

# BROADCASTING

The Newsweekly of Radio and Television

# TELECASTING

## POUGHKEEPSIE'S

*only a few  
blocks away*

TRUE TALE THAT—TO US  
ANYWAY—PERSONIFIES  
THE POWER OF WOR  
AND WOR-TV

They call her Mrs. G.—though she's not really her name. Like any woman, she wouldn't dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won't you sit down?"

One of WOR's 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy's from Poughkeepsie\* just about twice a year and today it occurred to me that I might drop into WOR and tell you

people just how much Daniel, he's my husband, and I enjoy what you send us."

"Well, isn't that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us



have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie's only a few blocks away from WOR." And she added, "it looks to us like WOR-tv is going to be family-like, just like WOR. It isn't the same as the other television stations; it's different, it's warm and nice."

NOTE—the unique power of WOR—and now its sister station WOR-tv—to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR's ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18-states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It's little wonder that we can honestly and truthfully say

*WOR reaches the most people  
where the most people are*

\*which is 86 miles up the Hudson from a city called New York

SINCE 1946

another "Louisville"

HAS BEEN ADDED TO KENTUCKIANA\* RADIO FAMILIES



a 19.2% increase

\*50% or better BMB counties in Kentucky, Indiana, Tennessee and Virginia

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

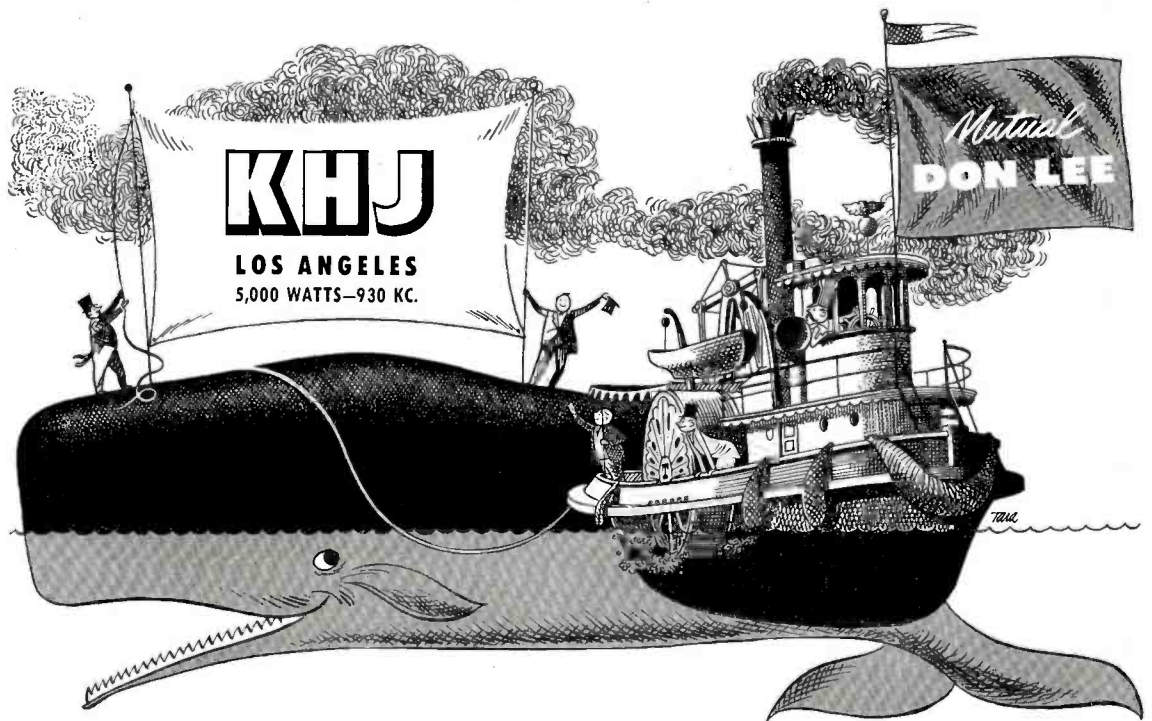


VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles...Economy, Complete Coverage, 25 Years of Successful Selling-All Yours with these Key Stations of DON LEE-the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & CO.



