

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WHO HAS UNCHANGED LISTENING HABITS IN IOWA

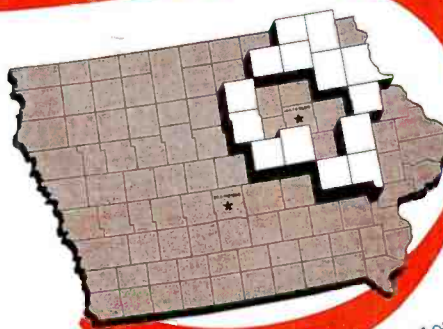
TAKE THESE 14* IOWA COUNTIES, FOR INSTANCE

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

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

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

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



* These 14 counties were used in the 1948 coincidental area study.

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



WWHI

+ for IOWA **PLUS** **+**

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

TUESDAY, JUNE 28, 1949

SECTION TWO

FASHION TELLING

Swing Your Partner in a Gay, Colorful Swirl

BY SPADEA

The square dance is out of the barn and onto some of the most polished dance floors in the country.

To fall in with the spirit of the accompanying tapping, you who dance must be right-hearted and gay and colorful. But there are certain tips that experienced dancers tell us about which should be remembered by novices. Wear your skirts full—the fuller the whirlier. And under them wear pretty starched petticoats (two are better than one) to flutter about your ankles and maybe even pantaloons—a modesty note.

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

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

Josef Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern ties it with a narrow navy sash (sketch A). Tiny checks in brown and black (truly pioneer in spirit) are Dorothy Cox's choice. She puts bias bands on the skirt, plants a pert pique bow just below one shoulder strap (sketch B).

Flirtatious steppers might try hiking up the dress to show off ruffled petticoats (sketch C). Keep it there with a flower.

Polka dotted is this Nelly Don Dillie with puffed sleeves and elasticized neckline. It comes with its own apron to wear stole-wise if you like (sketch D). Rose Barrack covers the pockets of a circular chintz skirt, in this instance, coral and teams it with a top of turquoise silk shantung (sketch E). Garlands of roses decorate Claire McCardell's white picolay (sketch F). And finally the off-shoulder peasant blouse in many variations that you can buy anywhere (sketch G).



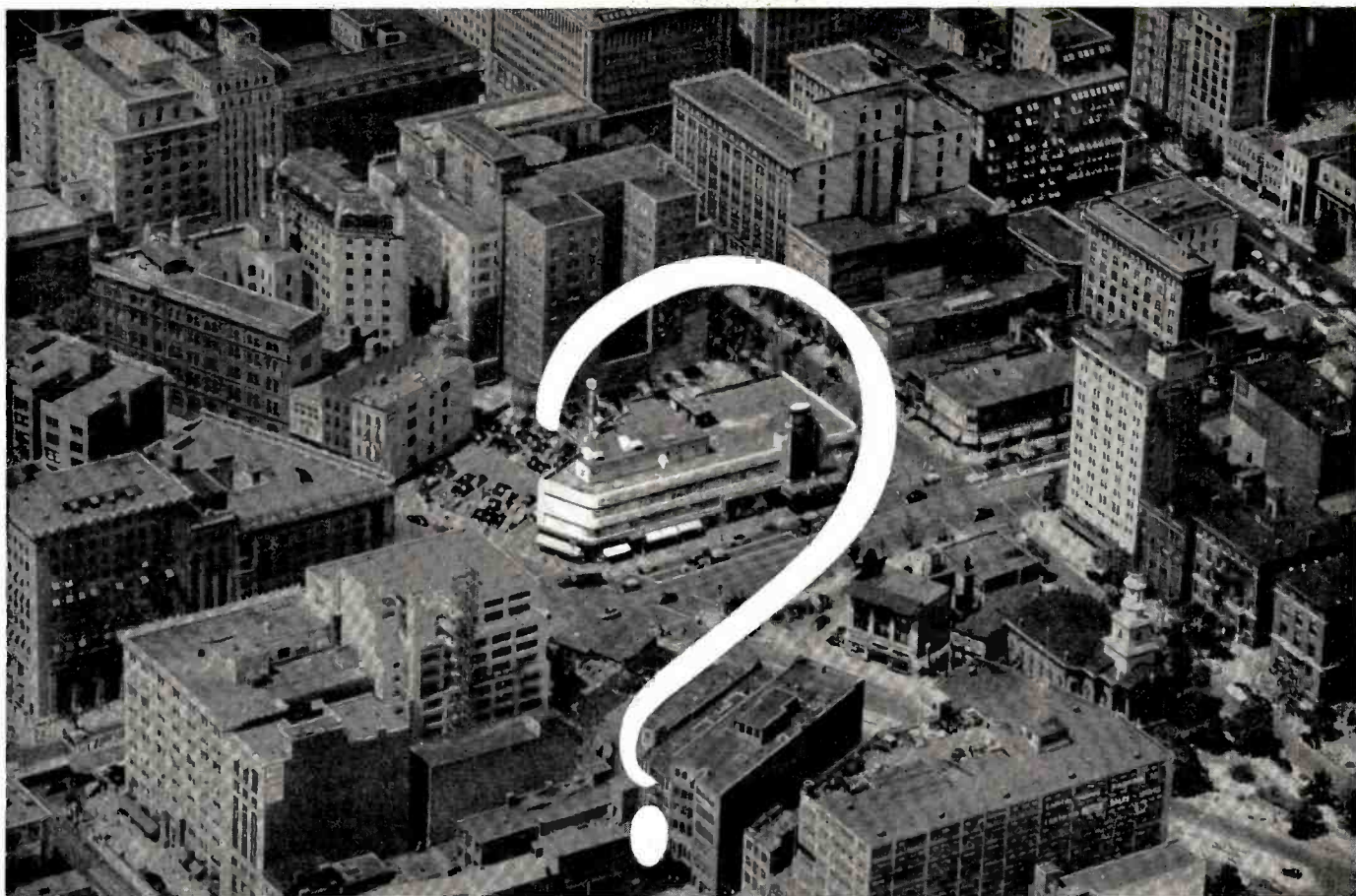
Reproduction courtesy
Spadea, Inc., and
Chicago Daily News

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

A Clear Channel Station



890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE
REPRESENTED BY JOHN BLAIR AND CO.



Washington, D. C.!

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

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

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

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



N A T I O N A L B R O A D C A S T I N G C O M P A N Y

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

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

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

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

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

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

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

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

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

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

(Continued on page 82)

Upcoming

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

Nov. 11-13: National Assn. of Radio News Directors, Commodore Hotel, New York.
(Other Upcomings on page 41)

Bulletins

WJJD Chicago signed late Friday two-year contract with Chicago White Sox to carry all of ball club's games in 1950 and 1951, making 12 consecutive years. WJJD to carry all daytime games and its affiliated WFME (FM) will carry night home games. WIND Chicago to carry night games away on time bought by WJJD. Sponsorship not yet decided.

ABC announced arrangement with Mutual Life Insurance Co. for \$600,000 20-year loan at 4½% interest. Proceeds to be used in further developing ABC's TV Center in Hollywood.

FORD SPONSORS UN ON TV; DEALERS BUY KAY KYSER

FORD MOTOR Co., Dearborn, Mich., to sponsor CBS-TV telecasts of UN General Assembly sessions for remainder of year, effective Nov. 7. Three hours daily of sessions both at Lake Success and Flushing Meadows to be telecast as public service by Ford, with no commercials to be used. Telecasts scheduled Mon.-Fri., 11 a.m. to 1 p.m. and 3-4 p.m. TV recordings of telecasts to be made available to other UN member states throughout world. Sale understood personally engineered by CBS President Frank Stanton. Ford agency is Kenyon & Eckhardt, New York.

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

WARL LOTTERY CASE IS DISMISSED BY FCC

LOTTERY proceedings against WARL Arlington, Va., which produced FCC hearing examiner's recommendation that former WARL program be found in violation of anti-lottery law [BROADCASTING, Aug. 9, 1948], were dismissed by FCC Friday. Commission said program in question, *Dollars for Answers*, is of type covered in subsequently adopted anti-giveaway rules; that rules have since been suspended pending court tests, and that WARL has discontinued program.

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

Business Briefly

PROMOTES ANTI-HISTAMINE ● Anahist Co., New York, appoints Foote, Cone & Belding, that city, as agency. Radio, magazines and newspapers to be used for promoting first anti-histamine hay fever treatment. Inhiston, also anti-histamine tablet for colds and hay fever, through Cecil & Presbrey, New York, now using newspaper spreads, said to be considering radio spot campaign.

APPOINTS SPECTOR ● Affiliated Retailers Inc., owned cooperatively by 59 department stores including R. H. Macy Co., May Co. and City Stores groups, appoints Raymond Spector Co., advertising and merchandising counsel, in connection with promotion of store-owned "AR" brands.

WBKB (TV) NAMES ● WBKB (TV) Chicago names Weed & Co., New York, exclusive national sales representative effective Nov. 1.

FCC RELIGIOUS DECISION CLARIFIES STATIONS' RIGHTS

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

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

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

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

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

SARNOFF TO GET AWARD

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

WSAV is on TOP... IN THE LATEST HOOPER AREA REPORT!



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

May 1949 HOOPER INDEX	WSAV	STATION 'A'	STATION 'B'	STATION 'C'	STATION 'D'
TOTAL RATED TIME PERIODS 6:00 a. m. to 10:00 p. m.	18.0	4.0	6.0	5.0	17.0
Daytime 6:00 a. m. to 6:00 p. m.	19.0	4.0	6.0	5.0	18.0
Evening 6:00 p. m. to 10:00 p. m.	14.0	4.0	6.0	4.0	12.0

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

It's **630**  in Savannah

WSAV

630 kc.
5,000 watts
Full Time



Represented by Hollingbery

Mr. Time Buyer-

SALES ACTION SPEAKS LOUDER THAN WORDS!



PENNSYLVANIA MOTOR INN, Inc.

YOU'LL BE AHEAD
WITH *Nash*
We Never Sleep
Riley 5301
1450 N. PENNSYLVANIA STREET
INDIANAPOLIS 2, IND.



Sept. 16, 1949

WFBM-TV,
48 Monument Circle,
Indianapolis, Ind.

Attention:- Mr. H. M. BITNER, Jr.:-

Gentlemen:-

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

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

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

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

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

Sincerely,

PENNSYLVANIA MOTOR INN, INC.

F. D. Ewing
F. D. Ewing, President

FDE:jd



First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

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

BROADCASTING

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FEATURE CALENDAR

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

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, Managing Editor

J. Frank Beatty, Rufus Crater, Associate Editors; Fred Fitzgerald, News Editor; Tyler Nourse, Jo Halley, Assistants to the News Editor. STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osborn, Ardelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, Assistant to the Publisher.

BUSINESS

MAURY LONG, Business Manager

Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Elaine Cahn; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, Manager

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, Plaza 5-8355
EDITORIAL: Edwin H. James, New York Editor; Herman Brandschain, Asst. to the New York Editor; Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 6-4115
William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEMPstead 8181
David Glickman, West Coast Manager; Ralph G. Tuchman, Hollywood News Editor; Ann August.

TORONTO

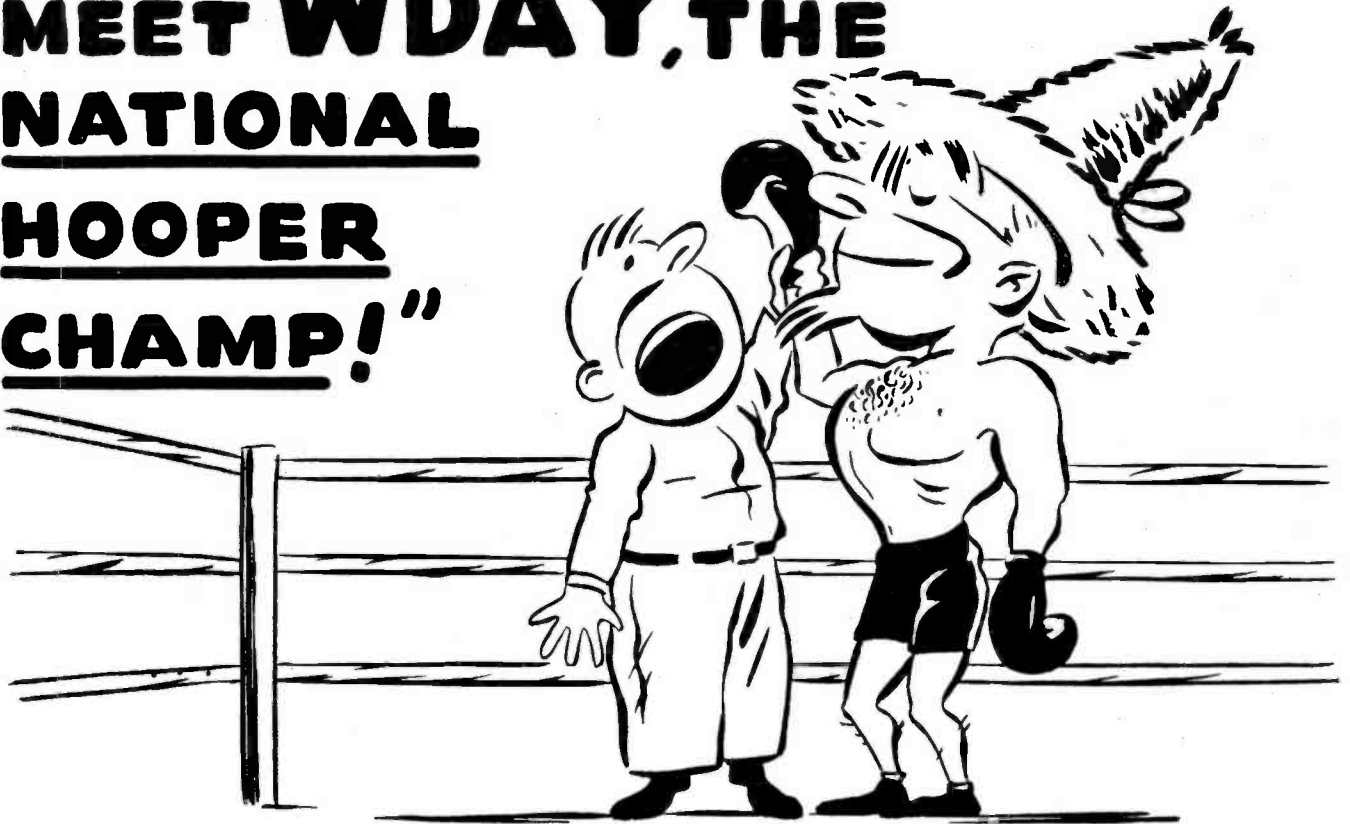
417 Harbour Commission Bldg. ELgin 0775
James Montagnes
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications, Inc. using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: \$7.00 Per Year. 25c Per Copy

"LADEEZ AND GENTLEMUN- MEET WDAY, THE NATIONAL HOOPER CHAMP!"

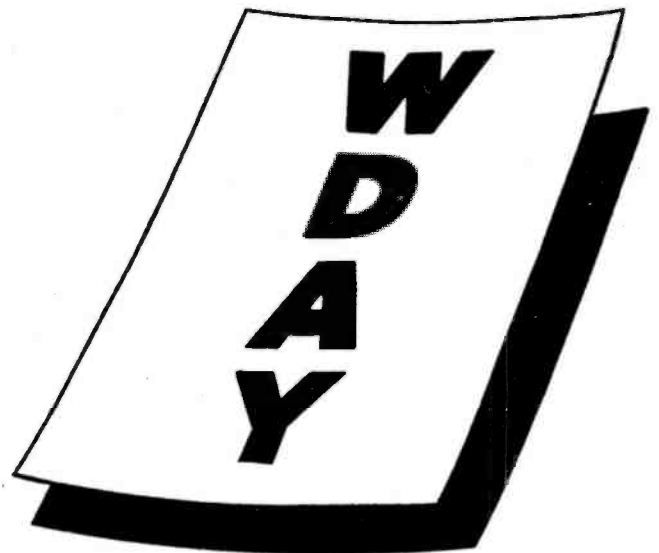


YESSIR! WDAY had the greatest Share-of-Audience Hooperatings—Morning, Afternoon and Night—among all stations in the country for the five-month period, Dec. '48—Apr. '49!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS (MON. THRU FRI.)	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS (MON. THRU FRI.)	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2

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

Write to us, or ask Free & Peters, for this new booklet! It explains why WDAY is one of the great radio buys of the nation!



FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.,
Exclusive National Representatives

BMI

THANKS TO BROADCASTERS, ARTISTS, PUBLISHERS

KEEPS HITTING...

4 out of 7
on the
**LUCKY STRIKE
HIT PARADE**

(October 15, 1949)

1. YOU'RE BREAKING MY HEART
2. SOMEDAY
5. ROOM FULL OF ROSES
7. JEALOUS HEART

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

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS: CROCODILE TEARS

THE DISC JOCKEYS PICK: VIENI SU
ENVY
CANADIAN CAPERS

THE OPERATORS PICK: BLUEBIRD ON YOUR WINDOW SILL

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

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

IMPOSERS, DISC JOCKEYS, RECORD AND TRANSCRIPTION COMPANIES, JUKE BOX OPERATORS

HIT AFTER HIT... WEEK AFTER WEEK

57.2% OF SALES AND RECORD POPULARITY RATINGS

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

	TOTAL LISTINGS	BMI	ALL OTHERS	% BMI
HONOR ROLL OF HITS	10	5	5	50.0
SHEET MUSIC—BEST SELLING	15	5	10	33.3
POP RECORDS				
MOST PLAYED BY DISC JOCKEYS	30	16	14	53.3
BEST SELLING, RETAIL	31	13	18	43.3
MOST PLAYED ON JUKE BOXES	31	13	18	43.3
RHYTHM & BLUES RECORDS				
BEST SELLING	16	12	4	75.0
MOST PLAYED ON JUKE BOXES	16	13	3	81.2
FOLK RECORDS				
BEST SELLING	16	14	2	87.5
MOST PLAYED ON JUKE BOXES	15	12	3	80.0
TOTAL	180	103	77	57.2
SCORE PREVIOUS WEEK	181	101	80	55.8
SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)	51	13	38	25.5
R-H SYSTEM	30	5	25	16.7
TOTAL	261	121	140	46.4
SCORE PREVIOUS WEEK	243	109	134	44.9

BMI

Oklahoma City's Only 50,000 Watt Station

KOMA

The following quotation is from a letter to KOMA by the Herbert A. Rogers Advertising Co. of Dallas, Texas.

A VERY PARTICULAR SPONSOR SAYS

"I'm sure you will be pleased to know that our client was most impressed and pleased with the splendid cooperation that KOMA has given Airmaid Hosiery. We should like to add our compliments also, to those of our client, inasmuch as we feel KOMA's aids and services to Airmaid surpassed all other stations carrying the Frank Parker Show."

**FOR SELLING OKLAHOMA
FIRST CHECK KOMA**

**J. J. Bernard
General Manager**

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Arvey Knodel*, INC.

Agencies



EDGAR E. EATON named vice president of G. Norman Burk Inc., Pittsburgh, where he will handle types of national and local advertising. He was previously with Tracy Mfg. Co., as sales promotion manager, and director of regional sales for American Radiator & Standard Sanitary Corp., and Lehigh Portland Cement Co.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

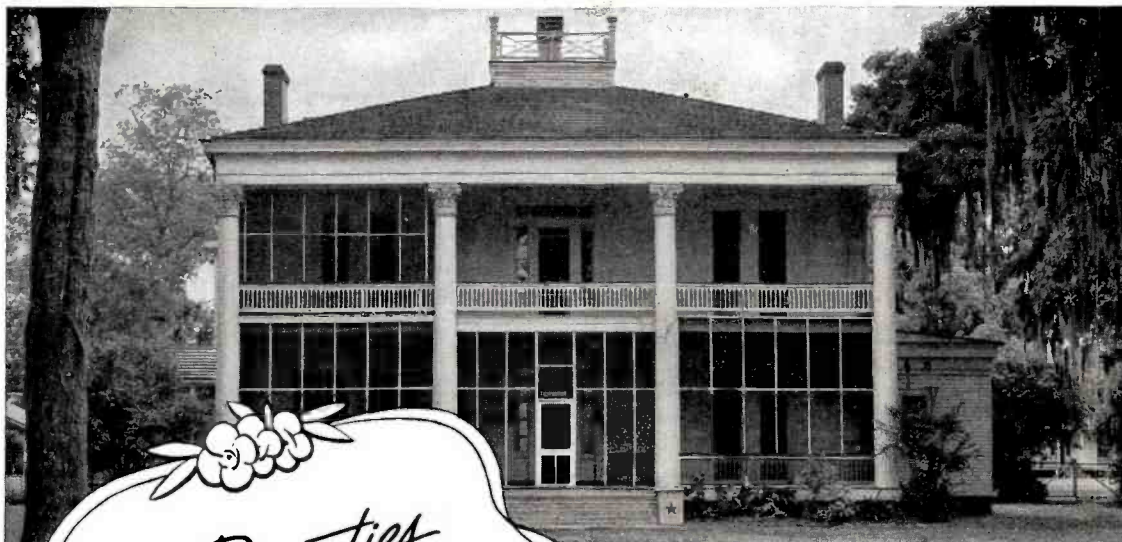
DAVIS AGENCY, Oakville, Ont., becomes incorporated company and continues business under name of Davis Circulation Agency, Ltd.

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

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

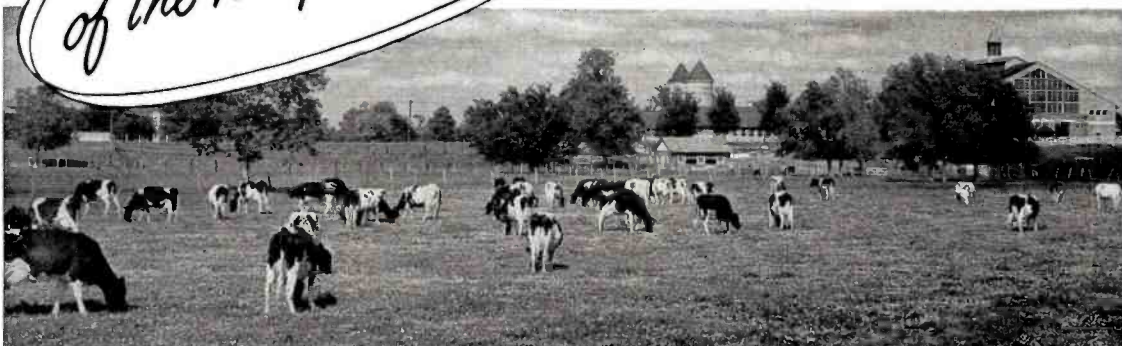
New Addresses: **AIKIN McCracken Limited Advertising Agency**, Toronto, moves to 2 Toronto St., Toronto. **BIOW Co.**, New York, effective after Jan. 1, will move its entire offices now located at 9 Rockefeller Plaza and 501 Madison Ave. into two whole floors of Crowell-Collier Bldg. on 51st St. and Madison Ave.

BROADCASTING • Telecasting



*3 Beauties
of the Deep South*

1. ST. JOHN PLANTATION, near St. Martinsville, Louisiana, was built in 1828 by Alexandre Etienne de Clouet. Since 1887, St. John has been owned by a prominent New Orleans family, who have faithfully preserved the grace and dignity of its ante-bellum architecture.



2. THE DAIRY INDUSTRY is developing fast in Louisiana. With year-round pasturage and growing markets, it's adding millions to the state's diversified

farm income. Another reason why WWL - land exceeds the national average in increased income, increased buying power, and general prosperity.



WWL-LAND

The greatest selling power

in the South's greatest city

50,000 WATTS

CLEAR CHANNEL

CBS AFFILIATE

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



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

'It Was an Honor'

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

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

'Fair' Broadcasting

EDITOR, BROADCASTING:

I've been reading in recent copies of BROADCASTING where several stations have been doing a little bragging about their broadcasting from fairs, etc. I'd like to report that during the East Texas Fair, Sept. 12 thru 17, KTBB originated 13 hours and 45 minutes of broadcast time direct from the fair grounds. This was in addition to 168 sustain-

Open Mike

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



ing announcements before the fair.

Dana W. Adams
News Director
KTBB Tyler, Tex.

Shriver—Pro & Con

[Editor's Note: Following letters are an outgrowth of W. H. Shriver's letter in OPEN MIKE Sept. 26 questioning the taste of an advertisement in BROADCASTING; and the rebuttal of Del Roy Oct. 10.]

EDITOR, BROADCASTING:

This "Letter to the Editor" emanating from the Badger State up here in Yankeeland is to serve as a

rebuttal to the viewpoints of Del Roy of WKYW.

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

Mr. Del Roy contends that the Legion of Decency is bigoted but

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

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

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

George H. Hotton
2564 N. Palmer St.
Milwaukee 12, Wis.

EDITOR, BROADCASTING:

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

I certainly admired the ad in
(Continued on page 18)

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER
HOOPER RATINGS



EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE
LUX RADIO THEATRE • MY FRIEND IRMA • BUDDY CLARK
LOWELL THOMAS • HALLMARK PLAYHOUSE • JACK SMITH • THE F.B.I.
DICK HAYMES • EDWARD R. MURROW • SING IT AGAIN • REILAH
MR. & MRS. NORTH • THE GOLDBERGS
LUCILLE BALL • ABE BURROWS
MR. KEEN • CRIME PHOTOGRAPH
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 THEATRE
PHILIP MARLOWE • GANG BUSTERS • DINAH SHORE • GENE AUTRY
HIT THE JACKPOT • WE, THE PEOPLE • VAUGHN MONROE • CONTENTED HOUR

**NOW ON
WGR** CBS 550

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



Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

WTWN POTENCY

Shown in 'Gala Sales Days'

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

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

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

INDEPENDENT

WNEB LEADS AGAIN!

IN WORCESTER, MASS.!

HIGHEST RATINGS!

IN COMPETITION WITH ALL NETWORK STATIONS

LOWEST RATES!

TO MAKE A TIME-BUYER'S DREAM COMBINATION
THAT GIVES YOU

THE MOST LISTENERS PER DOLLAR!

Share of Audience METROPOLITAN DISTRICT, Worcester, Mass.

TIME	BASIC CALLS	WNEB	Station A	Station B	Station C	OTHERS
MORNING PERIODS	6,197	32.1	10.1	19.5	32.4	5.9
AFTERNOON PERIODS	10,916	36.4	12.0	13.7	29.4	8.5
EVENING PERIODS	7,837	32.4	10.3	13.3	33.8	10.2
ENTIRE SURVEY	24,950	33.8	10.9	14.7	31.9	8.7

August 21-27, 1949

CONLAN RADIO REPORT

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

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



WNEB

**WORCESTER
MASSACHUSETTS**

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

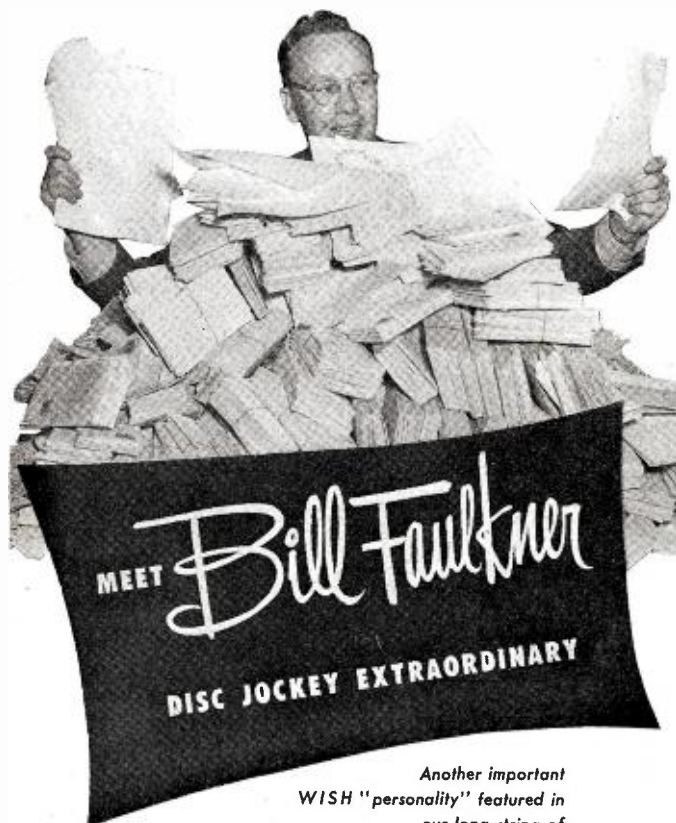
Represented by: Adam J. Young, Jr., Inc. and Kettell-Carter, Inc.



want to be

Snowed Under

with Sales RESULTS?



Another important
WISH "personality" featured in
our long string of
successful shows programmed locally

BILL is one of our mail delivery-man's biggest "headaches." His lively 6:15 to 8 o'clock Bill Faulkner morning show and his magnetic 3:15 to 4:45 afternoon "Hoosier Requestime" never fail to flood our front desk with enthusiastic replies and inquiries for Bill's advertisers. Call it "personality," zing or whatever you will, but when Bill pours himself into his microphone, advertisers' cash registers also sing a merry tune. Ask them. We'll be glad to give you their names.



1310 KC INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, National Representatives
George J. Higgins, General Manager



New Business



LEHN & FINK PRODUCTS CORP., through its agency Lennen & Mitchell, New York, will launch heavily concentrated advertising campaign to introduce Peb-Ammo, ammoniated tooth paste. Spot radio expected to be used after first of year.

F. & M. SCHAEFER BREWING Co., New York, sponsors 35 home hockey games of New York Rangers over WMGM New York. Agency: BBDO New York.

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

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

PICTSWEET FOODS Inc., Mt. Vernon, Wash. (frozen fruits and vegetables), launches campaign on frozen food special using spot schedule of 50 stations across the country. Agency: Brisacher, Wheeler & Staff, San Francisco. Franklin C. Wheeler is account executive.

STANDARD BREWING Co., ("Erin Brew"), Cleveland, enters television with sponsorship of Saturday night DuMont wrestling from Chicago on WEWS (TV) Cleveland. Agency: Gerst Adv. Inc., same city.

PACIFIC GREYHOUND BUS LINES, through Beaumont & Hohman, San Francisco, launches fall advertising campaign which includes spot schedule on approximately 200 western stations. Company also sponsors 15-minute weekly travel series, *Romance of the Highways*, on ABC western network.

Network Accounts • • •

AMERICAN BIRD PRODUCTS, Chicago, returns to air with *American Radio Warblers* for 23rd consecutive year. Show heard Sunday, 12:15 to 12:30 p.m. (CST) via Mutual from Chicago. Contract is for 26 weeks. Agency: Weston-Barnett, Chicago.

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

CONTINENTAL BAKING Co., New York, renews CBS *Grand Slam*, effective Nov. 21 for 52 weeks. Show aired Mon.-Fri., 11:30-11:45 a.m. Agency: Ted Bates & Co., New York.

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, starts *Goodyear Paul White-man Review* on ABC-TV Sunday, Nov. 6. Agency is Young & Rubicam, New York.

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

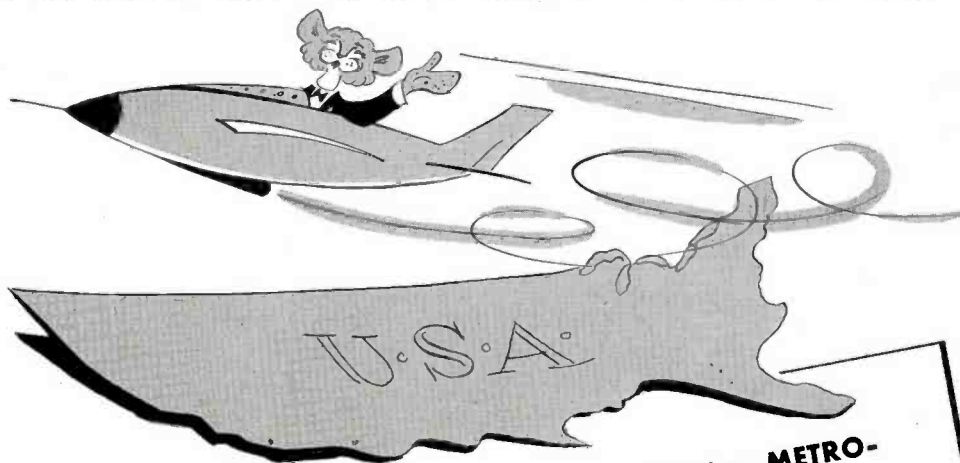
RONSON ART METAL WORKS Inc., Newark, N. J., through Grey Advertising Agency Inc., New York, moves its *Johnny Desmond Show* from MBS to full 271-station ABC network, effective Jan. 11. Show, on behalf of Ronson lighters and accessories, will be aired Wednesdays, 8:55-9 p.m.

PETER PAUL Inc., San Francisco (Mounds, Almond Joy candy) Nov. 8 renews *Bob Garred News* for 52 weeks on 12 Columbia Pacific Network stations. Agency: Brisacher, Wheeler & Staff, San Francisco.

Adpeople • • •

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

JET PROPELLED...AND HEADING YOUR WAY!



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

BIG STATIONS AND LITTLE STATIONS—stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows—and bought 'em! Scores and scores of alert,

bright broadcasters are starring them on the air NOW. AND THEY'LL DO A JOB FOR YOU TOO—if you're smart and move fast! PUT THEM TO WORK FOR YOU!



HERE'S WHAT YOU GET!

M-G-M THEATRE OF THE AIR

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

AT HOME WITH LIONEL BARRYMORE

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

HOLLYWOOD, U. S. A.

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

THE STORY OF DR. KILDARE

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

MAISIE

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

GOOD NEWS FROM HOLLYWOOD

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

CRIME DOES NOT PAY

A tense and exciting dramatic presentation based on M-G-M's Academy Award two-reelers. Featuring name players. A half-hour program, once a week.

THE HARDY FAMILY

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

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives MUSIC CORPORATION OF AMERICA

THESE

**6 Stations
Build Sales
for You...**

**WGAL
WGAL-TV**

Lancaster, Pa.

WORK

York, Pa.

WRAU

Reading, Pa.

WKBO

Harrisburg, Pa.

WEST

Easton, Pa.

Represented by

ROBERT MEEKER

ASSOCIATES

Los Angeles New York
San Francisco Chicago

STEINMAN STATIONS

Feature of the Week

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

Indicative of the success of the event was the official count of 425,000 who visited the WBT booths, despite two rainy days. It was the largest attendance in the history of the Fair.

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

Full-scale promotion preceded the actual Fair activity. It got off to a grass-roots start with a contest reaching into the entire 95-county area served by the station. In cooperation with the *News*, free tickets to the Fair were offered for the best letter by a child, stating why he or she wanted to go to the Fair. The winner, a six-year-old boy, toured the Fair at the expense of the station taking in the rides and eating all he could hold and appeared on a broadcast.

