapers, 45.1% good, 44.1% average, 15.1% poor.

Lynden area—radio 55% good, 50% average; 5% poor; newspapers, 37.2% good, 51.2% average, 11.6% poor.

Eastern Whatcom County—radio, 55.8% good, 35.3% average, 5.9% poor; newspapers, 54.7% good, 34% average, 11.3% poor.

5kw ABC 1kw (d) (a)

5kw ABC 1kw (d) (a)

SKIATRON Corp., New York, has offered 276,000 shares of common stock to public at $1 per share. Proceeds will be used first to finance construction and demonstration of pilot models of company's various inventions.

FURTHERING international relationship with Great Britain is a program exchange between the U.S. Air Force Band and the Central Band of the Royal Air Force. Program is put on five times a week on the BBC and is heard in England over the BBC while the RAF Band is heard over WASH (FM) Washington and the Continental FM Network on Monday at 8 p.m. Discussing the programs are (1 to 5): Lt. Col. George S. Howard, conductor of the U.S. Air Force Band; Air Commodore H. E. Nowell of the Royal Air Force; Everett L. Dillard, president of WASH (FM) and the Continental Network; Lt. Gen. Idwal H. Edwards, deputy chief of staff, personnel, USAF.

COLUMBUS—A COMBINATION OF INDUSTRY, STATE GOVERNMENT AND EDUCATION

The situation of Columbus in unique in the nation. Though the industrial output of the city is between $300 million and $400 million, the Full strength of Ohio is also the seed of the government of Ohio. Here are state departments and state institutions employing many thousands of people. Columbus is also the center of learning for the state. The Ohio State University with its registration of 22,000 has an important part to play in the cultural and business life. Industry, government, education, all give to the economy of Columbus and Central Ohio a balance that is profitably favorable to those who sell in this rich market.

CARULIE'S FURNITURE STORE—70 YEARS IN COLUMBUS—25 YEARS ON WBN5

Carulie's are old in years but young in ideas. It was only natural then, that they should be among the first to use the facilities of WBN5 when this station started broadcasting 25 years ago. W.A. Carullie installed a studio in the store and invited the public to come in and watch this novelty called "Radio." The response ran into the thousands and they have been coming to Carulie's ever since because this store has continued to use WBN5 as one of its principal mediums of advertising.

WBN5 IS THE MOST IMPORTANT RADIO SALES TOOL IN CENTRAL OHIO

If you desire to do a profitable selling job in Central Ohio you must include WBN5 in your program. This is easily explained by a look at WBN5 programming and coverage figures. 165,550 families in this area are WBN5 listeners. The programs of this station have been built to fit their needs and wishes. Test after test has proven that they respond to WBN5 advertising...and respond in a big way, much to the delight of sales and advertising managers.

45.0

"HOOPER"*

*(average 5 periods, Winter, 1940)*

proves the best buy
in DANVILLE, VA.

is WBTM

BROADCASTING • Telecasting

BROADASTING • Telecasting

IN COLUMBUS IT'S

November 28, 1949 • Page 61

ASK JOHN BLAIR

POWER 5000 D-1000 • N CBS
BUFFET dinner sponsored by local stations Nov. 12 was
the occasion for this get-together of agency, radio,
television and advertising executives between sessions of
the 17th annual convention of the Southwestern Assn. of
Advertising Agencies meeting at Tulsa. The group
includes (1 to r): Les Hager, vice president, Watts-Payne
Advertising Agency, Tulsa; Dale Rogers, advertising
manager, Mid-Continent Petroleum Corp.; Gustav K.
Brandberg, commercial manager, KVOS Tulsa, who
served as host for the evening; Ruth Henson, Dallas repre-
sentative, Edward Petry & Co.; Ralph Nimmons, assistant
manager in charge of sales, WFAA Dallas; Miller Roberts,
commercial manager KSTP-TV Minneapolis-St. Paul,
and George Ketcham, promotion manager, KTUL Tulsa.

THE current (Nov. 26) issue of The Saturday Evening Post contains an article by Kenneth G.
Crawford in which the Post writer gives a detailed account of "Col-
umnist Drew Pearson's attempt to discredit a government official." The official is FCC Comr. Robert F.
Jones, lawyer and former Congress man from Ohio.

Mr. Crawford points out that Comr. Jones' case
could become a cause celebre, as other Pearson campaigns have
done, but did provoke senatorial hearings [Broadcasting, July 7,
14, 1947]. The columnist had stated that Comr. Jones, then a
Congressman, was unfruit to serve on
the FCC after being named by
President Truman. He claimed
Mr. Jones' father had been a mem-
ner of the Ku Klux Klan and Mr.
Jones himself had been a member
of the Black Legion.

Mr. Crawford goes on to state
that testimony given by four wit-
nesses procured by Mr. Pearson
was entirely refuted. Upshot of the
hearings, Mr. Crawford writes,
was that members of the Senate
committee expressed their opinion of
the Pearson evidence by voting
unanimously to confirm Comr.
Jones.

Mr. Russell W. Taig
Bolton, Boston, Duratine, and Osborne
Chicago, Illinois

Dear Sirs:

When th' coal strike was called off
a letter day these boys at WCHS
sure did a bang-up job o' reportin'.

The knowed the WCHS people
wouldn't do anything but do
their part, and they did it, no

souls at the time, was

Rep. Moody who

was in Wash-

ington, an

Silvan

of th' W. Va. Coal Operators
Association, All

of them fellers

was way off from

Charleston,

but that
didn't stop

these fellers

from going to

their nightly

program.

Our program director, Mont
Cohn, just got

them fellers on

th' air. They
got their

opinions, and

got their permission to report.

They cast their

report now. That's smart,

isn't it? But these WCHS boys

is allowin' to go any length to

please their listeners or their clients!

Also

WCHS

Charleston, W. Va.
Feature of Week
(Continued from page 11)
lobby was jammed for a block with people on their way. From 6 to 7 a.m., the station reports it was virtually impossible to hail a cab in the city and early-morning buses were loaded.

Ninety-three towns were represented in the attendance, according to a tabulation by the station of the registration list. Some people came out with the dawn from the farthermost Iowa corners "and even out of state." The vanguard knocked on theatre doors as early as 4:30 a.m.

No sleeper, the affair proved to be a wide-awake event. The station executives managing the party were themselves shocked by the early morning turnout. And the early-bird radio fans were not disappointed, the station adds.

Audience participation stunts and party-fun contests were added to Mr. Bell's usual morning platter-chatter formula and humorous ad lib. KRNT says the Don Bell's Third Anniversary Jamboree-Broadcast "actually was three-hour audience participation broadcast of network calibre."

Stage Adornments

The huge stage was adorned with a carnival-like atmosphere including Don Bell's "Birthday Concession Stand." Twin turntables of operator Lois Vanderhoof were mounted on a riser near the equipment of Engineer Ralph Reynolds, regular off-stage "character" on Mr. Bell's shows. Complementing the morning staff was organist, Don Miller, and announce-song leader, Larry Davis. Producer of the broadcast was Program Director Chuck Miller. Overall staff required to conduct the show on stage was 18 with 13 additional people handling the crowd and theatre details.

Adding to the stage appearance and show attraction, a lineup of refrigerator, washer and radio were prize features. The Birthday booth was loaded with smaller prizes ranging from record albums and players to electric roaster and coffee maker. Transcribed salutes from various ABC stars and recording artists were aired during the program and several congratulatory telegrams from important figures were read.

The Bell remote was followed by Bill Riley's Hey Bob Show broadcast from the Paramount Theatre where 1,500 kiddies screamed their tribute to the morning man in a pickup a few minutes beforehand.

Advance promotion, according to KRNT, was heavy for the two-week period preceding the program with ads appearing in newspapers, handbills, and extensive radio plugging. As a follow-up, newspaper publicity was given the show and a four-page folder picturing the party's success mailed to local and national advertisers, prospects and agencies.