## Closed Circuit

RESIGNATION of R. C. Cosgrove as executive vice president of Avco Mfg. Corp. expected to result in assumption of full direction of company and its subsidiaries (including Crosley-WLW) by Victor Emanuel, Avco president. Policy matters believed to have resulted in Mr. Cosgrove's resignation from his better-than-\$200,000-per-year job, though he continues as director and consultant and also will complete his term as RMA president, expiring next June (see early story, page 26).

BARRING unforeseen developments, FCC will (1) grant RCA's petition for two-month postponement of comparative demonstrations of rival color systems, now set for Nov. 14, and (2) probably will call off scheduled Nov. 28 trip to see Color Television Inc.'s system in San Francisco, reasoning it can see this system at time of comparative showings.

IT'S status quo on ownership and management of WMBD Peoria, Ill. [CLOSED CIRCUIT, Oct. 17]. Instead of disposing of his 49% interest to present majority stockholders, also owners of *Peoria Journal Transcript*, president and directing head, Edgar L. Bill, will continue in post he has held for 18 years. Similarly, Charles Caley, executive vice president and general manager, continues in that post. Negotiations looking toward possible reorganization reported still in progress last week.

EDDIE BRACKEN, radio and film star, offering \$65,000 for KWKW Pasadena, 1430 kc, 1 kw-D. Mr. Bracken associated with Harold J. Morrow, recently with Radio Trinidad, and Douglas Jenkins, Los Angeles agency man. Southern California Broadcasting, KWKW owner, would retain call letters for KAGH Pasadena, 1300 kc 1 kw-D, recently purchased from Andrew C. Haley.

TOY PRODUCTIONS, Hollywood, spending \$100,000 on six-week spot campaign to start Nov. 7 in all major markets promoting Bugs Bunny and Porky Pig singing and talking mechanical toys. Agency, Buchanan & Co., Los Angeles.

HAVING learned lesson on FCC rejection of Avco-Crosley bid for WHAS, *Louisville Courier-Journal* and *Times* principals are exploring all aspects of proposed new deal with Atlass-Wrigley-Autry syndicate [BROADCASTING, Oct. 17] before finalizing sale subject to FCC approval. Mark Ethridge, publisher of newspapers, and Gene Autry, broadcaster-artist, separately conferred with FCC Chairman Coy last week. Syndicate bid roughly equals that of Avco offer—\$1,900,000 plus \$80,000 annual studio rental for ten years and out-of-pocket TV expenses. H. Leslie Atlass participation would be for his family.

ANENT WHAS, it's now learned there were conversations with ABC, which wanted to ac-

(Continued on page 74)

## Upcoming

- Oct. 26-27: NAB Dist. 3, Skytop Lodge, Skytop, Pa.
- Oct. 27: D. C. Public Utilities Commission hearing on Transit Radio, Washington.
- Oct. 30-Nov. 5: National Radio and TV Week. (Other Upcomings on page 73)

## Bulletins

WKLO Louisville, independent, to join ABC network effective Jan. 1, 1950. WKLO operates fulltime on 1080 kc with 5 kw daytime, 1 kw nighttime, replacing WINN Louisville as ABC outlet. WKLO is managed by Joe Eaton.

SEN. HARRY F. BYRD (D-Va.) threatened late Friday to sue Drew Pearson for libel if the ABC commentator does not "adequately correct . . . lies, insinuations and innuendoes" published in his column. Sen. Byrd charged commentator with attempting to involve him "by false statement" in tax fraud case.

### 3 NETWORKS, FCC SIGN GIVEAWAY STIPULATION

STIPULATION between ABC, CBS and NBC and FCC in giveaway cases signed late Friday by U. S. District Judge Simon H. Rifkind in Southern District of New York postponing hearing for temporary injunction scheduled for this Thursday until time mutually satisfactory to counsel and court.

This interpreted to mean both sides feel temporary injunction no longer necessary because FCC already has postponed operation of rules until final court test. Next step expected in case is FCC's answer to complaint, perhaps this week. Trial of issues might then follow quickly.