Paced by the popularity of



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

* * *

WBT's *Grady Cole Talent Show*, another contest was held over a period of time while the letter-writing match was on. Local talent was given tryouts for the talent show of Mr. Cole, WBT farm editor. The program, broadcast every Saturday 10:30-11 a.m., gave a special broadcast Oct. 8 from the Fair at the WBT booth. Local talent contests were held in many of the communities within the area, largely at schools and many

(Continued on page 21)

On All Accounts

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

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

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

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

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

But that was a time when all plans were subject to precipitate revision, and in 1943 Bill joined the Air Forces as a pilot. He was discharged as a first lieutenant in 1945 after 35 European missions.

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

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

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



BILL

New York.

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

The first serious study of a new literary form

Radio AND Poetry

BY MILTON ALLEN
KAPLAN

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

At all bookstores
or order from

COLUMBIA UNIVERSITY PRESS
Morningside Heights, New York 27

Publishers of THE COLUMBIA ENCYCLOPEDIA

Mr. Ted Kelly
Cecil and Presbrey, Inc.
New York City

Dear Ted:

Just seen some papers on th' boss's desk here at WCHS that tells quite a story. A newspaper article sed that more peepus awork-in' here in Kanawha County than there was last July—a whole lot more, in fact. Then when I pickt up th' noospaper I found a bill from th' florist showin' we'd sent Harri-ter three big store openin's! Yes-sir, in less'n two weeks THREE big Charleston stores moved inter bigger new places! Now thet's real business confidence. Them merchants knotus Charleston peepu'll continue spendin' money, an' WCHS is th' best way ter get yer sales message across ter them. Whenya advertises on WCHS juh reaches folks what can buy! Thet's whatya wants, ain't it, Ted?

Yrs.
Aigy

WCHS
Charleston, W. Va.

KNOE
THE
JAMES A. NOE STATION
NOW **5,000** WATTS
NOW **5,000** WATTS
DAY
NIGHT

NORTHEAST LOUISIANA'S
MOST POWER-FULL STATION

Robert W. Dumm
GEN. MGR.
STUDIOS, BERNHARDT BLDG.
MONROE, LA.

1390 ON
YOUR
DIAL

AFFILIATED
WITH **NATIONAL BROADCASTING COMPANY**

CONTACT

RA-TEL Representatives, Inc.

NEW YORK

CHICAGO

OKLAHOMA CITY

DALLAS

ATLANTA

SAN FRANCISCO

LOS ANGELES

Open Mike

(Continued from page 12)

"moral question," and congratulate the Pacific Northwest Broadcasters in running it. . . .

Jim Wayman
507 Greenwood Ave.
Takoma Park, Md.

EDITOR, BROADCASTING:

I missed Shriver's statement but my hat is off to him and to any MAN that objects to what he believes to be immodest. . . .

Hollis Francis,
Production Mgr.
WJAG Norfolk, Neb.

It's a Must

EDITOR, BROADCASTING:

. . . I assume most agency people do as I do—keep the current issue of BROADCASTING on my desk.

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

Jan Gilbert
Timebuyer
Harold Cabot & Co.
Boston

Educators Praise

EDITOR, BROADCASTING:

The public focus is turning on education as never before!

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

American Education Week, Nov. 6-12, gives us an opportunity to especially thank these people. The

influence of the radio, press, etc., are particularly felt during this week. By the same token, it is a ready-made opportunity for these agencies to use their influence to bring the public's attention to education's problems, service and opportunities. . . .

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

KHQ Takes Issue

EDITOR, BROADCASTING:

KHQ Spokane would like to take issue with a quotation on page 75 of the Oct. 10 BROADCASTING.

J. R. Poppele, vice president in charge of engineering for WOR-TV [New York], is quoted: "(WOR's) 760-foot steel tower which supports the transmitting is the largest self-supporting TV or radio antenna in the United States. . . ."

KHQ's tower is 826-feet tall, also self-supporting and to the best of our knowledge the tallest self-supporting tower in the world. We have made national and world-wide checks and have found no one to dispute the claim.

Patrick J. Cullen
News Editor
KHQ Spokane

Discrimination Charged

EDITOR, BROADCASTING:

In view of your own comment on my inquiry of Oct. 5, I continue to wonder, "WHY THE LONG, BONY FINGER POINTED SO CONSISTENTLY AT MEXICO?"

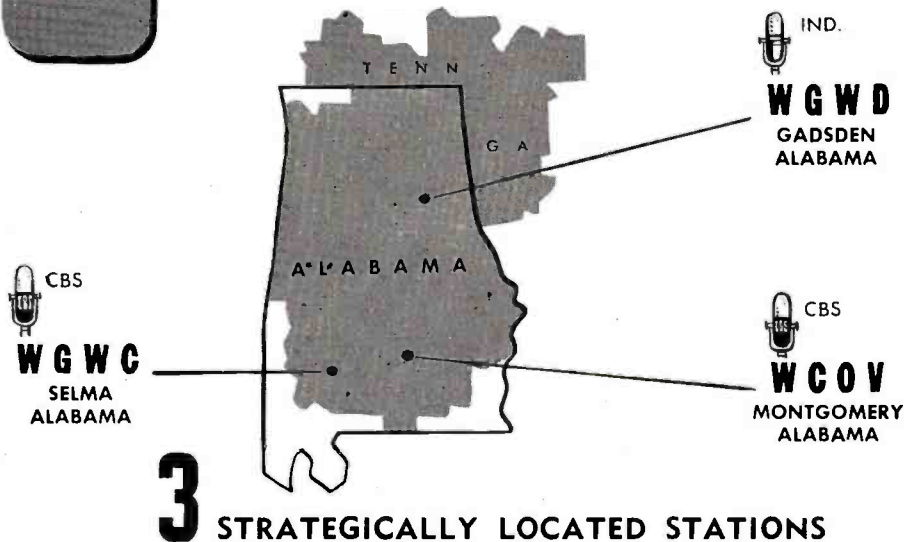
I have absolutely no quarrel with CKLW nor any other "border" stations anywhere, but if the essence of the NARBA as described in your editorial is to be taken at its face value, CKLW is probably the most flagrant violation of that pact in the North American Continent. Standard Rate and Data as well as BROADCASTING's own YEARBOOK, lists CKLW as the Mutual Network's outlet for Detroit. When a Mexican station attempted to become the outlet for an American network in El Paso it was disallowed. And there is no Mexican station anywhere serving a U. S. city the size of Detroit with primary coverage.

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

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

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

3 WAY COVERAGE OF A \$2 BILLION MARKET



Almost all of Alabama is within the good listening area of the Covington stations. It's an area 647,700 radio families wide who spend \$2 billion annually for retail purchases.

You can sell Alabama at 20% off by buying all three Covington stations: WCOV and WGWC, (both CBS) and WGWD, Gadsden's independent on 570. Or, two stations entitle you to 10% discount.

For sales in Alabama, it's the Covington Stations. For the proof . . . Taylor-Boroff.

The Covington Stations

WCOV (CBS)
MONTGOMERY

WGWD (IND.)
GADSDEN

WGWC (CBS)
SELMA

mean Coverage in Alabama

REPRESENTED NATIONALLY BY TAYLOR-BOROFF

RADIO COPY

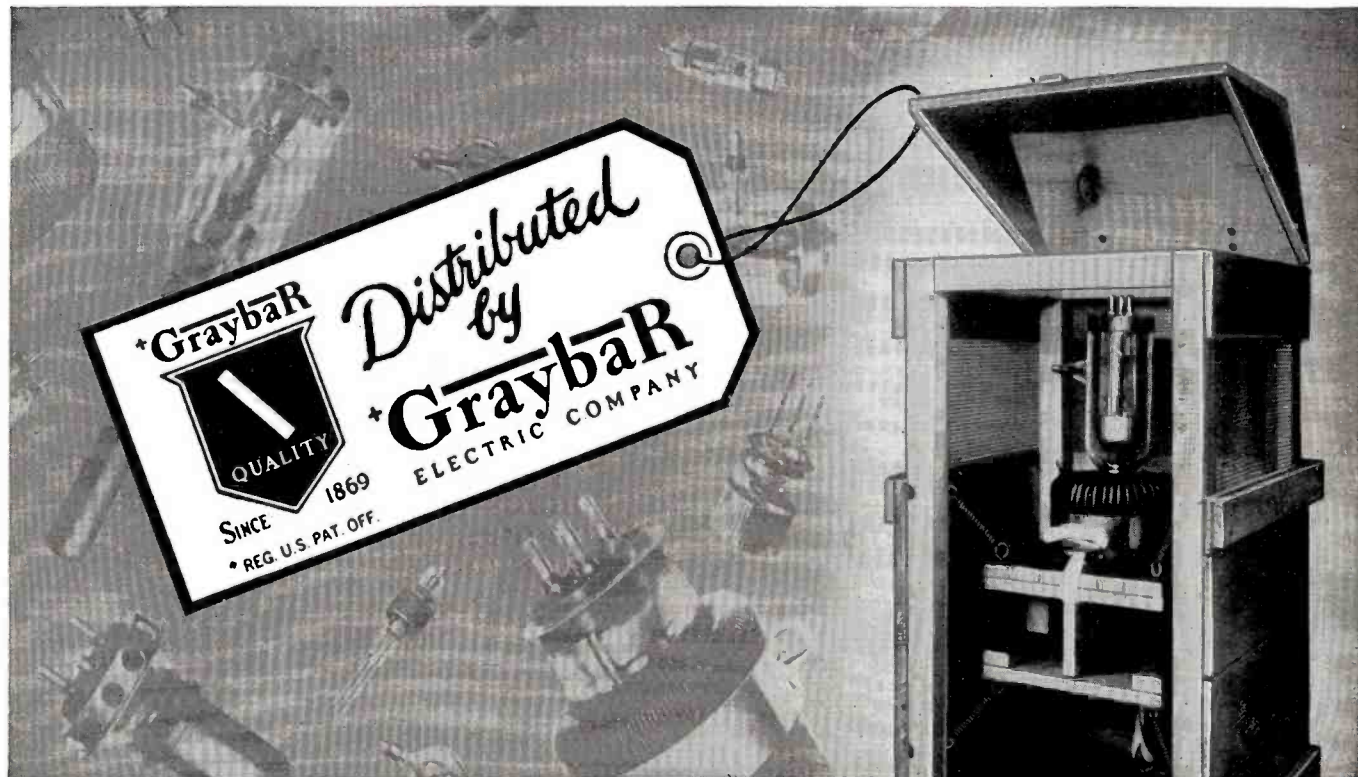
Less Misleading—FTC

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

Of 83,018 radio continuities examined, only 1,295 were set aside as being "possibly false or misleading," while 552 out of 14,487 newspaper advertisements were similarly cited by FTC—roughly three for every one radio continuity.

GraybaR recommends

MACHLETT ELECTRON TUBES



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

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

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

490Q

Distributor of *Western Electric* Broadcast Equipment

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

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

MANUFACTURED BY:

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

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR



There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Free, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Main 46351
ST. LOUIS
J. P. Lenkerd, Newstead 4700

looking for something?



if it's about radio

look in the

1950 BROADCASTING YEARBOOK

mail now!

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

Please reserve space in 1950 YEARBOOK as checked:

☐ 1/8 PAGE ☐ 1/4 PAGE ☐ 1/2 PAGE ☐ 1 PAGE ☐ 2 PAGES
\$70 \$120 \$200 \$350 \$700

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

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNED BY _____

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

ADVERTISING DEADLINE DEC. 1

GUARANTEED CIRCULATION 17,000

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



VISIT of O. Parker McComas (3d from r), president of Philip Morris & Co., to NBC *This is Your Life* (sponsored by the cigarette firm) resulted in this lineup. They are (l to r): Ralph Edwards, program m.c.; Floyd Wayne, West Coast head of Philip Morris operations; George Harris, head of southern territory for cigarette firm; Mr. McComas; Sidney N. Strotz, NBC administrative vice president in charge of television and Western network; Jack Runyon, manager of Hollywood office, Biow Co.

FARM RADIO SURVEY

Small Stations Need Program Aids, Ill. U. Finds

LARGER stations (5 kw and up) have ample facilities for farm broadcasting in most cases, but the smaller stations (less than 1 kw) need the scripts and transcriptions which agriculture colleges can supply. These facts were found in a survey just completed by the U. of Illinois College of Agriculture, in

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

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

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

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

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

Comments and answers to questions asked on types of programming, station-farmer relations and future needs were tabulated in the report as background material for the college's future program. A good many of the stations felt that a greater stress on local problems should be made in transcriptions and other services. The use of local farm advisers in interviews also was pointed up.

Feature

(Continued from page 16)

sponsored by local community organizations.

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

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

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

tie this

50.4% share of audience,
Sunday P.M.

20.4% share of audience,
total rated time

5000 WATTS

WIL

SAINT LOUIS

Definitely the Sports
Station in St. Louis

Twenty hours of con-
tinuous broadcast daily

You're not
taking any chances
when you use WIL

An appliance dealer, his first week on WIL using six ¼ hour periods, sold \$7500.00 worth of advertised product business. His series cost him \$184.74. This is just one of the many successful stories of RESULTS on WIL that offers more security for your Advertising Dollar.

Include WIL on your schedule. WIL has the coverage; St. Louis has the sales potential. WIL has the mail pull. WIL and St. Louis will show you results for a cost that your product or company can afford.

WIL • HOTEL CHASE • ST. LOUIS, MO.
NATIONAL REPRESENTATIVE: RAMBEAU

**IT'S EASY,
IF YOU
KNOW HOW!**

YOU know, and *we* know that there's no simple catch answer to what makes one football player or one radio station superior to others. It's a matter of "flair", and Know-How.

KWKH has had 24 years of experience. We have supplemented our CBS network features with superb "live" programming, geared to *Southern tastes*. We have Know-How. . . . The result is that KWKH gets *top Shreveport Hoopers* for Total Rated Periods, Mar.-Apr. '49. . . .

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

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

Let us send you all the facts, *today!*

50,000 Watts • CBS •



KWKH

SHREVEPORT

The Branham Company
Representatives

**Texas
LOUISIANA
Arkansas
Mississippi**

Henry Clay, General Manager

BASEBALL PROBE

Justice Suspends Action; Eyes New Major Rules

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

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

The revisions, restricting local clubs' veto power over the local broadcasting of other games, follow substantially the pattern reported exclusively in BROADCASTING when negotiations between the Justice Dept. and baseball authorities were in progress two months ago [BROADCASTING, Aug. 15].

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

Pay Line Charges

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

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

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

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

- "Likewise, during the period that the local club is telecasting one of its road games, and only during such period, it may object to the telecast of a game by a major

league club from a station located within the local club's home territory."

The revised rules also make clear that a local club has no power to "sell" its consent to the broadcast of another club's games.

"It will not be necessary for a station to pay the local baseball club for the right to broadcast or telecast games played by other clubs," the department declared.

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

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

The Justice Dept. said it was "hoped" the revised rules "will eliminate past restrictive practices and greatly broaden the opportunity for radio and television

stations to carry games of major league clubs in territories outside their respective home territories."

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

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

The revised rules impose somewhat greater restrictions on club's veto power than was anticipated in earlier Justice Dept. negotia-

tions. At one time complainant stations were sounded out for their views on a plan which would give the local club final say-so on the importation of broadcasts and telecasts not only whenever its own team was playing at home but also when its away-from-home games were being broadcast or telecast at home.

Stations which had filed complaints included WARL Arlington, Va.; WISR Butler, Pa.; KHMO Hannibal, Mo.; WSAY Rochester; WDXB Chattanooga; WJIA Memphis; KLIF Dallas; WATL Atlanta, and WSOY Decatur, Ill. Complaints included charges that:

- Many baseball clubs allegedly used their "veto power" to prevent broadcasts in their home territories of games by other clubs.

- Some minor league clubs required local stations to pay them for the privilege of carrying games played by other teams.

- Others granted limited con-

(Continued on page 81)

RESEARCH PLEA

Get True Measurements—Beville

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



Mr. Beville

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

"Radio research techniques have been largely built around the concept of the radio family as a cohesive unit with the assumption that all radio listening takes place in the home," he stated. "However, this is no longer the true situation. With an estimated 20

million receiving sets available for listening outside of the home, how can a home measurement possibly record all of the listening which is done?

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

Cites Recording Device

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

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

Mr. Beville cited a number of special studies showing that rush-hour auto listening adds a quarter of a million listeners, a 14% bonus, to the New York home audience; that more than 40% of radio

equipped cars on the streets of Chicago had their radios on; that 12% of the total population of Washington listened to car radios for an average of 50 minutes a day.

"Actually," he continued, "listening at work and in other people's homes are each of as great importance as auto listening in providing away-from-home audiences. He reported that a recent study made in Springfield, Mass., and Des Moines, Iowa, showed that, on an average day 28% of the adults did some outside listening; 5% of the sample listened only outside the home; the average amount of daily outside listening was 27 minutes; away-from-home listening accounts for more than one-third of the total listening of the outside listener group.

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

- "Twenty-four percent of all per-

(Continued on page 81)



SOME members of the Assn. of American Advertising Agencies' time-buyers committee with their hosts at a meeting in New York to launch the new "Spot Radio Estimator," just published by the National Assn. of Radio Station Representatives, are (l to r): Seated—Beth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co.; Lewis H. Avery, president, Avery-Knodel Inc., and chair-

man of NARSR publication committee; Ruth Jones, Benton & Bowles, and Dan Denenholz, the Katz Agency Inc.; (standing)—T. F. Flanagan, managing director, NARSR; Frank Silvernail, BBDO; Alvin Kaplan, Kaplan & Bruck; Henry Clochessy, Compton Advertising Inc.; Hanque Ringgold, Edward Petry & Co., and Frank Barton, Federal Advertising Agency.

SPOT RADIO

NARSR Issues Estimator

TO AID buyers of radio time in rapidly calculating the cost of a spot radio announcement or program campaign, the National Assn. of Radio Station Representatives is issuing today (Oct. 31) a "Spot Radio Estimator."

The 68-page volume, plastic bound and with a gay red and blue cover, consists chiefly of tables showing the cost of half-hour, quarter-hour, one-minute and station break daytime periods for the most expensive station, the average of network affiliates and the average of non-network stations by individual city (for 1,160 U. S. places), station, state and region; by metropolitan markets, and by population groups. Data cover AM stations only, omitting FM and TV outlets.

Each listing also shows the number of network and non-network stations in the city or area and the population. Each table is accompanied by an explanation for the conversion of the daytime one-time rates listed for other times of day and for contract periods with their frequency discounts.

The tables show that a single daytime station-break on a non-network station in Brigham, Utah, can be purchased for \$1.50. The average of the non-network stations in New York, however, for a one-time daytime station break is \$22, while the same spot cost averaged among that city's network affiliates is \$95.75. One can cover the country with a daytime station break on one non-network station in each of 1,005 places for a total cost of \$2,595. A half-hour program on the highest priced station in each of those places would cost a total of \$37,729.

The tabulations in the volume were made by Statistical Tabulating Co., using rates as published by Standard Rate & Data Service.

refuse to subscribe to the Shouse doctrine of 'feeding-the-fat—starving the small.' Be assured that the small independents and low-powered net affiliates of this country will still stand by to do their irreplaceable job of local community service and vital programming directly needed in their respective locales."

W. J. Page, general manager of WABZ Albemarle, N. C. (1 kw day on 1010 kc), said "the weaker stations are here to stay. Any town that can support a good bi-weekly newspaper can, and will support a good radio station . . . giving the farmers important weather data, local news as it happens, good recorded music, local sports events and local public service."

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

CLEARs

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

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

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

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

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

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

He said last week:

"We've got to put radio's house

in order. The clear channel issue is most important primarily because of the advent of television. The question must be settled and settled very quickly."

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

Cisler's Contention

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

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

Shouse's Power Proposal Hit

and have our principles of what is good radio in the long run."

Referring to Mr. Shouse's views on TV, Mr. Cisler said it reminded him of the 1923 prophecies that radio would replace schoolrooms, libraries, salesmen, politicians, newspapers and magazines yet all these institutions are now flourishing. He called TV another good entertainment that "will get its share of the advertising dollar so long as it is good."

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

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

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

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

James W. Gerrard, president of KRNO San Bernardino, Calif., 250 w outlet on 1240 kc, predicted "both Congress and the FCC will

NAB DISTRICT 3 Joins Dist. 4 on NARBA Issue

By J. FRANK BEATTY

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

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

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

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

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

Coleman Presides

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

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

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

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

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

The other result, he explained, would be a frequency war in which this country would have the advan-



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

tage of know-how and could blanket other nations with interference. This, too, would be expensive and unpleasant.

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

Referring to British Broadcast-

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

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

News of the U. S. District Court's invalidation of the Pennsylvania Board of Censors' attempt to draw television into its film control (see story page 45), drew the district's commendation Thursday. A resolution was adopted praising

five Pennsylvania stations and NAB for their successful participation in the legal battle that led to a court victory that will set a precedent for the entire nation.

Text of the NARBA resolution follows:

Whereas the proposed action of the NARBA conference gravely threatens the future of broadcasting in the United States,

Now therefore be it resolved that the NAB take positive action to protect the present facilities and future requirements of the United States broadcasters.

Work of the NAB Structure Committee, headed by Clair McCollough, WGAL Lancaster, Pa., was lauded by the district, as was the leadership of Judge Miller, and the cut in NAB fees.

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

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

(Continued on page 40)

NARBA NOTE Mexico Would Extend Interim Pact

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

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

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

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

The Mexican letter said:

I wish to inform you that as the Government of Mexico has requested the postponement of the Third NARBA Conference, it can be foreseen that a new agreement will not come into effect before the month of March, 1953, and if on the other hand it is not convenient to leave the use of the standard broadcast band in the North American Region unregulated until that time, the Government of Mexico proposes to the Inter-American Radio Office, under your charge, to the other interested states that the Interim Agreement signed in Washington be again put into force without reservations until March 28, 1953, unless a new Regional Agreement comes into effect before that date.

If the statement could be regarded as a note of optimism to-

ward a satisfactory solution of channel jumping, there remained the problem of Cuba's stand that it has the right to assign stations on any frequency provided it does not cause objectionable interference.

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

No explosive reaction to the NAB resolution was shown during the

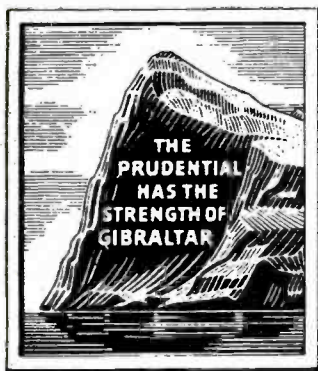
week by the foreign delegates at the conference. U. S. delegates feared the resolution would only serve to solidify nationalistic feeling among the various countries represented. Nevertheless, many of the delegates were amazed that the resolution was based upon what they consider incorrect information.

Latin and other delegates boldly maintained Mexico definitely was not a channel jumper and that it has never violated a NARBA agreement. Exception to this, they

(Continued on page 42)

TAKING part in NARBA proceedings at Montreal are these high officials (l to r): Dr. Eduardo Estrella, consul general, Dominican Republic; Hon. Fletcher Warren, U. S. Ambassador to Paraguay, chief U. S. technical adviser; FCC Comr. Rosel H. Hyde, U. S. chairman.





By FLORENCE SMALL

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

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

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

The successful embodiment of those principles is evident in the

Augmenting 'Gibraltar's Strength'...

careful copy approach that characterizes the two shows the firm now is sponsoring—*The Family Hour*, Sunday, 6-6:30 p.m. on CBS and the *Jack Berch Show*, five times weekly, 11:30-11:45 a.m. on NBC.

Appearing personally on one of the programs recently, Mr. Shanks represented the company's philosophy well when he said: "It is the business of the Prudential to enable a man to achieve financial security for himself and his family—financial security that is guaranteed whether he survives or not. The Prudential provides the means by which you, through your own efforts, and aided by one of our grand body of agents, can make yourself—and those who are dependent on you—more secure, more self sustaining, more financially independent.

"Accordingly," Mr. Shanks concluded, "one of our purposes here on Sunday (on *The Family Hour*) will be to describe the many ways in which the Prudential can help you."

THAT these program chats have been helpful has been demonstrated dramatically and beyond dispute by the listener response.

For example, one Sunday on *The Family Hour*, the message explained that "... the benefits in your life insurance policy can be mighty important to you and your family. And the Prudential wants you to fully understand the nature of these benefits. One of these benefits is called extended insurance. It provides that if you are forced to stop paying premiums, the value of your policy will be used to extend the life insurance protection. ... But for a limited



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

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

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

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

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

Respect for Prudential Is One Aim

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

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

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

THE record of Prudential as to audience response is a formidable one. In 1941 on *The Family Hour*, copies of the 12-minute skits dramatizing the lives of great composers were offered to the public. An average of more than 40,000 requests were received for each skit.

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

25,000 Responded To Booklet Offer

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

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

Another promotion giveaway on the *Jack Berch Show* involved his theme song, "I'm a Whistlin'." The



GIVING the script the final once over for the *Family Hour of Stars* are (l to r) Carrol M. Shanks, president of Prudential; Clarence Goshorn, president of Benton & Bowles, and the stars for the night, Gregory Peck and Ginger Rogers.

... Prudential Salutes Radio's Role as an Advance Salesman



TAKING her turn at the mike is Rise Stevens, soprano star of CBS' *The Family Hour*.

requests poured in by postcard and letter until at the end of two weeks over 10,000 copies had been mailed to listeners.

Again on the *Jack Berch Show* a pocket dictionary offer elicited more than 45,000 requests.

Wherever possible the radio promotion pieces are tied in somehow with Prudential's family of field men. In the case of the dictionaries, the item was delivered personally to the listener by the agent in that territory, thus affording a face-to-face meeting with a prospective client already exposed to the effective indoctrination of the radio program.

* * *

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

Winning critical plaudits and popular acclaim, the musical for-

mat was retained for seven years when it veered last season to an equally distinguished dramatic pattern. Six of Hollywood's best known performers were signed to appear in rotation on a series of original dramatizations. This year the program content was amended

to a personable young singer with an informal conversational manner named Jack Berch. Together with Eddie Dunn and a musical trio he now appears five times weekly on NBC.

The commercials on that show, delivered by Mr. Berch himself, are

PRUDENTIAL Insurance Co. of America, which unhesitatingly allocates 70% of its advertising expenditure for radio, knows the power of the medium. This ten-year radio veteran has found the results more than justify the \$1,800,000 annually put into its two network shows. And the company's executives are not the least bit reticent to applaud radio's ability to spread good will as well as to sell policies.

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

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

to include adaptations of legitimate plays exclusively.

The sextet of stars in *The Family Hour* rotation are Irene Dunne, Dana Andrews, Jane Wyman, Loretta Young, Kirk Douglas, and Ronald Colman.

The show is directed by Murray Bolen. Carmen Dragon is the musical director and Frank Goss is the announcer.

When *The Family Hour* had been on the air for four years and the principle of family saturation had been well established, Prudential sought to beam to specific areas of its listenership as well.

The early days of its experience with radio were recalled and part of its emphasis was again shifted to the housewife. It was reasoned that it is the housewife who generally pays the periodic premiums, and it is from her that the spur to new policies frequently emanates.

* * *

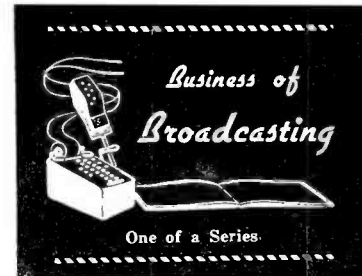
FOR a show that would appeal to women, the company turned

chatty and colloquial as distinguished from the more formal and direct messages on *The Family Hour*, but they, too, are devised to bring information to the listener. They emphasize not only the need for insurance coverage, but also the exact provisions, rights and privileges allowed in the Prudential policies.

Complementing the welfare nature of his product, Mr. Berch has launched on his program a campaign to recruit volunteers for welfare services generally.

The unique public service plan was conceived as an effective means of promoting all welfare causes at one time, as well as helping individual charities in local communities. As a direct result of a single 55-second appeal, hundreds of volunteers were recruited for all phases of welfare work.

The singer also has a daily "heart-to-heart" appeal for unfortunates. Recently when he spoke of a young scarlet fever victim,



listeners expressed their sympathy and identification by sending to the child 7,500 cards, letters and toys.

Nor has Mr. Berch's success gone unnoticed by the firm's field men. At a recent sales meeting in New York he was thanked publicly for "helping to sell Prudential." The men in the field have come to regard him, together with the stars of *The Family Hour*, as one of the indispensables in a team that has conquered a market by conquering a medium.

George Potter, vice president and advertising manager for Prudential, said it well when he said simply: "Radio has done a splendid job for Prudential. A splendid job."

* * *



GEORGE POTTER, vice president and advertising manager of the Prudential Insurance Co. of America, who stoutly asserts: "Radio has done a splendid job for Prudential . . . a splendid job."



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

IVOR KENWAY

**Heads ABC New Business;
Oberfelter Promoted**

IN a move to develop greater use of broadcast advertising by seasonal or periodic advertisers who in the past have turned to printed media rather than to radio, Ivor Kenway has been transferred from his post as ABC vice president in charge of advertising, promotion and research to the newly created position of vice president in charge of new business.

He becomes a member of the network's sales department, reporting to Fred Thrower Jr., vice president in charge of sales.

Concurrently, Theodore I. Oberfelter, who has been director of advertising and promotion under Mr. Kenway, moves up to top position in the department. He will report directly to Robert E. Kintner, executive vice president.

Mr. Kenway joined ABC in January 1944 as special assistant to the network's executive vice president. He came to radio after 21 years with Devoe & Reynolds Co. During that time he had served the paint concern successively as salesman, branch manager, southern sales manager and advertising manager.

In June 1944 Mr. Kenway was named advertising manager of ABC and in January 1948 he was appointed to the vice presidency of the network's advertising, promotion and research department.

Mr. Oberfelter joined ABC in February 1945 as director of audience promotion. In June, 1946, he was named assistant director of ABC's advertising and promotion, and a year and a half later, in December 1947, he was advanced to director.



Mr. Oberfelter



Mr. Kenway

TOY PRODUCTIONS

Xmas Campaign Planned

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

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

S. C. Group To Meet

ANNUAL meeting of the South Carolina Broadcasters Assn. will be held Jan 6-7 in Columbia, S. C., according to B. T. Whitmire, WFBC Greenville, S. C. James W. Hicks, WCOS Columbia, is program chairman. Emphasis will be placed on sales at the two-day meeting.

SALES CLINIC

Ohio Group Meets Nov. 9-10

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

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

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

FCC Actions

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

PEPSI-COLA

Winter Hiatus Planned

PEPSI COLA, New York, is the latest radio advertiser to follow the newest trend of a winter hiatus.

The soft drink firm is taking the hiatus on its network show, *Counterspy* on ABC effective Oct. 20 for 10 weeks. By agreement the network may sell the time and show to another sponsor in that period.

The reasons for the unusual move are that (1) it is the end of the fiscal year and thus the organization will be able to save money on its advertising budget and, (2) the hiatus occurs during lowest sales because of cold weather.

Blow Co., New York, is agency.

RELIGIOUS DRIVE

Undertaken by Ad Council

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

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

CAPITOL PLANS

Combines Radio and TV

COMBINING its radio and television activities under one unit heading, Capitol Records Inc. last week announced the formation of the Broadcast Division, according to an announcement by Glenn Wallich, President.

The move, according to Mr. Wallich, "is an organizational expansion which has been initiated to strengthen our present and future activities in the radio and television fields."

Under this realignment, it was explained that all functions of the Transcription Division will be absorbed in the new Broadcast Division. Its key personnel will be Clifford E. Ogden, sales manager in charge of sales, station relations, promotion and advertising; Elmo Williams, chief of development and production of television film programs; Kenneth Nelson, program director in charge of transcription recording, repertoire and program service; Larry A. Robbins, productions and office manager in charge of contract service.

SET MAKERS HIT

FMA's Sellers Criticizes

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

The FMA spokesman said "factual evidence" shows that "in many sections of the country public demand for a particular type of FM set has created a continuing shortage among dealers." The statement was issued following a check by FMA of current supply-and-demand figures for FM receivers in many parts of the country.

"Radio set manufacturers are courting economic suicide by stubbornly ignoring demand for thousands of FM receivers," Mr. Sellers asserted. He cited specific complaints by FM broadcasters charging unfilled demand; "possibility of a conspiracy to hold back development of FM"; back-order of FM models; inability of distributors for certain brand names to supply demands, etc.

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

Gundell Named

GLENN GUNDELL, advertising and promotion manager for the past five years for the *Saturday Evening Post*, has been appointed director of advertising and sales promotion for National Dairy Products Corp., New York, effective Nov. 14.



Drawn for BROADCASTING by Sid Hix

"You're in the wrong studio, the Gun Club broadcast is down the hall!"

DOLCIN

Takes 12 Quarter-Hours Weekly On Full Yankee Network

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

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

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

Mr. Travers said additional full Yankee Network advertisers — Habitant Pea Soup, Waleeco Candy Bars, Pertussin, Christmas Club and Hudson Paper—make the

★ closing quarter of 1949 one of the most successful in the network's 26 years of operation.

WASK FIRE

Replacements from Gates

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

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

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

RICHARDS CASE

Not Affected by KMPC Sale

FCC last week indicated that the proposed sale of KMPC Los Angeles to NBC "appears to have no relevance to any motion for amendment of the issues" in its license renewal hearing on the G. A. J. (Dick) Richards stations and set Nov. 7 as deadline for filing of the request to change issues.

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



AAAA Eastern annual conference [BROADCASTING, Oct. 10] speakers table group are (l to r): William S. Gittinger, CBS; Kerwin H. Fulton, Outdoor Advertising Inc.; Frank Braucher, Magazine Advertising Bureau; Harold S. Barnes, ANPA; Sylvester L. Weaver, NBC; Newman F. McEvoy, Newell-Emmett Co.

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



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

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



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



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



KSFO-KCBS

Drop Frequency Swap

THE EXCHANGE of frequencies between KSFO and KCBS San Francisco, approved last year after eight years of proceedings before the FCC, has been called off by the stations.

They asked FCC last week to approve an assignment of KSFO's construction permit for 740 kc with 50 kw to KCBS (formerly KQW). The CBS-owned KCBS, now on 740, would then give up its grant for 560 kc, on which KSFO is now operating.

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

The contract, signed by President Wesley I. Dumm for Associated and CBS Vice President Arthur Hull Hayes for KCBS, provides for KCBS to reimburse Associated for \$18,232 in out-of-pocket expenditures related to its 740 kc grant and for assumption of KSFO's lease on a transmitter site.

KCBS estimated cost of construction of the 50 kw facility would be \$339,837.

The frequency-exchange case dates to 1940, when the original applications were filed. The new contract permits termination by either party if FCC has not acted on it by Oct. 1, 1950.