WHEN BUSINESS is Harder to Get

* Locate Your Prospects
* Analyze Your Competition

Important Facts
You Need to Sell

THE 13,500 LEADING
ADVERTISERS and THEIR AGENCIES

You can generate sales with precision only when you plot your sales course with facts. And the STANDARD ADVERTISING REGISTER gives you the pertinent facts you need about the Companies and their Advertising Agencies responsible for 95% of all national advertising in the United States.

In one handy compact book— you'll find listed and cross-indexed for instant reference, 13,500 Companies with 50,000 Executives listed by title, the Advertising Agency handling the account, 12,500 Brand Names, all subdivided into 47 classifications.

Once you subscribe to the STANDARD ADVERTISING REGISTER—you'll use it constantly—and you'll renew your subscription year after year. The hardest part of our job is to get the "Red Book" into your hands. So how about this? If you're a rated company, we'll either deliver or mail you on 5 day Free Inspection a copy of the STANDARD ADVERTISING REGISTER. No obligation, of course. What's your name and address?

NATIONAL REGISTER PUBLISHING CO., INC.
330 WEST 42nd ST., NEW YORK 18, N. Y. • 333 N. MICHIGAN AVE., CHICAGO 1, ILL.
SCHAPIRO WINE
Expands Radio Budget

SCHAPIRO'S KOSHER WINES, New York, is expanding its previous advertising budget, reportedly the largest in its history, and has appropriated $100,000 for a drive.

Plans call for use of a 15-minute program on a foreign language (Yiddish) New York station, spot announcements on both foreign and English language stations, and, possibly spot video announcements. Agency is Bliss & Marcus, New York.

The Latin Way

AGENCY men, station representatives and others in the broadcasting business might take a leaf out of the contract book of our good Latin neighbors. In France it is wine and fashions. In Montevideo, however, CX16 features "the contract room" where business is transacted in the proper atmosphere. Completely equipped bar not only is well liquified but also has toaster, waffle iron and coffee maker. Modern CX16, which has the latest in technical equipment, also has a mixture of seasoned, traditional Latin decor. Beautiful two flight staircase of ancient design and artistic grill work with carpeted stairs greets studio visitors.

Al Vinson

AL VINSON, formerly with promotion department of San Francisco Chronicle, organized Al Vinson Promotion Service, 1352 98th Ave., Oakland.

LARRY FINLEY Productions, Los Angeles (transcribed radio shows), planning opening of office in Portland, Ore., as distribution center for stations in Pacific Northwest which handle his shows.

WORLD BROADCASTING SYSTEM, New York, announces contract renewals and extensions for its transcribed library service by following stations: WPJB Providence; WLAB Lawrence, Mass.; WSBA York, Pa.; WPAS White Plains, N. Y.; WOPT Owego, N. Y.

RADIOZARK Enterprises, Springfield, Mo., and ABC have completed negotiations for airing of "Saddle Rockin' Rhythm," Saturday, 6:30-7 p.m. CST.

JUNIOR LEAGUE of San Francisco announces series of transcriptions, "California Stepping Stones," produced with cooperation of State Audio Visual Dept. and Stanford U.

Equipment

DALE E. PHILLIPS, formerly with West Virginia Radio Corp., appointed director of engineering and research for Market To Music Inc. Storecast Corp. of America affiliate in Pittsburgh area.

PROCTOR SOUNDEX Corp., Mt. Vernon, N. Y., announces new "Floating Disc Drive" playback unit. Unit has speed setting which is continuously variable 300 rpm.

JOHN KUHAJEK and ALBERT J. FRANZAK named assistant treasurer and assistant controller, respectively, Zenith Radio Corp., Chicago. Mr. Kuhajek joined firm in 1926 and has been auditor since 1940. Mr. Franzak has worked for Zenith since February 1945 except for 10 months when he was assistant treasurer of Rauland Corp. Zenith subsidiary which manufactures TV picture tubes.

HENRY T. KILLINGSWORTH, formerly general manager of AT&T's Long Lines Dept., elected a vice president of company, to take charge of that department. CHARLES E. WAMPLER, assistant vice president in company's Personnel Relations Dept., appointed general manager of Long Lines Dept. to succeed Mr. Killingsworth.

Mr. Killingsworth replaces FRED R. KAPPEL, who becomes vice president in charge of AT&T operations and engineering, succeeding CLEO F. CRAIG, who is now vice president in charge of finance.

RCA VICTOR, Camden, N. J., distributing illustrated booklet timed to aid dealers in selling RCA's new "Lancaster Series" 16-inch television receivers.

DuMONT Cathode-Ray Instrument and Tube Divisions, Clifton, N. J., announce type 22g Cathode-ray Oscillograph, superseding type 164-E. New instrument is easily portable, weighing only 21 lbs., and has increased sensitivity and minimum optical distortion, firm claims.

FRED D. WILSON elected president of board of directors of Capehart-Farnsworth Corp., domestic television and radio manufacturing subsidiary of International Telephone and Telegraph Corp., New York. Mr. Wilson previously was with RCA Victor in various capacities, among which was operating vice president and national sales manager. He succeeds ELLERY W. STONE who continues as member of board.

A&P Controversy

Segal Suggests Use of Radio

SUGGESTION that The Great Atlantic & Pacific Tea Co. use radio advertising in its monopoly controversy with the government was made by David M. Segal, president of KTFS Texarkana, Tex., in a letter to John Hartford, A&P president.

Mr. Segal called attention to the fact "that the radio industry now has the express permission to comment on the issues of the day and to be biased in many instances." He said A&P has used extensive newspaper promotion in bringing its case before the public and he felt the radio industry could do a good job for A&P.

TESTS are now being conducted by Ithaca College FM educational radio station, WITI, pending application for license from FCC. Operated by staff of students from Dept. of Drama and Radio, 10-w station has frequency of 88.1 mc.

CJOR Rolls Log

METHOD of placing promotion where the radio listener is most likely to see it is reported from Vancouver, B. C. CJOR, of that city, plugs one show with red overprint on the daily program log in the Voice of the Sun. Legend reads: "CJOR, Kate Atken, 9:30 a.m." The type of radio promotion is unusual and created much talk in the area, although CJOR reports the device was introduced more than a year ago by a paper in Florida.

Calif. Network

FM To Service AM Outlets

A NEW network of AM stations serviced by FM origination has been organized in California by KSBR (FM) San Bruno. Though similar networks are in operation in the East and Midwest, the California Network, as it's been officially named, is the first of its kind in the West.

At present 25 stations have affiliated with the network and others are reportedly considering joining. Most of the affiliates are small AM independents. A few also are affiliated with the Don Lee network. There is one affiliated station outside of California—KWRN-AM-FM Reno, Nev.

Time on the network is sold to advertisers at a rate equal to the combined rate of all affiliated stations airing the advertiser's program. Advantage to the advertiser lies in opportunity to blanket the state with his sales message through a single contract with less book-keeping and related time and expense. Item breaks are necessary if the network stations were contacted individually.

Programs designed for network release are picked up by affiliates at an arranged signal from KSBR and immediately rebroadcast on the AM frequency of each member station. KSBR's height (4000 feet) and power ($500,000 w) enable it to beam programs over 300 mile radius.
Radio Aids

Director Ken Schleifer offered to shine shoes in the business district while Disc Jockeys Jack Wolfe and Jerry Westerfield served as baby sitters and house cleaners. All three donated the proceeds to the Community Chest. The stunts were given extensive plugging on WBYS shows including Coffee Time, Ken Schleifer’s Varieties and Jerry Westerfield’s Rhythm Room. As an added contribution, Manager Bob Osdon arranged that Commercial Manager Leo Kramer and Jack Wolfe be “arrested,” spend an hour in jail, be brought before the judge and fined $100 each. The money was turned over to the fund after having been collected by appealing to WBYS listeners.