### NARBA GROUP AGREES ON LENGTH OF TREATY

ENCOURAGING sign at NARBA treaty conference in Montreal developed Friday as judicial subcommittee representing all nations agreed that length of any treaty adopted should be five years, with status quo existing after expiration date until new pact can be adopted (see early story page 25).

Observers construed action as important in that it resolves deadlock over sovereignty rights of nations. Language of agreement points out need of avoiding interference between nations, specifies five-year effective period and then provides for status quo until new pact goes into operation.

### MBS APPOINTS WAGNER

HAROLD M. WAGNER, MBS director of traffic operations, with Mutual since 1941, Friday named network's manager program operations, taking over duties performed by Jack Paige, now vice president, Inter-Mountain Network.

## Business Briefly

SPOT PROJECT ● Paramount Pictures to place spots in 50 major market cities starting about Nov. 1 for new release "The Heiress." Agency, M. M. Fisher Agency, Chicago.

FORD TO SIGN ● Ford Dealers, through J. Walter Thompson, New York, to sign contract with CBS-TV for hour-long show, Tuesday, 9 p.m. featuring Kay Kyser and band.

HERTZ CONFERS ● Hertz Drivurself Stations, Chicago, General Motors unit, studying radio with eye to first use of medium. Conferences with Campbell-Ewald, Chicago, which has suggested AM spots nationally, to continue into November.

### INSULL RESIGNS

SAMUEL INSULL Jr. has resigned as vice president of Stewart-Warner Corp., Chicago, to return to insurance business. Resignation, effective Nov. 1, "has been accepted with regret," president and board chairman James S. Knowlson said Friday. Mr. Insull directed activities of the radio and television division.

### KPHO-TV JOINS ABC-TV

KPHO-TV Phoenix, Ariz., joining ABC-TV effective Nov. 17, bringing to 38 network's total affiliates. Station, holding only Phoenix video grant to date, is owned by Phoenix Television Inc., and managed by Rex Schepp. Station, to operate on Channel 5, also affiliated with NBC, CBS and DuMont.

### CHURCH COUNCIL FILES SUIT AGAINST CBS

CHARGES of censorship and discrimination in handling of sustaining religious programs were made against CBS and its WCBS New York Friday by American Council of Christian Churches in petition filed at FCC. Fundamentalist group seeks hearing on complaint and asked Commission to withhold WCBS' license renewal until alleged practices are discontinued.

ACCC is parent organization of New Jersey Council of Christian Churches which last May filed similar complaint against WCAM Camden, N. J., and asked revocation or suspension of license [BROADCASTING, May 16]. FCC has taken no action on this complaint.

CBS "in its presentation of religious programs has entered the business of supplying religion to the nation as a church, which it calls *Church of the Air*," ACCC said, charging this is "a blend of all religions which in no way represents the historic viewpoint of the Protestant position." ACCC said CBS "indicates to participants the nature and extent of the message they may present," forbids controversy, and thereby "has become the agency and tool of those particular religious interests which are opposed to the position and viewpoint of petitioner."

# \$.33 in Detroit



YOU'RE "HEAD AND SHOULDERS"  
ABOVE THE REST WITH WKMH...

STATION	1 TIME RATE	260 TIME RATE
WKMH	\$ .51	\$ .33
A	1.69	1.27
B	1.57	1.34
C	1.61	1.23
D	2.08	1.56
E	2.07	1.57
F	1.11	1.11

★ Based on share of audience—Aug. thru Sept. Conlan Report

Compare  
Costs per  
Thousand  
Families

**BEFORE YOU  
BUY THE DETROIT  
MARKET ★**

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

*Plus...*

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

"MONEY-WISE TIME BUYERS



ANALYZE COSTS."