RADIO SELLS

Shaw Traces Histories at SCAA

RADIO, like any advertising medium, can accomplish a selling purpose through intelligent use, William Shaw, assistant sales manager of Columbia Pacific Network, advised the Southern Calif. Advertising Agencies Assn. Oct. 24.

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

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

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

Credits Radio's Power

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

As an example of spending on a larger scale, Mr. Shaw pointed to the case of Peter Paul Inc. and traced the nature of the candy firm's approach and successful use of the medium. He showed the SCAA membership that the candy maker found through research that its market was not children but adults, since the latter would spend 10¢ for a candy product. Further the survey showed that there was no one economic, interest or age group in candy buyers, but that it was bought by men and women alike in all categories.

With this in mind Peter Paul determined to use radio in as economical a way as possible, attracting the widest possible audience of adults. The decision made 11 years ago, was to use the period between 7 and 8 a.m. and 5 and 6

p.m. with a three-weekly frequency; the program format considered likely to attract the most adults was news. Peter Paul selected the Columbia Pacific Network. Today the firm is still using the same type of time periods, Mr. Shaw pointed out. In addition he said the formula had been extended to spot markets throughout the country.

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

Success Stories Cited

Mr. Shaw gave other case histories covering early morning and late at night shows, and participation programs as well as heavy spending and light spending, and successes covered networks, network stations and independent stations.

A three-fold key to television success was presented by Mr. Vrba, who discussed "TV Success Stories of Local Advertisers."

According to Mr. Vrba, success hinged on (1) need for the product, (2) right price, (3) adequate demonstration of the presentation.

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

One success story that bore these facts out, according to Mr. Vrba,

was that of Stears Restaurant, Beverly Hills. In four months' time a weekly five-minute telecast interview at Stears had resulted in a 20% business increase [BROADCASTING, July 25]. Demonstration of a "sizzling steak" had brought customers in to see if it was "as good as it looked on television." And it is still drawing them in. Agency is California Adv., Los Angeles.

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

RADIO IN AP

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

In a report to be submitted to the annual meeting, to be held at the Texas Hotel, Fort Worth, the managing editors radio committee has inquired into the effects of a 1946 change in AP by-laws that admitted radio stations to associate membership.

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

"Certainly a lot of us... are too far gone in newspapering ever to hear the broadcast of news yet unpublished without a feeling of discomfort that we had not hit the streets with it first," the report stated. "But we all know it is just

'Business Is Good'

A BALTIMORE advertising and radio executive who started a "one-man anti-depression talk" campaign in Baltimore last month, added another convert to his cause last Thursday. Joseph Katz, head of Katz Agency, Baltimore and president of WWDC-AM-FM Washington, approached President Truman after the weekly White House press conference and pinned one of his "Business Is Good" lapel buttons on the chief executive. Mr. Katz has paid for and distributed more than 10,000 buttons. Commenting on his campaign, he said: "Business men are coming around to my way of thinking that state-of-mind has a lot to do with state-of-business."

New Supply and Use Editors' Topic

★ futile petulance to let our pride magnify this scientific fact into a permanent grievance."

The committee reported it had sent a questionnaire to 424 editors regarding the effects of radio participation in AP. A tabulation of the 210 replies received is briefly outlined:

To the question as to whether they or other newspaper editors they knew of had withheld news from the AP for fear of premature release to radio members, 33 respondents said yes and 144 said no.

As to whether they had ever had an exclusive story developed by them transmitted by AP to radio stations which broadcast it before the paper could publish it, 37 editors said yes and 135 said no. The committee said, however, that there might be some broad interpretation of the meaning of "exclusive" in this connection by the editors.

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

To a question: Can you cite any case where radio broadcasting of AP news has hurt a newspaper? 13 editors said yes and 155 said no.

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

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



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



FRAN WARREN and CLAUDE THORNHILL are welcomed into RCA's fast-growing "Thesaurus Family" by Thesaurus star **TEX BENEKE**...and more big names will soon arrive!



**recorded
program
services**

RCA celebrates the addition of mo

"FRAN WARREN SINGS"



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



Allen Roth, noted maestro of radio & television.

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

Here are two exciting *New Thesaurus* features, drawn Victor recording talent . . . wrapped in radio showman's sale. The *New Thesaurus* brings you "the stars who most-promoted, best-known to your listeners, easiest

re and more big-name performers to the "THESAURUS FAMILY"

"CLAUDE THORNHILL *presents* WIN A HOLIDAY"



CLAUDE THORNHILL

his Piano and his Orchestra
featuring

Russ McIntyre, Nancy Clayton, and The Snowflakes
A new Thesaurus star and a new program idea!

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

HERE'S THE BIG IDEA...

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

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

Winners receive:

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



... The SNOWFLAKES

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



recorded
program
services

You enjoy these programming advantages

ONLY WITH *Thesaurus*

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

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

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

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

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



RCA's great "new era in Thesaurus" can help you to *more* sponsored programming—more economically, more effectively, more profitably . . . Inquire now for full details!



recorded
program
services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
Chicago • Hollywood

WMMJ OFF AIR

Asks 60 Days To Reorganize

WMMJ Peoria, Ill., 1 kw daytimer on 1020 kc, ceased operations at 5:15 p.m. Oct. 23 for a 60-day reorganization period. Local competitive situation with four other fulltime outlets was cited by WMMJ in requesting FCC permission to remain silent for the period.

The station's long pending application for fulltime operation on 970 kc was denied by the Commission last spring upon awarding the facility to Lincoln Broadcasting Co. for a new outlet at Springfield, Ill. WMMJ was affiliated with Mutual for 1½ years and a fulltime schedule would have given it a basic classification with that network.

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

FM COVERAGE

FCC Relaxes Requirements

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

At the same time the Commission also made final its proposal to establish the ratio of desired to undesired signal intensities for stations separated 400 and 600 kc. No adverse comments had been received here either.

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

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

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)

SEPTEMBER 18-24
NIELSEN-RATING*

Current Rank	Previous Rank	Program	Homes (000)	Current Ratings %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)					
1	1	Lux Radio Theatre	9,388	(8.3)	+5.5
2	2	Godfrey's Talent Scouts	7,738	23.9	+5.4
3	3	Mr. Keen	7,071	19.7	+1.2
4	10	My Friend Irma	6,560	18.0	+3.3
5	3	Suspense	6,324	16.7	+0.5
6	4	F.B.I. in Peace and War	6,246	16.1	+0.7
7	20	Inner Sanctum	6,246	15.9	+4.8
8	5	Crime Photographer	5,971	15.2	+0.1
9		Jack Benny	5,814	14.8	
10	9	Mystery Theatre	5,735	14.6	+1.0
11	12	Mr. & Mrs. North	5,656	14.4	+1.6
12		Fiber McGee & Molly	5,656	14.4	
13	14	The Fat Man	5,578	14.2	+1.7
14		Walter Winchell	5,539	14.1	
15	25	Adv. of Sam Spade	5,499	14.0	+4.1
16	11	This is Your F.B.I.	5,381	13.7	+0.4
17	13	Hallmark Playhouse	5,303	13.5	+0.7
18	15	Dr. Christian	5,264	13.4	+1.2
19		Bob Hope	5,264	13.4	
20	33	Big Town	5,067	12.9	+3.9
EVENING, MULTI-WEEKLY (Average for All Programs)					
1	1	Lone Ranger	3,889	(5.6)	(+0.4)
2	2	Counter-Spy	3,614	9.9	+1.3
3	4	Oxydol Show	3,260	9.2	+1.0
				8.3	+1.6
WEEKDAY (Average for All Programs)					
			(1,885)	(4.8)	(-0.3)
1	1	Arthur Godfrey (Liggett & Myers)	3,417	8.7	+0.7
2	4	Romance of Helen Trent	3,260	8.3	+0.7
3	13	Arthur Godfrey (Nabisco)	2,946	7.5	+0.6
4	6	Wendy Warren	2,828	7.2	-0.1
5	11	Aunt Jenny	2,828	7.2	+0.1
6	8	Ma Perkins	2,789	7.1	-0.1
7	7	Our Gal, Sunday	2,710	6.9	-0.3
8	10	My True Story (Libby)	2,710	6.9	-0.1
9	3	Pepper Young's Family	2,671	6.8	-0.9
10	17	Second Mrs. Burton	2,632	6.7	+0.2
11	2	Right to Happiness	2,632	6.7	-1.2
12	14	Young Widder Brown	2,632	6.7	-0.2
13	15	Guiding Light	2,593	6.6	-0.3
14	16	Perry Mason	2,553	6.5	-0.1
15	22	Big Sister	2,553	6.5	+0.3
DAY, SATURDAY (Average for All Programs)					
			(2,239)	(5.7)	(0.0)
1	2	Grand Central Station	3,889	9.9	+0.5
2	1	Armstrong Theatre	3,850	9.8	-0.5
3	3	Stars over Hollywood	3,575	9.1	-0.3
DAY, SUNDAY (Average for All Programs)					
			(1,336)	(3.4)	(+0.5)
1	1	True Detective Mysteries	3,692	9.4	+0.7
2		Shadow	3,692	9.4	
3	2	Martin Kane, Private Eye	3,260	8.3	+2.1

NOTE: Number of homes is based by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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WJR REQUEST

Denied by Court of Appeals

WJR Detroit's request to clear the way for introduction before FCC of new evidence showing that it receives objectionable interference within its normally protected 100 microvolt contour from WCPS Tarboro, N. C., was denied last week by the U. S. Court of Appeals for the District of Columbia. Claim is based on new engineering study, WJR said.

Pending in the court is WJR's appeal from the initial FCC non-hearing grant of WCPS, 1 kw daytimer on 760 kc, the Detroit station's I-A clear channel. The case had reached the Supreme Court earlier this year and was remanded to the Court of Appeals in a ruling which had upheld FCC's right of discretion to grant or deny oral argument [BROADCASTING, June 18]. The lower court must now consider the merits of the WJR appeal, the station's claim that the WCPS grant constituted an indirect modification of its license in view of "objectionable" interference outside its normally protected contour.



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

KOB SALE PACT

FCC Waiver Requested

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

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

Their request was for a waiver, insofar as it might apply to them, of the Commission's rule requiring that previous station sales contracts involving the reservation of time be renegotiated to conform with certain standards including expiration of the time-reservation clause by Feb. 15, 1964.

The petition noted that the KOB-college contract was signed in 1936, giving the college, as part of the sales price, one hour's time daily for use "for educational purposes only and not for commercial or revenue producing purposes," for the life of the station. The contract was approved by FCC, and it was pointed out that the Commission did not make either KOB or the college a party to the subsequent proceeding which resulted in the time-reservation ban.

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

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

SKYWAY DENIED

Court Upholds FCC Decision

FCC WAS UPHELD by U. S. Court of Appeals for District of Columbia last week as the court denied appeal by Skyway Broadcasting Corp., losing applicant for 1150 kc at Columbus, Ohio [BROADCASTING, Nov. 15, 1948, June 6]. No opinion accompanied the decision.

Skyway charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp. at Lima, Ohio. The Commission claimed that full hearing had been afforded and that the case was decided upon the Communications Act's requirement that radio facilities be equitably distributed.

DAYTIME GROUP Asks FCC for More Air Time

DAYTIME STATIONS licensed on Mexican 1-A channels asked FCC last week to let them operate from 4 a.m. Eastern Standard Time, "regardless of local sunrise time," to 7 p.m. EST or local sunset, "whichever is later."

They currently are limited to operation from local sunrise to local sunset, which, they noted, during winter months means sign-on at about 7:30 a.m. and sign-off in some instances as early as about 4:45 p.m.

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

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

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

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

DPA said its requested revision of the rules (Sec. 3.6) can be achieved without a hearing and that it "would be in the public interest for the following reasons":

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

During the late afternoon hours up

to 7 p.m. it would be possible to present local news and other local features which in many instances could not otherwise be presented to the community.

Local special events could reach a maximum listening audience from 5 p.m. to 7 p.m.

Local public service announcements could reach a particular audience for which they are designed, as for example, announcements for school children or working men, otherwise unavailable to early daytime programs. Local merchants would be able to present their advertising messages to a full family group.

The petition asserted further

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

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

both the sponsor and the station. Also, the petition noted, listeners in many small communities lose their only prompt source of local news when an early sign-off precludes a late-afternoon roundup.

Daytime use of the Mexican clears, FCC was reminded, was based on a U.S.-Mexican agreement which has expired. The frequencies involved are 730, 800, 900, 1050, 1220, and 1570 kc. Only U.S. stations using any of these channels fulltime are WGAR Cleveland (1220 kc) and WMGM New York (1050 kc). Approximately 106 daytime stations operate on the six channels.

STORE RADIO

NAB Studies Development by FM

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

Arthur Stringer, FM Dept. director, prepared the study with assistance of station managers, managements of store broadcasting operations and chain executives. NAB previously conducted a similar survey of transit radio.

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

Mr. Hogan felt it would be "technically feasible" to devise a lockout system that would serve that purpose but advised that "to do the job properly might require a substantial amount of development engineering." It might even be possible, he stated, "to supply

home sets with music while the store announcements are being broadcast."

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

Typical of the success stories was one involving National Tea Co., which has a working arrangement with WEHS' store broadcasting operation. Val S. Bauman, company sales manager, reported that "our Storecast advertising produces an increase in product sales of from 25% to 150%." He said the company maintains an accurate check between radio-equipped and non-radio-equipped stores.

Advance Recognized

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

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

Also cited was Zenith's national campaign in New England to back sales of its FM receivers, with contests on Storecast programs. Seventy-five Zenith sets were awarded. In Storecast's "Royal Family" contest, there were gifts of paid-expense vacation and mer-

chandise, including headline goods and grocery products.

Philadelphia customers of 115 Acme super-markets also respond to music-surrounded suggestions to buy radio advertised products. In Philadelphia, however, leased telephone lines now link stores together, but the network is to be changed to FM operation soon. Storecast Corp. also runs Philly's store broadcasting operation. Sales in 25 Storecast Acme markets over comparable non-Storecast installations averaged a 94.3% increase during the period from September 1948 through January 1949.

Too little time has elapsed to produce a clear picture of store broadcasting in the Pittsburgh area, NAB's report finds, but preliminary findings indicate results on a par with those reported in other cities. But in Council Bluffs, Iowa, where KFMX dealt directly with Hinky Dinky Food chain, without benefit of a third party, 28 stores reach some 125,000 customers per week through Sales-casting. Best sources of business are food brokers, with balance from agencies and manufacturers, KFMX reports.

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

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

Mr. Stringer was aided in the survey by Cecil Mastin, WNBF-FM Binghamton; Matthew Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Ray A. Furr, WIST Charlotte; Milton Greenebaum, WSAM-FM Saginaw, Mich.; William E. Ware, KFMX-FM Council Bluffs; Edward A. Wheeler, WEAW Evanston, Ill.

TRANSIT FM Favored by Citizen Groups, D. C. Hearing Finds

AN OVERWHELMING majority of Washington's citizens associations unanimously favor Transit FM service and the District of Columbia Police Dept. has found no evidence that radio-equipped vehicles are conducive to the accident rate.

That was the gist of hearings held last Thursday by the D. C. Public Utilities Commission, which has set out to determine whether the system conforms to the "public safety, convenience and comfort."

Bulk of the opening testimony was given by 27 citizens groups, representatives of the police force and PUC engineering division, and a host of individuals who felt the service imposed on their comfort.

Twenty-four of the 27 citizens groups approved the service through resolutions, with 12 ac-

* tually present to offer their views. None of the three associations which oppose musically-soothed rides appeared before PUC.

The Police Dept. said its check revealed no evidence Transit FM would impair, under "normal circumstances," the operation of bus and street car operators. An engineer of the Commission said he felt there is no relation between the public accident rate and the radio installations now in 65 busses and 148 street cars.

EXTRA LISTENERS

WNEW Promotes
Pulse Data

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

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

The Pulse August survey showed that one out of every four New Yorkers listened out-of-home on the average weekday—a daily audience of more than 2,750,000; that on Saturdays the out-of-home audience was more than 2,000,000; that on Sundays it swelled to more than 3,280,000. The figures were obtained by projection to the 11,202,100 inhabitants seven years of age and older in 10 counties of The New York metropolitan area.

Add the out-of-home audience to the at-home audience, and the total audience is beyond the time salesman's wildest dreams. "In effect," WNEW said, "the radio stations in New York have been giving their advertisers a huge bonus. Radio has always been fabulously low in cost in number of people reached at home per dollar. The fact is that radio's actual audience

is considerably larger and its cost is considerably lower than it's being given credit for. It is high time for radio to claim full credit for its total audience—out-of-home as well as at-home."

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

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

NEWS CLINIC

Stress On Local Reports

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

Other speakers at the one-day session included:

Laverne Waltman, WLP LaSalle news editor; Arthur F. Stringer, NAB, on "The News Director and the Cash Register"; Prof. Donald E. Brown, of the U. of Illinois, reporting on newscast sampling by students; Dick Falser, WTAD Quincy news director, on local news sources; Jim Bormann, WMT Cedar Rapids, Iowa, news director, on handling of correspondents; Glen Farrington, WTAX Springfield program director, on tape recording; Dr. Frederick S. Siebert, Director of School of Journalism, U. of Illinois, on legal problems for the newscast and Dick Oberlin, WHAS Louisville, Ky., news director, who discussed editorializing on the air.

Presiding at clinic sessions were Merrill Lindsay, WSOY Decatur and president of Illinois Broadcasters Assn. and Frank E. Schooley, assistant journalism professor, U. of Illinois.

'Voice' Booster

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



On the dotted line

CONTRACTING for new KDKA Pittsburgh musical show *Welcome Aboard* are (seated) Pres. Lou Koenig of Duquesne Brewing Co., sponsor; standing (l to r), Walter Benoit, Westinghouse v.p.; Vic Maitland, Walker & Downing acct. executive; George D. Tons, KDKA sales mgr., and KDKA Gen. Mgr. Joseph E. Baudino.

THE Stroh Brewing Co. will sponsor the 35 telecasts of the Detroit Red Wings home hockey games over WWJ-TV Detroit. The contract is made official by (l to r): Jack Adams, manager of the Detroit Red Wings; Walter F. Zimmer, Zimmer-Keller Inc. agency; Robert T. Schlunkert, WWJ-TV.



ROBERT BURR (seated l), mgr. of American Bakeries in Miami, smiles with Leë Ruwitch, WTVJ (TV) Miami gen. mgr., over three-year contract to sponsor the *Lone Ranger* series on WTVJ. Standing (l to r) are WTVJ Sales Mgr. Harold Batchelder and American Bakeries Sales Mgr. J. Arthur Browning.

ARRANGING contract for WJPS Evansville, Ind., *The D-X News* for 52 weeks are (seated) Dale C. Rogers, Mid-Continent Petroleum Corp. (sponsor) advertising, sales prom. mgr.; standing (l to r), WJPS Gen. Mgr. Robert J. McIntosh; WJPS D-X Newscaster George C. Compton; N. B. Ingram, Mid-Continent.



CONTRACTING for KSL Salt Lake City's *This Business of Farming* (l to r): C. Richard Evans, KSL gen. mgr.; Mickey Buchman, Axelson Agency acct. exec.; Nelson W. Aldrich, public relations dir., Kennecott Copper Corp. Utah Div.



RENEWING MJB Co., San Francisco, 52 weeks participating sponsorship of *It's a Neat Trick* on KTSL (TV) Hollywood are (l to r) Bob Hoag, KTSL sales mgr.; Ray Viani, MJB Co. sales mgr.; Eddie Silverman, star of show.



WNYC DENIED

FCC Refuses 2d Election Plea

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

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

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

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

Editorial

Class 'Q' Time

"Perhaps today's dollar is more important than future stability."

IN that laconic line, Linnea Nelson, chief time-buyer of J. Walter Thompson Co., summed up her appraisal of the snow-balling trend toward more and more "per inquiry" business in radio, and to its bad-business companion, rate-cutting. Because the P. I. practice has become more widespread, the American Assn. of Advertising Agencies has found it expedient to notify its membership of its availability. The story was told, with no holds barred, by Miss Nelson in BROADCASTING's Oct. 24 issue.

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

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

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

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

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

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

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

Radio's Thanksgiving

MUCH that is good and efficient in the modern era is taken for granted by 150 million Americans, and radio naturally gets its share of this treatment. But each November broadcasters lock arms, lay aside innate modesty and join in an inspired effort to tell the public the facts behind 80 million loudspeakers (and now 3 million kinescopes).

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

Centerpiece of the broadcasting "week" setting it apart from the scores of others featured

throughout the year is the Voice of Democracy contest. Some 250,000 high school students competed last year, tenfold increase over the original contest in 1947. The number will multiply again this year. Thus America's youth is learning the benefits of freedom in a competition that carries the blessings of the U. S. Office of Education, Federal Security Agency, and the U. S. Junior Chamber of Commerce.

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

Move Over, Sam!

FCC, which instinctively jumps when Congress moves, can join all private radio in looking with pleasure to the latest investigation on foot on Capitol Hill. We refer to the effort of the Senate Interstate and Foreign Commerce Committee's communications subcommittee to accomplish a fairer division of the spectrum between government and non-government users [BROADCASTING, Oct. 17].

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

The least that should be done is to require government, as private applicants are required, to justify their frequency demands in the light of public interest. In his announcement of plans for the investigation Sen. E. W. McFarland (D-Ariz.), subcommittee chairman, showed an encouraging sensitivity to that fact.

"FCC," he added, "cannot allocate what it does not have."

Television is a notable example. Experts say a few extra channels in the neighborhood of the present 12 could effectively satisfy demand for the immediate future, calm the furore over the opening of the UHF region, and allow television to progress normally and evenly.

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

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

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

Our Respects To—



RUSSELL WILLARD TOLG

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

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

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

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

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

(Continued on page 42)

BUY WITH

...and get a big money's worth!

STATION	HOOPER SHARE OF AUDIENCE*	WHAT YOU PAY**
WITH✓	15.2✓	\$16✓
A	15.0	\$70
B	19.8	\$55
C	8.7	\$30
D	17.2	\$50

*Total rated time periods, August-September, 1949.

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

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

WITH

**BALTIMORE
MARYLAND**

TOM TINSLEY, President
HEADLEY-REED, Representatives



Political Problem

PROTEST against tactics used by high political figures to obtain time on stations was voiced by Pennsylvania broadcasters at the NAB District 3 meeting at Skytop, Pa. Top-level office holders have threatened to get stations in wrong with the FCC if they failed to carry obviously political broadcasts on a public service basis, it was declared. Stations were advised to stand up for their rights although it was pointed out that situations of this sort often have public relations angles.

NAB District 3

(Continued from page 25)

substituted for Mr. Doherty during his absence in Geneva.

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

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

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

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

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

Smith Presides

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

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



WAGA-AM-FM-TV Atlanta, Ga., receives exclusive television and radio rights to the baseball games of the Atlanta Crackers for five years. Completing the agreement are (l to r) James E. Bailey, managing director of WAGA-AM-FM; George Storer Jr., managing director of WAGA-TV, and Earl Mann, president of the Atlanta Crackers, member of the Southern Assn. Mr. Storer said acquisition of the baseball games was an extension of the station's policy toward a complete service to sports fans.

talk he conducted a question-answer forum.

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

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

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

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

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

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, took over the Thursday session for the "Mitch's Pitch" that has high spotted this year's district meetings. Pulling no punches, Mr. Mitchell told broadcasters they

were missing important chances to get a larger share of the total advertising dollar and then advised them how to go out and get it.

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

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

SMITH ELECTED

Heads Pa. Broadcasters

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

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

Directors elected were Leonard Kapner, WCAE Pittsburgh; Gordon Gray, WIP Philadelphia; Clair R. McCollough, WGAL Lancaster; J. S. Booth, WCHA Chambersburg; Victor C. Diehm, WAZL Hazleton; W. K. Ulerich, WCPA Clearfield; David M. Baltimore, WBR Wilkes-Barre.

The association decided to investigate legislative proposals to erect a master FM educational station operated by the state, described as the first step toward state operation of stations.

Skytop Registration

Addison Amor, RCA Thesaurus; Edward L. Anderson, WEST; James Appel, WGAL; Kenneth H. Baker, NAB; David M. Baltimore and Louis G. Baltimore, WBR; Dolly Banks and William A. Banks, WHAT and WINX; J. Frank Beatty, BROADCASTING; David J. Bennett Jr., WKBO; Harry Bergkamp, ASCAP; Stanley Binkoski, WISL; John S. Booth, WCHA; John O. Border, WNOW; Paul M. Breining, AP.

T. K. Cassel, WCHA; Joseph E. Cavanaugh, WARD; Clifford M. Chafey, WEEU; George D. Coleman, John S. Crego, WGBI; K. Richard Creitz, WEEU; Roy Danish, MBS; Mr. and Mrs. Ed. Darlington, WCNR; H. E. Dougherty, WNOW; Victor C. Diehm, WAZL; Nat. V. Donato, C. P. McGregor Inc.; W. Ward Dorrell, C. E. Hooper Inc.; Ross Downing, UP; Robert L. Dreher, Robert Meeker Assoc.; C. B. Engleke, UP; Lester P. Etter, WLBR; Jones Evans, WHWZ; Richard G. Evans, WIZZ; Mr. and Mrs. Robert R. Eyerly, WCNR.

Jim Flenniken, Capitol Transcriptions; Frank B. Foster, WNAE; F. X. Gallagher, WILM; Raymond A. Gaul, WRAW; Murray L. Goldsborough, WNOW; Gordon Gray, WIP; Raymond S. Green, WFLN; J. Robert Gulick, WGAL WGAL-TV; Kolin Hager, SESAC; Elton Hall, WVPO; Carl Haverlin, BMI; E. B. Hawkins, WILM; I. Howett, WRAW; George E. Joy, WRAK; Kathryn E. Kahler, WAZL; Leonard Kapner, WCAE; Bob Keller, Robert S. Keller Inc.; Milton Laughton, WHW; Win Lev, BROADCASTING; E. B. Lyford, NBC.

Grace MacKenzie, WGBI; G. Emerson Markham, NAB; J. E. Mathiot, WGAL; R. E. McDowell, WGBI; Clair R. McCollough, WGAL; Robert Meeker, Robert Meeker Assoc.; Mrs. M. E. Megargee, and Madge A. Megargee, WGBI; Alethea Mattern, WMAJ; Tom Metzger, WMRF; L. Waters Milburne, WCAO; Claire I. Miller, WORK; Harold E. Miller, WGAL WGAL-TV; Walter O. Miller, WGAL-TV; Maurice B. Mitchell, BAB; Roy E. Morgan, WILK; Bob Morrison, World Library; Louis J. F. Moore, Robert Meeker Assoc.; C. G. Moss, WLTR; James Murray, KQV; Louis H. Murray, WPAM; Jack Nedell, WGBI; Robert Nelson, WARD; David Newberg, RCA Victor; Tom O'Neil, AP; Lloyd O. Nicely, WEST; Mr. and Mrs. John J. O'Connell, Associated Program Service.

Lin Pattee, BMI; Mr. and Mrs. Paul F. Peter, Frazier & Peter; Charles R. Petrie, WISL; George J. Podeyn, WHIB; David Potter, and James W. Potter, WNAE; Philip J. Reilly, WLBR; Robert M. Richmond, WCAO; A. Boyd Siegel, WJPA; Julian Skinnel, WLBR; Mr. and Mrs. Frank R. Smith, WBVP; Joseph H. Snyder and Frank M. Stearns, AP; Hoyt H. Stout, WMGW; Leroy K. Strine, WORK.

Frank Tamulonis, WPAM; W. J. Thomas, WCPA; A. V. Tidmore, WPPA; Charles H. Tower, NAB; Thomas Tinsee, WITH; Thomas A. Tito, WAZL; William K. Ulerich, WCPA; J. Gorman Walsh, WDEP; Pierre Weiss, Langworth; David R. Williams, Standard Radio; Lowell Williams, WNOW; Mr. and Mrs. Thomas W. Wilson, attorney, Washington, D. C.

Late Registrations

Frank R. Collier, WGPA; E. J. Fitzsimmons, Weed & Co.; L. W. Haeseler, RCA Victor Div.; Herbert Kendrick, WHGB; Daniel Lanshe, WGPA; Edward Miller, RCA; Homer R. Smith, WKOK; Rodney Snyder, WGPA.

Pa., Del. AP Meet

ASSOCIATED PRESS member stations in Pennsylvania and Delaware held a joint meeting Wednesday at Skytop, Pa., during the two-day NAB District 3 sessions. Tom O'Neil, AP radio news editor, spoke briefly on the association's service to stations, and subscribers joined in a discussion of local news coverage. George Coleman, WGBI Scranton, Pa., named Ed Darlington, WCNR Bloomsburg, Pa., chairman of a committee to select a place and site for the annual AP area meeting.

CAA AUTHORITY

Assuming Role Of FCC?

THE QUESTION of jurisdiction over broadcast antenna structures—whether there is a conflict between FCC and CAA authority, or whether they have concurrent jurisdiction—was raised in letters sent to the Commission and the aeronautics agency fortnight ago.

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

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

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

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

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

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

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

Mr. Scharfeld wrote CAA that "my client and myself are desirous of cooperating with the CAA as well as with other agencies of

government in the furnishing of information or in any other ways that may seem helpful, but the filing of any document which might subject the station to a fine or which might serve to place it voluntarily under the jurisdiction of an agency other than the FCC is not a perfunctory act. . . ."

He said he "would therefore deeply appreciate it if you would inform me of the legal basis for requiring that the aforementioned notice and application be signed under oath and filed with the CAA prior to commencement of any construction work."

He told FCC that he felt the question involved "a matter of deep concern to the Commission as the regulatory authority over broadcast stations." He continued: "If the Commission should decide to take any steps in connection therewith, I would appreciate being so advised in order that a determination may be reached as to whether or not there should be submission to the jurisdiction of the CAA."

Spokesmen for the aeronautics agency told BROADCASTING that CAA for years had followed a policy of sending such forms to stations which get FCC grants for antenna structures requiring use of 300-millimeter flashing code beacons. The purpose, they said, is to permit CAA to certify the lights as an air navigation facility which pilots can rely upon in flight.

Once certified, they noted, the lights may not be turned out without CAA approval. They conceded, however, that FCC itself requires that the towers be kept properly lighted.

They denied that the forms involved any attempt to assume jurisdiction from the FCC, and said a total of 2,671 such certificates had been issued for radio towers of all types, including broadcasting.

WARL Featured

SUBURBAN Washington station, WARL Arlington, Va., is featured in "March of Time" movie short about Arlington's public school system currently being exhibited. The movie shows how community cooperation can be effectively employed to advance such public projects as improving school conditions. The manner in which the local station takes part is shown in WARL, which since its inception in 1946 has given the Citizens Committee for School Improvement a quarter-hour each Saturday morning in addition to other promotion.

Upcoming

NAB DISTRICT MEETINGS
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.
* * *

Oct. 29-Nov. 5: Canadian National Radio Week.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.
Nov. 4: AFA 5th District, Indianapolis, Ind.
Nov. 4-5: AFA 6th District, Racine, Wis.
Nov. 5-6: AWB Dist. 2, Hotel Astor, New York.
Nov. 9: AFM-AGVA Trial, New York Supreme Court, New York.
Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Statler Hotel, Cleveland.
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla.
Nov. 19-20: AWB Dist. 13, convention, Radio House, U. of Texas, Austin, Tex.
Jan. 9-13: NRPGA 39th annual convention, Hotel Statler, New York.

VETERANS active in radio, advertising and publishing in San Francisco Bay Area have organized their own professional chapter of American Veterans Committee.

IBEW-WBT CASE

Union Circulates Handbills

CHARGES and counter-charges continued to fly last week in the nearly two-months old dispute between the IBEW and WBT Charlotte, N. C. The latest union move was the circulation in the WBT area of handbills accusing the station of discharging 10 technicians "without just cause" and refusing to arbitrate the matter.

WBT, in its behalf, stated the matter should be handled judiciously within the NLRB. Charles H. Crutchfield, WBT vice president and general manager, said the station "does not want to get into a word battle" and that its position was made clear in a letter circulated to its clients [BROADCASTING, Oct. 17]. The station says it is insisting in negotiations with the union on the right to decide if an employee's services are unsatisfactory.

Dolcin Answers

DOLCIN Corp., New York, maker of a medicinal preparation, has denied charges of false advertising brought by Federal Trade Commission. Its officer-directors admitted the broadcast of advertising specified in the complaint but denied the representations were false and misleading. Answer denied virtually all other allegations made by FTC.

Leading in the Nation

Mr. Tom B. Baker, Jr.
Radio Station WKDA
Nashville, Tennessee

Dear Tom:

WKDA *(40.2, share of audience) ranks first among the independent stations in the Evening and second among all stations reported regardless of network affiliation. It seems that WJW in Cleveland beats you in the Evening with a 42.9.

Best regards.

Edward G. Hynes, Jr.
C. E. HOOPER, INC.

* Hooper Station Audience Index
July-August, 1949

Represented by
FOR JOE & CO., Inc.

NASHVILLE, TENN.

WKDA
MUSIC • SPORTS • NEWS

of course

Respects

(Continued from page 38)

had written two dozen collection letters, burrowed through several legal briefs, made bill collections and sold a few insurance policies, "a rent-paying sideline." By the time his boss arrived, fresh as a court order and full of ideas, Russ Tolg was already "pooped."

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

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

In the spring of 1939, assigned to build WTMJ's share of audience

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

TV Era Begins

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

Other beliefs and hunches: The practicality of daytime TV, with many shows written and produced first for the ear and then for the eye, because housewives are necessarily hop-skip viewers; adaptability of 16 mm silent films with

voice over at time of broadcast to supplement live-action, low-budget shows; and an almost "dead certainty" that television must and will develop new performing talent.

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

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

Business includes Peter Fox Brewing Co. (Meister Brau beer), Chicago Cubs and White Sox baseball on WGN-TV Chicago this summer, and Midwest AM programs and announcements; Chamberlain Sales Corp. (hand lotion), national year-round announcements; The Murine Co. (eye preparation), national spot announcements 52 weeks yearly; F. W. Cook Co. (Cook's beer), regional programs and announcements in 20 southern markets; Carnegie-Illinois Steel Co., seasonal spots and programs; Hart, Schaffner and Marx (clothing), Chicago spots.

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

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

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

George Allen Named

GEORGE V. ALLEN, Assistant Secretary of State for public affairs charged with supervision of Voice of America broadcasts, last Thursday was nominated by President Truman as ambassador to Yugoslavia. He will succeed Cavendish Cannon. Yugoslav government has approved Mr. Allen as new ambassador.

Telecasting

Insert →

Pull Out for Filing

NARBA Note

(Continued from page 25)

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

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

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

Meanwhile, most of the formal activity at the conference concerned the many intricate details still to be cleared up in the numerous small subcommittees. The main action involved preparation of station-by-station lists of each country's objection to every one of the individual station assignments.

The Juridical Subcommittees slowly were putting finishing touches on details regarding treaty length procedures while technicalities hampered speed in the work on co-channel interference problems.