In New Hampshire, WNLH gave the Community Chest campaign a big send-off with a WLNH theatre stage show as a highlight. Written and produced by Al Maffee, program director, who also served as m.c., the hour-long stage show featured top local talent before a capacity house and was broadcast simultaneously over WNLH. A speaking program was also tied in with the production. Hearers included Tom Breckinridge, J. McIntyre, William A. Mahoney, chest drive vice chairman, and Don Woodworth, high school senior, who represented the youth of the city. The program was tape recorded and played again for junior and high school students and service organizations in the community.

CHRISTMAS FUND
WOR Aids N.Y. Hospitals

WOR New York’s annual Christmas Fund this year will serve 19 New York City hospitals, three New Jersey municipal hospitals, and Grasslands, a hospital in Westchester. In addition, the station will provide 4,150 maternity ward mothers in 51 voluntary hospitals in New York with layette sets.

The fund, procured from contributions from the listening audience which last year donated $27,190.64 to the cause, will buy toys, clothing and other essentials for ward children and infants.

Fund committee is directed by Edythe Meserand, assistant di-rector of WOR’s news and special features division, and is composed entirely of station staff volunteers.
First 15 Program Hoopheadings—Nov. 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hopper</th>
<th>Year Age</th>
<th>Hopper</th>
<th>+ or -</th>
<th>Pos.</th>
</tr>
</thead>
</table>
| Radio Theatre (CBS) 172 | 28.0 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| Godfrey’s Talent Scouts (CBS) 154 | 18.5 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| Jack Benny (CBS) 180 | 21.9 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2

Added by 2d broadcast:

| My Friend Irma (CBS) 155 | 17.1 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| Philip Morris (Blow) | 15.4 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| RCA-Columbia Pictures (CBS) 149 | 15.3 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| ABC Suspense (CBS) 149 | 13.6 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| Jack Benny (CBS) 171 | 14.2 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2

Added by 2d broadcast:

| F.B.I. in Peace & War | 22.8 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| Procter & Gamble (B & S) | 22.8 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
| Procter & Gamble (B & S) | 22.8 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2
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| Procter & Gamble (B & S) | 22.8 | Procter & Gamble (B & S) | 20.0 | 0.0 | 2

Top 10 Daytime Hoopheadings—Nov. 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hopper</th>
<th>Year Age</th>
<th>Hopper</th>
<th>+ or -</th>
<th>Pos.</th>
</tr>
</thead>
</table>
| Major Corps (CBS) 96 | 6.6 | Procter & Gamble (B & S) | 6.6 | 0.0 | 2
| Big Sister (CBS) 93 | 6.6 | Procter & Gamble (B & S) | 6.6 | 0.0 | 2
| Procter & Gamble (B & S) | 6.6 | Procter & Gamble (B & S) | 6.6 | 0.0 | 2
| Procter & Gamble (B & S) | 6.6 | Procter & Gamble (B & S) | 6.6 | 0.0 | 2

CANADIAN MUSIC

CBC Unfair—MacMillan

CANADIAN BROADCASTING Corp. and other government bodies using copyrighted music came in for criticism by Sir Ernest MacMillan, who, with the composers, authors and publishers asked of Canada (CAPAC), the Canadian ASCAP, at the Nov. 17 sitting of the Royal Commission on Arts, Letters and Sciences. Sir Ernest stated that the CBC along with other government bodies were unfair and exploited copyright musical works, that the CBC claims "what it pays for performing rights is paid only as a matter of grace and not as a matter of obligation, and therefore the amount awarded should not be too large."

He said the CBC also “maintains a doctrine of a prerogative right of the crown to take the property of the citizen without any control by law, which has not been upheld... since before the days of Blackstone and which was not acceptable to the framers of the Magna Carta.” He asserted the ultimate object of CBC was to acquire a reserve of works free of performing rights claims.

FAO Coverage

ANNUAL conference of UN’s International Food and Agricultural Organization, which got underway in Washington, D.C., last Monday, was slated for radio-television coverage last week. CBS aired a simulcast of its Capital Cloakroom, Friday, 10:30 to 11:00 p.m. featuring FAO’s director-general, N. E. Dodd, U. S. Dept. of Agriculture spots on NBC’s National-Farm & Home Hour Saturday and addresses by officials of American Farm organizations on NBC Sunday, at 1 p.m., were also aired.

Druce Cited

OLGA DRUCE, director of Mutual’s House of Mystery, has been cited by the government of Haiti for her de-bunking of unexplained Haitian mysteries and superstitions. Consul General of Haiti Roger Dorsinville, presented the citation to Miss Druce at a special luncheon Nov. 16 held at New York’s New Yorker Hotel. The program is sponsored by General Foods Inc., through Benton and Bowles Inc., N. Y.

WTNB ULTIMATUM

Outlet Silenced After Strike

WTNB Birmingham, Ala., MBS outlet off the air since July because of labor difficulties, was told by FCC fortnight ago to resume operation within 16 days or relinquish its license. WTNB had requested extension of authority to remain silent for another 30 days.

FCC reported it had received affidavits concerning the conflict from both the union and the station. The Commission indicated Stanley L. Hawkins, member of Local No. 283, IBEW, and chairman of the negotiating committee, stated in essence that all demands and requests made to the union by WTNB had been granted or agreed to by the local, whereas Roy Hofheinz, president and 49% owner of WTNB, reported in essence that "the matter is still a subject of dispute.

The Commission further said the union’s affidavit stated the local had also been employed by John Stevens, attorney for Mr. Hofheinz, to dismantle WTNB’s studio equipment since the lease expired Oct. 1 and had not been renewed although the premises were under the management and control of W. B. Leedy & Co., of which Thomas N. Beach, 51% owner of WTNB, is chairman of the board.

If WTNB cannot fulfill the functions for which it was licensed, FCC indicated, it would not be in the public interest to grant further extension of authority to remain off the air. FCC noted the studio had been dismantled and equipment removed without authority from the Commission to move the main studio and cited this as evidence the station could not fulfill these functions.

Literary Effort Awards

ABC radio and video series on American literature, Author Meets the Critics, will make awards for the best novel of the year, and the best non-fiction work of the year, based on a vote of some 60 literary critics. Awards will be announced during the AM and TV programs the first week of December.
Programs

Second annual series of New England College Club broadcasts over New England Regional Network inaugurated as late Sunday afternoon feature. Called Songs from New England College, series features performances by students and alumni, among others, Yale, U. of New Hampshire and U. of Coast Guard Academy clubs. Show is sponsored by the Merrimack Div. of Monsanto Chemical Co. and is heard over WBZ-WBZA-AM-FM Boston-Springfield.

Famous Couple Interviewed
VICE PRESIDENT Alby W. Barkley and his bride, the former Mrs. Carlton S. Hadley, were interviewed directly after their wedding ceremony in St. Louis by Bruce Barrington, newscaster for KXOK St. Louis. Interview was aired All ABC through KXOK's facilities. Description of couple as they entered and left church beside eyewitness description of ceremony itself by Helen Hennessy and Al Brandt, KXOK-ABC news reporters, also was aired by network through KXOK.

 Races Filmed
OFFICIAL film of each of eight daily races at Fair Grounds in New Orleans is developed, flown to KBTY (TV) Dallas and put on air six less than six hours after races are run. Film is used by track officials and is taken from every vantage point, thus allowing televiewers to see race from every angle.

 Salute to Radio
CIVIC, religious and trade union leaders in Seattle and St. Louis in special series of telephone-recorded salutes to radio on occasion of National Radio and Television Week, Oct. 30-Nov. 6. Salutes were one-minute in length, and used by KJJ Seattle during week celebrated All ABC through rebroadcast Nov. 5, tied together with commentary by John Condon, staff announcer. Idea was originated by Roland Bradley, station's program director.