1000 WATTS

# WKMH

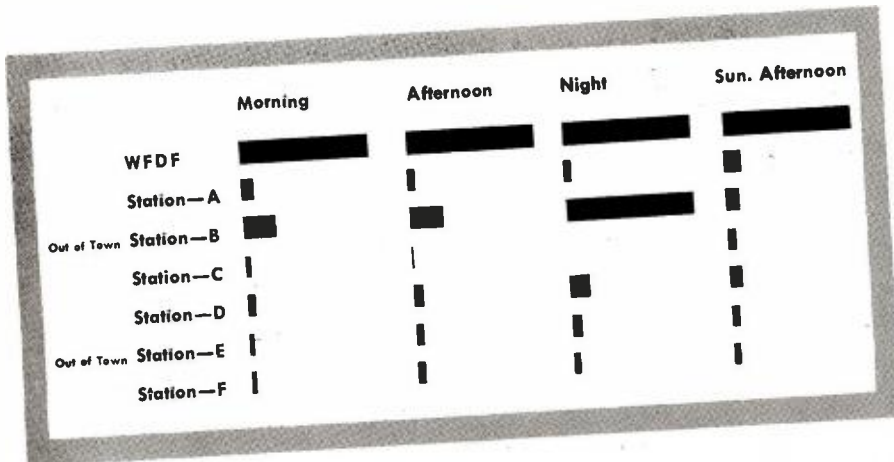
1310 KC

Fred A. Knorr  
President and Gen. Mgr.

Weed  
and company  
National Representatives

Morning, Noon and Night  
**WFDF HOLDS THE AUDIENCE . . .**

*in Flint!*



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

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

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

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



910 Kilocycles

**WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

**BROADCASTING**  
 TELECASTING

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 Second issue: Network Boxscore; TV Set Count  
 by Cities; How's Business  
 Third issue: Trends Survey  
 Last issue: Teletasting Showsheet

**At Washington Headquarters**

**SOL TAISSHOFF**  
 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 Osbon, Ardinelle 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, Ad. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Elaine Cahn; B. T. Taissoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston.

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**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 Erandschajn, 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 Montagna.

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 1935.

\* Reg. U. S. Patent Office

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# KFH IS TOPS



**BRUCE BEHYMER** KFH FARM SERVICE EDITOR

**HAS SERVED KANSAS AND OKLAHOMA FARMERS FOR 30 YEARS**

Bruce Behymer has been the outstanding authority on livestock and grain to thousands of prosperous farmers for a long, long time. He has delivered complete market reports and farm service programs over KFH continuously for 18 years and his reports have been carried in the Wichita Eagle for 30 years.

Farm service is important in the KFH airea. This is basically an agricultural and livestock region; markets, crop reports and intelligent farm service information are vital to the welfare of the KFH rural audience. Bruce Behymer has had TOP Hooper rating over all other farm service programs consistently for years; beam your message to his loyal and select audience. Call a Petry man for the few remaining availabilities.

**5000 Watts - ALL the time**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

**KFH** KFH  
-FM  
**CBS**  
**WICHITA, KANSAS**

# 2,835



Ancient Times



Middle Ages



COLONIAL DAYS



Modern



**HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES**



# YEARS of RADIO

WSM celebrates its 24th birthday this fall. Even though this makes us old-timers in the youthful radio industry, it doesn't tell the full story of the experience in broadcasting held by the 226 members of the WSM staff.

Actually, there have been 2,835 years of radio work racked up by WSM staff members! This means that each of the 226 persons working at WSM has been in the business of broadcasting an average of 12½ years. What's more, each of these experienced radio people has served with WSM an average of 8½ years. They all know their business, and they know WSM, too.

Even though we are radio pioneers, and old-timers, it doesn't mean we are grey-beards — far from it! At the risk of getting personal, we made some discreet inquiries among our various colleagues, and it develops that the average WSM employee is (whisper this, please!) somewhere in the neighborhood of 34 years of age.

That's WSM — 24 years as a radio station, with a staff of 226 broadcasters young in years, and with a background of experience totalling more than 20 centuries!

Why are these figures of interest to you? They point up this fact — to secure fullest results in the Central South it is wise to give your product the benefit of the 2,835 years of radio experience at WSM!