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

Not considered were problems of adjacent channels. It was believed spurious radiations would be solved by cooperation among the various countries.

Protests China Ban

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

FIGURE THE ODDS... by KXOK

in spite of **TEDDY COOLIDGE**

and **TRUMAN**

in our time... its

4½ to 1

against a
VICE-PRESIDENT
ever becoming
PRESIDENT



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 legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK... phone, wire, write for availabilities today... or call your John Blair man.



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

OCTOBER 31, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

WOR-tv

channel 9, New York

one of America's great television
stations

What's New in Television? AT WPTZ —Practically Everything!

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

Maybe we've overplayed our hand a little.

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

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

... installed the very latest transmitter on the market

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

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

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

... added two complete mobile units

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

... replaced all VHF relays with microwave equipment.

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

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

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

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

WPTZ



TV-AFFILIATE

FIRST IN TELEVISION IN PHILADELPHIA

TV VICTORY

Philadelphia Judge Rules Against Censorship

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

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

In his opinion, Judge Kirkpatrick held:

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

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

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

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

Judge Kirkpatrick held this "impinges on a field of interstate commerce which Congress has preempted and is inconsistent with the statutes and the national policy adopted by Congress for the regulation and control of radio and television."

The judge pointed out that the Communications Act of 1934 established a "comprehensive scheme" for regulating the broadcasting business and, although it denies the FCC the power of censorship, does give that agency the power to suspend licenses and penalize any violation of its regulations. Judge Kirkpatrick said that is a far better system than censorship and "avoids the danger of whittling away the Constitutional guarantees of freedom of speech and the press."

Pending a decision by the court, it had been agreed not to enforce

the Pennsylvania regulations, and so they had never been made effective.

The suit had been brought by Allen B. DuMont Labs Inc., operating WDTV (TV) Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ (TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster, Pa. Suit was brought against the Pennsylvania State Board of Censors comprising Edna R. Carroll, John Clyde Fisher and Beatrice Z. Miller, seeking to restrain them from censoring motion pictures used by the stations. Basis of the action was the Federal Communications' Act.

Last May, during five days of hearings, Mr. Harrison had stated:

"In this proceeding, the five plain-

tiffs, constituting all except one of the television stations operating in the Commonwealth of Pennsylvania, seek the declaratory judgment of this court that the defendants, who comprise the Pennsylvania State Board of Censors, are without right or authority in any way to regulate, interfere with or censor any portion of the programs being transmitted over stations operated by the plaintiffs.

"The case arose by defendants purporting to act under authority of the Pennsylvania Act of May 15, 1915, P.L. 534, as amended, which act created the Pennsylvania State Board of Censors and provided for censorship of motion picture films, reels or stereopticon views or slides to be shown within the Commonwealth, promulgated on Jan. 24, 1949, a regulation seeking to require censorship of motion picture films, reels and slides intended for projection or broadcast over television.

"Position of the plaintiffs is that television like radio of which it is of course a part, is interstate in character. It knows no state boundaries."

COLOR MOVE

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

The Commission unanimously denied RCA's request for a postponement of the Nov. 14 comparative showings but provided for additional tests in Washington on Feb. 8. Cross-examination, slated to start Dec. 5, will be delayed until

the comparisons are complete. Plans for official demonstration of the Color Television Inc. system in San Francisco Nov. 28 were rescinded, and the demonstration was rescheduled for Feb. 6 in Washington. The Nov. 14 comparisons will include RCA and CBS color, and monochrome. CTI will be in the Feb. 8 comparisons (see story page 82).

FCC's ruling marked a week—

FCC Sets Up New Time Table

the color hearing's fifth—which also produced these developments:

● Allen B. DuMont Labs, advocate of delay on color, undertook to demonstrate a 4½-foot CBS-type converter for a DuMont 20-inch set, and was stopped short by FCC Chairman Wayne Coy's admonition that "we are not in the sideshow business."

● David B. Smith, Philco vice president, said he thought another color hearing would be necessary, but recommended adoption of "a set of principles" to protect existing set owners and suggested that a technical body be formed to work with FCC on development of standards.

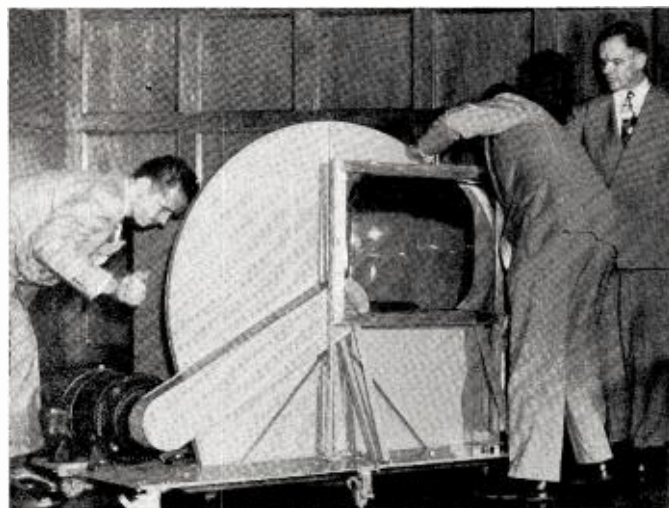
● RCA's report that it cannot furnish FCC with one of its color sets until Jan. 15 was labeled "unsatisfactory" by Chairman Coy, while Color Television Inc., sponsor (Continued on page 55)

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DuMONT'S surprise-package unwrapped before the FCC during color hearings Wednesday to show "what the CBS-type color converter would look like with the giant 4-foot spinning wheel required for a 20-inch tube TV set." Dr. Thomas T. Goldsmith (r), DuMont research director, directs two of his assistants in placing the attachment to the company's Hampshire model (which retails at \$2,500).

Teletype:

Trail-Blazing WBAP-TV Marks Its First Anniversary



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

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

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

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

operation on the soundest basis.

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

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

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

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

50 hours weekly this fall.

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

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

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

A Hotpoint kitchen is a stationary prop in one corner of the big 45-by-85-foot main studio, for a cooking show. Two \$400 refrigerators were sold out of one program.

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

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

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

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

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

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

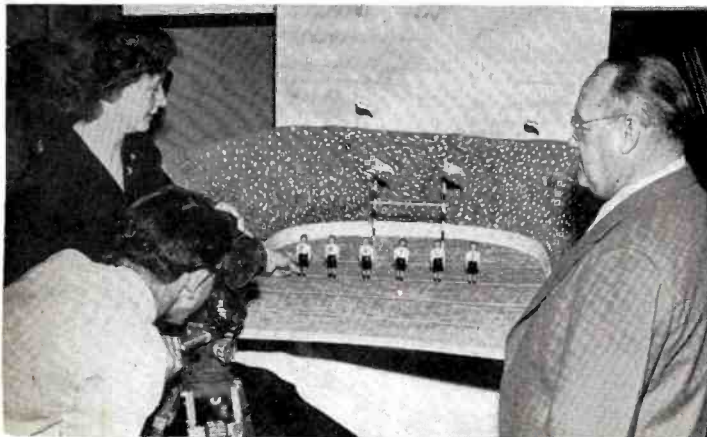
While Director Harold Hough and Manager George Cranston acknowledge the satisfaction that comes from pioneering and being "first in the Southwest" with a host of TV exploits, they also explain that carrying the full load in creating a new industry in their market has been expensive, fatiguing and at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

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

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

Since WBAP's first telecast, the
(Continued on page 49)

ART department of WBAP-TV Fort Worth produced this layout for a Frito commercial to be used during the Friday night high school football games telecast by the station. Players spell out the word Fritos on the field. Giving the commercial the final once over are (l to r) Pat Cranston, Glenn Advertising account executive; Harlan Mindenhall, WBAP-TV cameraman, and George Cranston, station manager and father of Miss Cranston.



FIRST birthday of WBAP-TV Fort Worth is observed as Harold Hough, station director, gets ready to blow out a television tower anniversary candle which was lighted by Wilma Rutherford, TV star. Miss Rutherford and "Maurice," the "Bum Steer," puppet above camera, represented station talent for the occasion. The station's way of celebrating the birthday, Sept. 29, was to forego festivities and dig in for a busy fall schedule.



ABC'S TV CENTER

Is \$2.5 Million Investment

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

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

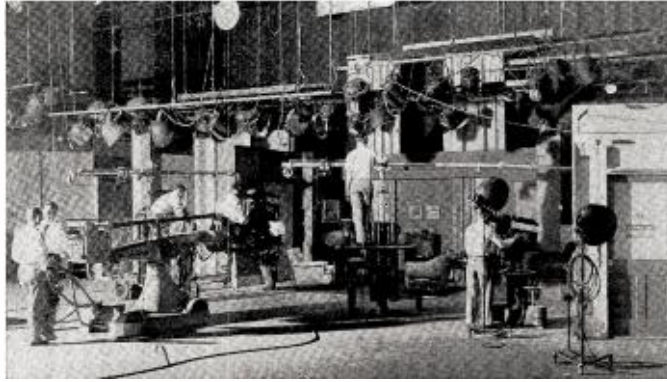
Core of the operation is studio TV-1, 50 by 100 feet and stretching 45 feet from floor to ceiling. Easily accommodating four cameras, one mounted on a motion picture type crane adapted for television use, this studio also contains about 30 sets of counter-weighted lines for hanging scenery and lights and has room for another score if they are needed. Most unusual feature of studio TV-1, however, is a steel bridge 50 feet long and five feet wide, extending completely across one end of the room. Raisable—or droppable—by power, this vast bar is used for hanging large back drops, which can be painted in this position much more swiftly and efficiently than if they had to be spread out on studio floors.

Other Studio Facilities

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

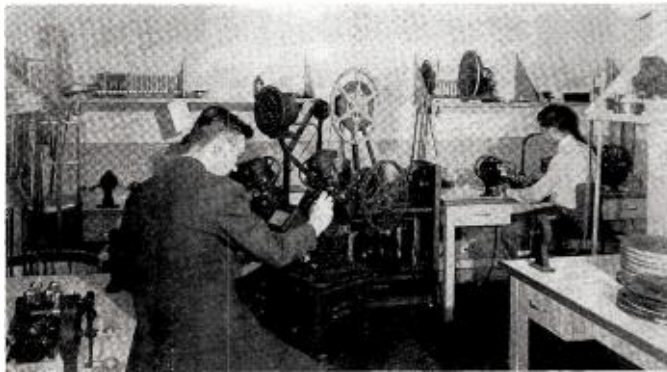
Adjoining on one side is a building housing studio TV-4, the reception lobby, clients' viewing room and five floors of offices. On the other side, a five-story building devotes one floor to the paint and design shop, one to the carpentry shop and the remainder to scenery and prop storage. Equipped with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

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



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

* * *



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

than six hours of camera rehearsals.

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

Philip Morris Plans

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

GUM TESTS TV

Dubble Bubble To Use Spots

A **NATIONALLY-KNOWN** penny product, Dubble Bubble Gum, is going to try television as a test in competition with other advertising media. Placement of a commercial in six cities, to serve as test markets, has been announced by Frank H. Fleer Corp., Philadelphia, gum-maker.

Mr. Fleer described the test commercial as designed to achieve maximum sales response on a national scale. Lewis and Gilman Inc. is handling the account.

Spots will be placed adjoining established juvenile programs appealing to the age range from 6 to 14. Central figure in the comic spot series is an animated character accompanied by a Fortune-Fact-Funnies wrapper for the square-cut bubble gum. Spot is used with a musical jingle.

WBZ-TV RATES

Class A, B Time Established

NEW increased rates for time and facilities charges and inauguration of Class A and Class B time periods are included in WBZ-TV Boston's new Rate Card No. 3T, announced by W. C. Swartley, manager of the Westinghouse outlet. The higher rates become effective tomorrow (Nov. 1).

Class A time periods have been set for the 6-11 p.m. periods Monday through Friday, and from 12 noon to 11 p.m. on Saturday and Sunday. All other times are designated Class B.

In the live studio Class A category, the new rates range from \$135 for a five-minute segment to \$550 for a full hour. Class A all-film telecast is \$105 for a five-minute period and \$425 for a full hour. Twenty-second and one-minute slide or film announcements are listed at \$70 Class A, \$60 in Class B time. This compares with \$50 for 20-second and one-minute time charges in the previous rate card.

Mr. Swartley stated that current WBZ-TV sponsors will be protected at the rates in effect prior to Nov. 1, 1949, until April 30, 1950, provided no lapse in schedule occurs. The rate card is the outlet's third since its establishment of commercial television in the Boston area June 9, 1948.

Lewis Food Adds on TV

LEWIS FOOD Co., Los Angeles (Dr. Ross dog and cat food), is extending its half-hour television show *The Ruggles*, now on KECA-TV Hollywood, to three other California stations within the next 30 days. Stations are KGO-TV San Francisco, KFMB-TV San Diego and KING-TV Seattle. Show to be kinescoped from Hollywood. Agency is Rockett-Lauritzen, Hollywood.

KTLA(TV) RATES

20% Boost Announced

POINTING to an increase of 500% in Los Angeles television circulation since its last rate card was issued, KTLA (TV), Hollywood outlet of Paramount Television Productions Inc., last week announced a 20% hike of all time segments over one minute in length.

A check of the city's six other stations disclosed no immediate intent to up prevailing prices. In the case of KTLA, one minute spot announcements will rise to \$90 for film commercials and \$120 for studio commercials.

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

WOC-TV PLANS

Programming Starts Nov. 1

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

Local studio programs, film, sports, special events and non-interconnected network shows will be presented. Kinescope recordings of chain programs will be shown until the relay system between Davenport and Chicago is completed sometime in 1950.

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

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

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

Dealer Cards

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

The purchaser, on his part, is offered regular issues of the station's program log plus a booklet of "TV facts." Some 1,750 sets already were registered by the second week in October with the station intending to continue the program until at least 5,000 sets are registered.

Screen Guild to Meet

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



STANDING by as air freight men begin unloading the station's new model directional TV antenna at Oakland Airport are Harold See (l) and Charles Thieriot, director and general manager respectively of KRON-TV San Francisco. The antenna, weighing almost four tons and especially built by RCA for the San Francisco station, was flown to the West Coast to meet deadline for KRON-TV debut Nov. 15.

KRON-TV TESTS

Formal Opening
Nov. 15

KRON-TV, San Francisco's third television station, is scheduled to take the air with a regularly scheduled afternoon test pattern tomorrow (November 1).

The station will begin regular programming with a large dedicatory program featuring talent and a roster of civic, religious and business leaders on the evening of Nov. 15, General Manager Charles Thieriot announced.

Affiliated with NBC and owned by the *San Francisco Chronicle*, KRON-TV will be on the air six nights a week, Sunday through Friday, during its initial period. It will operate on Channel 4 from facilities atop Television Peak in San Francisco's San Bruno Mountains. Offices and studios for local production will be located in the Chronicle Bldg. at Fifth and Mission Sts.

The station's antenna, weighing almost four tons, was flown to San Francisco last weekend to meet the Nov. 15 debut deadline. It is a type T.F.D.A. directional antenna especially built by RCA for operation on Channel 4 in the San Francisco area.

Antenna consists of 12 dipoles mounted on an equal number of reflector screens and reflector wings. It will be mounted in three tiers.

Because of the FCC policy against directionals the 12 radiating units will be mounted equally on all four sides of the transmitter. This arrangement will give the station an initial effective radiated power of 15 kw visual and 7.7 kw audio.

When and if FCC changes its policy the radiating units can be rearranged to make use of the directional quality which is expected to boost effective radiating power to almost 100 kw. The transmitter has been erected with an eye to directional radiation which will allow the entire effective radiated

power to be concentrated on the Northern California land areas, losing none in transmission out to the Pacific wastes.

There is only one other similar antenna in use in the United States, Mr. Thieriot said. That is operated by NBC's Cleveland station under special FCC permission, which was necessary to allow the station to operate without violating TV agreements with Canada. The directional quality is used to beam the station's signal away from the Canadian border.

TV FILM EDITORS

IATSE To Fight AFM Plan

TROUBLE loomed for James C. Petrillo, AFM czar, at week's end in Hollywood where IATSE stood ready to battle his intentions of seeking jurisdiction over film editors employed in television (see story, page 57).

Roy Brewer, IATSE international representative, said that the matter had been turned over to Richard Walsh, IATSE international president. All film cutters have been affiliated with IATSE since 1944 and have been organized since 1937.

In addition to opposition from IATSE, there also is opposition from television film producers who will not accede to such AFM demands which would make their film libraries obsolete. While some thought is being given to evolution of the TV film editors local under IATSE, feeling prevails that such personnel will be blanketed in under existing locals.

ABC-TV SCHEDULE

Curtails Sustaining Shows

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

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

Thursday, Friday and Sunday are already good commercial nights for ABC television, Mr. Kintner said. As the other evenings develop, the network's TV schedules will expand accordingly, he stated. He added that ABC has not discarded sustaining video shows entirely but is still spending a substantial amount on them—\$1,200,000.

Other Shows Cut

Major casualty among ABC's TV programs is *Actors Studio*, which last spring received a Peabody Award for "uninhibited and brilliant pioneering" in the field of video drama. The half-hour weekly program, with Marc Connelly as M. C., received other critical acclaim but it is an expensive program and in a year on the air it failed to find a sponsor.

The comedy-musical program, *A Couple of Joes*, which has been sent over the ABC-TV network Thursday from 11:15 p.m. to midnight, will make its final appearance Nov. 3. A quarter-hour children's film program, *Sleepy Joe*, broadcast 6:45-7 p.m. Monday through Friday, also has been dropped from the ABC-TV network schedule, as has the Tuesday 8-8:15 p.m. religious program, *I Believe*.

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

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

Telefile: WBAP-TV

(Continued from page 46)

Fort Worth-Dallas area has seen 480 dealers and some 25 distributors emerge to serve a new multi-million-dollar local industry.

To Roy Bacus, WBAP commercial manager, fell the educational job of selling agencies and advertisers, first, on television as an institution and then to sell television time. After a year, the job has become easier.

Technically, and in programming, advances have been rapid in the year, station staff people report. Some 30 hours of live shows weekly will be this autumn's schedule against one-fourth that amount in the early months.

Currently, the breakdown is: 20% remotes, 20% studio, 30% film and 30% network (kinescopes from both ABC and NBC networks).

Commercial and sustaining time were about at the 50-50 point year after the start, and a bright outlook for fall, plus advance contracts in hand, pointed to a substantial increase on the side of the sponsors.

To serve clients on the new medium, WBAP-TV set up a complete film department, and over 95% of film commercials used on the station are station-produced. Many WBAP-produced commercials (e.g., Pi-Do, Fritos) are being used by clients in other television markets.

Local and regional accounts cite the advantage of station-produced commercials in that the clients enjoy full control by being able to be present at shooting and developing in contrast to work farmed out to individual film companies.

RATE structure at WBAP-TV has a one-hour Class A base of \$200 for time charge; \$52.50 base for one hour film studio; \$150, one hour live studio, and a one-minute-or-less announcement rate base of \$30 film and \$40 live.

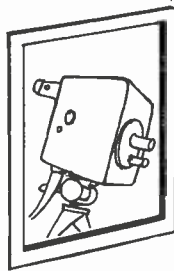
Affiliated with both ABC and NBC, as WBAP-570 and WBAP-820 are on AM, WBAP-TV does not expect the coaxial cable to be available for television before 1951 in Fort Worth.

Forward-looking station plans call for a fourth-unit addition of a 800-seat auditorium and cafeteria to the present 70,000-square-foot plant, which divides into a maintenance and radio unit (completed in May) in addition to TV.

Operationally, in its initial year WBAP-TV lost a total of only five hours off the air, exclusive of power failure over which the station had no control.

Chroniclers of Southwest social history will look to WBAP-TV for all kinds of "firsts" in regional television.

The WBAP-TV promotion department lists nearly 50 firsts, some of them national claims. It was a year in which the station showed Texans for the first time on a TV screen a Fort Worth flood disaster, the Cotton Bowl football



Reel Takes

JERRY FAIRBANKS

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

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

produced or readied for the camera a total of 277 television featurettes—the equivalent of 58 one hour feature pictures, or more footage than any one major studio turned out last year for the entire theatrical market. These several series included *Paradise Island*, *Crusader Rabbit*, *Jackson & Jill*, *Going Places with Uncle George*, *Quizology*, *Public Prosecutor*, *Television Closeups* and *Musical Journeys*. He has also produced a number of film commercials for Dodge, Eastern Airlines, Camels, Pabst and Petri Wines, among others.

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

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

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

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

While his theatre career came to classic in Dallas, elephants in a studio, all kinds of sports events, Santa Claus, a midnight mass, the Fat Stock Show rodeo, and many news events regularly filmed the same day.

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



Mr. FAIRBANKS

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

But he was anxious for bigger things and came to Hollywood where the movie industry was starting to grow. When a job as cameraman was not forthcoming, he found work as a projectionist. In 1925 he turned back to his camera and photographed *Rip Van Winkle*. After shooting many subjects for others, he had a strong hankering to be self-employed.

So in 1930 he started photographing John Hix's *Strange As It Seem* series, distributing through Universal Pictures. In 1935 he added *Popular Science* for Paramount and in 1936 added *Unusual Occupations*. Later he developed *Speaking of Animals* in which the animals were made to appear as though they talked like humans. This led to his first Academy Award in 1942. He won another again in 1944 for another episode in that very same series.

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

KNBH

now
operating
7 nights
a week

a few choice
periods
still available

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

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

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



The National
Broadcasting Company
Sunset and Vine, Hollywood 28
A Service of
Radio Corporation of America

PEQUOT MILLS

Earmarks \$100,000 for Television

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

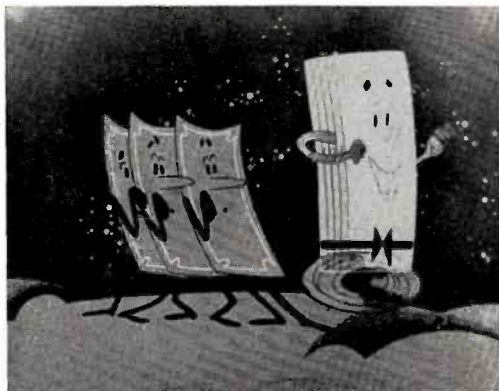
Hitherto the firm has used national magazines to promote its pillow cases and sheets, but with the appointment in July of the Jackson Co., New York agency, to handle its television, the company has supplemented its magazine schedule with video spots.

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

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

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

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



Mr. Pequot in the dollar-bill sequence . . .

* * *

Pequot Mills board in November.

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

The second spot opens on two

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

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

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

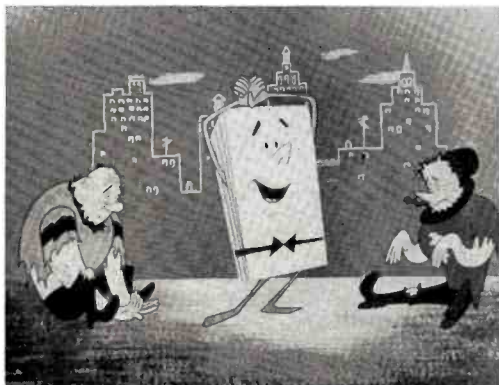
POLAROID FILTER

TV Promotion Planned

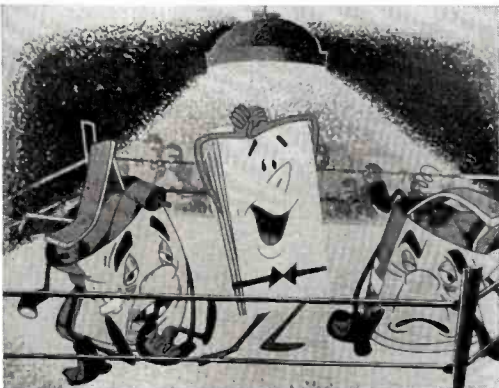
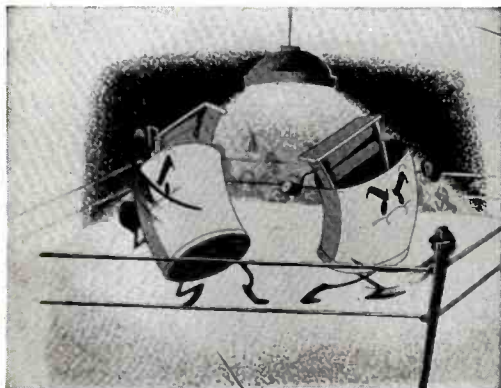
POLAROID, which recently introduced its new television filter, uses considerable time on television, will extend its budget, and possibly return to programming, "if the new filter goes well," its agency, Cayton Advertising Co., said.

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

TELECASTING



Wear and Tear are handled by Pequot . . .



The wash tubs meet their match . . .



Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

NOVEMBER

TELECASTING NETWORK SHOWSHEET

PM 5:00 15 30 45 6:00 15 30 45 7:00 15 30 45 8:00 15 30

SUNDAY	Canada Dry Co. Super Circus L (E-M)	Derby Foods Super Circus L (E-M)	Carloen Tellales L (E)	Kellogg Co. Singing Lady L (E-M)	ABC Penthouse Players L (E-M)	Jacques Fray Music Room L (E-M)	The
MONDAY	Overseas Press Club	Chuck Wagon	A.T.&S.F. B. Holmes	Mr. I. Magination	Esso Tonight on Broadway	Crosley This Is Show Business	Lincoln-Mercury Toast of the Town
TUESDAY					Front Row Center L (E-M) K	Co-op Chicagoand Mystery Players L (E-M)	
WEDNESDAY					Leave It To The Girls	General Foods Aldrich Family L	Chesterfield Perry Como L
THURSDAY						Author Meets the Critics L (E-M)	Phot We 1
FRIDAY	Ted Steele Show	Chuck Wagon	Lucky Pup	Bob Howard	Your Sports Special L (E)	A. C. Gilbert Roar of Rails	Oldsmobile CBS-TV News
SATURDAY						Manhattan Spotlight L (E)	Vincent Lopez L (E-M)
SUNDAY						Newsweek Views the News L (E-M)	The Al 1
MONDAY		Howdy Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)		RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk M. Downey L (E)	Reynolds News F (E-M)
TUESDAY						Chevrolet On Broadway L	Firesto: Voice
WEDNESDAY				Sleepy Joe (F-K)	Oky Doky Ranch	On Trial L (E-M)	
THURSDAY	Ted Steele Show	Chuck Wagon	Ipiana Lucky Pup L (E-M)	Bob Howard	Messing Prize Party	Oldsmobile CBS-TV News	Sonny Kendis Show
FRIDAY						Manhattan Spotlight L (E)	Vincent Lopez L (E-M)
SATURDAY		Howdy Doody L (E-M)	G-P-P Howdy Doody L (E-M)		National Dairy Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan	Reynolds News F (E-M)
SUNDAY							Texas Co. Milton Berle Show L
MONDAY				Sleepy Joe (F-K)			Actors' Studio L (E-M)
TUESDAY	Ted Steele Show	Chuck Wagon	Philips Packing Lucky Pup	Bob Howard	Your Sports Special L (E)	TBA	Oldsmobile CBS-TV News
WEDNESDAY							Manhattan Spotlight L (E)
THURSDAY		Howdy Doody L (E-M)	Ipiana Show Howdy Doody L (E-M)		RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Morton Downey	Reynolds News F (E-M)
FRIDAY							Crisis
SATURDAY				Sleepy Joe (F-K)		General Mills Lone Ranger F (E-M) Start: 9/15/49	Stop the Music Admiral & P. Lorillar L (E-M)
SUNDAY	Ted Steele Show	Chuck Wagon	Ipiana Lucky Pup	Bob Howard	Wine Industries Scott Paper Dione Lucas	Oldsmobile CBS-TV News	Sonny Kendis Show
MONDAY						Manhattan Spotlight L (E)	Vincent Lopez L (E-M)
TUESDAY		Howdy Doody L (E-M)	G-P-P Howdy Doody L (E-M)		National Dairy Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan	Reynolds News F (E-M)
WEDNESDAY							TBA
THURSDAY				Sleepy Joe (F-K)	Fitzgeralds L	Touchdown (Chrysler) F (E-M)	Majority Rules L (E-M)
FRIDAY	Ted Steele Show	Chuck Wagon	Lucky Pup	Bob Howard	Your Sports Special L (E)	TBA	Oldsmobile CBS-TV News
SATURDAY							Manhattan Spotlight L (E)
SUNDAY		Howdy Doody L (E-M)	Unique Art Howdy Doody L (E-M)		RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Morton Downey	Reynolds News F (E-M)
MONDAY							TBA
TUESDAY				Co-op Oky Doky Ranch		Hollywood Screen Test L (E-M)	Paul Whiteman TV-Teen Club L (E-M)
WEDNESDAY			Red Barber's Clubhouse	Lucky Pup	Film Shorts	Quincy House in the First Person	Blues by Barry 7:45-7:55
THURSDAY							Winner Take All
FRIDAY						You Are An Artist L	Leon Pearson News
SATURDAY							Meet Your Congress
SUNDAY							Mia

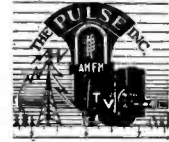
Programs in italics are sustaining.
Time is EST.
is live; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NE, Noninterconnected stations.
CBS Daytime
Monday through Friday, 4:30 p.m., *Homemakers Exchange*, L (E); 4:30-5 p.m., *Vanity Fair*, L (E-M).

CBS
Ruthie on Telephone by Philip Morris & Co. 7:55-8 p.m. every night except Wednesday.

DuMont Daytime Schedule
10:30 Morning Chapel
10:45 Ambuda
11:00 Kath Norris' Your Top Shopper
11:30 Morning Chase with E. Butman

45 9:00 15 30 45 10:00 15 30 45 11:00 PM 15

Little Revue (E-M)	Sing- Copation L (E-M)	Skip Farrell Show L (E-M)	B. F. Goodrich Celebrity Time L (E-M)	
	General Electric Fred Waring Show		Barbasol Week in Review	
	Cross Question L (E-M)			
Radio Theatre	Phileo Television Playhouse L (E-M) Starts July 17		Garroway at Large L (E-M)	
Play Time Edy Barrie (E-M)	Barn Dance L (E-M)	Dr. Black L (E-M)	Chevrolet Roller Derby (To Conclusion)	
Union Tea ent Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One	Ansonia Shoes, Diane Barrymore Show
Co-op Moreau Show (E-M)			Co-op Wrestling (From Sunnyside Arena) L (E-M)	
Radio Rubber Co. of Firestone	The Black Robe	Cities Service Bands of America	Miles Quiz Kids L	
		Movie Shorts F (E)	Co-op, Boxing (to midnite)	
Radio	Gulf Oil Corp. We the People L (E)	Auto-Lite Suspense	Sheaffer Pen This Week in Sports	Blues By Bargy
Radio	The O'Neills L (E-M)		Chevrolet Pantomime Quiz	News Reel
	P & G (F)	Pabst The Life of Riley	P. Lorillard Original Amateur Hour	
Look at Crime (E-M)			Co-op, Wrestling L (E-M)	
Radio Co. ids	Bigelow-Sanford Donninger-Winchell	TBA	P. Ballantine & Son Tournament of Champions International Boxing Club Bouts	Telefinds of 1949
	The Plain-Clothesman L (E)			
Radio Bros. he Clock L	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank	
Radio	9-9:25 Time-Life Crus. Europe F (E-M)	9:25-9:30 Pat Hladik Pal Heald	Starring Boris Karloff L (E-M)	Chesbrough Mfg. Co. Blatz Brewing Co. Roller Derby
Hill Times staining A.—Chevrolet ernating	Speidel Ed Wynne	Film Theatre	TBA	Blues by Bargy
	Morey Amsterdam Show (Dumont Telecasts) L (E-M) (NI)		Co-op Boxing (From Sunnyside Arena) L (E)	
Ray & Johnny	TBA		U. S. Tobacco Martin Kane Private Eye	
Radio Dale (E-M)	Libby, McNeill & Libby Auction-Aire L (E-M)	Int. Cellulocotton (Kleenex) Fun for the Money L (E-M)	A Couple of Joes L (E-M) (11:15 pm)	
Radio Against Crime	Ford Theatre 54th Street Revue		Household Finance People's Platform	Blues By Bargy
Radio Nine Clues L (E)	Fishing & Hunting Club of the Air L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)	
Radio Gulf the People ts Nov. 4)	Bonny Maid Floor Show L	American Cig. & Cig. Big Story (alternates with Believe It or Not) L	Gillette Fights L	Chese- borough Greatest Fights (F)
	Feature Movie F (E-M)			
	Premiere Playhouse			
	Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)	
Radio Doubles L	Crosley (Oct. 8) Who Said That L (E-M)	Film	Meet the Press L	



WHAT IS GOOD TELEVISION RESEARCH?

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

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

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

THE PULSE will not do bad research!

PRESENT TelePulse cities where monthly audience reports are available are:

Chicago	New York
Cincinnati	*Washington
*Los Angeles	Philadelphia

For information about televising in these markets

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

* First report in October

12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Mat on the Street—with Dan Peterson
1:45 Needle Shop—with Alice Barrons

BROADCASTING
The Newsmagazine of Radio and Television
TELECASTING

October 31, 1949
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Color

(Continued from page 55)

permit the public individually, and at their personal option, to be able to have either black-and-white or color reception with no loss of program service either way.

2. Both color and black-and-white must be transmitted on a single set of standards so that each type of signal can be received interchangeably on either a black-and-white or color receiver.

3. The standards must provide a quality of service at least as good as that now provided by the present commercial standards.

4. The continuity of existing service to receivers in the hands of the public must be maintained. Any proposal of non-compatible standards must include a detailed program to accomplish this purpose.

5. In arriving at these standards there shall be no experimenting at the expense of the public, and the Commission will require assurance that the system has been thoroughly proven in before authorization of commercial service.

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

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

If FCC adopts color standards that are non-compatible with present black-and-white, he said, a transition program must be utilized to accomplish these objectives:

1. It must maintain and even expand current black-and-white services on present standards to avoid hardship to the public and serious setback and unemployment in the industry.

2. It must provide a real incentive to the public to purchase new receivers incorporating both the present standards and the new non-compatible standards by offering them sufficient value to make that extra expense justifiable and worthwhile to the individual purchaser.

3. After a substantial audience has been built up with receivers incorporating both standards, it must provide a procedure for gradually reducing service on the old standards—again at no inconvenience nor harm to the public.

Mr. Smith said Philco does not favor dual-channel operation (one for monochrome, one for color), but that this might be "inevitable as a transition measure" if a non-compatible color system is adopted.

He said his insistence upon an ultimate single set of standards for both black-and-white and color did not necessarily mean adoption of present standards for both—for example, he said, new black-and-white standards compatible with color standards might be evolved.

Chairman Coy contended that "implicitly" Mr. Smith was arguing against adoption of the CBS color standards. Mr. Smith replied that that was not entirely accurate. He maintained, however, that CBS has failed to provide a plan for transition to its standards, and that black-and-white reception of the CBS color signal was not as good as current black-and-white television.