 University Format
SERIES of educational telecasts planned by Creighton U., Omaha, to be seen via WOW-TV that city every other Wednesday afternoon. Shows will present different phases of academic life.

 Topical Discussion
RACIAL DISCRIMINATION in Chicago was described by three "victims of the minority situation" in "An Open Letter to Mayor Kennelly" on the show in Chicago last week on WMOR (FM). Half-hour uncensored documentary, produced by News Director Robert Schanke, featured Al-derman Archibald Carey reasserting that "discriminatory housing means bad housing for everybody." Union official described a riot in front of his house after union meeting there which was attended by Negroes. Jack Geiger, formerly of International News Service was co-producer.

Voices of Experience
DONATION day appeal for Crippled Children's Hospital over WTVB (TV) Richmond, Va., featured two "graduates" of hospital itself. Aaron Freeman, who had entered hospital years ago with club feet and spinal injury, hich-hiked 110 miles to appear on show. Second guest, Arthur Seward, had been polio patient for 12 years in hospital. Their joint appeals and appearances aided measurably in station's efforts. Sound portion of show was recorded and rebroadcast over WMGB and WOOD (FM), both Richmond, later same evening.

Children's Chapel
CHILDREN of Ottille Orphan Home, Jamaica, N. Y., Organist Lowell Pat- ton, Ottille chaplain, Rev. Dr. Donald W. Rush, and "Aunt Byrtie" Ladd, CBS contralto, make up staff of Chapel at Fair Grounds, N. Y. Yested children's choir furnishes music and Rev. Rush delivers five-minute sermon. Show is being prepared for transmission service on public service time from coast-to-coast early next year by its producer, Tom Wallace Productions, and WWHL.

Early, Easy Shopping
WITH eye to seeing that Los Angeles does its Christmas shopping "easily, conveniently and wisely," KFWB Los Angeles is sponsoring its own Santa Claus in weekly 45-minute programs. "Santa Claus" offers helpful hints for Christmas shopping, interviews guest personalities and plays records.

Children's One World
WASHINGTON children learn international relations the easy way due to program carried by WOJC (TV) Wash- ington every Sunday afternoon. One child from a foreign legation meets with local children in theatre and discusses customs, costumes, speeches, songs and occasional youthful pranks of children of his homeland. Show is sponsored by Home Appliance Co. and RCA Victor and titled Your Junior Reuse.

Last Minute Arrangements
SCHEDULED broadcast from North Texas State College's and C. of U. of Houston football game at Denton, Tex., recently, found KXOK St. Fort Worth unable to get telephone lines from playing field. Undaunted, Manager Lewis Love and Harvey Boyd, special events director, arranged with local flying school for two planes to fly from Denton airport with tape recorded play-by-play description of each quarter of game. Reels were rushed to airport, flown to Fort Worth, and dropped to KWWB transmitter. Playback had only hour's lag behind actual game.

Homeless Dogs
NEW contest sponsored by Lewis Food Co. on behalf of Dr. Ross Dog Food over Dog of the Hour gives animals from local pound opportunities to receive new homes. In five-minute segment on KLAC-TV Hollywood, pictures of four dogs are shown. First viewer to phone in, and for certain dog, receives it, providing he promises to give dog good home.

Digest at Breakfast
TWENTY-minute morning show on WGH Newport News, Va., is designed to give listeners a "quickie" of sports, news and prayers. Bill Diehl, sportscaster, is first to take up mike on Breakfast Special with round-up of overnight and coming sports events. He is followed by Ambert Dallas with summary of world, national and state news. Short serenade concludes show which is bounded on each side by music, weather and time signals.

TV Showcase
NEW YEAR will initiate new show on WOR-TV New York. Weekly half-hour nighttime period, exact time yet to be determined, will be devoted to trying out programs on one-shot basis. Station will provide facilities to advertising agencies and package producers who wish to try out prospective shows. Interested agencies and producers are invited to contact WOR-TV for discussion of further details.

Practical Series
NEW SERIES on WSB Atlanta, Ga., in feature in cap of Emory U. Radio Workshop. Series deals with phenomena currently affecting everyday life, with such titles as "Heat Endurance," "Home Sweet Home" and "Education For Marriage" already having been aired. Only professionals appearing on show are Don Stevens, WSB an- nouncer, and Bob Van Camp, station musician. Rest of production is handled entirely by workshop students.

Shopping for Younger Set
SHOW aimed at children's interests and parents' pocket-books is being telecast at 6 p.m. Thursday over WKT- TV Oklahoma City. Toys, books and gimmicks that can be found in local stores are discussed and shown by Larry Cotton, m.c. of Shoplifting With Cotton. Program is participating, sponsored by stores in Oklahoma City where merchandise on show can be found.

THE PICK OF THE NEW HITS!
on special "DJ" plotters

Dear Hearts and Gentle People
I Must Have Done Something Wonderful

Echoes
Careless Kisses

Wayne King
The Light in Your Eyes
Vienna, My City of Dreams

RCA Victor Records
Shows with a Hollywood Heritage * Member NAB
Broadcasting * Telecasting

November 28, 1949 * Page 67
Sponsibility, best commission.

CASTING.

Again on the ground.

Rural independent salesman, new operator's 250kw.

PAYABLE IN

Production - Programming, others

of the territory.

to sell and make

Commercial - round man with successful major

Two weeks preceding

All replies considered.

Engineering manager, chief or staff.

FM.

capable handling sports.

with

will be

and money orders only.

in station organization.

lists of nine years

experience, reference, photographs, etc.) forwarded to Box 223D, BROADCASTING.

Combination engineer-announcer, one year experience, accent announcing, available immediately, anywhere.


High recommendations last em- ployer and present board.

BROADCASTING.

Situations Wanted

Managerial

Wanted.

-10c per word

Virgin Salesman, new operator's 250kw.

PAYABLE IN

Production - Programming, others

of the territory.

to sell and make

Commercial - round man with successful major

Two weeks preceding

All replies considered.

Engineering manager, chief or staff.

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Combination engineer-announcer, one year experience, accent announcing, available immediately, anywhere.


High recommendations last em- ployer and present board.

BROADCASTING.
**HOMES HIT THE SPOT**

**WTUX Sells Builders' Units Like Hotcakes**

**ONE-MINUTE radio spots were turned out almost as fast as hot cakes to promote the sale of homes to veterans in the medium income bracket over WTUX Wilmington, Del., facilities. And in 14 weeks through last spring and summer, the houses sold as fast as the proverbial breakfast food.**

The success story, as compiled from facts supplied by Howard R. Robinson, WTUX general manager, is this:

From 10 to 12 spots were aired daily, primarily in the afternoon.

The builder, Gordy & Son Co., used only radio for its advertising and WTUX as the only outlet. The homes sold at a price ranging from $7,000 to $8,000. About $15,000 was spent by the firm for the spots.

Result of the promotion is best shown by the statement contained in a letter from the firm president, E. S. Gordy, to WTUX, which speaks for itself:

> "We have sold 350 homes, amounting to a gross sale of $22,500,000. Four out of every five people who purchased homes were directly traceable to radio advertising on station WTUX. We feel that in the short period of 14 weeks this has been the biggest selling job ever done in real estate in Delaware and very probably the biggest selling job radio has done for any advertiser."

The real estate company thought it had enough homes to last until next year. But the entire output was sold and it is now starting a new development. Gordon J. MacIntosh is president of Fort Frere Broadcasting Co. which operates WTUX.

**WRCO DEDICATED**

**New 250 w Fulltime Outlet**

FORMAL dedication of WRCO Richland Center, Wis., was held Nov. 6 in the Richland Center city auditorium. More than 500 attended. Guest speaker was Sen. Alexander Wiley (R-Wis.). Other speakers included Rev. Owen Mitchell, Rev. Charles Hubanks, Mayor Vernon Thomson, Kenneth S. Gordon, general manager of KDTH Dubuque, Iowa; WRCO General Manager Thomas R. Kelley and Robert J. Bodden, program director.