50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Profits Await  
Advertisers  
in these  
Markets

**WGAL**  
**WGAL-TV**  
**LANCASTER, PA.**

**WORK**  
**YORK, PA.**

**WEST**  
**EASTON, PA.**

**WKBO**  
**HARRISBURG, PA.**

**WRAW**  
**READING, PA.**

Represented by  
**ROBERT MEEKER**  
**ASSOCIATES**  
Los Angeles New York  
San Francisco Chicago

**STEINMAN STATIONS**

## Feature of the Week

WHEN *Polly the Shopper* goes shopping the whole town goes with her. At least that's the way it looks to KOIL Omaha over which the program has captivated its women's audience for 12 years.

"Polly" is Belle West, director of women's programs for KOIL, who is beginning her 25th year in her shopping role. Miss West had a "Polly The Shopper" column in a local paper, *Omaha Bee News*, for 12 years until the paper ceased publication in 1937 and on Oct. 15 of that year, she brought the feature to KOIL. Her broadcasts since that time have been continuous.

Wrapped around her program is a story of success shown by repeated instances of good selling and Hooperatings. The latter gave "Polly" a 5.5 rating for both her morning (11:15 a.m.) and afternoon (1:15 p.m.) shows from December 1948 through April 1949.

When a local clothing store



Miss West

(Herzbergs) had a fall Millinery Festival promotion on Marche Hats three ads were scheduled on the program. Result was the store had to wire for more hats. Again when The Acquila, exclusive women's ready-to-wear store, received 500 pairs of new "Prim" nylon hose, Miss West described them on the air in just one ad. All of the stockings were sold out and subsequent shipments have been sold without further advertising.

Other successes: Levenson Chemical advertised a new spray gun at cost of \$12.95 each—one "Polly" spot sold them out; Engineering Assoc., small Omaha firm, is busy keeping up with orders for contracting jobs after three spots in one week on the program; Pearl Davey, picture shop, sold \$700 worth of religious pictures during a rainy day because of one announcement.

Miss West built her large and loyal audience in the Omaha-Council Bluffs market by occasionally making the rounds of the Omaha shops and telling her listeners of the many shopping bargains. The passing years have made her program an institution.

## On All Accounts

THE story goes that when Nat Brandon was in St. Louis on recruiting duty during the war, he got just one recruit—a fiancée. If the story is true—and it is admittedly apocryphal—it is the only campaign Mr. Brandon has worked on which has shown such poor results, numerically speaking.

Now director of creative plans and copy and member of the firm of Noble-Dury & Assoc., fast growing advertising agency in Nashville, Nat is hard at work on campaigns for such diversified accounts as General Shoe, Duck Head Overalls, Warren Paints and Blue Seal Flour, among others.

Nathan (he prefers Nat) Wilford was born May 30, 1910, on a farm near Dover, Tenn., situated on the Cumberland River in the northern section of middle Tennessee. In these rustic surroundings, the advertising executive grew up to love the natural beauty of the outdoors. He attended Dover High School and both the U. of Tennessee at Knoxville and Middle Tennessee State College at Murfreesboro.

His move to Nashville in July of this year was a homecoming, since it was in that city in 1935,

just out of college, that he got his first taste of the advertising merry-go-round when he joined C. P. Clark Inc.

Four years later, in 1939, he left Nashville to help found and serve as sales manager of WSAV Savannah, Ga. The more than three years Nat spent with WSAV, interrupted though they were by four years of Army life, gave him an intimate knowledge of the station viewpoint and the vast potentialities of radio.

Unlike so many of his confreres, Nat Brandon did not wind up in some Army special services or public relations office. Aside from the aforementioned detached service bit of recruiting duty, he was assigned to the Air Transport Command and, after graduating from Officer Candidate School in Miami, served in the Priorities & Traffic Div., Headquarters, ATC, in Washington.

Returning to Savannah after the war, he longed for the many faceted agency field once more and so he travelled North—to Augusta, Ga.—where, for a brief period, he was assistant to the president and radio director of Nachman Rhodes

(Continued on page 67)



NAT

PEOPLE  
IN THE  
WFBC  
MARKET

**FINEST**

In South Carolina

- WFBC is tops with Conlan where Population, Sales, Employment, Payrolls, and Automotive Registration are Highest in South Carolina.