Cites Situations

Comr. Jones wanted to know how Mr. Smith could urge that FCC "take the chance" on opening the UHF and not be willing to "take the chance" on color. Mr. Smith insisted the situations are not comparable. Further, he said, a non-compatible color system would require existing set owners to buy adapters in order to continue present services, whereas a UHF converter will permit reception of a new service.

He contended that "all other things being equal," most people would prefer color. But he thought cost would be an important differential. The demand for a \$120 monochrome set, he predicted, would exceed that for a \$220 color receiver.

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

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

Not only Mr. Smith, but all other principal witnesses during the

RAIBOURN

THE 117 black-and-white TV stations either operating or with construction permits cover 35% of the area of the United States, 78% of the country's population and 82% of the nation's effective buying income, Paul Raibourn, vice president of Paramount Pictures, told Tuesday's meeting of American Television Society.

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

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

Citing a recent survey which indicates a back-up demand for about six million TV sets, worth roughly \$1.5 billion, he predicted that production of video receivers will rise from 2½ million this year to three million in 1950, five million in 1951, seven million in 1952, until within six years the country will have 40 million TV sets, or one for every family.

Pointing out that gross national production dropped from a rate of

week, presented analyses of the various systems.

Mr. Smith maintained that the CBS system, with "45% less definition than our present system" is not "good enough" and lacks sufficient room for improvement. He also claimed CBS had submitted inadequate technical data on its system, and that the CBS converters do not appear to be "either a practical or a reasonable solution to the transition problem," even if they are technically satisfactory.

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

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

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

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

Video To 'Move Ahead' Regardless of Color

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

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

implied is a waste of frequency space.

He felt the RCA system "can undoubtedly be improved with time" but that "its practicality for commercial broadcast purposes seems doubtful for several reasons." He cited its "high cost, its great complexity, and its inherent sensitivity to the slightest misadjustment of either its transmitting or receiving equipment, accompanied by inevitable color loss or inversion."

Mr. McIntosh said he considered CTI's system a workable compromise between the RCA and the CBS proposals. Two disadvantages, were cited, however: Problems of registration, and interline flicker or crawl. He said registration problems must be solved for any all-electronic system and would be minimized by the single-tube operation envisioned by CTI.

Several Plans

He thought there are several solutions to the problem of interline flicker, including use of a suitable color scanning sequence, use of long-persistence phosphors, use of color primaries that will allow white to be transmitted with an equal signal intensity for all three colors, and use of primaries whose luminosities are nearly equal.

DuMont's brief held the CBS system is particularly susceptible to the effects of 60 and 120-cycle hum; that picture quality and size and the angle of view are limited; that the color phasing pulse was omitted in the official demonstration; that converted sets produced "degraded" pictures by comparison with those on specially built color sets, and that "satisfactory color performance cannot be met by



'relatively minor modifications' as specified by the FCC."

The RCA system, DuMont continued, involves a limitation on the degree of color saturation possible, leaves the dot structure visible at normal viewing distances, and results in monochrome reception when the color signal passes over a 2.8 mc coaxial cable. The RCA demonstration, it was charged, showed misregistry, lack of color fidelity, picture degradation due to the "sampling" process, difficulty with color phasing, and generally inadequate brightness of pictures.

Though CTI has not demonstrated its system, DuMont told FCC the system possesses limitations with respect to color crawl, registration and resolution, and that converters using present techniques and apparatus "will be expensive, bulky, and produce a picture of reduced quality."

DuMont's brief also reported the company is working on a direct-view tube similar to the one described earlier by Dr. Charles Willard Geer, but that "this tube development is still in its primary stages where it is not possible to estimate its ultimate practicability."

Earlier in the week, winding up CTI's testimony, Col. Donald K. Lippencott, San Francisco attorney and engineer, estimated that CTI color could be ready commercially "in two or three years" after FCC approval, given "reasonable conditions."

At one point CBS interposed an offer to lend two electronic projection tubes to CTI.

Comr. Sterling wanted to know whether CTI could proceed faster in setting up its equipment if its official demonstration, now scheduled for Nov. 28 in San Francisco, were called off. Col. Lippencott said it could.

Meanwhile, the vice president of the Philadelphia Radio Service-men's Assn., Richard G. DeVaney, wired FCC Chairman Coy that the public welfare demands that video manufacturers educate installation and service men thoroughly in monochrome television before considering color. The servicing industry, he charged, has not been supplied with proper information, and poor installations and customer dissatisfaction have resulted.

NETWORK PLANS

Set by KOTV (TV), WNB-F-TV

KOTV (TV) Tulsa, which was scheduled to start commercial operations yesterday (Oct. 30), will be affiliated with all four networks. Affiliation agreements are already signed with CBS-TV, NBC-TV and DuMont, and an agreement is in the process of being signed with ABC-TV. The station also will carry the Paramount TV Network of Los Angeles.

The new station has appointed Adam Young Television Inc., New York, as national representative, it was announced by the Young firm.

Another multi-affiliated station is WNB-F-TV Binghamton, N. Y.,

TELECASTING

TV MUSIC

JAMES C. PETRILLO last week issued his proposals covering services of musicians for television films—and they fell on management with the impact of a blockbuster.

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

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

A television network authority in labor matters said flatly that the industry would not operate under the Petrillo proposals.

A producer active in television films called the proposals "an ultimatum and not a negotiation." He could foresee only a long series of talks before any pact could be arrived at if the Petrillo proposals were made the starting point of an effort to reach an agreement on use of musicians in TV films.

Eastern Meeting Today

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

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

Mr. Petrillo's proposals were sent out to the industry in a form which

which CBS-TV last week announced had signed as a primary affiliate. Station also was signed with NBC-TV and DuMont.

KOTV (TV) operating on Channel 6, is owned and operated by the Cameron Radio and Television Co., with Marie Helen Alvarez as general manager.

WNB-F-TV is owned and operated by Clark Assoc. Inc., with Cecil Mastin as general manager. It will commence Dec. 1 on Channel 12.

KECA-TV Hollywood has put into service four new portable combination dimmer switchboards, of 20,000 w capacity each. Each unit can handle six banks of lights individually or collectively.

Opposition Mounts to Petrillo Proposals

took up six and a half single-spaced, typewritten pages, set forth in 31 major paragraphs, many of which contained several subsections.

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

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

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

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

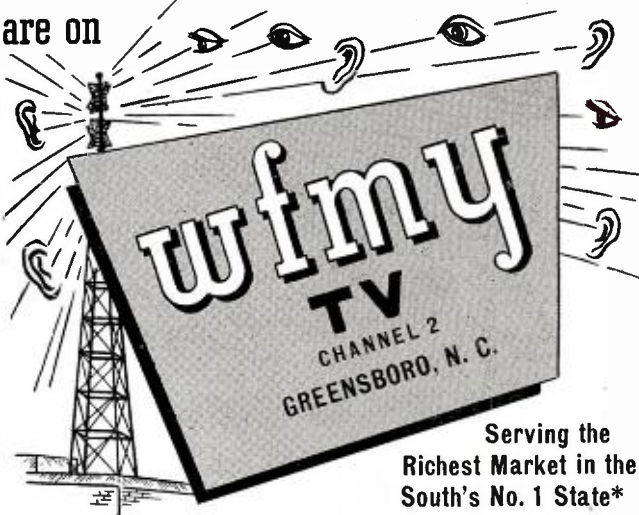
The proposals also require that

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

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

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

The Eyes and Ears of the Piedmont are on



Serving the
Richest Market in the
South's No. 1 State*

4608 SETS IN USE AS OF OCTOBER 1, 1949†

SALES REPRESENTATIVES

HARRINGTON, RIGHTER and PARSONS, INC.

NEW YORK CITY: 270 Park Avenue
MU 8-1185

CHICAGO: Tribune Tower
WH 4-0074

Owned and Operated by

GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

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

†Source: NBC Research Dept.



By RICHARD MARVIN

TELEVISION programming has developed its full share of headaches for stations located in metropolitan areas where there is a reservoir of professional talent available to carry out program ideas. But what about TV stations located away from the glamour areas, in cities which have very few professional entertainers available?

Lack of talent or no lack of talent, these stations must turn out programs day after day which keep viewers interested in their sets, which maintain station prestige and which capture the enthusiasm and—most important—the dollars of local advertisers.

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

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

Fortunately there are several precepts which, if accepted as true, can help TV stations in this situation to develop a strong group of local programs. These involve a series of three definitions—definitions which try to establish one of the primary advantages of TV.

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

NEXT we come to a definition of motion pictures, which reads, "Motion pictures bring us people as we wish they were!" Again, this seems true enough. Hours and hours are spent in makeup, lighting, and shooting people so they appear ideal. We're all familiar with the fact that many of our most glamorous stars look much different when we meet them on the street. And we're all familiar with the picture scene where the hero escapes from a speeding car, jumps

down an embankment, climbs aboard a moving train and ends up with not a hair out of place, not even breathing hard, and with not a spot on his well pressed suit! Yes, motion pictures bring us people as we wish they were!

Then, finally, we can define television by saying, "Television brings us people as they are!" If they have unruly hair, if they have boney knuckles—brother, they have them

ALWAYS a champion of local stations, Richard Marvin in his 21 years of radio experience "discovered" many local programs which he developed into network commercials—including *Vox Pop* from Houston, *Grand Ole Opry* from Nashville and *Double or Nothing* from Washington. Now free-lance, and concentrating on television, he believes the TV counterparts of network successes such as these exist or may be developed on local television stations.

on television, too! If they have personality, television reflects it. With little opportunity for elaborate makeup, with little time for extensive rehearsal, with no opportunity for retakes in case of an error—television brings them to us as they are.

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

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

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

For example, every city has its local "card." He may be a character who acts as m.c. at clambakes and

fishfrys and in-between times holds forth in front of the firehouse. Or, he may be a banker who convulses society and the Country Club. Every city has its "card" (maybe several of them) and local TV should scout him out. He has proven that he understands local people and the local sense of humor.

Also, every city has its local Elsa Maxwell when it comes to giving amusing and novel parties. This person may be found either in the Country Club district or on the other side of the tracks. But local TV should find her (or him) and profit by this person's knowledge of local entertainment standards.

Every city has numerous clubs which periodically stage entertainments. Every city has organized entertainment groups in the Police Department, Fire Department and other civil service units. Every city has its quota of barbershop quartets. Every city has High Schools with their bands, glee clubs, dramatic clubs and other entertainment groups. Every city has people who do their native folk dances. Many of the larger unions have entertainment groups. Every city has pretty girls. Every city has people who play every instrument from the bagpipe to the bugle. Every city has singers galore!

To a degree this method of locating talent sounds like a perpetual series of amateur hours. But don't let the term "amateur" discourage you. Remember, these people have their own work, or profession, or attend school. Their families and interests are located in the town. Many of them have no desire to ever become professional entertainers. They entertain because it's fun—not because they ever expect to do much about it. You'll find them cooperative, interested, hard working and—if you are patient—you'll find a lot of g-o-o-d entertainment.

These are the people who are doing the things which people do—and doing them well enough to provide local entertainment away from television. These are the people television should seek out.

There's a very good possibility that through this method a TV station may develop a "stable" of local personalities.

Suppose, for instance, that a very excellent singer turns up as soloist with the High School glee club. Suppose this same singer turns up again as the son of a policeman and sings with the Police Quartet. Suppose he turns up again on two or three other programs. He is beginning to become a local star! The same thing applies to dancers, musicians and comedians. The cream will rise to the top, and pretty soon the TV station will have an accurate file of the most popular entertainers in town—who can then be combined in a local variety show, or given regular programs of their own.

So stop worrying if you haven't a local reservoir of professional talent. Start looking around your own back yard. Give your viewers entertainment of the people, by the people and for the people. Bring the neighbors who have entertained you and your friends for years to TV, doing the things they do best and naturally.

Remember that "Television brings us people as they are!", and capitalize by moving in front of your cameras the people in your city who had proven capacities for entertainment before TV ever came into the picture.

* * *



Mr. MARVIN

Campaigns on TV

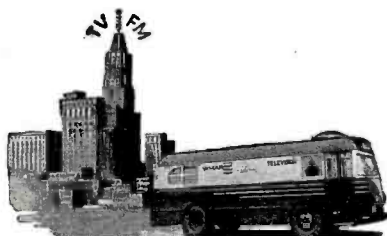
AT least one political candidate in Boston will use television in his bid for office. Starting last week, Mayor James M. Curley appeared in a series of eight 15-minute broadcasts on WNAC-TV in his campaign for re-election. He will wind up his video series on election night, Nov. 7. The Build Boston Committee is sponsoring Mayor Curley's appearances. The agency is Harry M. Frost Co. Inc.

---Of Time and a Tower---

Two years ago yesterday (October 30, 1949) the tall tower of WMAR-TV put Baltimore's first television programs on the air. *Sunpapers Television* played to a modest audience then, but now Baltimore boasts 87,676 receivers and the incomparable reception of CHANNEL TWO yields a tremendous bonus of viewers from Harrisburg to Wilmington to Washington.

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

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



WMAR-TV

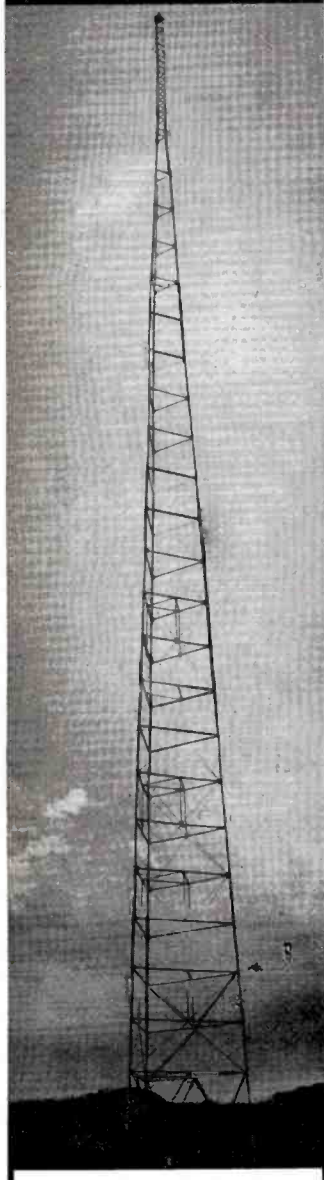
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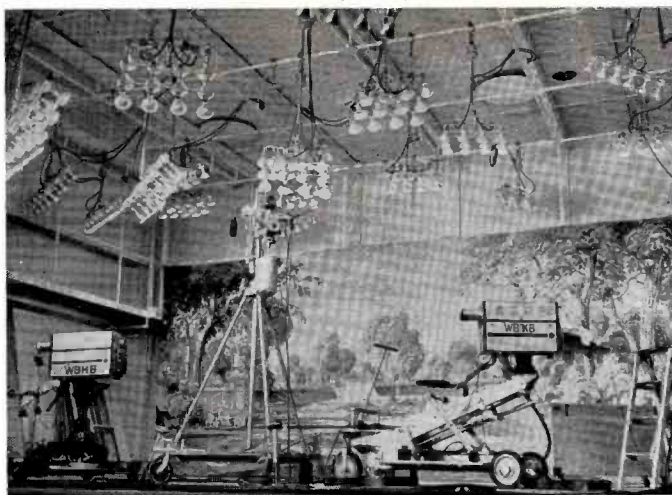
PLANT: NORTH WALES, PA.

STUDIO LIGHTING

RCA Has Packaged System

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

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



RCA's new packaged studio lighting system for television stations shown in a typical studio layout.

Film Report

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

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

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

ing is planned through our television program." Agency: Siltan Brothers Inc., Boston.

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

Polio Films

March of Dimes, Los Angeles committee, will utilize eight film shorts based on Hollywood television programs for 1950 March of Dimes campaign. Films now in making are for distribution to TV stations all over country. John Swallow, TV Ads Inc., Los Angeles, is producing and directing series. Included are 15-minute film based on KFI-TV *Let's Talk Sports* with Tom Harmon; 20-minute film on KTTV (TV) *Pantomime Quiz* with Mike Stokey; ten-minute film of KTLA (TV) *Sandy Dreams* (all Los Angeles stations) and shorts featuring Jack Smith, Hoagy Carmichael, Larry Stevens, Tim Holt and Hungarian dancers Gisselle and Francois Szonyi.

When Alfred Levy, TEEVEE Productions Inc., eastern representative, returns to his New York offices from Hollywood, he will

have record-breaking audio-video audition film under his wing. Speeding through 11 hour shooting schedule at Rudy Vallee Studios, television producer Bob Koenig of TEEVEE completed filming 36 pages of script of *Veronica Show*. George Tobin acted as technical advisor and Michael Road handled direction and authored script. *Veronica* is 30-minute open end show.

KRLD-TV HOME

Rembert Reports on New Bldg.

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

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

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

Top-Notch Shows Planned

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

He pointed out that KRLD-TV will have a six-bay antenna, reportedly the first to be built in the country by General Electric Co. The 586-foot tower is ready, awaiting the antenna.

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

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PLAZA 9-3600

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20-SECOND AND 1 MINUTE

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STERLING 4650

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-FROM SCRIPT TO
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OWNERS AND OPERATORS OF
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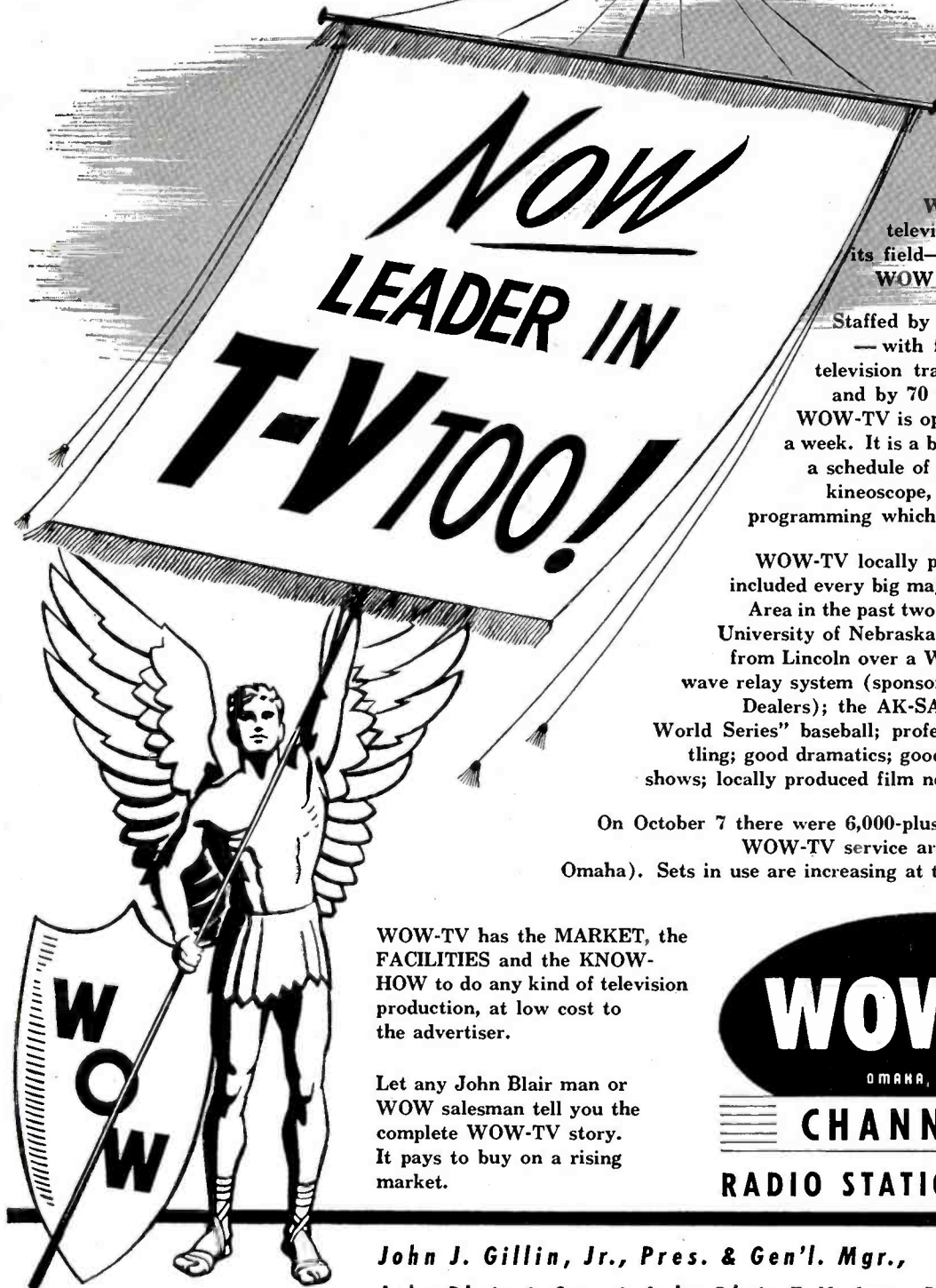
WRITE FOR INFORMATION

International Film Foundation

1600 BROADWAY, SUITE 1000, N. Y.

CIRCLE 6-9438

Standard Bearer In Radio...



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

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

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

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

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

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

WOW-TV
OMAHA, NEBRASKA

CHANNEL SIX

RADIO STATION WOW, Inc.

*John J. Gillin, Jr., Pres. & Gen'l. Mgr.,
John Blair & Co., & John Blair T-V, Inc., Representatives.*

Management



JOHN H. MORRISON named an assistant manager of KVER Albuquerque, N. M. He was on original staff of KVER, having aided in construction of station in July 1947. He served as transmitter operator and became chief engineer in August 1948; was formerly on the engineering staff of WBLK Clarksburg, W. Va., and chief engineer for state police operated radio stations in West Virginia.

THOMAS O. McCULLOUGH, president and general manager of WMBM Miami Beach, Fla., resigns effective Nov. 1. He organized Biscayne Broadcasting Co., operators of WMBM, in 1946 with station going on air Nov. 1, 1947. Prior to that, he was commercial manager of WIOD Miami, and before that was with Fort Industry Co. for 14 years at WSPD Toledo, Ohio, and WAGA Atlanta, Ga. He still retains his stock interest in WMBM. He will be associated with Gerity-Michigan Corp., New York.

CAL PERLEY, formerly sales manager of group of southwest stations and before that with Harry Goodman transcriptions, appointed general manager of KTOW Oklahoma City.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., elected a director of Better Business Bureau of Worcester.

ROBERT W. FERGUSON, stations manager of WTRF WTRF-FM Belaire, Ohio, elected president of Martins Ferry, Ohio, chapter of American Red Cross.

FLOYD FARR, general manager, KEEN San Jose, Calif., appointed to board of directors of Santa Clara County Safety Council.

BEN B. BAYLOR Jr., assistant general manager and sales director of WMAL WMAL-TV Washington, is in New York conferring with officials of ABC.

Lobbying Funds

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

RADIO WOMEN

NAB Dist. 2 Meet Set

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

Panel on Saturday morning will discuss "This Week's Paycheck—Who Earns It, and How, Who Pays, and Why." Participants include Gertrude Grover, WHCU Ithaca; Barbara Welles, WOR New York; Nancy Craig, WJZ New York; Linnea Nelson, J. Walter Thompson; Mary Eileen Ranney, WROW Albany and Maurice Mitchell, BAB director.

Speaking on "The Importance of the Women's Shows," Lloyd Vernard of the Edward Petry Co. New York, will address the women broadcasters at Saturday's luncheon. Saturday afternoon's panel on "Tomorrow's Pot of Gold—TV," will have the following participants: Geraldine Zorbaugh, ABC, acting as moderator; Ruth Crane, WMAL Washington; Frances Buss, CBS-TV and past-president, AWB; Dorothy Doan, also CBS-TV; Elizabeth Neube, TV producer at Campbell, Ewald and J. R. Popple, vice president and chief engineer, WOR New York.

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

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

HALL OF FAME

Planned by Radio Pioneers

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

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

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

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

To encourage new membership, the Pioneers are waiving the usual \$10 initiation fee and offering memberships at \$15 which includes 1950 dues and the silver microphone lapel pin of the club. Members are required to have spent at least the last 20 years in radio.



CALIFORNIA'S Number 1 job—the governorship—is discussed by (l to r) Gov. Earl Warren, John Elwood, general manager of KNBC San Francisco, and Frank Clavoe, editor of the San Francisco News. Occasion was a special broadcast of Public Affairs Are Your Affairs, weekly public service program presented jointly by KNBC, the World Affairs Council of Northern California and the News.

SPOT RADIO BID

Made by NARSR in Maine

PRESENTATION on spot radio was delivered by T. F. Flanagan, managing director of National Assn. of Radio Station Representatives, and Dana Baird, manager of Weed & Co.'s Boston branch office, before the Maine State Development Commission in Augusta, Me., early this month.

Mr. Flanagan cited the large-scale use of spot radio by national manufacturers, stressed the expanding vacation market, and briefly discussed costs specifically related to vacation advertising by the state of Maine.

Commercial



HUGH FINNERTY, formerly of KBYE Oklahoma City, named sales manager of KTOW same city.

CHUCK SWEENEY, recently resigned as member of sales staff of WHAP Hopewell, Va., joins WNOR Norfolk, Va. in similar capacity.

KENNETH L. CARTER, recently on special sales assignment with WMAR-TV Baltimore, appointed local sales manager of WAAM(TV) same city.

ASSOCIATED BROADCASTING Co. Ltd., Toronto, has been enfranchised by the Canadian Assn. of Broadcasters.

GUY GRIFFEN, formerly general manager of WSSB Durham, N. C. and before that, sales promotion manager for WFBR Baltimore, appointed TV sales representative for WMAR-TV Baltimore.

WILLIAM R. ALDRICH, sales manager of WFTW Fort Wayne, Ind. for past two years, resigns effective Nov. 1. He will open a large package liquor store in downtown Fort Wayne.

LOU SIMON, commercial manager of KPXX (TV) San Francisco, is the father of a girl, Deborah.

FACTS ON WHICH TODAY'S RADIO DECISIONS ARE MADE

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Production



ART LINICK, radio personality for 27 years returns to air with *Art Linnick's Musical Comedy Clinic* disc show on WENR Chicago under sponsorship of Erie Clothing Co., same city. Program, signed for 52 weeks through Gourfain-Cobb Agency, Chicago, is aired five-a-week, 11 to 11:15 p.m. CST.

HENRY CLARK, formerly of WEAV Plattsburg, N. Y., as staff announcer, joins WENT Gloversville, N. Y., in same capacity.

FRANK WILSON joins KEEN San Jose, Calif., announcing staff.

PEGGY GANNON and ALEX COURTNEY, assistant directors at WPIX (TV) New York since before station began operations in June 1948, advanced to full staff directors.

RUSSEL HICKS joins cast of KLAC-TV Hollywood *You Be the Jury*.

JANE TIFFANY WAGNER, NBC director of education, elected public relations chairman for National Home Economics in Business group. She also becomes vice chairman of association relations committee of American Home Economic Assn.

RONALD C. OXFORD, former KFI-TV Los Angeles television director, named production director of KOTV (TV) Tulsa, now on the air with test pattern.

RUTH CRANE, director of women's activities for WMAL and WMAL-TV Washington, unanimously voted member of women's committee of the National Symphony Orchestra.

DICK MULCAHY, KECA Hollywood writer-producer, named producer on five weekly *Norwood Smith Sings* show.

KCNI TAKES AIR

250 w Fulltime at Broken Bow

KCNI Broken Bow, Neb., is now on the air with 250 w fulltime on 1400 kc. The Mutual affiliate is owned by Custer County Broadcasting Co.

Bud Crawford, former "ham" operator and engineer, is president and 25% owner. He also serves as manager and chief engineer. His wife, Georgia A. Crawford, is secretary-treasurer of the firm and 30% owner. Clyde R. Losh, local rancher, serves as vice president and holds 10%. Commercial manager is George T. Backe, a former accountant on the New York Stock Exchange, who is 2.5% owner. Remaining interest is held by Gerald Thurman, county superintendent of schools, 2.5%, and Carl R. Swanson, an engineer from WCFL Chicago, 5%. Custer County Broadcasting Co., which received its construction permit Aug. 11, approximately one year after the application was filed, started programming Sept. 28. Service is directed to the rural audience and the station claims the first primary service to the area to the north and northwest of Broken Bow. KCNI uses UP news and Capitol transcription service.



SPEED tests for Rocky Mountain football officials find Lloyd E. Yoder (foreground), general manager of KOA Denver, more than holding his competitive own. Mr. Yoder, a veteran in officiating circles and former Carnegie Tech All-American tackle, has begun his 20th year as a gridiron official.

WINS EXTENSION

FCC Denies Bid for More Time

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

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

Crosley has sold WINS, pending FCC approval, to Generoso Pope, owner of WHOM New York and Italian language publisher, for \$512,500 [BROADCASTING, Sept. 26, Oct. 3]. Application for sale has not yet been tendered at FCC.

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

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

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

duPONT AWARDS

Entry Deadline
Is Dec. 31

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

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

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

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

Entry is simply a resume of performance of the station, to be submitted preferably in loose-leaf form, 10 x 11½ inches, with such accompanying photographs or photostatic data as stations wish to enter. No original documents or papers should be included as all presentations become the property of the Foundation. No recordings will be considered. Foundation also stressed that presentation should be general and overall rather than based on a particular program or feature.

The commentator award, won for

1948 by Henry J. Taylor, is "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service. . . ." Award also is \$1,000.

AP STATIONS

42 New Associate Members

ELECTION of 42 stations to associate membership in the Associated Press was announced Oct. 13 by Oliver Gramling, assistant general manager for radio. The new members increase AP's station total to 1,048.

Stations just elected:

WLYC Williamsport, Pa.; WJAR Providence, R. I.; WOPI Bristol, Tenn.; KAMQ Amarillo, Tex.; KIBL Beeville, Tex.; KPET Lamesa, Tex.; KTRH Houston, Tex.; WDAN Danville, Ill.; WABY Albany, N. Y.; WENY Elmira, N. Y.; WHDL Olean, N. Y.; WPNF Brevard, N. C.; KCLE Cleburne, Tex.; KPRS Olathe, Kan.; WMTC Vance, Ky.; WPKE Pikeville, Ky.; WPKY Princeton, Ky.; WJBW New Orleans; WGRO Bay City, Mich.; WTVB Coldwater, Mich.; WHDF Houghton, Mich.; WCEY Mt. Pleasant, Mich.; WSGV Saginaw, Mich.; WFDR New York; WTVN (TV) Columbus, Ohio; WCUO Cleveland; WOHI East Liverpool, Ohio; WMAN Mansfield, Ohio; KOME Tulsa, Okla.; KERG Eugene, Ore.; WFMH Cullman, Ala.; KVMA Magnolia, Ark.; KOSE Osceola, Ark.; KBRS Springdale, Ark.; KIBE Palo Alto, Calif.; KLZ Denver; KRPO San Jose, Calif.; WPCF Panama City, Fla.; WRLD West Point, Ga.; WGGH Marion, Ill.; WIBC Indianapolis; WUCA Gary, Ind.

MARK WARNOW

'Hit Parade' Leader Dies

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

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

Names Pischke

INTERCOLLEGIATE Broadcasting System, comprising 83 college campus outlets, has named Vail W. Pischke, radio attorney, as legal counsel. He will serve on the staff of the IBS Washington office.



ACHIN' TO GET MOUNT HEALTHY

(Ky.)?

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

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

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

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

RCA THESAURUS

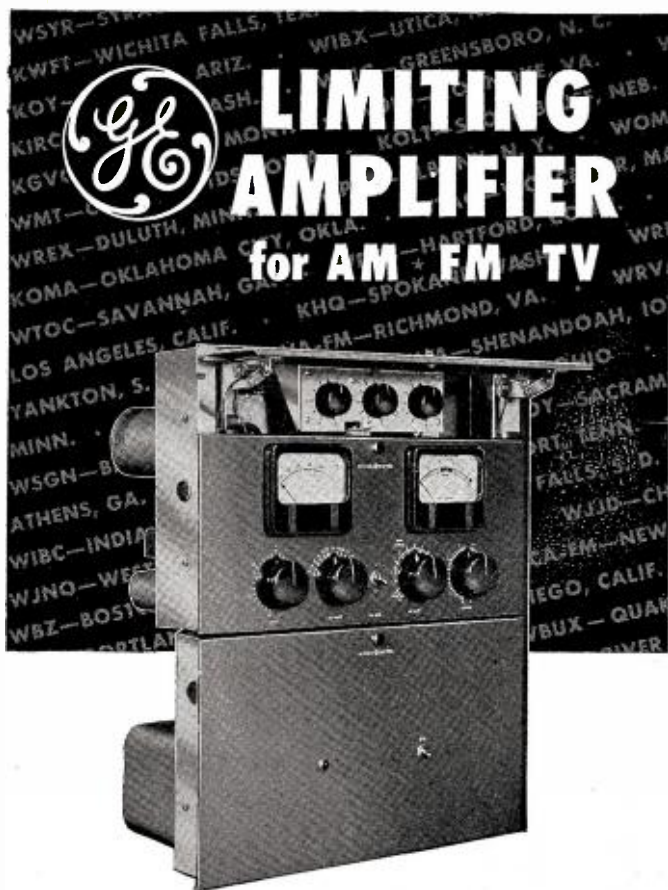
Adds Two New Programs

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

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

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

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



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

Take CBS, for example—

"All CBS-owned stations and many of our affiliates use the General Electric Limiting Amplifier. We find it a simple and economical way to increase coverage."

Howard A. Chinn

Howard A. Chinn

CHIEF AUDIO-VIDEO ENGINEER—CBS



MAIL THIS COUPON TODAY!

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

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

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

GENERAL ELECTRIC

Allied Arts



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

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

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

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

Equipment

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

FRANK B. POWERS, formerly assistant vice president of production of American Car and Foundry Co. and veteran of more than 20 years of service in engineering and manufacturing field, appointed director of manufacturing operations of Federal Telephone and Radio Corp., Newark, N. J.

RCA VICTOR, Camden, N. J., announces production of two new table model TV receivers with metal cabinets. They are Model T-121, with 12½-inch picture tube unit at suggested list price of \$249.95, and Model 9-T-256, identical to 10-inch Special

Anniversary Model except for "Close-up" control which electronically enlarges central portion of image to full screen size. Suggested list price is \$229.95.

KALE PLANS

Sets Early 1950 Opening

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

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

KALE will broadcast from sunrise to sunset on 900 kc. CP has been granted and, subject to FCC approval, the licensee plans to locate the transmitter on a site midway between the three cities. Lawrence Sparks, formerly with the *Olympia* (Wash.) *Daily Olympian*, will be station manager. Other personnel have not been selected.

NAB-NRDGA Awards

THE annual contest co-sponsored by the NAB and the National Retail Dry Goods Assn. to determine the best retail radio programs of 1949 was announced last week. Results of the contest will be announced at the 39th annual convention of the NRDGA—Jan. 9-13, 1950, at the Hotel Statler, New York.