WRCO went on the air Oct. 18. Owned and operated by the Richland Broadcasting Corp., WRCO operates on 1450 kc with 250 w fulltime.

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**Situations Wanted (Cont'd)**

**News director-announcer for AM or TV. Six years experience at major market network station. Distinctive voice, selling ability, can deliver hard background, local reporting and wire rewrite experience. Box 2815, BROADCASTING.**

**News editor-program director. 8 years experience at major market station; very versatile. Associated Press writer, network sportswriter. Box 1356, BROADCASTING.**

**Program director, experienced. Now employed desires same job elsewhere. All letters敬请。Box 2823, BROADCASTING.**

**Imaginative, intelligent young woman experienced in copy, Advancement is primary goal. Best references. Box 2824, BROADCASTING.**

**Program director, very versatile. Box 1357, BROADCASTING.**

**For Sale**

**WTUX Sells Builders' Units Like Hotcakes**

**Television**

**Production-Programming, others**

**For Sale**

**Situations Wanted (Cont'd)**

**For Sale (Cont'd)**

**Equipment, etc.**

**RCA 66C distortion meter, excellent condition, $250.00. Box 2817, BROADCASTING.**

**For Sale—Complete and modified model 205-B W.E.I. and 9 kw transmitter. Two crystal oscillators with oven. 10 kw power transformers through single. Two water cooled 343-A in push pull final. In stock, condition AES, February, 1950. Price $10,000. KGVO, Missoula, Montana.**

**For Sale—2 kw GE FM transmitter 10.1 mc type BT-R, one 2 kw GE FM circular antenna type BY-B-Z; one 278 ft. self-sustaining American Bridge tower with 22 ft. antenna support complete with A-3 lighting unit and 400 ft. 11" Seal-O-Flange transmission line, dry air compressor. Make us an offer. Station WLOS, Oneonta, N. Y.**

**For sale, 250 ft. extra heavy IDECO reference tower with top hat. A. James Ebel, Radio Station WMDB, Peoria, Ill.**

**For sale—RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMDB, Peoria, Ill.**

**Equipment—Two RCA 143X microphones with deck stands, used few times only. New minus year. Original cost $250.00. Collins 12-H console, has new relays and plugs, AM, FM. Contact Chief Engineer at WYOP, Telephone 264, Vitalis, Indiana.**

**Wanted—One Presto record player, condition $25.00. W. O'Day Co., Chicago, Ill.**

**Wanted—One recording turntable with high fidelity equipment and head, Prelude, turntable. Electronics, radio station WJX, Niagara Falls, N. Y. Phone 3566.**

---

**Situation Wanted—Announcer**

**The name is Van Charles. The show is a D.J. Hooperings from 5:00 to 6:00 on WJX and 1:00 to 2:00 on WJS. The irksome reason for leaving present employer, Network caliber. Highest references. Will staff announce using own D.J. show, maintaining, until sold. Single, 80, will do anywhere for right offer. Box 3125, BROADCASTING.**

---

**for Sale**

**Stations**

**Interested buying local or regional if price right. Supply sufficient information. In experience. Experienced Program Director, Box 3122, BROADCASTING.**

**Wanted—One recording turntable with high fidelity equipment and head, Prelude, accessories. Radio Station WJXT, Niagara Falls, N. Y. Phone 3566.**

---

**For Sale (Cont'd)**

**Equipment, etc.**

**1 Model 111 Winchager 200 foot tower including lightning equipment and base insulator. Good condition. Disassembled now, 1 Gates type E Price 240-20 FM broadcast transmitter including spare tubes, dual crystals for 141.1 mc. Condition as new. Frequently monitored Hewlett-Packard Model 1353. Condition as new.**

**For Sale—Complete and modified model 205-B W.E.I. and 9 kw transmitter. Two crystal oscillators with oven. 10 kw power transformers through single. Two water cooled 343-A in push pull final. In stock, condition AES, February, 1950. Price $10,000. KGVO, Missoula, Montana.**

---

**Situation Wanted—Announcer**

**The name is Van Charles. The show is a D.J. Hooperings from 5:00 to 6:00 on WJX and 1:00 to 2:00 on WJS. The irksome reason for leaving present employer, Network caliber. Highest references. Will staff announce using own D.J. show, maintaining, until sold. Single, 80, will do anywhere for right offer. Box 3125, BROADCASTING.**

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**Men who represent cooperative selling enterprises by two businesses—real estate and radio—inspect one of the Gordy & Son's homes developments in Wilmington. They are (1 to r): Ralph Gordy and Edward Gordy, builders; Jack Dougherty, sales representative, and Gordon MacIntosh, president, WTUX Wilmington.**

---

**November 28, 1949 • Page 69**
BLOOD APPEALS

D. C. Outlets Aid Co-worker

PROMPT action by WRC Washington, followed by complete cooperation on the part of radio and television stations in the nation's capital Nov. 17, probably saved a life.

Ed McGinley, WNBW (TV) engineer, developed complications while undergoing an operation at Garfield Hospital. Transfusions were ordered. Mr. McGinley had been a recording engineer, was informed. WRC's recording engineer, was informed. McGinley was working in the hospital. From WRC, where Mr. McGinley had a volunteer call from Connecticut. WRC and WMA, each received 70 calls. The following morning, the hospital reported Mr. McGinley out of danger. Washington area stations cooperating were WOL, WWDC, WMA, WINX, WEAM, WTOP, WASH (FM), WRC, WTG (TV), WCIC (TV), WMAL TV and WNBW (TV).

FRANKLIN ELECTED

Is RGW President

PAUL FRANKLIN, Hollywood writer, was elected president of Radio Writers Guild to succeed Erik Barnouw at RGW membership meetings in New York, Los Angeles and Chicago Nov. 17. In New York, Sheldon Stark was elected regional vice president, succeeding Welburn Kelley.


COLLEGE RADIO

Wide Use Commercial-wise

WIDE use of commercial stations for radio programming by four-year colleges and universities is emphasized in a survey completed by Kenneth Christiansen, of the Stephens College, Columbia, Mo., Radio Education Dept. According to Mr. Christiansen, the conclusion best answer criticism that commercial radio is giving little cooperation in educational broadcasting ventures.

His figures show 266 institutions using commercial station outlets for radio programs and 15 colleges and universities using TV facilities of commercial stations. Also revealed are 280 colleges and universities using 980 outlets for radio programming activities. In addition, Mr. Christiansen's survey points out, five institutions are using a nation-wide network, four using state-wide networks and three using regional network facilities. Eighty-seven institutions carry programs over their own educationally owned and operated facilities, including 31 AM, 18 FM, 45 wired-wireless, four commercial AM and three commercial FM outlets.

Boettiger & Summers

NEWLY-FORMED Boettiger & Summers Advertising Agency, Charlotte, N.C., will include the handling of radio accounts, according to Audrey Summers, firm's partner. Miss Summers formerly was associated with WBT Charlotte as publicity director. Prior to the establishment of Boettiger & Summers, she was with Appliance Service Corp., affiliate of Southern Appliance, as sales promotion specialist. Mr. Boettiger was associated with Ayer & Gilbert, Charlotte advertising agency, for two and a half years following a seven year service in the army. Agency has its offices at 517 No. College St.

Florida

Top network station in excellent market.

$70,000.00

Texas

Profitable fulltime facility in a booming area.

$115,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D.C.

James W. Blackburn

333 N. Washington St.

RICHMOND 3-3411

SAN FRANCISCO

Ray V. Hamilton

533 Third Avenue

Exposition 5-8550

CHICAGO

Harold R. Murphy

112 South Dearborn

TEXAS

S. CENSUS DATA

Marketing Aid—Hauser

RADIO and television set data in the 1950 U. S. decennial census will provide important material to aid marketing, according to Phillip M. Hauser, acting director of the Census Bureau.