**NBC FOR ALL THREE**  
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

**WFBC**

5000 Watts 19 Hours Daily  
and WFBC-FM  
93.7 Channel • 60,000 Watts

**GREENVILLE, S. C.**

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

# Mr. Jamison stands out in the crowd...

In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. *Mr. Jamison always knows what he's talking about...always delivers.* For example:

Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.

The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.



**Weed**  
and company

*radio and television  
station representatives*

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

## Plleases Producer

EDITOR, BROADCASTING:

We think your magazine furnishes an unmatched coverage of the field. We also think that it is by far the best buy for the money among trade publications.

I sincerely hope that you continue to enjoy success and the best of business. Rush that next issue—we can hardly wait.

*Frank L. Woodruff,  
Executive Producer  
Woodruff Associates,  
New York*

## Wants Films

EDITOR, BROADCASTING:

We handle the advertising for Soapine (like Rinso, Duz, etc.). We have 5-minute evening periods on WBZ-TV Boston, and are now using filmed shows of approximately

# Open Mike



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

3½ minutes running time, plus sides and live announcements.

We are in the market for additional series of these 3½ minute completed film and sound, in 13, 26 or 52 episode groups. Obviously, our market consists of women who are housekeepers and mothers.

Could you suggest possible sources for such "ready-made" material? We will appreciate your advice.

*Edwin C. Whittemore,  
Vice President  
Bennett, Walther &  
Menadier Inc.  
Boston*

## Lauds LeBlanc

EDITOR, BROADCASTING:

I would like to pipe in a good, baritone "amen" to Eugene Jones' letter in your Oct. 10 issue concerning Dudley LeBlanc. We broadcasters down in the Hot Biscuit Belt recognize the Senator's talents for promotion. When we receive a letter from him we have no idea whether it will hold an engraved invitation to the Mardi Gras, a commission on the Governor's staff, or a complimentary round trip ticket to Hawaii. He's a great showman!

But the proof of the pudding is in the eating thereof—he has always used radio for his primary advertising media. Enough said!

*Allan M. Woodall  
President  
WDAK Columbus, Ga.*

## Football Time Deal

EDITOR, BROADCASTING:

I was . . . interested in your editorial entitled, "The World Serious" which appeared . . . Oct. 10 as something equally as bad is happening here on the coast.

A national advertiser is now broadcasting professional football games over a special network comprising some 30 radio stations paying nothing for time but supplying the game at no cost with the privilege of course to commercialize their product.

It seems to me this is a serious mistake and can only end in disaster. . . .

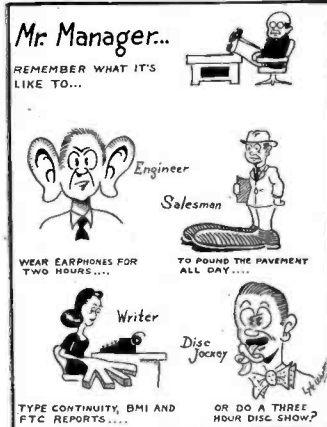
*Charles P. Scott,  
Gen. Mgr.  
KSRO Santa Rosa, Calif.*

## Back on Firing Line

EDITOR, BROADCASTING:

In the past few weeks, I have had occasion to take a turn at the turn-tables, fill in with the sales department, type up a number of commercials, and even engineer a football game. Hence the enclosed cartoon was born.

Although most station managers started in one of these departments,



I wonder how many remember how it feels to be back on the "firing line." . . .

*Lyle Warrick  
Assistant Manager  
WSUA Bloomington, Ind.*

## Any Takers?

EDITOR, BROADCASTING:

. . . We have been on the air since Nov. 1, 1948. In January 1949 we had 5 hours and 30 minutes of studio programs. For the month of October, in not quite a year, we have scheduled 117 hours and 45 minutes of local studio programs—all "live." This does not include

(Continued on page 73)