THIS IS KGW's BANNER YEAR

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Eight Made in By-Laws

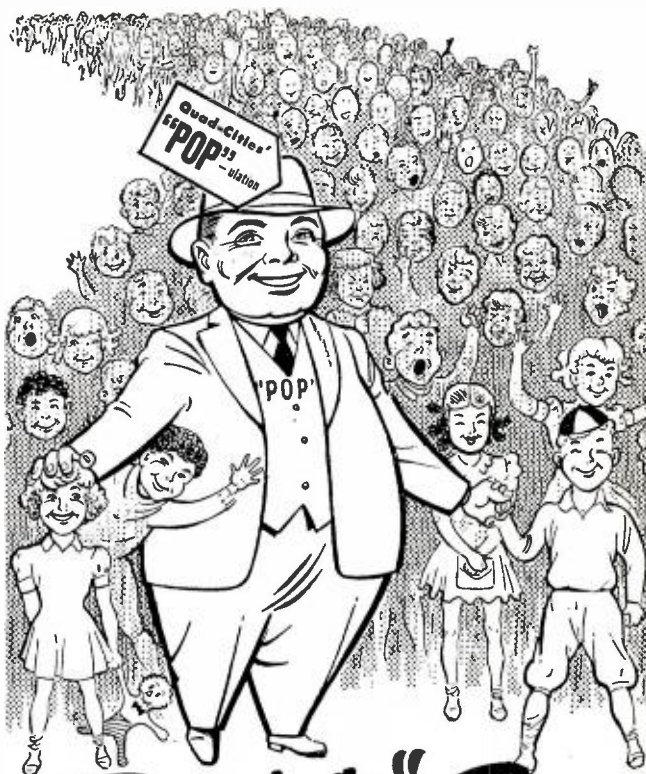
Principle amendment is that providing for election of two directors-at-large on the NAB board. Previously the by-laws had provided for one TV director when 25 TV stations were NAB members. The TV membership had passed the 30 mark in the late summer. Directors-at-large will serve two years instead of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

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

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



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



Prolific "Pop"

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

Market statistics are from 1949 Sales Management Survey of Buying Power



WHBF

AM - FM  **BASIC ABC**

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Areas

Avery-Knodel...

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

'Counter-Spy's' Gun

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

Promotion



the winner and present him with bone to the city.

Sales Service

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

Mail Pull

INTERNATIONAL News Service, New York, is mailing promotion piece on success of six one-minute video spots on its INS-Telenews daily newsreel, which pulled 1,071 returns from 86 cities in 19 counties. Item advertised was a dog comb in return for ten cents and a label from a can of Dr. Ross Dog Food. Offer was aired by KPIX (TV) San Francisco. Sponsor renewed for additional 13 weeks on strength of pull, mailer proclaims. Folder reproduces picture of mail-counting that appeared in BROADCASTING.

KVER Tells

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

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

Food Parade

PUBLICITY for opening of 1949-50 Ford Theatre series over CKCW

planted in a hot house from a sprig of orange blossoms in Lady Hadden's bridal bouquet 64 years ago. Miss Sexton tied in commercial for the Bueter Baking Co. with desire to send Lady Hadden loaf of Butter Crust to go with the marmalade. Mr. Bueter sent bread by air to England.

WHBC Cards

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

Defense Prospectus

PROSPECTUS titled "A Network Television Series of The Department



NOVEL billboard, designed by Karl O. Wyler, manager of KTSM El Paso, Tex., is newest addition to station's promotion. Theatre-type marquee is changed daily for viewing of thousands passing up and down Montana St., one of city's busiest thoroughfares.

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

Series Record

WORLD SERIES listenership record of WNBT (TV) New York has been made the subject of a sales letter by George H. Frey, director of NBC network sales. In the letter, Mr. Frey said a Hooper survey during the fourth game gave NBC's New York television outlet a 24.9 rating and 41.4 share of audience, with the second station trailing at a 13.5 rating and 22.4 share of audience. Also set forth were pulse figures for three games and a three-game average. The three-game average figures gave WNBT 23.5; Station B, 17.2; Station C, 14.8; Station D, 5.7; Station E 6.2, and Station F, 4.7.

WSCR Exhibit

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

England Tie-in

HUMAN interest story from Berkhamstead, Eng., via Associated Press, made an appealing item this month on Marion Sexton's *Spice of Life* program over WTAD Quincy, Ill. Story told how Lady Hadden of Rossway Hall was enjoying marmalade made from oranges grown on a tree

of Defense" has been sent to the trade by Dept. of Defense. It tells of format for *Armed Forces Hour* new show which started yesterday, Sunday, on NBC-TV, and also gives illustrated listing of TV hook-up plan.

Personnel

ELIZABETH GAHRE rejoins KXEL Waterloo, Iowa, resuming former position as head of station's department of promotion and merchandising.

VIVIAN J. COOPER, formerly with WIP Philadelphia and WKDN Camden, N. J., joins WTTM Trenton as director of promotion, publicity and women's activities.

BERTIE NICHOLS, photo editor of CBS Hollywood Press Information Dept., and William B. Crane Jr. have announced their marriage.

ORVILLE SHATTUCK appointed staff photographer for WAAM (TV) Baltimore.



AKRON'S **TOP** STATION

© 1949, WACKER
Always on the front!

WAKR

TOWERS OVER AKRON



ABC
BASIC NETWORK

5000 WATTS

WEED & CO.
NATIONAL REPRESENTATIVES

© 1949, SUMMIT RADIO CORPORATION

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly Inexpensive
CARRIED NATIONWIDE
For details & quotations
write

Employers Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

RENEWALS

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

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

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

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

The order noted that FCC had been told Messrs. Sisson and Cohen between them owned some 43% of the stock and held options to purchase up to 90%, and that Albert Pilavin was represented as largest stockholder with 42% interest and would devote parttime to the operation. FCC observed that its grant in October 1947 favored Narragansett over the other applicants on basis of greater ownership-integration.

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

WALE, KXLJ, KEYY Hearings Planned

Pilavin "disposed of his 42% stock interest prior to the time construction of the station was completed." Other parties, "who were not parties at the time of the hearing, purchased substantial amounts of the Narragansett stock prior to the completion of construction," the order related.

Noting that the Bay State bid for the WALE facilities was pending as well as the proposed transfer to Bristol Broadcasting, FCC indicated that a comparative hearing should be held.

In the KCRO proceeding, FCC explained that the revocation of the station would be effective 15 days after receipt of the order unless a hearing were requested by the station within that time. KCRO is assigned 1 kw daytime on 1380 kc. The permit was granted in November 1948.

KCRO's Grant

FCC stated the KCRO grant was made without hearing and based in part upon the financial statement of R. L. Cunningham, one of three partners, dated Aug. 1 and filed Sept. 13, 1948, in an amendment to the application. The Commission said the financial statement showed "total assets as \$16,788, liabilities of \$1,887, and a net worth of \$14,901."

FCC asserted that Mr. Cunningham "concealed from the Commission the fact that he had filed a petition in bankruptcy" on Aug. 25 which showed total assets under \$100 and liabilities of \$4,497.91.

FCC also claimed the partner stated that the \$9,000 which he proposed to contribute to the station would be obtained from E. E. Bradford and Irma Bradford and would be secured by a chattel mortgage on his 32,847 shares of stock in Englewood Radio and Recording Co. "when in fact such stock had already been pledged by him to secure a loan from Ida Woodin."

In the KEYY proceeding, the Commission reported it wished to determine all agreements and contracts made by the station with Louis Haller relating to ownership and management of the station. FCC said Mr. Haller obtained an option to purchase all of the KEYY stock last March and that it wished to inquire if this or any other agreement had been executed in violation of Sec. 310(b) of the Communications Act. KEYY is assigned 250 w on 1240 kc.

No details of the KXLJ hearing issues have been made available, but the Commission indicated it wished to determine whether proposals had been carried out with respect to time devoted to local talent, sustaining and other programs. KXLJ is assigned 250 w on 1240 kc.

RCA TUBES ...

the standard
of comparison



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

The Fountainhead of Modern Tube Development is RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

45.0

"HOOPER"*

*(average 5 periods,
Winter, 1948)

proves
the best buy
in

DANVILLE, VA.

is

WBTM

5kw ABC 1kw
(d) (n)

Rep: HOLLINGBERRY

**BE FIRST
ON THE AIR**

with these
RCA VICTOR hits
on "DJ" couplings*



**TONY
MARTIN**

**There's No Tomorrow
A Thousand Violins**

DJ-790



**The
THREE SUNS** with
ELTON BRITT and **ROSALIE ALLEN**

**Close Your Eyes And Dream
Merry Maiden Polka**
DJ-791

**ANDRE
PREVIN**

**Dardanella
The Gypsy In
My Soul**

DJ-792



*"DJ" records are special pressings—
for radio station use only!

**RCA VICTOR
RECORDS**

Programs



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

Amateur Weather Men

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

College Variety

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

Peaceful Moments

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

Dressmaking

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

Mood Music

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

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

Tragic Ending

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

Symphony Rehearsals

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

New Shows

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

Religious Highlights

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

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

Good Neighbor Station

SPECIAL program was aired by KCMO Kansas City, Mo. on Oct. 12, Columbus Day, in honor of Cuban holiday which parallels anniversary of discovery of America. William Espinosa, Cuban Consul to Kansas City and honorary member of city's Chamber of Commerce, arranged show which highlighted events in Cuban history.

News Call-Ins

FIVE suburban daytime stations are "called in" each week to report news of their localities when WTOP Washington airs unique WTOP-CBS *News of Greater Washington* Saturday evenings. Program follows format of CBS *World News* and CBS *News of America* heard daily over WTOP. Instead of saying, "We take you now to Berlin," show takes "you now to WGAY Silver Spring" or WARL Arlington, WPIK Alexandria, WFAA Falls Church or WBCC Bethesda-Chevy Chase. Two minute suburban pick-ups are recorded just prior to broadcast in WTOP studios.

SEARLE & PARKS

Gets Show Rights For West

SEARLE & PARKS Inc., Hollywood packager, has obtained exclusive distribution and sales rights to *Let George Do It*, currently aired on Don Lee stations, in the territory beyond the 11 western states and British Columbia.

Wayne Tiss, Hollywood vice president of BBDO, representing Standard Oil of California, western sponsors of the program, handled the negotiation. Standard Oil is starting its fourth year of sponsorship of this program which maintained an average Hooperating of 12.1 during the first seven months of this year. Searle & Parks is making the program available to network accounts east of the Rockies.

WCAU Philadelphia Oct. 17 entertained more than 100 timebuyers of New York agencies at luncheon, timed to coincide with switch-over of station's sales representation in New York from its own office to Radio Sales Div. of CBS.

regional promotion campaigns

HOWARD J. MCCOLLISTER
Regional Representative
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N.A.B.

RADIO LEAGUE

Studies Wisconsin Policy

ACTION by the U. of Wisconsin Board of Regents on a proposed schedule of operations of university-owned stations has been delayed successfully by the Wisconsin League of Radio Stations.

The League wired the Board of Regents requesting postponement of the university's "Statement of Policy for Radio and Television Broadcasting" until stations throughout the state could study the proposals. A vote on the measure was taken among the membership at a meeting of the League Oct. 14-15 in Madison.

At the meeting a new slate of officers was named. They were Ben Laird, WDUZ Green Bay, president, succeeding Charles J. Lanphier, WFOX Milwaukee; Joseph D. Mackin, WMAM Marinette, vice president, and Ken Schmitt, WIBA Madison general manager, re-elected secretary-treasurer.

New directors elected were, in addition to the officers: Bruce Wallace, WTMJ Milwaukee; Mr. Lanphier; Howard Dahl, WKBH La Crosse, and George Frechette, WFHR Wisconsin Rapids.

COLUMBIA, RCA

Give Record Plans, Sales

ONE of the most extensive promotion campaigns in its history has been launched by Columbia Records Inc. to plug Christmas sale of records. Radio spots, including jingles for the first time, will be used, with dealers and Columbia cooperatively undertaking the cost.

Meanwhile, sales of RCA Victor's 45 rpm record equipment has jumped 260% in the past 90 days and production facilities cannot keep pace with demand, Frank M. Folsom, RCA president, has announced. He predicted that RCA's 45 rpm is destined to lead in record-players and records. Columbia also announced that its *Masterworks of Music* transcribed program now is heard on 85 stations on the above-mentioned co-op basis.



AFTER-DINNER talk by conferees at League of Wisconsin Radio Stations meeting in conjunction with U. of Wisconsin at Madison Oct. 14-15 included (l to r) Ken Schmitt, WIBA Madison and League secretary; Harry Stuhldreher, U. of Wisconsin athletic director; Charles J. Lanphier, WFOX Milwaukee, retiring League president; E. B. Fred, university president; Ira Baldwin, university vice president.

'RADIO CHECK-UP'

Audience Rise Reported

INCREASED radio audience has resulted from "Radio Check-Up Month" promotion of Associated Radio-Television Servicemen of New York, according to Max Leibowitz, president.

Mr. Leibowitz said that in a few weeks he expects to have figures on how many of New York's estimated two million out-of-order radios were fixed during the campaign which began the first of October. Part of the increase, he conceded, would be due to the World Series. The servicemen's promotion included 15,000 streamers announcing the month and spots carried cooperatively by WMCA WOR WNYC WNEW WEVD, all New York, and 16 FM stations, said Mr. Leibowitz.

ADMIRAL W. H. P. Blandy, Commander-in-Chief, U. S. Atlantic Fleet, paid personal tribute to WLOW Norfolk, Va., for its program, *This Is Your Ship*.

KNBC SWITCH

Fete Marks New Antenna

KNBC San Francisco switched over to a new powerful antenna last Monday (Oct. 24) and marked the occasion with a special half-hour broadcast utilizing every top personality on the local staff.

The station went off the air for 30 seconds while the actual switch was made.

Stars on the special program were Natalie Masters in her role of *Candy Matson*, girl detective of the KNBC-NBC Western Network mystery series; Jimmy Lyons, disc jockey; the Dave Brubeck Trio; baritone Stanley Noonan, of *Music You Love and Boysen Open House*; popular singers Barbara Ritchie, of *Light and Mellow*, Will Aubrey and Judy Deane of *Good Old Days*; Newsman Bob Letts; Tony Freeman and the KNBC orchestra, and General Manager John Elwood. Hal Wolf, chief announcer, acted as m.c.

The new antenna is located near Belmont, Calif., south of San Francisco. "The new vertical radiator," Mr. Elwood told the radio audience, "will add 10,000 square miles to KNBC's primary coverage area and will push the limits of the fading-free zone a considerable distance from the transmitter site."

WOUI (FM) Testing

WOUI Columbus, Ohio U.'s educational FM station, is now conducting equipment and program tests. Station officials report response by listeners has been excellent. WOUI began construction July 25, 1949, and is scheduled for regular broadcasting Jan 25, 1950. WOUI has Channel 201 (88.1 mc) with power of 10 w.

ACME
IN SOUND
REPRODUCTION
★
THE NEW
LANG-WORTH
TRANSCRIPTION
★
LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET,
NEW YORK 19, N. Y.
*Network Calibre Programs
at Local Station Cost*

There's a New ^{Bold} Look in Northeastern Ohio

IT'S A NEW LOOK because . . . It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . . The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Barroff About . . .

- ... Brand New Hooperatings
- ... More listeners at less cost
- ... Retail sales that still hold firm
- ... Local promotion that sells
- ... A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON

about the NEW BOLD LOOK in NORTHEASTERN OHIO

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas
in TOPEKA

October 21 Applications . . .

ACCEPTED FOR FILING

Modification of License

KUBA Yuba City, Calif.—Mod. license increase 500 w D to 1 kw D, on 1600 kc.

AM—1550 kc

KPRS Olathe, Kan.—CP change from 1590 kc to 1550 kc, increase power from 500 w to 1 kw.

AM—920 kc

WMIK Middlesboro, Ky.—CP change from 1490 kc 250 w unl. to 920 kc 5 kw-D 500 w-N unl. DA-N.

AM—1580 kc

KWED Seguin, Tex.—CP increase power from 250 w to 1 kw.

License for CP

WGWR-FM Asheboro, N. C.—License to cover CP new FM station.

APPLICATION RETURNED

WRIO Rio Piedras, P.R.—RETURNED Oct. 19 application for license to cover CP new AM station. Incomplete.

October 24 Decisions . . .

BY COMMISSION EN BANC

Following applications heretofore granted conditionally, were granted CPs as shown.

WPJV Miami, Fla.—Class B; 105.1 mc. (Chan. 286), 13.5 kw, 250 ft.; cond.

Following were granted mod. CP's to change facilities. Assignments now authorized are:

KREL-FM Goose Creek, Tex.—Class A; 92.1 mc. (Chan. 221), 870 w, 190 ft.

WARM-FM Scranton, Pa.—Class B; 93.7 mc. (Chan. 229), 2.8 kw, 1020 ft.

WHO-FM Des Moines—Class B; 100.3 mc. (Chan. 262), 410 kw, 800 ft.; subject to approval of application which provides for modifying WHO ant. system to accommodate FM ant.

WFMH Cullman, Ala.—Class A; 100.9 mc. (Chan. 265), 430 w, 160 ft.

KAYL-FM Storm Lake, Iowa—Class B; 101.5 mc. (Chan. 268), 8.9 kw, 370 ft.; subject to request for authority to determine KAYL power by indirect

ACTIONS OF THE FCC

OCTOBER 21 to OCTOBER 28

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp-synchronous amplifier
STA-special temporary authorization

ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

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.

method during installation of FM ant. and submission of new KAYL ant. resistance measurements and Form 302 upon completion of FM ant. construction.

WERE-FM Cleveland—Class B; 98.5 mc. (Chan. 253), 11.5 kw, 620 ft.

WOPI-FM Bristol, Tenn.—Class B; 96.9 mc. (Chan. 245), 18.5 kw, 2210 ft.; cond.

WGRE Depauw U. Greencastle, Ind.—Chan. 219 (91.7 mc.).

KOMA-FM Oklahoma City—Class B; 105.9 mc. (Chan. 290), 3.3 kw, 300 ft.

WDUQ Duquesne U., Pittsburgh—Chan. 218 (91.5 mc.), 2.75 kw, minus 5 ft.

WBUY-FM Lexington, N. C.—Class A; 94.3 mc. (Chan. 232), 300 w, 210 ft.

WEXI St. Charles, Ill.—Class A; 108.3 mc. (Chan. 292), 235 w, 230 ft.

WDXY Spartanburg S. C.—Class B; 100.5 mc. (Chan. 263), 11.8 kw, 200 ft.

WLEE-FM Richmond, Va.—Class B; 102.9 mc. (Chan. 275), 21.5 kw, 300 ft. subject to approval of application which provides for mounting of FM ant. on No. 1 tower of WLEE DA.

Following stations were granted CPs to replace expired permits, new con-

struction permits to bear expiration date of 6 mo. from date of grant:

WCBM-FM Baltimore—Class B.

KRPO San Jose, Calif.—Class B.

KPFA Berkeley, Calif.—Class A.

WAND-FM Canton, Ohio—Class B.

KXOA -FM Sacramento, Calif.—Class B.

KSCS Los Angeles County Supt. of Schools—Noncommercial educational FM station.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1952:

KCNC Fort Worth, Tex.; KIRO Seattle; KSKY Dallas; WAIT Chicago; WBAP Fort Worth; WDSC Dillon, S. C.; WESA Charleston, Pa.; WGN Chicago; WHB Kansas City, Mo.; WHKK (and aux.) Akron; WHWL Nanticoke, Pa.; WKAR E. Lansing, Mich.; WKOP Binghamton, N. Y.; WLS Chicago; WLSJ Pikeville, Ky.; WLTR Bloomsburg, Pa.; WMBL Morehead City, N. C.; WOAY Oak Hill, W. Va.; WOSU Columbus, Ohio; WVCH Chester, Pa.; WWL New Orleans; KBOA Kennett, Mo.; KFUO Clayton, Mo.; KSGN Sanger, Calif.; KTRH Houston; KKIC Iowa City; WACE Chicopee, Mass.; WEMD Baltimore; WEDO McKeesport, Pa.; WEW St. Louis; WHCU Itasca; WHOD Homestead, Pa.; WJPG Green Bay, Wis.; WJW Cleveland; WKBZ Muskegon, Mich.

WKSR Pulaski, Tenn.; WLIN Merrill, Wis.; WMTC Vancleve, Ky.; WNAD Norman, Okla.; WNAO Raleigh; WNYC (and aux.) New York; KPTI (and aux.) Los Angeles; KGU Honolulu; KMMJ Grand Island, Neb.; KXL Portland, Ore.; WGBS (and aux.) Miami; WHTN Huntington, W. Va.; WLW Cincinnati; WMIX Mt. Vernon, Ill.; WRNY Rochester, N. Y.; WWEZ New Orleans; KABC San Antonio; KCLW Hamilton, Tex.; KCMO Kansas City, Mo.; KIEV Glendale, Calif.; KNUJ New Ulm, Minn.; KOAM (and aux.) Pittsburgh, Kan.

KUOM Minneapolis; KURV Edinburg, Tex.; KWGB Goodland, Kan.; WCAL Northfield, Minn.; WHEB Portsmouth, N. H.; WKAB Mobile, Ala.; WKYE Paducah, Ky.; WLAW (and aux.) Lawrence, Mass.; WMBM Miami Beach, Fla.; WMPs (and aux.) Memphis; WPDx Clarksburg, W. Va.; WRUF Gainesville, Fla.; WSBA York, Pa.; WSM (and aux.) Nashville; WSPN Belle Glade, Fla.; WTAC Cambridge, Mass.; WTIK Durham, N. C.; WVPO Stroudsburg, Pa.; KPDQ Portland, Ore.; KSEO Durant, Okla.; KSPI Still-

water, Okla.; KTIS Minneapolis; WAND Canton, Ohio; WEEU Reading, Pa.

WFAA Dallas; WHDH (and aux.) Boston; WNNT Warsaw, Pa.; WSVS Crewe, Va.; WVPF Palatka, Fla.; KFEQ (and aux.) St. Joseph, Mo.; KSFA Nacogdoches, Tex.; KTOW Oklahoma City; KTRY Bastrop, La.; KULA Honolulu; KWQA Worthington, Minn.; WAXN Rockingham, N. C.; WCAV Norfolk, Va.; WCHA Chambersburg, Pa.; WCPs Tarboro, N. C.; WHL Hammond, La.; WISR Butler, Pa.; WJIG Tallahassee, Tenn.; WLAQ Rome, Ga.; WOTW Nashua, N. H.; WPTF (and aux.) Raleigh; WRFD Worthington, Ohio; WRRZ Clinton, N. C.; WTOB Winston-Salem; WTPS New Orleans; WVLN Olney, Ill.; WSHS Shelby, N. C.

Hearing Designated

Jennings Bestg. Co. Inc., Jennings, La.—Upon petition of Calcasieu Bestg. Co., designated for hearing application of Jennings Bestg. Co. Inc. for new station 1490 kc 250 w unl. and made KLC Lake Charles, La. party to proceeding.

Sandusky Newspapers Inc., Sandusky, Ohio—Upon petition of WTOD Toledo, designated for hearing application of Sandusky Newspapers Inc. for new station 1570 kc 250 w D and made WTOD and WAKI Sandusky parties to proceeding.

Central Ohio Bestg. Co., Gallon, Ohio—Designated for hearing application for new station 560 kc 1 kw D DA and made following parties to proceeding: WIND Chicago; WJLS Beckley, W. Va.; WCPM Middlesboro, Ky.; WKRC Cincinnati and WKBN Youngstown, Ohio.

WCLF Clearwater, Fla.—Designated for hearing application for transfer of control from Houston Cox Jr. and M. L. and S. L. Rosenzweig to Dr. William T. Watson.

Extension Granted

KFXJ Grand Junction, Col.—Granted 30 day extension to operate with reduced power.

ACTIONS ON MOTIONS

(By Commissioner Sterling)

KTVU Portland, Ore.—Denied petition requesting that its application for extension of completion date of TV station be dismissed without prejudice.

Logan Bestg. Corp., Logan, W. Va.—Granted petition for extension of time to file opposition to petition of WHIO Dayton, Ohio; time extended to Oct. 24.

Colonial Bestg. Co. Inc. and WHIT New Bern, N. C.—Granted petition requesting dismissal without prejudice its application and on Commission's own motion removed from hearing docket application of WHIT.

The First Nat'l Bank of Montgomery and Margaret Covington Milwee, executors of Estate of G. W. Covington Jr., Deceased.—Granted petition requesting that applications of G. W. Covington Jr., Gadsden, Ala. for renewal of license of GWGD and for CP be amended to change name to The First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased.

Wake Bestg. Co. Raleigh, N. C.—Granted petition requesting dismissal without prejudice its application.

WMEX Boston—Granted petition for extension of time to file reply to exceptions of General Counsel re applications for renewal of license and transfer of control of WMEX.

(Continued on page 79)

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THE WEATHER IN SIMPLE TERMS

U. S. Weather Bureau Presents Co-Op Show on FM

THE United States Weather Bureau has taken to the network airways in its continuing efforts to get more weather information to the general public. Latest development at the Broadcast Television Unit of the Weather Bureau in Washington is the creation of a 10-minute program which not only serves the purpose of disseminating this much needed public information, but also presents a salable vehicle for stations carrying the feature.

Offered for co-operative sponsorship locally, the new program originates at 6 p.m. (EST) daily from the Weather Bureau's own studio in Washington and is fed to the Continental FM Network through the facilities of WASH (FM) Washington. Success of the feature is evidenced in the fact that since offered for sponsorship it has been sold in five of the markets carrying it, according to Larry Carl of the Continental Network.

Under the supervision of James C. Fidler, chief of the Broadcast Television Unit, the program features a new technique in weather reporting—bringing the listener a complete resume of the weather over a wide area of the country in

very plain language, but in sufficient detail to convey the picture to either the experienced meteorologist or the layman.

Utilizing the extensive material from all the units of the central office of the Weather Bureau, it is possible to prepare much more detailed and up-to-the-minute reports—and at less expense—than could be done in smaller local offices. The program itself does not include any forecasts. At the end of the general resume, on cue—"and now for the forecast for your own vicinity"—each station leaves the network and the local announcer presents the forecast for that area.

The program is offered to all members of the Continental Network and to any station in an area not serviced by the network. Outlets carrying the feature: WASH (FM) Washington; WEPM-FM Martinsburg, W. Va.; WKOK-FM Sunbury, Pa.; WQAN-FM Scranton, Pa.; WACE-FM Chicopee, Mass.; WBIB (FM) New Haven, Conn.; WMFM (FM) North Adams, Mass.; WFMD-FM Frederick, Md.; WXHR (FM) Cambridge, Mass., and the high-powered Armstrong stations, W2XMN and W2XEA, in New York.

SARTAIN NAMED

Heads Chesapeake AP Unit

DENIS SARTAIN, news director of WWDC-AM-FM Washington, has been elected president of the Chesapeake AP Radio Assn.,



Mr. Sartain

succeeding William Hardy, news director of WFMD Frederick, Md. He was elected at the organization's annual meeting in Baltimore Oct. 19.

Also named to offices of the association, which comprises stations in Maryland, Virginia and District of Columbia, were Matthew Warren, program director, WEAM Arlington, Va., and Fred Hinkle, news editor, WCUM Cumberland, Md., first and second vice president, respectively. Meeting featured a clinical discussion of national and regional radio news coverage.

NARND MEET

UN Tour Is Planned

A TOUR of the United Nations organization at Lake Success is scheduled in pre-convention plans of the National Assn. of Radio News Directors. The news directors will hold their annual session Nov. 11-13 in the Commodore Hotel, New York. [BROADCASTING, Oct. 24.]

The tour has been set for Thursday, Nov. 10, at the invitation of United Nations' officials headed by Benjamin Cohen, assistant secretary general for public information. Convention-bound newsmen will have an opportunity to see the United Nations organization at work and to talk with UN personalities.

The UN Public Information Div. is making plans to accommodate the news directors who will report to the public information desk to begin their tour. Facilities for wiring stories to home stations will be available at press headquarters.

AFM-AGVA FIGHT

Trial Set for Nov. 9

AMERICAN Federation of Musicians last week won an early round skirmish in its fight with American Guild of Variety Artists when the latter union failed to obtain a temporary injunction restraining the AFM from interfering with the guild.

At the same time, trial of the case was set for Nov. 9 by New York Supreme Court Justice Samuel H. Hofstadter, who deplored that the two AFL unions could not settle their differences amicably. AGVA's action contends that AFM interfered in its jurisdiction by ordering members of AFM to quit AGVA.

News



JACK LAFLIN, formerly with WBEC Pittsfield, Mass., and KVFJ Ft. Dodge, Iowa, joins WSSV Petersburg, Va., as sports director and play-by-play announcer.

HARRY AROUH, radio and journalism graduate of Ohio State U., and formerly with several Columbus, Ohio stations, joins news staff of KPRC Houston, Tex.

JOE THOMPSON, formerly of Radio Production Studios, Phoenix, Ariz., joins KHAS Hastings, Neb. as announcer-special events man.

TOM LESURE, member of news department of WCOP Boston, wrote article about his Caribbean trip which was used in Oct. 15 issue of *Saturday Review of Literature*. Article, titled "Caribbean Notebook," appeared in William Rose Benet's column, "The Phoenix Nest."

PAT FLAHERTY, for second consecutive year selected "Radio News" guest speaker at Student Activities Conference of Southeast Texas. Mr. Flaherty is director of news and special events for KPRC Houston, Tex.

CHET HUNTLEY, reporter and news analyst for KNX Hollywood and Columbia Pacific Network, leaves today (Oct. 31) for six weeks tour of Europe. During that time he plans to tape-record news and interviews in various countries including England, France, Germany, Italy, Austria, Switzerland, and possibly Yugoslavia, Czechoslovakia and Poland.

GORDON WILLIAMSON, sports announcer of CFRN Edmonton, Alta., re-elected to second term as president of Edmonton Sports Writers Assn. for 1950. He has been with CFRN for 15 years.

GROSS SALES

Avco, Admiral Decline

REFLECTING slow summer months and recessive tendencies occurring earlier in the year. Avco Mfg. Corp. reported \$26,853,869 in gross sales less discounts, returns and allowances for the quarter ended Aug. 31. For the quarter ended May 31 the figure was \$35,229,285.

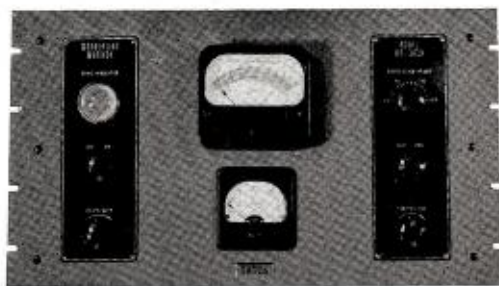
Admiral Corp. reported gross sales less discounts, returns and allowances for the quarter ended Sept. 30 of \$23,967,745.31. For the quarter ended June 30, 1949 the figure was \$29,597,308.31.

STATIONS of Intercollegiate Broadcasting System to carry *Harry James Show* sponsored by U. S. Navy for 14 weeks.

IMMEDIATE DELIVERY

MODULATION MONITORS

(FCC Approval 1556)



The popular Gates MO-2639 Modulation Monitor, fully F.C.C. approved, is now available from stock. Large 4" illuminated meter reads 0-110% modulation. Has high level monitoring amplifier self-contained that will operate a loud-speaker direct. Requires 19" by 10½" panel space. Price with self-contained power supply and tubes, \$295.00.

GATES RADIO COMPANY

Quincy, Illinois, U.S.A.

WBAL
means business
in Baltimore

COURTROOM

Calif. Judges Would Ban Radio-TV

CONFERENCE of California Judges has voted to ban all radio and television from California courtrooms.

The ban was included in a "Canons of Judicial Ethics" adopted by the conference and published in the *Journal of the State Bar of California* last week. It is the first such code ever adopted formally by any state organization of judges in the U. S.

The section banning radio and television states:

"Proceedings in court should be conducted in an atmosphere of fairness and impartiality, and with dignity and decorum. The taking of photographs in the courtroom during court proceedings, or broadcasting, or recording for broadcasting, all or any part of a proceeding before a court by radio, television, or otherwise, is an improper interference with judicial proceedings and should not be permitted by a judge at any time."

California courts generally have long restricted the taking of photographs while court is in session. But judges have cooperated with newspapers in this regard by leaving the bench temporarily during sessions to allow for the taking of pictures. It is expected that this policy of cooperation will be continued and the inclusion of photographs in the new ban will have no effect on newspaper photographers' coverage of court cases. Which leaves only radio and TV actually banned from courtrooms.

Discrimination Felt

Reaction of California broadcasters to the ban was mixed. Generally, though, they felt the code was discriminatory and should be thoroughly examined, perhaps protested, by NAB and the Associated Broadcasters of California. Almost every broadcaster queried by BROADCASTING expressed a desire to hear from NAB President Judge Miller on the matter.

Generally they felt the ban was an outgrowth of the dispute during the Overall murder trial in Santa Ana, Calif., more than two years ago. That case was covered by a Santa Ana station without incident, but during the final days, when KFI

Los Angeles attempted to place a recording unit in the courtroom it was banned by the presiding judge.

KFI brought suit against the judge and lost. The court hearing the case held that the judge was completely within his rights in barring KFI from the courtroom on grounds it would upset the dignity and decorum of his courtroom.

John W. Elwood, general manager of NBC's KNBC San Francisco, agreed entirely with this line of reasoning when queried by BROADCASTING.

"I have no idea what NBC's policy is on this matter," Mr. Elwood said. "But personally I am opposed to any broadcasting from any court at any time. I am a firm believer in the British system, under which the evidence is presented to the jury alone."

Philip Lasky, vice president and general manager of KSFO-KPIX (TV) San Francisco, said he believes the code definitely is discriminatory and should not have held so unequivocally that the two media "should not be permitted by a judge at any time."

Rather, he said, the matter should be left up to the discretion of the judge in each individual case. Actually, he said, the ban is a slap at public service and therefore at the public itself, more than it is at radio and TV. Any broadcasting or telecasting from a courtroom would consist purely of public service on the part of the broadcaster or telecaster, he said.

Mr. Lasky said he would like to have the question of the ban taken up by the 15th district NAB meeting in San Francisco this December.

Arthur Westlund, general manager of KRE Berkeley and head of the California Broadcasters Assn., felt similarly. He said he would

bring the matter before the state's broadcasters.

Glen Shaw, general manager of KLX Oakland and NAB director for the 15th district, was less ready to take a stand on the measure without consultation with other broadcasters. He said, however, he felt there was no doubt that the matter would be thoroughly discussed at the forthcoming 15th district NAB meeting. He also said he would like to get the opinion of Judge Miller on the ruling. Mr. Shaw said his first reaction would be that the decision was discriminatory. He would favor allowing the judge to decide the matter in each individual case.