Addressing the Market Research Council meeting in New York Nov. 18, Mr. Hauser said significant changes among U. S. populace and institutions as a result of the war will be shown by combined data produced by the decennial and the current censuses of manufacturing and business.

The Bureau does not make any systematic attempt to get information relating to advertising media, Mr. Hauser said, but "two fundamentals of important type of data of this character will be available as a byproduct of other census objectives."

Statistics will be made available as usual on the distribution of radios throughout the land (including both AM and FM although they will not be shown separately). Also, for the first time statistics will be available on the presence of television in American homes. The availability of these statistics in relation to the size and characteristics of consumer markets and channels of distribution needs little elaboration from the standpoint of marketing research potential," he said.

Plans Quality Checks

Mr. Hauser explained the bureau will provide quality checks measuring the degree of completeness of the enumeration, and various as- signs concerning the quality of the results. He said the new bench mark statistics for population, housing, agriculturalness, business and manufactures also will increase the opportunities for the widespread services to marketing groups.

Tons of Sausage

THERE'S A butch in Huntington, W. Va., who is really sold on radio. During the recent strikes which stymied business, he decided to do something about giving it "a shot in the arm." Jake Brumfield marked his sausage down from the average 40 lb. to a special 25 lb. and then told everybody in town about it by sponsorship a Friday night football game over WPLH-AM-FM Huntington.

By noon Saturday, his entire stock of sausage—three tons —was sold. When Jake's market closed that evening one truckload of sausage and four trucks were left. Demand for the sausage continued during the next few days. Mr. Brumfield prepared and sold six more tons.
DUNKERS NOTE! WOWO Plugs Coverage

KEEPING its eye on the doughnut, which corresponds to Fort Wayne's outside trading area, WOWO Fort Wayne has launched a nationwide promotion campaign that may make coffee doughnuts of a good many radio people. Start of the drive was placement of a full page ad in the Nov. 14 issue of Broadcasting.

On Nov. 15, packages each containing a dozen doughnuts, a packet of instant coffee, reprint of the ad and a personal letter from Paul Mills, station's sales manager, were delivered to over 500 timebuyers. Hollywood studio models made deliveries in that city; in Chicago, Andry Prain ushers were employed; Western Union services carried it through in New York, while in San Francisco, Atlanta and Fort Worth, deliveries were taken over by Free & Peters salesmen.

In Fort Wayne, local salesman personally delivered the packages to agencies and important clients and prospects. Station plans to continue the campaign by direct mail and other media.

CONGRATULATIONS are in order for Bernard Mullins (4), public relations director, WTIC Hartford, Conn., on occasion of 400th broadcast of university program, Yale Interprets the News. Yale President Charles Seymour (l) extends congratulations, while Arnold Wolters, social sciences professor, looks on. Mr. Mullins has served as interviewer throughout history of program inaugurated on Jan. 11, 1942.

BBDO timebuyers in New York try WOWO fare (seated 1 to r): Eleanor Scanlan, Fred Stoutland, Frank Silvermail, and Hope Martinez. Standing is Arthur Barry, Free & Peters' account executive on BBDO.

SPECTRUM

Special Group To Study Government Use

A PLAN to set up a special government interdepartmental commission for the purpose of studying use of radio frequencies by various agencies is being launched under the direction of President Truman, it was learned last week.

The commission also would probe the field of international communications engaged in by private firms, it was understood. While no details were disclosed, it is believed the special group would comprise officials of government branches presently operating their own extensive communications systems.

Government use of spectrum space has evoked considerable concern among private users, especially the broadcast-TV industry which feels the government should be compelled to justify the use of frequencies which might otherwise be allotted to standard radio and television stations. A Congressional committee also has undertaken a probe of frequencies [Broadcasting, Oct. 17, 24].

The government plan, now in the development stage, reportedly would provide for a five-man commission, with personnel to be selected from government agencies directly concerned with radio communications. Key branches include the State Dept., FCC, Dept. of Defense (Army-Navy-Air Force), Dept. of Commerce, Gen. Services Administration and others.

A Senate Interstate Commerce communications subcommittee announced last month it would launch a probe of the whole spectrum problem sometime next January. In any event, some authorities feel the government action "at least" implements the decision of the subcommittee, headed by Sen. Ernest McFarland (D-Ariz.), to determine whether radio frequencies currently are being used to the best advantage.

Disclosure of the government's plan to set up its own group is believed to be a followup to Congressional probe action, since the McFarland group has manifested keen interest in the use of frequencies by each agency. The five-man commission would seek out that information, according to reports.

The subcommittee also encompases an inquiry into the extent of government operation of communications systems in competition with privately-operated wire and telegraph companies.

Spokesmen said Sen. McFarland had not been officially apprised of the government's plan to set up a special group. Personnel will be selected after the interested agencies and branches have first submitted suggestions and comments to the Bureau of the Budget, it is understood.

AIMS AT TOURISTS

WYVE-Chamber Plugs Town

EVER since radio went commercial, and that's close to 30 years ago, stations have depended upon listeners in various regions they serve as their ultimate source of revenue. This remains true today. But a variation in this familiar pattern is a step taken by WYVE Wytheville, Va.

This "different" approach is an idea originated by WYVE's Commercial Manager Eric Howery and announcer Nick Carter and sponsored by the Wythe County Chamber of Commerce. It's a new type program called Your Radio Tourist Guide, which is directed, not to the station's regular listeners, but to tourists.

With an eye to increasing Wytheville's share of the tourist trade, the program is sponsored year-round, 15 minutes daily across-the-board. The theory behind the show is to reach tourists when they are within 90 to 100 miles of Wytheville, at a time during late afternoon when most travelers begin to think about stopping for the night and when they are still within one or two hours driving time of Wytheville.

Featuring Wytheville's attractions for the tourist, the program's format includes soft music and tips on the "best" places to eat and sleep, and the best travel routes in Tennessee, North Carolina, West Virginia and Virginia, as recommended by the Chamber of Commerce.

The Texas Rangers "AMERICA'S FINEST WESTERN ACT!"

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperings as high as 27,4. Advertisers and stations - ask about our new sales plan! Wire, write or phone ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

For Sale

RADIO TOWERS

10 200-ft. Skyline Guyed towers (originally micro-wave relay towers, two of them tied together with reflector screen on top, making five relay units; or broken down, will make ten single 200-ft. guyed towers for AM stations, police, cab radio, etc.)

Most of this equipment has never been erected.

SCHUMAKER CONSTRUCTION COMPANY Erectors of Towers, Antennas, and Coaxial Cables East Michigan Street—Michigan City, Ind.
FCC ROUNDUP

FCC ACTIONS
(Continued from page 49)