# SURE COVERAGE IN A BOOMING OKLAHOMA MARKET!

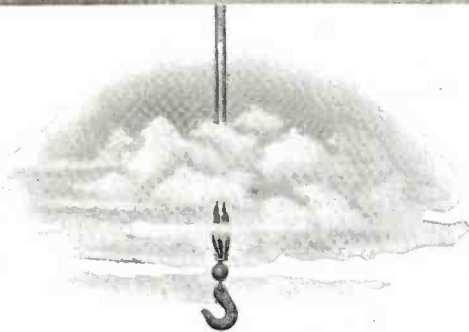
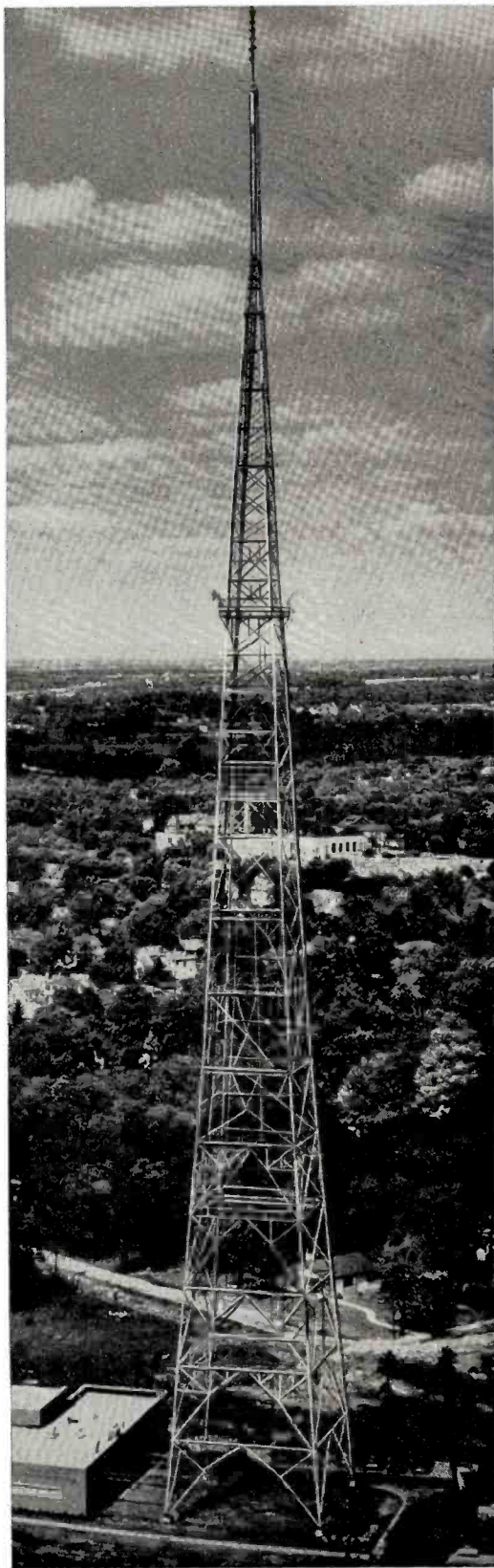
KTUL's swiftly developing 26 county area packs an \$878,744,000 buying income punch — with 245,580 radio homes—  
48,870  
MORE than in 1946 by the new corrected BMB report.

# KTUL TULSA

JOHN ESAU - Vice Pres. & Gen. Mgr.

*Avery-Knodel, Inc.* RADIO STATION REPRESENTATIVES

AFFILIATED WITH **KOMA**, OKLAHOMA CITY



**NEXT BEST THING  
TO A  
"SKY-HOOK!"**

"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

[ Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters. ]

**BLAW-KNOX DIVISION  
OF BLAW-KNOX COMPANY**

2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.



**BLAW-KNOX  
ANTENNA  
TOWERS**

# you'll do better with the same line- and two hooks!

Drop your line in North Carolina's greatest metropolitan market, Raleigh - Durham. WNAO and WDUK combine facilities and rates to offer you a "fisherman's paradise" and a "whale" of a discount.

All you have to furnish is the bait and the line—we've got the hooks. "They've" been biting on drugs, foods, autos and trucks, furniture, appliances and radios, clothing, hardware, farm machinery, gas, oil and tires, tobacco, cosmetics, soft drinks and dairy products.

Those ol' fishin' guides, Avery-Knodel, are our "reps"—you can get hold of them in New York, Atlanta, Chicago, San Francisco and Los Angeles. They'll point out the best fishin' spots in North Carolina.