NEW chapter of Pi Alpha Sigma, professional advertising sorority, has been organized in the San Francisco Bay Area.

Thanks, CHUM

NINE staff members of CHUM Toronto have received pocket lighters from NBC and WTAM Cleveland, for their coverage of the disastrous fire on the steamship *Noronic* in Toronto harbor Sept. 17. The *Noronic* carried many Cleveland passengers, and CHUM flew recorded word description and running account of the fire and identification of victims to WTAM. Recipients of the pocket lighters were Rolly Ford, station manager; Larry Man, program director; Michael Hopkins, news editor; Phil Stone, sports director; announcers Bob Hall and Verne Hill, and engineers Ken Smith, Aurele Boisvert and Mel Lovell.



**\$230,600,000.00 IS A LOT FOR FOOD
BUT CENTRAL OHIO FOLKS LIVE WELL**

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**THE UNITED WOOLEN MILLS HAVE BEEN
SELLING THE WBNS MARKET FOR 25 YEARS**

—They say, "Ever alert to new and better means of telling our story to the public, we began exploring the possibilities of radio when the industry was in swaddling clothes. When WBNS opened in Columbus 25 years ago, we were among its first advertisers . . . and we have been broadcasting our story over that station without interruption, since then. Our Columbus store has enjoyed a most gratifying growth during the past quarter of a century, and we give due credit to WBNS for its contribution to that growth and success."

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ADVERTISING JOB IN CENTRAL OHIO**

If you want sales, results and profits in Central Ohio then you must have WBNS in your advertising picture . . . WBNS has the audience, 163,550 families who listen to this station in preference to all others. Here is the center of their life for entertainment and information. WBNS is their buying guide. Leading advertisers have the proof that they get greater results for less cost when they broadcast their sales message over WBNS.

**COVERS
CENTRAL OHIO**



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WBNS**

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ATTENTION AM FM & TV STATIONS

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WISMER SHOWS

Advertiser Increase 114%

NUMBER of advertisers on the ABC cooperative broadcasts of Harry Wismer's sport commentaries has increased by 114% in the past two months, the network announced last week.

Setting a new peak for the year to date, 92 advertisers now sponsor Mr. Wismer's quarter-hour programs, compared with 43 two months ago. Additional sponsors include automobile dealers and accessory stores as well as brewers, and department and clothing stores. Automobile dealers and accessory stores represent 32 of Mr. Wismer's sponsors, leading the classification groups.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. **Situation Wanted** 10c per word—\$1 minimum. **Help Wanted** 20c per word—\$2 minimum. All other classifications 25c per word—\$4 minimum. No charge for blind box number. One inch ads, acceptable, \$12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to **Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.** **BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.**

Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commission should total \$6,000 to \$12,000 per year depending upon individual. Write stating education, sales experience, references and photo. Box 847c, BROADCASTING.

250 w Mutual affiliate in growing southern town needs versatile experienced manager. Must be sober. Will sell 1/2 interest to right man. Give full information and references. Box 958c, BROADCASTING.

Experienced commercial manager new daytime regional in large north-central market. In reply give background, salary requirements and send picture. Box 15D, BROADCASTING.

Salesmen

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 818c, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references, education and photo. Box 848c, BROADCASTING.

Wanted—Small market salesman with proven record willing to live in and become a part of town of ten thousand. Preferably located now in southwest. We want a man who is after permanency and good money. One who is congenial and willing to work hard. Unusually attractive offer of base salary and commission to right man. Tell all in first letter. Box 11D, BROADCASTING.

Salesman for kilowatt daytime. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. Write Box 38D, BROADCASTING.

Announcers

Combination announcer-engineer, strong on announcing, attractive offer with southern daytime independent wanted at once. Send disc and information. Box 16D, BROADCASTING.

W. Va. NBC outlet wants announcer of some experience. Prefers young single man, ambitious to get to the top. Send complete details and photograph. Box 18D, BROADCASTING.

Combination announcer-engineer (3). Southeastern city of 12,000. Nice place to live, economical. If you've had good experience \$50.00 weekly. Audition disc, photograph and background required. Box 46D, BROADCASTING.

Two experienced combination men. Ac-cent announcing. One acquainted copywriting, sports; one programming, copywriting. Southern city, 40,000. Send disc, photo, expected salary. Box 61D, BROADCASTING.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is permanent job with progressive ABC affiliate in south's largest city. References will be checked. State minimum starting salary. Send personal data sheet listing all prior radio and allied experience plus audition disc. Glenn McCarthy Enterprises, KXYZ, Houston, Texas.

Staff announcer, must be experienced, able to handle staff work and news. Willing to grow with progressive station. Sober, dependable, willing to work with others. Send complete information, photograph and audition disc to Radio Station KHMO, Hannibal, Mo.

Help Wanted (Cont'd)

Technical

Wanted—Engineer-announcer, 50 hour week, good living conditions. Send full particulars in first letter. Opportunity for right man. Box 948c, BROADCASTING.

Have immediate vacancy for combination chief engineer-announcer. Salary and conditions excellent. Station KHUB, Watsonville, Calif.

Production-Programming, others

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced as program director at small station. Must be able build and produce saleable local programs, handle special events and operate local news bureau. State qualifications and salary requirements. Box 23D, BROADCASTING.

For network station in California prolific writer of commercial copy that sells. Some announcing ability. Experience in small market essential. Salary commensurate with ability. Box 31D, BROADCASTING.

Young lady experienced bookkeeping, correspondence, traffic, copy, capable handling women's programs. Southern city, 40,000. Send disc, salary, expected. Box 62D, BROADCASTING.

Experienced copywriter wanted, able to handle all types of accounts, women preferred. Must be efficient and able to write copy speedily. Send complete information, photograph and sample copy to Radio Station KHMO, Hannibal, Mo.

Wanted—Continuity chief. Experienced copywriter capable writing commercial and mail pull copy with ability directing department. Offering permanent position with opportunity. Station very commercial, 5000 watt fulltime, MBS affiliate. Write Manager, KSAL, Salina, Kansas.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Good managers are hard to find. Young, married, hard working commercial manager desires manager's position. Over 5 years radio in every position from bottom to top. Prefer south. Consider commercial manager offers. Complete story on request. Box 28D, BROADCASTING.

Currently employed station manager, 15 years radio experience all departments, desires change. Reason gladly supplied on request. 125 N.W. 15th, Aberdeen Apt., #203, Oklahoma City, Oklahoma.

Man with twenty years all-round experience wants to make change. Prefer small market. Box 36D, BROADCASTING.

Fifteen years background guarantees you an effective managership. Dependable family man with the best references. Heavy on sales and strict economy in operation. Complete knowledge of all radio phases. Box 41D, BROADCASTING.

Manager, alert, versatile for 250 watt, 7 yrs. ann.; eng. program, copy, sales. Family man, 29. Will offer ideas, economy and plain hard work for manager opportunity. Money secondary, the opportunity's the thing. Box 48D, BROADCASTING.

Assistant manager, 27, married desires security plus equitable return for services rendered. Five years experience as a supervisor of production, sales, programming, copy and announcing. Box 50D, BROADCASTING.

Situations Wanted (Cont'd)

Hard-sell manager or commercial manager available November 1st. Sober, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particularly interested in television opportunity. Please give complete details in reply to Box 70D, BROADCASTING.

Good station manager who knows sales, continuity and programming is open for position starting Nov. fifth. Excellent record and best references. Write, wire N. L. Royster, Station WBUY, Lexington, N. C.

Salesmen

Experienced salesman with radio background desires position with progressive station. Good references. Box 967c, BROADCASTING.

Salesman, seven years experience in commercial radio. If you're looking for a real go-getter, drop me a line. I guarantee results. Can go anywhere. Box 12D, BROADCASTING.

Salesman, experienced, ambitious, fine appearance, college, best references. Write stating proposition. East. Box 66D, BROADCASTING.

Announcers

Hello again. See my ad last week? I'm still looking. Are you progressive? Live? Want higher profits? and greater sales? Then let me build a disc show for you. I've done it, you know. At two western indies. And we've all made money. But there's more to this life than "just money." Like education, experience, prestige, and time for relaxation. Just to mention a few. I'm with a good station. No quality; just quantity. Grips after a year. I'd rather concentrate; but the fees here aren't that high. Tell me what you want. Drop me a line. I'll answer your questions promptly. Box 846c, BROADCASTING.

Announcer—University radio graduate. 15 months announcing with emphasis on news and sports. Sincere commercials. Newspaper experience. 23, married, available immediately. Box 940c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience. 24, family man. Box 953c, BROADCASTING.

Straight newsmen. Presently employed in 5 kw operation. Ten years in radio news. Want affiliation with live wire newsmen in large western or midwestern city. Hoopers and disc available upon request. Journalism BA. Box 959c, BROADCASTING.

Versatile staff announcer. 3 years experience, presently employed. Single, sports desired. Experienced basketball play-by-play. \$50 plus game talent. Box 961c, BROADCASTING.

Congenial—Experienced chief announcer with first class license. Capable newsmen. Good news pull also. disc shows. Presently with net affiliate, 29, single. Box 71D, BROADCASTING.

Announcer-writer. News, commercials, music. MA in English. Amateur acting experience. No formal experience but very capable. Will locate anywhere. Box 81D, BROADCASTING.

Combination man with emphasis on announcing and disc jockeying, wishes employment with station in fairly large town. Experienced in all phases small station operation. Ad lib remotes, quizmaster, theatre etc. 1 1/2 years morning man. Friendly. Sincere delivery. Prefer southern clime, but all offers considered. Married (no kids). Car. Two week availability. Write all to Box 10D, BROADCASTING.

Attention: Stations in southwest. Announcer, presently employed 1 kw independent. 24 years experience. Desires radical change from present setup. Bass voice, strong on news, commercials, hillbilly shows. Do baseball play-by-play, local interest shows. Would like to study program directing. 27, married, sober, no floater. All replies answered. How about a break. Box 22D, BROADCASTING.

Conscientious announcer offering more than the average. Comprehensive knowledge of music and its programming. Intelligent rendition of news. Qualified for special events and sports broadcasting. More than six years experience including production and announcing. Formerly with key network station, network affiliate, and leading independent. Married, university graduate, 24 years experience. Excellent references. Will travel for audition in response to equitable offer of permanent employment. Box 32D, BROADCASTING.

Situations Wanted (Cont'd)

Experienced play-by-play sports caster, staff, basketball, baseball, football, east. Box 27D, BROADCASTING.

Young announcer looking for first break. Graduate of leading radio school, can handle news, disc, commercials etc. Good voice, hardworker, willing to travel. Box 29D, BROADCASTING.

Sports caster. Experienced all phases. Outstanding recommendations. Currently employed. Seeking larger market. Box 35D, BROADCASTING.

Experienced announcer seeking position in midwest. Must be your commercial, news, record man with complete experience. Box 40D, BROADCASTING.

Announcer desires immediate change from metropolitan New York area station to progressive station in any location. Experienced all phases including play-by-play, all sports. Box 43D, BROADCASTING.

Experienced announcer presently employed in New York city as staff man. Desires immediate change. Legitimate reason. Married, dependable, permanent position with future only. Box 44D, BROADCASTING.

Announcer, experienced - news, commercial, disc. Available immediately. Anywhere. Photo, disc, references or request. Box 45D, BROADCASTING.

Desire position as announcer. Small station preferred. No experience. Recent graduate Manhattan School for Radio Announcers. Box 47D, BROADCASTING.

Combination—Can stand alone on ann.; eng., program and copy, some sales, 7 yrs. experience. Will anyone pay \$90 a week? Presently employed, 29, family, sober, conscientious, curious. Box 49D, BROADCASTING.

Announcer with two years of actual experience in all phases of broadcasting, emphasis on play-by-play and was educated in a leading university school of journalism desires a job with security and offers something for the future with a decent salary. Box 53D, BROADCASTING.

Announcer-engineer, 1st class phone, two months board experience. Graduate leading announcing school. Will travel, south, east, midwest. Disc available. Box 55D, BROADCASTING.

Experience is what you want—I have it. Announcer, production man, 28, seeks permanent staff spot. Will travel. Disc, resume available. Box 56D, BROADCASTING.

Combination announcer-engineer with 5 years experience wishes position as program director, engineer or announcer-engineer. Presently employed as program director. What do you have to offer? All replies answered. Box 65D, BROADCASTING.

Good announcer, news, copy, advertisement, operation my meat. Single, 25. Will travel. Box 68D, BROADCASTING.

Combination announcer-Licensed technician. Experienced 250 to 10 kw. AM-FM, presently employed, married. \$6/VIK, 100 Terracita, San Francisco, Calif.

Announcer, young, married, graduate of leading radio school. Can handle commercials, news, disc shows, etc. Some experience. Singer, popular and musical comedy. Photo and disc available. Thomas McHale, 3752 Spencer Ave., Cincinnati, Ohio.

Need experienced announcer? 1 1/2 years staff KUSC-FM Los Angeles. News, concerts, popular music. Operate console. Four years college, married. Disc, photo. Chas. E. Springer, 146 E. 83 St., Los Angeles, Calif.

Announcer-writer, three years experience topflight radio school. Commercial announcing, adlib, vet. married. Disc and photo available. David West, 3621 N. Richmond, Chicago, Ill.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief, kilowatt, desires change to progressive station in same capacity. Experienced AM-FM. Married. Box 929c, BROADCASTING.

Chief engineer and program director of 3 kw FM station desires employment in Arizona, Nevada, New Mexico or Texas. Both of us have had previous experience in AM stations and both have a car. Must have two weeks notice. Reason for change of employment sent upon request. Box 6D, BROADCASTING.

Situations Wanted (Cont'd)

Control engineer. Married, first phone desires permanent position progressive station. Experience remotes, console, recordings, transmitter operation and maintenance. All offers considered. Box 9D, BROADCASTING.

Engineer—Age 23, single, car, will travel. One year experience all phases 250 watt Mutual. Six months one kilowatt including remotes, studio, recording, construction work. Prefer midwest. Available immediately. Box 17D, BROADCASTING.

Technician—Single, 23. First phone, second telegraph, inexperienced. Available immediately. Box 19D, BROADCASTING.

First class radio telephone operator. Graduate of technical school in AM, FM, TV. Desire position in broadcasting free to travel. Box 21D, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. \$80 week minimum. Box 25D, BROADCASTING.

First phone, veteran, 25. Experienced transmitter engineer, also some remote and combination work. Will travel anywhere. Box 30D, BROADCASTING.

Chief engineer, fully experienced, construction, AM-FM. Can announce. Box 33D, BROADCASTING.

Combination engineer-announcer, experienced AM-FM. Best references. Box 34D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes, car, married. Box 31D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 57D, BROADCASTING.

Engineer, first phone, single, car, will travel. Graduate FM-TV communications desires permanent position. Box 58D, BROADCASTING.

Engineer, licensed, Experience transmitter and console operation, maintenance, remotes. Minimum \$45. Box 60D, BROADCASTING.

Engineer, two years transmitter, remote experience, Graduate RCA Institutes, NYC. Enrolled in CREI correspondence course. Army radar experience. Willing to travel. Box 64D, BROADCASTING.

Young man, 2nd class phone license desires permanent job in broadcasting station. Location not important. No experience. Box 67D, BROADCASTING.

Engineer experienced remotes, recording studio. Permanent position desired New York, Pennsylvania. Will consider combination. 2614 Monterey, Atlantic City, N. J.

FCC, 1st class radiophone. College and technical school graduate. Will answer replies promptly. Philip Atlas, 373 Grand St., Brooklyn, N. Y.

Engineer—Radiotelephone first, married, car, will travel anywhere, dependable, sober. Want permanent location, can announce. Pay secondary, available immediately. V. P. Bochenko, 58 Concord St., Johnson City, N. Y.

Wanted engineering or combination job. Some engineering experience. Travel anywhere. 22, single. Chris Ten Brook, 234 N. Emporia, Wichita, Kans. Ph. 79872.

First class operator. Young, Do not smoke or drink. Graduate of E.R.T.I. Omaha. Eugene Brown, Alden, Iowa.

Holder of first class license. Willing to travel. Young vet, married. Anthony De Sola, 205 Second Ave., New York, N. Y.

Immediately available, five years engineer. First class, without car. Forty five minimum. Apartment Four, 214 Seymour St., Syracuse 4, N. Y.

Engineer—Chief experience AM-FM. Reliable, efficient. Family man, will travel. Best references. C. Morgan, 3510 Fourth Ave., Beaver Falls, Penna.

Situations Wanted (Cont'd)

Production-Programming, others

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

News writer-competent reporter, experienced broadcaster, EX-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867C, BROADCASTING.

Sports director, experienced, all sports. Promotionally active. Also in charge publicity, promotion. Can handle straight announcing. Single. College grad. Will travel. Let disc and background tell story. Box 13D, BROADCASTING.

Situations Wanted (Cont'd)

Cinderella, Aladdin . . . witches brew, tales for children . . . adults too. How 'bout it, need a gal experienced in continuity, story telling, fashions, acting? Then let's meet at Box 14D, BROADCASTING.

I'm looking for a good program job where I can put to use my ten years experience in programming and five years in sales and administration. Box 37D, BROADCASTING.

Young woman, experienced in managing traffic and secretarial work. Dictation speed 150, typing speed, 75. Box 69D, BROADCASTING.

Stop—Washington, D. C. and surrounding area. College, veteran, 25, sincere, single. Looking for future with AM or TV station. Cooperative and no floater. Can you help me? Personal interview. Box 71D, BROADCASTING.

Television

Technical

Experienced television camera man desired position in midwest. References furnished upon request. Box 54D, BROADCASTING.

TV engineer grad. 2 yrs. 10 yrs. CW transmitters desires AM-FM-TV transmitter operation. Single, own car, will travel eastern seaboard. First phone, J. Kirkman, 260 Baldwin Road, Hempstead, N. Y.

Production-Programming, others

Assistant director, floor manager, radio, 4 years program director, music director, announcer. Theatre 13 years; all phases. Education; college graduate, TV school. Will travel anywhere. Box 20D, BROADCASTING.
(Continued on next page)



NEW

I'LL TRAIN YOU FOR YOUR FCC LICENSE

A Federal Communications Commission Commercial Operator's License puts you in line for a good job in Radio or Television Broadcasting, Police, Marine, Aviation, Two-way, Mobile or Micro-wave Relay Radio.

YOU BUILD THIS TRANSMITTER

with parts I send. This low-power broadcasting transmitter shows you how to put a station "on the air." You perform procedures demanded of Broadcast Station operators, make many practical tests.

LEARN COMMUNICATIONS

by PRACTICING at Home in Spare Time

with MANY KITS of MODERN EQUIPMENT I SEND



MY COURSE INCLUDES TELEVISION

Ever think HOW FAST Radio Television Stations are changing, developing, growing? Have you considered what this amazing progress can mean to you?

In 1915, there were 943 Broadcasting Stations. Today 2,694 are on the air! Result—THOUSANDS OF QUALIFIED MEN STEPPED INTO GOOD JOBS. Only 13 Television Stations were on the air in 1947. Today there are more than 50 and experts say there will be 150 in a few months, 1,000 within three years. That means thousands of well-paid jobs for trained Operators and Technicians. Then add development of FM, Two-way Radio, Police Marine, Aviation and Micro-wave Relay Radio! Think what all this means! New jobs, more jobs for beginners! Better jobs, better pay for experienced men!

Are you a beginner who wants steady work in this growing field? My NEW course can help you get an FCC License and prepare for the job you want. Are you a man with some training in Radio or Radar, or a

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Mail coupon now for facts about my NEW, intensely practical course in Radio-Television Communications. Let me send you FREE books. Read outlines of 78 lesson texts written for you by leading Communications experts, edited by my practical staff. See the nine big Kits of Parts I send that "bring to life" theory you learn. Read about the Transmitter you build and operate, about the Electronic Multimeter you get. All equipment yours to keep. My BRAND NEW course includes BOTH Theory and Practical Experience, with result-getting kits, in Radio-Television Communications. It's backed by N.R.I.—world's oldest and largest home-study Radio school.

See what my NEW course is like. Find out how I get you ready for a brighter future, better earnings, more security in Radio-Television. Send coupon now in envelope or paste on penny postal. No obligation. No salesman will call. My books tell full story. J. E. SMITH, Pres., Dept. 9KR2, National Radio Institute, Washington, D. C.

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I TRAINED THESE MEN

Chief Engineer Station WORD

"I am now Chief Engineer of Radio Station WORD, in charge of four engineers. Over all I know about Radio to N. R. I."—C. J. BULDETE, Spartanburg, South Carolina.

Succeeds in Aviation Radio

"As Chief Operator of WMDU, had 6 Operators in my charge. Now Maintenance Technician with Signals CAA."—E. W. MAYER, San Juan, P. R.

Has Good Civil Service Job

"I hold a Radio-telegraph Second Class License with Radio telephone first class endorsement. Am now with Civil Service as a P-4 Electrical Engineer."—OTIS L. WHIGHT, Albuquerque, New Mexico.

Specializes in Marine Radio

"I have been in several kinds of Radio work. Am now specializing in Marine Radio telephone installations and service."—MURRAY DICUSON, Paducah, Kentucky.

VETERANS

GET THIS TRAINING WITHOUT COST UNDER G. I. BILL

Television (Cont'd)

Recent college graduate, 30 weeks TV production training major eastern network affiliate. TV production experience. Army radio CBS southwest network and Don Lee affiliate. 4 years college radio. A founder and executive of station. Interested in job in TV production or radio with TV possibilities. Box 52D, BROADCASTING.

TV or not TV? Good programming, direction and production man profits in TV. Our five-man production team, director and assistant, film editor, traffic and floor mgr. will give your station the results of experience, enterprise and teamwork. Can double on camera, audio, announcing, sales and publicity. Excellent TV background in all phases of production will give your organization a smooth and economical operation. Box 59D, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station, \$125,000. Broker. Box 830C, BROADCASTING.

Equipment

DuMont 224A oscilloscope, like new. Also BC348 receiver. Sell reasonable or trade for TV set. Box 39D, BROADCASTING.

250 watt GE-FM transmitter, GE station monitor, GE audio equipment and also 4 bay GE antenna, brand new. Please write for particulars, KFKM, San Bernardino, Calif.

RCA-FM transmitter, one kilowatt BTF-1C, Hewlett Packard 335B freq. and mod. monitor. Used one year, perfect condition. WCFL, Chicago, Ill.

Presto, K8, recorder in tip-top shape. First reasonable offer accepted. WICY, Malone, N. Y.

For sale—Two used RCA, vertical and lateral Universal transmitter pick-up kits, MI-4875-G in excellent condition, \$198.00. WKRT, Cortland, N. Y.

For sale: One Presto model Y4 recorder, new condition. One Amex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Two 6N Presto recorders with spiraling feeds. Two, 4A floor cabinets. Two, cases. Two, 1C heads. One, 85A Presto recording amplifier. One 40A Presto preamplifier. Two, 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 lines-in screws. Perfect working condition. All for \$750.00, F.O.B. Detroit. Two, 551-A Fairchild recording heads newly packed \$75.00 each. United Sound Systems, 3840 Second Blvd., Detroit.

Wanted to Buy

Equipment

Wanted. Four Western Electric 270-A tubes. Box 63D, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted by Radio Station WBBQ, Augusta, Ga. A speech input console—prefer WE 23 C to rent for 60 days.

Wanted to buy, late model 2 or more channel remote amplifier. Chief Engineer, WLIP, Kenosha, Wisc.

Wanted, RCA high fidelity cutter specify model and condition. Best price. Muscall, 214 West 42nd, N. Y.

Employment Service

Free to employers—RRR-Radio-TV Employment Bureau's screened employees. Write (without obligation), Box 413, Philadelphia, your requirements.

Situations Wanted

Managerial

General-Station Manager, now employed, 20 years experience, interested in investing in AM station and taking over active management. Successful operator with excellent record. Well known and respected in entire industry. State details in first letter.

BOX 42D, BROADCASTING

Announcer

ABILITY AVAILABLE SAVE MONEY... USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

**ANNOUNCERS DISC JOCKEYS
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS**

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

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Retain experienced media brokers with a nationwide service organization when you are buying or selling a radio property.

An individual buyer or seller is obviously limited by his personal contacts in the industry. A national organization, maintaining offices on both the east and west coast and in the middle west, acting as a confidential intermediary, assures both the buyer and the seller the benefits of choice contacts selected by means of a national survey. The preliminary work leading up to a sale is done on a confidential basis and the identity of the property is not revealed until negotiations have reached a definitely serious state.

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Exbrook 2-5672

WAGA COMPLAINT

Against CMCY Renewed

RENEWED petition was filed with FCC last week by Fort Industry Co.'s WAGA Atlanta requesting the Commission to take all possible action "to terminate at once the ruinous interference being received" from CMCY Havana, Cuba. Earlier bid for relief had been filed in late May [BROADCASTING, June 6].

WAGA indicated that if the condition were not corrected promptly it would encourage more Cuban stations to relax protection afforded other U. S. stations.

WAGA is a Class III station authorized to operate on 590 kc with 5 kw fulltime, directional, while CMCY is a special Class II station, authorized to operate on that frequency with 25 kw, directional, but required to suppress radiation in the direction of Class III stations having priority use of the frequency, the Atlanta station stated.

Under the terms of the North American Radio Broadcasting Agreement (Interim), CMCY was not specifically required to protect WAGA, but it was agreed at the



SURROUNDED by some 200 homemade birthday cakes, Jerry Strong, WINX Washington disc jockey, awaits his guests, six-year-old David Boggs, a polio patient at Children's Hospital, and the 144 youngsters at the hospital. Cakes were sent in by listeners after Mr. Strong, learning that David was having a birthday on the same day as his, asked them to help give a surprise party for David and the other youngsters. Mr. Strong said the response also was a surprise to him.

NARBA engineering conferences that protection afforded WKZO Kalamazoo, Mich., "would be sufficient to afford a reasonable degree of protection" to WAGA since the latter lies in nearly the same azimuth from Havana.

The Fort Industry outlet indicated the interference condition has heightened since the directional array of CMCY was destroyed in a hurricane and has failed to be re-instated. WAGA petitioned FCC to call upon the State Dept. to instruct the American Ambassador to enter "a strong protest" with the Cuban Government, both directed at the Foreign Office and the Presidential Palace.

"Failure on the part of the American Government to deal forcefully and successfully and promptly with this matter will serve not only to allow to continue broadcasting operations in Cuba in direct derogation of the spirit of international treaties, but it will serve to encourage other Cuban stations to likewise fail to protect United States stations on other frequencies, thus resulting in further serious losses to American broadcasters," WAGA said.

Television

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CROSBY SHOW

Alaska Outlets Included

LIGGETT & MYERS Tobacco Co., New York, has extended its sponsorship of the CBS *Bing Crosby Show* to cover the facilities of the Alaska Broadcasting System. The program, aired on CBS Wednesday, 9:30-10 p.m., is now carried on KFQD Anchorage, KFRB Fairbanks, KINY Juneau and KTKN Ketchikan.

Coca-Cola Co. two weeks ago extended its *Bergen and McCarthy* program to Alaska.

Newell-Emmett is the L & M agency.

FCC Actions

(Continued from page 72)

Decisions Cont.:

WCAR Pontiac, Mich.—Granted petition for extension of time to file exceptions to proposed decision re its application and that of UAW-CIO Bestg. Corp., Detroit. Time extended to Oct. 31.

(By Examiner Litvin)

WISE Asheville, N. C.—Granted petition for leave to amend application to show interference proposed operation may be expected to cause WCYB Bristol, Tenn., if conductivity factor of 1.5 x 10⁻¹⁴ e.m.u. (as shown by Commission's conductivity map) is used; and also so as to reduce maximum expected operating value of proposed station in direction of WCYB. Dismissed petition insofar as it requests removal of application from hearing docket.

WCTT Corbin, Ky.—Granted petition for continuance of consolidated hearing on its application and that of WISE Asheville, N. C.; hearing continued to Jan. 2, 1950.

WOW Omaha, Neb.—Granted motion for additional time to file proposed findings re application of Idaho Radio Corp., Idaho Falls; time extended to 11-7-49.

(By Examiner Hutchison)

Lamar County Bestg. Co., Paris, Tex.—Granted motion for continuance of hearing re application for CP; hearing continued to 12-7-49.

(By Examiner Resnick)

WJOC Jamestown, N. Y.—Granted motion for extension of time to file proposed findings re application for CP; time extended to Oct. 25, 1949.

BY THE SECRETARY

Charles R. Love, Area of Calexico, Calif.—Granted license for new remote pickup KA-3543.

WMAL-TV Washington, D. C.—Granted license new commercial TV station: ERP-vis. 22 kw, aural 12 kw, to 5-10-50; WDEL-FM Wilmington, Del., to 2-22-50; WBMS-FM Boston, to 5-29-50; KOIN-FM Portland, Ore., to 1-15-50; WMOR Chicago, to 4-1-50; WAAF-FM Chicago, to 1-14-50; WTIM Taylorville, Ill., to 12-15-49; WJCD Seymour, Ind., to 11-18-49; WONT Oak Park, Ill., to 2-28-50 (on cond. that construction be completed or interim operation provided by that date); KMJ-FM Fresno, Calif., to 11-10-49; WNOW-FM York, Pa., to 1-1-50.

WCTW New Castle, Ind.—Granted license covering changes in existing FM station. Chan. 273 (102.5 mc.), 4 kw, 255 ft.

Rawlins Bestg. Co., Rawlins, Wyo.—Granted license for new remote pickup KOA-421.

WMBR-FM Jacksonville, Fla.—Granted mod. CP for extension of completion date to 12-15-49.

KFAC-FM Los Angeles—Granted mod. CP for extension of completion date to 5-16-50.

Midland Bestg. Co., Kansas City, Mo.—Granted mod. CP KA2XAQ for extension of completion date to 1-1-50.

WBAB Atlantic City—Granted license install new vertical ant. and mount TV and FM ant. on top of AM tower.

KFDW Helena, Mont.—Granted license new standard station 1340 kc 250 w unl.

KGAR Garden City, Kan.—Granted license new standard station 1050 kc 1 kw D.

WCEN Mt. Pleasant, Mich.—Granted license new standard station 1150 kc 500 w D.

WCPO-FM Cincinnati—Granted license new FM station Chan. 286 (105.1 mc.), 10 kw, 650 ft.

WBAC Cleveland, Tenn.—Granted license install new trans.

WGAL Lancaster, Pa.—Granted license mount TV ant. on AM tower.

KSMN Mohawk Bestg. Co., Mason City, Iowa—Granted mod. license change studio location.

LaGrange Bestg. Co. LaGrange, Ga.—Granted CP new remote pickup K11-251.

WQBC Vicksburg, Miss.—Granted CP install new trans.

WTSV-FM Claremont, N. H.—Granted assignment of license to Granite State Bestg. Co. Inc. No monetary consideration.

WIBC Indianapolis—Granted voluntary assignment of license and CP to WIBC Inc. No monetary consideration.

WICA-AM-FM Ashtabula, Ohio—Granted voluntary transfer of control of licensee corporation (64.8% of outstanding capital stock) from Robert B. Rowley and Donald C. Rowley (brothers), executors of estate of C. A. Rowley (deceased), to themselves individually, share and share alike. No monetary consideration.

KNEM Nevada, Mo.—Granted license new standard station 1240 kc 250 w unl.

WJIM Lansing, Mich.—Granted CP change trans. and studio locations; to employ supporting tower of WJIM-TV as vertical radiator for standard operation.

WJIM Inc. Oakland County, Mich.—Granted CP new exp. TV relay KQA-696.

BY COMMISSION EN BANC

SSA—Denied

KBUD Athens, Tex.—Denied SSA to operate on 1410 kc with 100 w N.

Modification of CP

KLMS Lincoln, Neb.—Granted mod. CP make changes in DA-D change studio site and change type trans. subject to whatever interference may be received from KANS Wichita, Kan.

Extension Granted

KELA Centralia, Wash.—Granted authority to operate with reduced power for additional 30 days pending receipt and action on application for mod. CP install new trans. and pending regular operation in accordance therewith.

KTXN Austin, Tex.—Granted request to remain silent for additional 30 days pending reorganization and refinancing.

CP to Replace CP

KGIB Bremerton, Wash.—Granted CP to replace expired CP for new station 1540 kc 1 kw D, subject to eng. cond.

October 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSFL Springfield, Mass.—Mod. CP new AM station for extension of completion date.

WNLC-FM New London, Conn.—Mod. CP new FM station for extension of completion date.

License for CP

WPBC Minneapolis—License to cover CP new AM station.

KIBL Beville, Tex.—Same.

CP to Replace CP

WLET-FM Toccoa, Ga.—CP to replace expired CP for changes in FM station.

TENDERED FOR FILING

Modification of CP

WKYB Paducah, Ky.—Mod. CP change from 570 kc 1 kw D to 570 kc 1 kw-D 500 w-N unl. DA-DN.

APPLICATION RETURNED

WHAR Clarksburg, W. Va.—RETURNED Oct. 21 application for license renewal.

October 25 Applications . . .

ACCEPTED FOR FILING

Modification of License

KGBS Harlingen, Tex.—Mod. license change studio location.

Modification of CP

KCBS San Francisco—Mod. CP change frequency etc. for extension of completion date.

KSFO San Francisco—Same.

TENDERED FOR FILING

AM—690 kc

KEPO El Paso, Tex.—CP increase D power from 5 kw to 10 kw and modify DA.

October 26 Applications . . .

ACCEPTED FOR FILING

License for CP

WSBA York, Pa.—License to cover

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 27

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,055	2,019	201		340	261
FM Stations	742	469	342	*9	51	30
TV Stations	87	22	90		352	182

* 5 on air

Docket Actions . . .

FINAL DECISIONS

Announced decision granting application of KGGF Coffeyville, Kan., now operating 690 kc 50 w-night 1 kw-day and permittee for 1 kw fulltime directional-night, for modification of permit to operate 690 kc 5 kw-night 10 kw-day fulltime, make changes in directional array; granting application of KELD El Dorado, Ark., to change from 1400 kc 250 w fulltime to 690 kc 1 kw fulltime, directional night; both grants subject to engineering conditions. Decision denied application of KGKB Tyler, Tex., to change from 1490 kc 250 w unlimited to 690 kc 1 kw-night 5 kw-day, directional fulltime. See story BROADCASTING, Oct. 24, Decision Oct. 21.

Announced decision and order granting application and associated petition of Radio Modesto Inc., Modesto, Calif., for new station 1360 kc 1 kw fulltime directional night. Decision Oct. 21.

Announced decision and order granting application of WCMW-AM-FM Canton, Ohio, transfer of control from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal G. Lister and Merlin R. Schneider to S. L. Huffman

CP change frequency etc. WRCO Richland, Wis.—License to cover CP new AM station.

Modification of CP

WKYB Paducah, Ky.—Mod. CP change frequency to 570 kc etc., to change hours from D to unl. with 500 w-N 1 kw-D DA-DN.