License for CP WBNF-FM Jacksonvile, Fla.—License to continue operation of CP FM station KLGW Longmont, Colo.—License to cover CP new AM station.
License for Aux. KIT Yakima, Wash.—License-to-use old main trans. as aux. with 1 kw on 1280 kc.
APPLICATION RETURNED License for CP WFSF Springfield, Mass.—Returned for application to cover CP new AM station.
APPLICATION DISMISSED FM—97.1, 95.7 mc The First National Bank of Montgomey and Margaret Covington Mille, executors of estate of G. W. Covington Jr., deceased, Gadsden and Selma, Ala.—DISMISSED Nov. 16 for new applications for new FM stations at Gadsden (91.1 mc) and Selma (93.7 mc).
November 23 Applications— ACCEPTED FOR FILING AM—1260 kc WMPS-AM Daytona Beach, Fla.—Change from 1450 kc to 1260 kc.
Modification of License KRGM Tulsa, Okla.—Change from 10 kw to 25 kw.
Modification of License WNVA Annapolis, Md.—Modification license power from 500 kw to 1 kw on 1260 kc.
Modification of CP KVEC-FM Little Rock, Ark.—Modification CP new FM station for extension of completion date.
APPLICATION DISMISSED KITW Ithaca, N. Y.—Modification of CP noncommercial educational FM station for extension of completion date.
APPLICATION DISMISSED WKKW-FM Hutchinson, Kan.—Modification of CP new FM station for extension of completion date.
APPLICATION DISMISSED WJWR-WLH Dayton, Ohio—Application to cover changes in facilities.
License Renewal Wbid-FM Dayton, Ohio—License to cover changes in facilities.
TENDERED FOR FILING AM—950 kc WPG Green Bay, Wis.—Change from 910 kc to 1460 kc.
APPLICATION DISMISSED WCRS-FM Chicago.—DISMISSED Nov. 15 for new applications for new station to make changes in ant. and change trans. and studio site.
Radio-TV Panel DR. WALTER K. KINGSON, head of radio division, UCLA, will be a member of a panel of speakers taking up various radio and television questions at the first public meeting of the Southern California Asso. for Better Radio and Television today, (Monday) at John Burroughs Junior High School In Los Angeles. Other speakers will include Dr. Richard Atkinson, lecturer, and Mrs. W. J. Armstrong, Rev. Clifton E. Moore, chairman of the Radio Council of Los Angeles Church Federation, is moderator. Among the questions to be discussed will be “do crime programs on radio and television have any effect on children?” and “how can radio be used for both show business and mass education?”

NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS

Box Score
SUMMARY TO NOVEMBER 24

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<th>Class</th>
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New Applications

AM APPLICATIONS

Niagara Falls, N. Y.—Niagara Besty, Station W509BR, has been allotted a new AM station on 990 kc with 1 kw daytime.

Deletions

Two AM and eight FM authorizations deleted by FCC. AM dropouts first of year total has been 69.

Applications

DOCKET ACTIONS ...

FINAL DECISIONS

Announced decision granting application of WLS Chicago for renewal of license.

LICENSE GRANTING

Announced decision granting application of WGBH-Boston for renewal of license.

LICENSE DENYING

Docket Actions ... NEW DECISIONS

Announced decision granting application of WGBH-Boston for renewal of license.

LICENSE DENYING

Announced decision denying application of WGBH-Boston for renewal of license.

APPLICATION DISMISSED

Announced decision dismissing application of WGBH-Boston for renewal of license.

Applications

APPLICATIONS DISMISSED

Announced decision dismissing application of WGBH-Boston for renewal of license.

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Announced decision denying application of WGBH-Boston for renewal of license.
LOBBY PROBE
Hilmer May Head Group

SELECTION of Lucien Hilmer, Washington attorney, to head the new House Select Lobbying Committee, was strongly indicated last week by spokesmen for Rep. FranK Buchanan (D-Pa.), chairman of the investigating committee.

Spokesmen confirmed that Mr. Hilmer probably will be named to direct the probe of lobbying activities of government agencies and private organizations [CLOSED CIRCUIT, Nov. 14]. No other attorney is under consideration for the job, they said. Rep. Buchanan, who returns to Washington this week, is expected to announce Mr. Hilmer's appointment shortly.

Mr. Hilmer, a member of Hilmer & Davis, Washington law firm, has had wide experience in government and radio practice. He served with FCC from 1940 to 1948, most of the time as assistant general counsel. His successor at the Commission was Rosel Hyde, now FCC Commissioner. Mr. Hilmer entered government service in 1936, serving until 1940 as assistant counsel and later associate counsel to the Senate Interstate Commerce Committee. From 1942 to 1945 he supervised economic planning for the Board of Economic Warfare.

The House Committee will undertake the probe when Congress reconvenes in January after its staff determines the fields to be explored. Investigation is expected to cover failure of private and public agencies personnel to register as lobbyists as required by law. At least one committee of present registrants has the Lobbying Act. [BROADCASTING, Oct. 5, 10, 17].

D-F-S New Quarters
DANCER-Fitzgerald-Sample, New York, presently located at 247 Park Ave., has signed a lease to occupy three floors, approximately 40,000 square feet in the Madison Ave. Bldg. Air Features Inc., and the Betty Crocker Office, both now in 247 Park, also will move to the new quarters. New offices will be air-conditioned and rebuilt to house the advertising agency. They are expected to be ready sometime in the spring.

ATTENTION
AM FM & TV STATIONS

LONDON LIBRARY SERVICE

FULL FREQUENCY RANGE RECORDING

This exclusive recording process reproduces every sound audible to the normal ear and guarantees the finest in recorded music.

THE COST...ONLY $30 PER MONTH

For further details:
LONDON LIBRARY SERVICE

THE LONDON GRAMOPHONE CORP.
16 W. 22 Street • New York 10, N.Y.

BROADCASTING • Teletcasting

KTUR'S SPIRIT of '13
Pioneer Radioman Is Outlet's First Sponsor

PRESENT as KTUR Turlock, Calif., switch is thrown are (to r): H. A. McMullen, station manager; Cecil Lynch, consultant; Emile J. Rome, Ray-thorn's San Francisco sales engineer; Mr. Sanders (hand on switch); Maxon B. Sayre, chief engineer, and Carl Pendergraft, assistant engineer. Shown in inset, Mr. Sanders (r) as a young man sits at transmitter with another station operator, Emile Portal.

* * *

DURING the building of KTUR Turlock, Calif., which went on the air last month, station officials were approached by a prominent local resident with a request to be the station's first sponsor. Reason for the request dates back to 1913.

At that time, the same man, then in his late teens, participated in the earliest transmission of voice and music by radio. Transmission occurred regularly between the National Wireless Telephone Co. in the Garden City Bank Bldg. in San Jose and a similar station in San Francisco. One of the operators was C. K. Sanders, now the Turlock Cadillac-Oldsmobile dealer.

Mr. Sanders realized his wish to be a sponsor and also was the

KNUZ VOTE
Ordered by Labor Board

NATIONAL Labor Relations Board has ordered a vote among studio, transmitter and combination studio-transmitter engineers at KNUZ Houston, 250 w independent station, as to whether IBEW Local 715 shall represent them in collective bargaining negotiations. NLRB specified the customary 30 day deadline on the election.

The board's finding said that, contrary to the contention of the licensee, Veteran's Broadcasting Co., KNUZ is engaged in commerce within the meaning of the NLRB Act. A three-member panel has been designated by the board to handle the case. Other board findings: KNUZ obtains transcriptions from outside Texas at an annual cost of $22,240; pays royalties to ASCAP and two similar out-state organizations for use of copyright material; grossed $87,928 in revenue in 1945, of which about 4% accrued from sales of advertising to agencies outside of Texas.

first to push the switch when KTUR went on the air Oct. 7. It was his first close contact with commercial radio since he retired from the field following service in the Navy.

After serving in the Navy Signal Corps during the first World War, Mr. Sanders retired from radio until a year ago when he acquainted himself with vacuum tubes, crystal oscillators, Class B modulators and similar modern terms, and was issued amateur license W6DVS.

KTUR operates fulltime on 1390 kc, with 1 kw, and is licensed to the Turlock Broadcasting Corp.

WIS CEREMONIES
Mark New Bldg. Opening

DEDICATION of WIS-AM-FM Columbia, S. C., new studio and office building was held the weekend of Nov 19-20. Doors were thrown open to the public and Sunday afternoon NBC's Radio City Playhouse starring Jan Miner, was originated in the new studios. That evening, George Hixt presented from WIS his U. S. Steel messages to NBC's Theatre Guild on the Air audience.

Producer-Director Harry W. Junkin offered "Deception" in the Playhouse origination, with Miss Miner supported by a cast of Columbians. Saturday night, Niles Trammell, NBC chairman of the board, was guest of honor at a dedicated program and dinner attended by radio executives and advertisers. Also heard on the program were Miss Miner, Messrs. Junkin and Hicks, and Jack Jostyn, star of Mr. District Attorney. Other NBC staff were Jerry, Bob Hope, Everett Mitchell, Hugh Conover and Claudia Morgan, saluted the station on special broadcasts aired during Sunday. Studio tours continued through last week, WIS reported.