WOC-TV Davenport, Iowa—Mod. CP new commercial TV station for extension of completion date to Feb. 2, 1950.

WLWD(TV) Dayton, Ohio—Same to June 4, 1950.

TENDERED FOR FILING

AM—1170 kc

KLOK San Jose, Calif.—CP change hours from D to unl., install DA-DN.

Modification of CP

WKMH Dearborn, Mich.—Mod. CP change from 1310 kc 1 kw unl. DA-N to 1310 kc 1 kw-N 5 kw-D unl. DA-DN.

SSA—730 kc

WACE Chicopee, Mass.—SSA change from 1 kw D to 1 kw unl. DA-N for period ending 11-1-51.

SSA—1540 kc

KLKC Parsons, Kan.—SSA operate after local sunset with 100 w on irregular schedule to broadcast night sport events for 6 mo.

and K. B. Cope. See story BROADCASTING, Oct. 24, Decision Oct. 21. Announced decision granting license renewal to WPAB Ponce, P.R. See story BROADCASTING, Oct. 24, Decision Oct. 21.

OPINIONS AND ORDERS

Announced order denying petition of Belvedere Bestg. Corp., Baltimore, for grant by simple order of its applications for new station 1400 kc 250 w unlimited. Order Oct. 21.

Adopted order granting in part petition by KMPC Los Angeles, WJR Detroit and WGAR Cleveland for additional time to file motion to license issues in renewal proceeding; time extended to close of business Nov. 7. See story this issue. Order Oct. 24.

Non-Docket Actions . . .

AM GRANTS

Plainview, Tex.—West Texas Broadcasters Inc., granted 1570 kc, 250 w daytime; estimated cost \$25,050. Principals: Ed Holmes, farming and insurance, 40%; Byron A. Robertson, farming, 20%; Robin Baker, 55% owner Baker-Fleming Flash Gas Co., and 30% owner Baker Hardware, 40%. Granted Oct. 24.

Portsmouth, Ohio—Portsmouth Broadcasting Co., 1260 kc, 1 kw unlimited, directional. Estimated cost \$46,500. Firm is equally owned by: Marshall L. Rosen, station director WSAZ Huntington, W. Va., president; Lawrence H. Rogers II, director of sales promotion WSAZ, Secretary-treasurer, and William C. Campbell, vice president. Granted Oct. 24.

Brattleboro, Vt.—Granite State Broadcasting Co. Inc., granted 1450 kc, 250 w, unlimited; estimated cost \$10,085. Principals: William J. Barkley, executive vice president Collins Radio Co., Cedar Rapids, Ia., president 35%; H. Scott Kilgore, sales representative, Collins Radio Co., vice president 20%; William F. Rust Jr., general manager Radio-Industrial Engineering Co. Inc., Goffstown, N. H., treasurer 41.7%; John J. Rogan, patent attorney, New York, 3.3%. Granted Oct. 24.

Bedford, Va.—Bedford Broadcasting Co., granted 1490 kc, 250 w, unlimited; estimated cost \$23,847. Principals: Addison P. Marsh, engineer WWOJ Lynchburg, president 2%; James E. Synan, student, vice president 2%; Kenneth I. Duffin, secretary 2%; Robert C. Owen, treasurer 2%; Robert C. Atherholt, 50% owner Hampton Looms of Virginia, 28%; Ludwell A.

(Continued on page 80)



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WFMJ

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ASK HEADLEY REED

FCC Roundup

(Continued from page 79)

AM Grants Cont.:

Strader, president Strader-Taylor Investment Bank Inc., 18%; Gordon L. Synan, general manager Hampton Looms of Virginia, 28%; Constance I. Marsh, owner of a real estate business, 18%. Granted Oct. 24.

Bad Axe, Mich.—Saginaw Broadcasting Co., granted 1540 kc, 250 w daytime, estimated cost \$2,500. Applicant is licensee of WSAM-AM-FM Saginaw, Mich. Transmitter tower and monitor removed from WSAM will be used as well as other equipment on hand accounting for low construction cost. Granted Oct. 24.

Cobleskill, N. Y.—Schoharie County Community Service Bstg. Corp., granted 1420 kc, 1 kw daytime only. Estimated cost \$28,000. Principals: Sharon Maubs, attorney and former New York district attorney, president 51%; seven others each hold 8.33%, including F. Walter Bliss, attorney and former New York Supreme Court justice. Granted Oct. 24.

WAFB Baton Rouge, La.—Modern Bstg. Co. of Baton Rouge Inc., granted modification of CP to increase daytime power from 1 kw to 1 kw, eng. conditions. Granted Oct. 24.

Swainsboro, Ga.—Jack A. Thompson and Nancy M. Thompson, 800 kc, 1 kw daytime; estimated cost \$13,950. Mr. Thompson from 1942-1948 was chief of police of West Palm Beach, Fla. He now owns farm and cleaning establishment in Swainsboro. Granted Oct. 24.

Elizabethtown, Ky.—Elizabethtown Bstg. Co., 1400 kc, 250 w, unlimited; estimated cost \$19,000. Principals: J. W. Hodges, 25% owner Lincoln Loan Co.; C. A. Diecks, owner Diecks Lumber Co.; H. F. Skidmore, hardware store owner; Stokely Bowling, insurance, real estate and business; and Horace E. Tabb, attorney. Each owns 20%. Granted Oct. 24.

Iron River, Mich.—Upper Michigan-Wisconsin Bstg. Co. Inc., granted 1230 kc, 250 w, unlimited. Grantee is licensee WIKB Iron Mountain, Mich. Granted Oct. 24.

KSTB Breckenridge, Tex.—Granted modification of permit to increase power from 500 w to 1 kw, operating daytime on 1430 kc. Granted Oct. 24.

FM GRANT

Philadelphia—Philadelphia Wireless Technical Institute, granted permit for new noncommercial FM station, Channel 211 (90.1 mc), power 10 w; estimated cost \$8,500. Granted Oct. 24.

TRANSFER GRANTS

WNOP Newport, Ky.—Granted acquisition of control of Tri-City Broadcasting Co. by James G. Lang through purchase of 106 shares of stock held by Richard J. Nesbitt. Consideration \$15,800. Prior to transfer Mr. Lang held less than 50% but transfer gives him majority interest. WNOP is assigned 740 kc, 1 kw daytime. Granted Oct. 24.

WJOI Florence, Ala.—Granted transfer of control in Florence Broadcasting Co., from Clyde W. Anderson and Edna A. Caine to Joe T. Van Sandt. Mr. Van Sandt purchases 15 shares of stock from each Mr. Anderson and Miss Caine. Purchase of stock by Mr. Van Sandt reduces paid up capital of licensee from \$21,000 to \$18,000, purchased stock to be retired. WJOI operates on 1340 kc, 250 w unlimited. Granted Oct. 24.

WJEL and WJEM(FM) Springfield, Ohio—Granted transfer of 125 shares

of stock in Champion City Broadcasting Co., from D. J. Parsons to Frank N. Jones for a consideration of \$2,481.90. Dr. Parsons, physician, prior to transfer held 375 shares and Mr. Jones held 125. Transfer makes them equal partners. WJEL operates on 1600 kc, 500 w daytime. Granted Oct. 24.

WCIF-AM-FM Madisonville, Ky.—Granted transfer of control of Madisonville Broadcasting Co., from L. E. Lackey and W. Prewitt Lackey to Pierce E. Lackey. Pierce Lackey receives 20% interest in WCIF from W. Prewitt Lackey for a consideration of 1.6 interest in real estate firm of Foreman and Lackey and assumption of obligation of W. Prewitt Lackey which amounts to \$5,600. F. E. Lackey transfers 40% interest in station to Pierce upon his assuming all obligations of said station. There is no transaction of funds as F. E. is indebted to Pierce for financial assistance and numerous advances over ten year period. WCIF is assigned 730 kc, 250 w daytime. WCIF-FM is assigned Channel 285 (104.9 mc). Granted Oct. 24.

WHGR Greensboro, N. C.—Granted assignment of CP from Gilbert Hutchinson t/ras Guilford Broadcasting Co. to Greensboro Broadcasting Co. Consideration is \$4,928.21 which amounts to out of pocket expenses incurred by Mr. Hutchinson in securing permit. Greensboro Broadcasting is licensee of WGBC same city and transfer will not be effectuated until interest in WGBC is relinquished. WHGR is assigned 1400 kc, 250 w unlimited. Granted Oct. 24.

KVMV Twin Falls, Idaho—Granted transfer of control of Radio Sales Corp., licensee, from Franklin V. and Velma A. Cox through sale of 61% interest to John H. and Helen M. Sole for consideration of \$20,262. Transferees stated they were financially unable to make improvements necessary to meet competition and wished to withdraw. KVMV is assigned 250 w fulltime on 1450 kc. Granted Oct. 24.

WOV New York—Granted transfer of control voting stock in Wodaam Corp. from N. J. Leigh to Richard O'Dea. Mr. Leigh's 44% shares will be converted to preferred stock and his holdings of 71% shares are acquired by Mr. O'Dea [Broadcasting Sept. 19, page 79]. WOV is assigned 1 kw on 1280 kc. Granted Oct. 24.

KDON Santa Cruz, Calif.—Granted transfer of control of Central Coast Counties Radio Inc., licensee, through sale by Grant E. Rathall of his 50% interest for \$38,000 to Monterey Peninsula Bstg. Co., already owning 50%. Monterey Peninsula is holding firm for Salinas Newspapers Inc., a Speldel Newspapers Inc. interest. Granted Oct. 24.

Deletions . . .

One TV and three FM authorizations deleted by FCC last week, AM dropouts since first of year total 36, FM 164, TV 11. Deletions, effective dates and reasons follow:

WSEE(TV) St. Petersburg, Fla.—Sunshine Television Corp., CP Oct. 7. Applicant said it was "unable to proceed with construction."

WMGY-FM Montgomery, Ala.—Dixie Bstg. Co., CP Oct. 21. No reason.

KADA-FM Ada, Okla.—C. C. Morris, CP Oct. 21. Failure to prosecute.

KTSA-FM San Antonio—Sunshine Bstg. Co., CP Oct. 5. Cancelled pursuant to FCC grant of sale of KTSA to Express Pub. Co. with call KTSA-FM now assigned Express Pub. Co. FM

WCLE SALE

INVESTIGATION of the proposed sale of WCLE Clearwater, Fla., was ordered by FCC last week to determine whether Dr. William T. Watson, transferee, has the necessary personal qualifications to be a licensee and whether he has assumed "unauthorized control" of WCLE. Transfer application was filed earlier in year [BROADCASTING, July 11].

FCC also announced formal issues for the program investigation it had ordered on KXLJ Helena, Mont. (early story page 69).

According to the transfer application, WCLE would be sold to Dr. Watson by Houston Cox Jr. and M. L. and S. L. Rosenzweig for cancellation of a \$30,000 mortgage held by Dr. Watson against the station. WCLE is assigned 1 kw daytime on 680 kc.

Aside from the details of the transfer, FCC indicated it wished to review the personal qualifications of Dr. Watson in view of a protest filed by the National Community Relations Advisory Council. NCRAC alleged Dr. Watson "had engaged in certain conduct and activities calculated to create and foster racial and religious bias, prejudice, and ill will, and hence did not possess the necessary qualifications to become a broadcast licensee," FCC said.

The Commission ordered the WCLE bid for hearing on the following issues:

1. To obtain full information regarding the allegations made in the afore-

mentioned KYFM there [BROADCASTING, Sept. 26].

New Applications . . .

AM APPLICATIONS

Blackfoot, Idaho—William I. Palmer t/ras Blackfoot Bstg. Co., 1490 kc, 250 w unlimited. Applicant has been with Bureau of Reclamation since 1934. Filed Oct. 19.

Gallipolis, Ohio—Ohio Valley on the Air Inc., 990 kc, 250 w, daytime; estimated cost \$13,200. Principals: E. W. Weppel, food broker, president 50%; John E. Halliday, attorney, vice president 30%; Truman A. Morris, manager Huntington, W. Va., Chamber of Commerce and former assistant manager WFTN Huntington, secretary-treasurer 20%. Filed Oct. 25.

Pratt, Kan.—Pratt Bstg. Co., 1230 kc, 250 w, daytime. Co-partners: Clem Morgan, manager KAYS Hays, Kan., and Robert E. Schmidt, KAYS sales manager. Filed Oct. 21.

Springfield, Tenn.—The Springfield Bstg. Co. Inc., 1260 kc, 1 kw, daytime; estimated cost \$17,705. Equal owners: Walter A. Duke, chief engineer WMMT McMinnville, Tenn., president; William N. Locke, chief yeoman, U. S. Navy, vice president; Mrs. D. Hoyte Bell, with General Shoe Corp., Tullahoma, Tenn., secretary-treasurer. Filed Oct. 14.

TRANSFER REQUESTS

KBUR-AM-FM Burlington, Iowa—Acquisition of control of Burlington Bstg. Corp., licensee, by John P. and Sidney F. Harris, also identified in ownership of KSAL Salina, Kan. Consent is asked to transfer 240 of 500 outstanding shares from group of eight stockholders as follows: 90 shares to The Burlington Hawk-Eye Co., newspaper firm controlled by Harris family; 64 shares to Gerard B. McDermott, station manager, who already holds 20 shares; 6 shares to E. L. Cady; and 80 shares bought by licensee itself. Price is \$250 per share. John and Sidney Harris already hold 200 shares. KBUR is assigned 250 w on 1490 kc. Filed Oct. 14.

KOWL Santa Monica, Calif.—Acquisition of control of KOWL Inc., licensee, by Arthur H. Croghan, manager and 50% owner, through purchase of 50% interest of Gene Autry for \$30,000, original purchase price. KOWL assigned 5 kw day on 1580 kc. Filed Oct. 21.

FCC Orders Investigation Of Proposed Transfer

said protest filed by the National Community Relations Advisory Council.

2. In the light of the evidence adduced upon the matters alleged in the aforesaid protest, to determine the qualifications of Dr. William T. Watson to be a broadcast licensee and particularly whether he can be relied upon to carry out the responsibility of a broadcast licensee to be fair in all racial and religious groups.

3. To obtain full information as to the plans of the proposed transferee for programming and staffing station WCLE and all other plans and arrangements for operating said station.

4. To obtain full information with respect to all contractual arrangements or understandings between the transferees and the transferee herein relating to the sale of station WCLE and, more particularly to determine whether the contract of sale for that station filed with the Commission by the parties to the above application, constituted a full disclosure of all contract agreements between those parties relating to that sale.

5. To determine whether the license for station WCLE, or the rights and responsibilities incident thereto, have been transferred, assigned, or disposed of, directly or indirectly, without the consent of the Commission and in violation of Section 310(b) of the Communications Act, as amended.

6. To determine whether, in the light of the evidence adduced under the foregoing issues, a grant of the above entitled application would be in the public interest.

Issues announced by FCC for the KXLJ hearing were:

1. To determine whether the applicant has carried out, or has failed to carry out, its representations and proposals heretofore made to the Commission with respect to program service.

2. To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference to the following: (a) Commercial and sustaining programs, (b) local live talent, and (c) discussions upon important public issues.

3. To determine upon the basis of the evidence adduced under Issue No. 2, whether the applicant's program policies have served the public interest needs of the community.

4. To determine whether the applicant's proposed program policies for the future will serve the public interest needs of the community.

Electronic Guide

SIMPLIFIED guide for users of more common types of electronic equipment purchased from government surplus stocks has been issued by the Office of Technical Services, Dept. of Commerce. Titled *Schematic Manual for Surplus Electronic Equipment*, publication covers such items as transmitters, receivers, speech amplifiers, modulators, VHF transmitters and various numbered radio sets. Copies of booklet, labeled Volume I and priced at \$1, are available at OTS, Dept. of Commerce, Washington 25, D. C. Checks or money orders should be payable to Treasurer of the U. S.



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Research Pleas

(Continued from page 23)

sons seven years of age and older listened to the radio out of the home on the average day—please note the similarity between this and the 28% figure we found in Springfield and Des Moines.

"Between 3 and 4 p.m. the out-of-home audience equals 59% of the audience in-the-home.

"Between 6 and 9 Sunday evening more than a million and a quarter people were listening outside the home. This audience represents better than 42% of the estimated quarter-hour at-home audience for that period."

"What medium aside from economical radio could dismiss audiences of this magnitude as bonus circulation?" Mr. Beville asked. "Consider what would happen to the circulation of the New York newspapers if the reading which takes place on subways and commuter trains were not included. I don't think radio can afford to throw away the audience represented by people who listen while driving to work anymore than I would expect the newspapers to throw away the subway reader. And do you think that the juicy figures produced by the magazine audience group for the nation's weeklies could possibly be obtained if reading in barbershops, beauty parlors, on trains and in other people's homes were eliminated?"

"More and more America becomes a nation on wheels. We who live in New York are prone to forget that one-third of America's cars (more than 11 million) are used daily by workers going to and from work."

Mr. Beville listed six reasons why the out-of-home radio listening can no longer be overlooked.

"Radio listening has become essentially a personal rather than a family habit.

"With increasing mobility of sets and inexpensive receivers, ability to listen prevails virtually everywhere today.

"Broadcasters can no longer afford to give away as bonus such substantial listening — by seeing that it is counted we will get credit for it (and maybe able to charge for it).

"In the period of intensive media competition which I am certain lies just ahead, the aural medium must put its best foot forward.

"A substantial portion of out-of-the-home listening will be unaffected by the advent of television. Automobile radio listening and much of the listening in public places and business places will be completely immune from television competition.

"Outside listening has increased by leaps and bounds since the war and will continue to do so. As time goes on such listening will become a greater share of all listening."

The speaker also stressed the need for new techniques to measure listening in multiple-set homes,

"because I am convinced that this is the area in which television and radio audience measurement must operate, side-by-side in the future. Television has started off with a tremendous impact on the family circle. The TV set brings the family once more back into the living room and picks up approximately where the first radio receiver with the loudspeaker left off. Nevertheless, I think it is obviously unrealistic to believe that the entire family can ever be entertained hour after hour, night after night with identical TV programs."

"As this development occurs, radio listening will come back into its own, side by side with television viewing. 71% of the TV homes in the New York area have two or more radios, one-third have three or more sets. Despite the glibness with which TV fanatics write off radio, all rating services report a healthy amount of radio listening in TV homes. I believe that a full measurement of radio's audience away from the room where the TV set is located is needed in order to fully evaluate the aural audience."

"The whole future of radio as a medium is closely limited to a measurement of the true dimensions of the aural audience," Mr. Beville concluded. "One of radio's foremost areas for existence alongside TV will be the listening which will take place in the home on the second, third and fourth radio sets by members of the family who can't stand wrestling bouts or talent programs or whatever the master may select on television. The other part of radio's domain will be composed of the listening done in automobiles, places of busi-

ness, on portables, etc.

"Radio sets are still being sold in enormous quantities, even here in New York, where television gets most of the play in the papers. Availability to sound radio is certain to increase. And measurement systems must broaden themselves if they are to guide programming and sales."

Baseball Probe

(Continued from page 23)

sent to broadcasts of other games which, in effect, amounted to exclusive right to games in the area for a single sponsor or station, while denying that right to others.

● Baseball Commissioner, Mutual and Gillette denied "many people" opportunity to hear the World Series games because there was no Mutual outlet in their particular area.

Mr. Bergson said "substantially all of the radio listeners and television spectators in America will be able to hear or see the broadcasts and telecasts of the World Series games" under the new arrangements reached by the leagues.

Mutual currently holds both radio and TV rights to both the World Series and All Star games, with sponsorship by Gillette Safety Razor Co. It was pointed out that the new arrangement on coverage, designed to make these sportscasts available to at least one station serving every important area of the country that can be reached, was in effect during the last World Series, which was carried by over 740 stations in this country and overseas, plus more than 50 TV outlets.

XEHF BASEBALL Pickup Permission Said Given by Gillette

XEHF Nogales, Sonora, Mex., went over the heads of MBS and Don Lee Network officials and obtained written consent directly from Gillette Safety Razor Co. to carry the 1949 World Series broadcasts, it was indicated last week.

This development was revealed by the State Dept., which had been asked to investigate charges by KNOG Nogales, Ariz., that the Mexican border station had pirated its broadcasts from KNOG and translated them for Spanish consumption. Department then made representations to the Mexican government, which last week had not filed a reply [BROADCASTING, Oct. 10].

A spokesman said the State Dept. had been apprised by telephone (presumably by XEHF) of the fact XEHF had received permission directly from Gillette, series sponsor. The source said that both Mutual, which enjoys exclusive AM rights, and Don Lee Network had apparently been completely unaware of the authorization. Permission was believed to have specified shortwave rights only. KNOG charges that XEHF recorded the Series from its presentation.

Whether XEHF had actually

★ "pirated" the games, as charged in the KNOG complaint, or beamed them by shortwave, is the nub of the whole issue, State Dept. pointed out. This also was the basis of similar protests last year lodged by both KNOG and MBS. In that instance, XEHF claimed it picked up the World Series report from XEQQ Mexico City in Spanish [BROADCASTING, July 11].

"Unauthorized use of program material" is strictly prohibited by the Inter-American Radio Communications Treaty of Havana under Article 21, Series 938. It specifies that permission must be obtained from the originating station, and announced during the retransmission.

State Dept. said it had been notified the Mexican government had communicated with XEHF and had issued a warning. KNOG also had protested similar unauthorized pickup of AP news reports.

WABB CUT OFF

Sabotage by Acid Charged

POTENT acid poured through cable holes knocked out telephone and WABB-AM-FM Mobile lines temporarily last Monday morning according to the Mobile Press Register, which owns the station. The newspaper has offered a \$1,000 reward for information leading to the arrest and conviction of the person or persons responsible.

The Press-Register says this was the second such incident in the area, where union radio electricians had been on strike against WABB since early October. On Oct. 8, a telephone wire was cut disrupting a scheduled broadcast of a high school football tilt for more than an hour, it is further related.

The second interruption consisted of a three-hole puncture in the cable lying 74 inches above ground on one of several poles carrying it from an underground conduit about eight miles north of Mobile, adjacent to WABB transmitter property. About 80 residence and business phones of the Southern Bell Telephone & Telegraph Co. were put out of service in addition to causing the cancellation of three ABC programs scheduled over WABB that morning. After a half-hour delay in the station's opening, service was restored with local programming until the damage was repaired.

The Press Register published a front-page story and a photograph of a code letter type which could be used for tipsters to supply information leading to apprehension of the vandals involved. The reward was offered to law enforcement officers as well as to private citizens.

FCC CHANGES

Reorganizes Two Divisions

ORGANIZATIONAL changes were announced by FCC last week within its Technical Information and License Divisions.

The Technical Information Div., within the Bureau of Engineering, has been re-named Technical Research Div. and divided into three branches. The division continues under the direction of Edward W. Allen, chief. The three new branches and their chiefs are: Technical Standards Branch, Glenn E. West; Low Frequency Radio Branch, Edgar F. Vandivere, and High Frequency Radio Branch, William C. Boese. All three have been engineers in the division.

The License Div., which continues under the supervision of William P. Massing, chief, incorporates a new branch, Amateur, Citizens Radio and Operator License. Its chief is Frank Gentile. Other branches continuing within the division are Broadcast License, with Clara M. Iehl as chief, and Commercial License, with William H. Irvin as chief.

At Deadline...

TEN NEW AM GRANTS; SEVEN GET FACILITIES

TEN NEW AM stations granted by FCC Friday; seven existing stations awarded improved facilities. Noncommercial FM station granted Wisconsin State Radio Council, U. of Wisconsin, Madison, on Channel 202 (88.3 mc) with 50 kw. New station grants:

Yuma, Ariz.—1240 kc, 250 w fulltime, Salt River Valley Bstg. Co., licensee KOY Phoenix; Chillicothe, Mo.—1010 kc, 250 w day, Cecil W. Roberts, owner KREI Farmington and KNEM Nevada, Mo.; Sunnyside, Wash.—1050 kc, 250 w day, Cole E. Wylie, owner KREM Spokane; Pampa, Tex.—1230 kc, 250 w fulltime, Hugh Dewitt Landis and Ross B. McAllister t/as Radio Station KICA, licensee KICA Clovis, N. M.; Clifton, Ariz.—1400 kc, 250 w fulltime, Saguardo Bstg. Co., associated in ownership with KTYL Mesa, Ariz.; Los Alamos, N. M.—1490 kc, 250 w fulltime, Rio Grande Bstg. Co. Inc.; Alamogordo, N. M.—1230 kc, 250 w fulltime, Otero Bstg. Assn.; Tampa, Fla.—1590 kc, 1 kw day, Hillsboro Bstg. Co.; Kingston, N. C.—1010 kc, 1 kw day, Commonwealth Bstg. Corp.; Weirton, W. Va.—1430 kc, 1 kw fulltime, directional, Weirton Bstg. Co.

Improved facilities granted following:

WLAQ Rome, Ga., switch from 670 kc to 1410 kc, directional night; KBKI Alice, Tex., change operation from day to unlimited, directional night, on 1010 kc with 1 kw; WERC Erie, Pa., change to 5 kw fulltime with different directionals day and night; KAFY Bakersfield, Calif., change from 1490 kc, 250 w, to 1 kw on 550 kc directional; WJMJ Cordele, Ga., increase night power from 100 w to 250 w; KFPW Fort Smith, Ark., change from 1400 kc to 1230 kc, operating with 250 w fulltime; WATO Oak Ridge, Tenn., change from 1490 kc to 1450 kc, operating with 250 w fulltime.

In other actions FCC granted WOI Ames, Iowa, extension of special service authorization for operation from 6 a.m. to local sunrise and denied request of WCAR Pontiac, Mich., to allow operation to commence 15 minutes earlier during November. KBRZ Bryan, Tex., given permission to remain silent for 30 days pending reorganization and re-financing of station. Licenses of KXA Seattle, WGY Schenectady, WINZ Hollywood, Fla., and KSVU Richfield, Utah, extended on temporary basis to March 1.

CHAOS BEFORE BMB FORMED, WITNESSES TELL COURT

WITNESSES for BMB in U. S. Tax Court hearing of BMB petition for federal tax exemption said Friday that radio research conditions were chaotic before organization of BMB and emphasized tri-partite, non-profit nature of measurement bureau.

In one-day hearing before Judge Samuel B. Hill in New York, BMB witnesses included J. Harold Ryan, vice president and treasurer, Fort Industry Co. and chairman of BMB board; Justin Miller, NAB president; Frederic Gamble, president of American Assn. of Advertising Agencies; Hugh Feltis, former BMB president.

Principal points of cross-examination by Sheldon V. Ekman, special attorney of Bureau of Internal Revenue, were failure of BMB to refund surplus left after Study No. 1 was completed and inquiry into whether BMB was in competition with any private organization.

Only defense witness was C. E. Hooper, president, C. E. Hooper Inc., who made it clear he was subpoenaed by government. Asked if, in event BMB were to continue operation, he felt it would be competitive with his service, Mr. Hooper said: "It's nothing I'm losing any sleep over." Laurence F. Casey, BMB attorney, will submit briefs by mid-December. Decision of judge not expected for long time after that.

GUY TO HEAD IRE

ELECTION of Raymond F. Guy, NBC manager of radio and allocations engineering, as president of Institute of Radio Engineers, will be announced by IRE after Nov. 16 board meeting.

NON-COLOR TV HEARINGS AWAIT COLOR COMPLETION

HEARINGS on non-color phases of FCC's far-reaching TV proceedings will await end of color portion; they will not be started during November-February color recess (story page 45). That is present plan, FCC authorities reported Friday.

Color proceedings may run well into 1950, as indicated in new color time-table released by FCC Friday in denying RCA petition for postponement of Nov. 14 comparative demonstrations. Text of time-table:

1. The Commission will hold hearings on Nov. 1 and 2 (morning and afternoon) and Nov. 3 (morning only) and then on Nov. 8, 9, and 10, 1949 (morning and afternoon) for the purpose of continuing to receive direct testimony of the parties.

2. During the week of Nov. 14, 1949, the Commission will view the comparative demonstrations to be conducted by CBS, RCA and Allen B. DuMont Labs. Upon the conclusion of such comparative demonstrations, and upon receipt of all the direct testimony of the parties, the Commission will recess the hearing until Feb. 6, 1950.

3. On Feb. 6, 1950, the Commission will view the demonstration of the color system proposed by Color Television Inc., at Washington, D. C., at an hour and place to be specified hereafter. The demonstration of this system heretofore scheduled for the week of Nov. 28, 1949, in San Francisco, is hereby cancelled.

4. Commencing on Feb. 8, 1950, the Commission will view further comparative demonstrations of the color television systems proposed by CBS, Color Television Inc., and RCA at Washington, D. C., at an hour and place to be specified hereafter.

5. Commencing on Feb. 13, 1950, the Commission will receive further direct testimony to be followed by cross-examination. The commencement of cross-examination on Dec. 5, 1949, as heretofore scheduled, is hereby cancelled. Further, the requirement contained in the Commission's "Schedule For Remainder of Hearing Relating To Color Television" issued on Oct. 13, 1949 (FCC 49-1369) that counsel for the parties fill out and file by Nov. 18, 1949, requests to cross-examine previous witnesses, is cancelled.

6. During the week of Nov. 6, 1949, public notice will be given by the Commission setting forth the type of further information which the proponents of color television systems will be required to present upon the resumption of the hearing.

RCA LAUDS COLOR DELAY

RCA said Friday that FCC, by calling for further comparative demonstrations of rival color TV systems next February, had "resisted CBS' invitation to haste." Company reiterated its view that "the public interest can be served only by a sound decision and not necessarily by a quick decision," and said: "The revised schedule gives RCA the time it requested for the demonstration of the three systems of color television proposed to the FCC." Though it denied RCA's petition for two-month postponement of Nov. 14 comparisons, FCC provided for further comparative tests Feb. 8 (see story this page; also page 45).

ARMY, AF ADS CONTINUE

ADVERTISING in support of Army and Air Force recruiting campaigns will continue at least through next June 30, Defense Dept. announced Friday as result of four-month study by Personnel Policy Board. Gardner Adv. Co. will place advertising already prepared, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner Vice President Mark Martin served as special consultant to Personnel Policy Board with understanding that Gardner would be ineligible if decision was to continue advertising.

TV SET PRODUCTION BREAKS ALL RECORDS

PRODUCTION of TV sets by Radio Mfrs. Assn. members totaled 224,532 during four-week September, all-time record. August output (five weeks) was 185,706 sets. Total industry output in September estimated by RMA at 265,000 sets. Both TV and radio output said to be running behind public demand.

Total 1949 TV set output through September was 1,402,840, thrice figure year ago. Total TV production since war estimated at 2,750,000 sets.

FM and FM-AM radio production rose from 64,179 in August to 70,936 in September, plus another 43,436 TV receivers equipped with FM reception facilities, a total of 114,372 FM circuits for the month. Total production of all types of sets in 1949 was 6,382,368 units.

WOAI-TV TAKES AIR

WOAI-TV San Antonio will introduce television to South Texas when it goes on air this week with test operations. Highlighting initial operations will be television show and exhibit co-sponsored by WOAI-TV and set distributors. Main feature of show will be selection of Mr. and Miss Television and announcement of winners in TV essay contest for school students. Full-fledged television studio will be set up at show and proceedings will be picked up by WOAI-TV's mobile unit.

TRANSIT RADIO CALLED REVENUE ITEM BY UTILITY

RADIO advertising revenue helps defray cost of transit ride to passengers and "we could not ignore it," E. Cleveland Giddings, president of Capital Transit Co., told Public Utilities Commission at Friday session of Washington, D. C., Transit FM hearings (early story page 36). He said company receives \$15,264 annually, and plans installation of 1,500 sets through working arrangement with WWDC-FM, Washington franchise holder.

Franklin S. Pollak, Justice Dept. attorney told PUC he personally feels transit radios are "unconstitutional" and violate Fifth Amendment by depriving riders "of their liberty to think." PUC ruled, however, constitutional question irrelevant when Mr. Pollak sought to block chart showing public approval. Hearing continues today.

Closed Circuit

(Continued from page 4)

could be used in reaching decision even if one in February shouldn't materialize.

CBS expects soon to start promotion drive to build up Wednesday night ratings. On *Burns & Allen Show*, stunt is being evolved whereby stars will appear on other CBS shows supposedly to promote Burns as a vocalist in search of sponsor. Show is sponsored by Block Drugs, New York.

STERLING DRUG, New York, after Jan. 1 will drop sponsorship of *Lorenzo Jones*, five times weekly on NBC, 4:30-4:45 p.m. which will be picked up by Procter & Gamble. Sterling will also cut five minutes from *Bride and Groom* on ABC 2:30-3 p.m. about same time. Both Sterling and Procter & Gamble handled by Dancer-Fitzgerald-Sample, New York.

KELLOGG'S PEP, through Kenyon & Eckhardt, looking over availabilities in Texas for additional radio spot campaign.



That's dominance



Of the 3,644,800 radio homes in this area, WLW reached 80.7% between 6 a.m. and midnight. *That's coverage.*

Of the 258 stations heard in WLW-land, The Nation's Station received one-sixth of all listening to all stations. During a 4-week's period*, WLW's share was . . .

- 15.6% between 6 AM and 6 PM
- 18.1% between 6 PM and Midnight
- 16.6% between 6 AM and Midnight

AND THAT'S DOMINANCE!

Write or call any of the following WLW Sales Offices for complete information:

140 West 9th St., Cincinnati 2, Ohio
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*Nielsen Radio Index February-March, 1949

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Radio Sells...

Likewise, WGN has proven a result getter for its advertisers . . . and now at a lower cost than ever before. WGN delivered 1,000 homes per average ¼ hour, 7 days a week (6 a.m. - 12 midnight) in 1948 for only 88 cents as compared with \$1.11 in 1946.* That's a value you can't afford to overlook . . . that's why we say—to get the most out of your advertising dollar . . . Better Buy Radio . . . and for your BEST BUY . . . Better Buy WGN!

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Hygienic helps for halting halitosis . . . hangars for hedge-hopping helicopters . . . herbs for healing harassed husbands' highball headaches . . . halliards for hanging hammocks . . . hosiery for high-heeled honeys . . . heated hickory hams . . . humid humidors for heavy Havanas . . .



homes for hapless house hunting heros . . . handkerchief halters . . . historical heirlooms for hoarding hobbyists . . . hip harness for hefty hennaed "hippos" . . . Hollywood hairdos for hostesses holding hectic hen hassels . . . hats and herringbones for handsome haberdashers . . . hot hamburgers for hungry hoofers . . .



Hubba hose for hysterical hepcats . . . hothouse hyacinths for hospital habitants . . . hay for Hiram's heifers and horses . . . hideous hollow heads for Halloween hecklers . . . household hints for hibernating hermits . . . hassocks for harems . . . horticulturists' hybrid hollyhocks . . . better buy radio . . .

Better Buy **WGN!**

*Nielsen Radio Index for February-March and rates as published

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

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710 Lewis Bldg., 333 SW Oak St., Portland 4