CERTIFICATE of achievement from Dayton Chamber of Commerce was awarded WING Dayton, Ohio, for its public service program, This is Dayton.

DO YOU WANT TO DOUBLE MR. BOTTLER'S SALES! IMMEDIATELY!

The copyrighted SILVER DOLLAR MAN program has done even better than this for me and my friends who have used it. I have been urged to make the Silver Dollar Man program available on a protected market basis to other bottlers because it puts soft drinks at the point of consumption...in the refrigerator...where the bottlers must have them.

Eighteen years of bottler sales experience is wrapped up in the packaged Silver Dollar Man program. It's a natural. It's a positive business builder. It's the thing Mr. Bottler is looking for! The base program rate is $25.00! Write or wire for complete details now!

First Come! First Served!

R.A. "BOB" PERROTT
Sales Promotion Counselor
BRUNSWICK, GEORGIA
Telephone 1024

KSON San Diego, 250 w station, has joined Southern California Broadcasters Assn. as 44th member.

November 28, 1949 • Page 75
FCC CHAIRMAN Wayne Coyle Friday denied published reports that he had discussed the possibility of "sweeping probe" of networks with members of Congress. He reiterated FCC position that investigation is needed [Broadcasting, Nov. 7] but said question is "when it will be able to present members of its staff to this task from other work in which the staff is now engaged." Text of statement:

My attention has been called to an article in the "Washington Post" today, Nov. 24, 1948, which says that the FCC is planning a sweeping probe of the networks this next year if Congress will provide the money. The article goes on to state that Chairman Wayne Coyle has discussed this with a number of Congressmen who, he says, have promised support.

Insular as this article purports to report what I have done, it is in error. I have not discussed this matter with members of Congress and do not have any promises of support from members of Congress for such a program.

The FCC has pointed out that no comprehensive investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary, not only to determine how the regulations are working with respect to standard broadcasting, but also to examine carefully the conditions in the matter of affiliations and the regulations themselves were carried over almost bodily into the FM and television field. It is entirely possible that the conditions in FM and television broadcasting are different from those in AM, and other or additional regulations are needed in this field in order to protect against monopoly.

The Commission faces the question of when it will be able to divert members of its staff to this task from other work in which the staff is now engaged. At the present time there is no such investigation under way.

IGNORING OF PETITIONS CONSTRUED AS 'DENIAL'

FCC's FAILURE to act on it is effective denial of five part-time stations' pending petition for relaxation of ban on after-hours operations [Broadcasting, Nov. 29, 1948], Commission will be told in letter by "the first anniversary" of petition-filed by 16 stations in WPIX's territory. Petitioners said FCC inactivity deprives public of "programs in the public interest" and also denies rights granted petitioners by Administrative Procedure Act and FCC's own rules.

"If the Commission desires to deny the prayers of the petitioners, it should act upon the petition and deny them rather than to continue to ignore them," he wrote. Petitioners: WOI Ames, Iowa; WKAR E. Lansing; WNAD Norman, Okla.; WNYC New York; WHCU Ithaca.

TV POSTWARM PRODUCTION NEARS 3,500,000 MARK

TOTAL TV set shipments by RMA member companies (about 80% of industry production) since war amount to 2,209,724 up to Sept. 30, RMA announced Friday. Third-quarter shipments this year totaled 503,362 sets.

Adding at least 600,000 sets produced in October and November, plus an estimated 600,000 sets for non-members, brings total near 30,000,000 mark.

RMA member shipments to New York-Newark area in third quarter totaled 113,897 TV sets, or 703,049 from Jan. 1, 1947, to Sept. 30, 1948. Los Angeles was second in third quarter shipments with 52,962 and Chicago close third with 52,906. Philadelphia fourth with 45,842 sets in third quarter.

WLIP BACK ON AIR AFTER UNION SETTLEMENT

WLIP Kenosha, Wis., went back on air Nov. 20 after completion of negotiations with American Federation of Radio Artists and Wisconsin Broadcast Engineers, Local 715, IBEW. Station now recognizes unions as exclusive bargaining agents for personnel affected by the collective agreement between three engineers and nine writers and announcers.

AFRA last Monday petitioned National Labor Relations Board for permission to hold election for establishment of union shop. Station workers will vote on proposal within two weeks. Ray Jones, AFRA central division director, and Herbert Mann, his assistant, handled talent negotiations.

IBEW represented by William L. Lipman, owner-manager, and his attorney, David L. Phillips.

CHICAGO FM PROTEST

ENDORSEMENT of proposed FCC ruling requiring AM stations owning FM outlets to broadcast as many FM as AM hours, and providing increased minimum number of hours to be broadcast by FM-only stations, was sent FCC last week by FM Broadcasters of Chicago.

"We feel such a ruling will be in the best interest of FM as well as of the entire industry," said President Ralph J. Wood Jr.

UNION PICKET THREAT

United Scene Artists Union, Local 829 AFL, threatened Friday to begin picketing NBC next day, charging NBC-TV with hiring non-union men to replace scenic artists on strike in New York (see story page 36). Union said no picketing planned at ABC, CBS, DuMont or WPIX (TV) New York since those organizations have not yet moved to replace strikers.

NBC spokesman denied network had replaced strikers but indicated it would if necessary to keep on air.

NAB-ASCAP TV SESSION

NAB per program TV Music Committee met last week with ASCAP video committee but made little progress toward eliminating differences standing in way of agreement on per program licenses for TV broadcasters.

At weekend, committee attorneys were exploring possibilities of arranging further extension of present ASCAP TV licenses which are due to expire Nov. 30.

WPIX (TV) EXECUTIVES SHIFT

B. O. SULLIVAN, sales manager of WPIX (TV) New York, has resigned for reasons of health. Scott Donahue, assistant sales manager, named acting sales manager. Mr. Sullivan will rejoin news advertising department.

WTVV (TV) JOINS CBS-TV

WTVV(TV) Bloomington, Ind., affiliated with CBS-TV Nov. 15, it was announced Friday. Total CBS-TV stations now 56. Station, also to be known as WTVV, Nov. 15, owned and operated by Sarkes and Mary Tarzian with Mr. Tarzian as general manager.
That's impact

Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached FOUR-FIFTHS—80.7%—of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight. That's coverage!

Of all listening among all radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors. That's penetration!

Of the 258 stations heard in WLW-land, The Nation's Station received ONE-SIXTH—16.6%—of all listening to all stations. That's dominance!

And when you put coverage, penetration and dominance together... THAT'S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
160 N. Michigan, Chicago 1, Ill.
639 Fifth Avenue, New York 20, N. Y.

* Nielsen Radio Index, February-March, 1949

when you want impact you want WLW

the nation's most merchandise-able station
Now television is flashing visual entertainment, news, and educational material to millions. The "inside story" of its rapid growth is the history of some remarkable tubes. Inside these tubes, electrons are put to work—to perform, for your benefit, the miracle of long-distance vision.

The screen of your direct-view television receiver is actually the face of a tube—the kinescope developed by Dr. V. K. Zworykin and his colleagues of RCA Laboratories—on which electrons in motion "paint" pictures. A tube, too, is the "eye" of RCA's supersensitive Image Orthicon television camera, which can "see" by the light of a match.

And, since you asked for big-picture television, they developed projection receivers—also a way to "weld" glass and metal, thus speeding the production of 16-inch direct-viewing tubes...at lower cost.

To these basic "firsts," RCA scientists have added advance after advance, which are daily bringing television into the lives of more and more people.

How you profit

Advanced research in television tubes is just one way in which RCA Laboratories work for you. Their leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, N. Y. 20.