**WNAO**

850 KILOCYCLES  
5000 WATTS

**RALEIGH**

*and*

**WDUK**

1310 KILOCYCLES  
1000 WATTS

**DURHAM**

★ ONE NETWORK, ABC

★ ONE LOW-RATE

★ 2 KEY OUTLETS

**NORTH CAROLINA'S LARGEST METROPOLITAN MARKET**

## Agencies



**JAMES H. BOLT** appointed vice president of Waldie & Briggs, Chicago, where he has worked since 1943. An account executive, he also supervised client activities in industrial and consumer products. He formerly was in the advertising department of Swift & Co., Chicago.

**LOIS REA**, former manager of advertising production for Ziff-Davis Publication Co., Chicago, appointed media director and traffic manager of Bill Bonsib Adv., Denver. She previously was production and traffic manager for Abbott Kimball Adv., Chicago, and for Beaumont & Hohman, same city. She also has been with Lowe Runkle Agency, Oklahoma City, and Charles Daniel Frey Agency, Chicago.

**MARY GROSVENOR ELLSWORTH**, formerly with N. W. Ayer & Son, Huber Hoge Inc. and Pedlar & Ryan, all New York, joins Compton Adv., New York, as copywriter. She also was with WRVA Richmond, Va.

**ALICE ROSS**, formerly in media departments of Lawrence C. Gumbinner and Franklin Bruck advertising agencies, both New York, appointed time buyer of New York office of Joseph Katz Co.

**HERBERT BEAVEN**, formerly vice president and manager of Los Angeles office, Brisacher, Wheeler & Staff, joins service staff of Mogge-Privett Inc., same city.

**GERALD J. WEIPERT** joins radio and TV staff of Brooke, Smith, French & Dorrance Inc., Detroit office. He formerly was on staff of WWJ-TV Detroit.

**MADOLIN BINGHAM**, formerly advertising and sales promotion manager for Munsingwear Inc., Minneapolis, joins Abbott Kimball Co., San Francisco, as account executive.

**RITA LIVINGSTON**, formerly with Carl Reimers Inc., appointed copy chief of Sterling Adv., New York.

**ALLEN DUCOVNY**, formerly with Robert Maxwell Assoc. as producer-director and director of public relations with Superman Inc., joins radio department of Kenyon & Eckhardt Inc., New York, in radio-TV production capacity.

**JAMES L. DePAULI**, former manager of San Francisco office of West-Marquis Inc., joins Albert Frank-Guenther Law Inc., same city, as account executive.

**EDWARD H. DEXTER**, formerly of Benton & Bowles, New York, joins Lennen & Mitchell, New York, as copy supervisor. Believe joining L&M, he was copy supervisor at Benton & Bowles for three years and was with Compton Adv. and Young & Rubicam in similar capacity for five and 13 years, respectively.

**JOHN R. MAYER**, former food account executive for Foote, Cone & Belding, New York, transferred to agency's San Francisco office as account executive on Western Beet Sugar Producers Inc.

**FREDERICK JONES Jr.**, formerly of M. Glen Miller Adv., Chicago, joins account staff of Biddle Co., Bloomington, Ill.

**HOWARD BAY**, independent Broadway set designer, appointed by Young & Rubicam, New York, to do background television settings for two of its programs, *Silver Theatre* and *Fred Waring*, both weekly shows on CBS-TV.

**DEL WAKEMAN**, formerly advertising and sales promotion manager of Ekco Products Co., Chicago, joins Rhoades & Davis, San Francisco.

**NORMAN E. KRAFF**, former general director of Food Research & Advertising joins Presba, Fellers & Presba, Chicago, as director of New Product Div.

**GEORGE THARP**, for several years with *Beverly Hills (Calif.) Citizen*, and **CLIFFORD GILL**, motion picture publicist, open advertising and publicity offices in Beverly Hills under name of Tharp & Gill. Offices are at 8668½ Wilshire Blvd. Phone: Bradshaw 2-4239.

**HELEN ANDERSON**, formerly of WJBK-TV Detroit, joins radio and television staff of Simons-Michelson, Detroit.

**FORD & DAMM**, Sacramento, Calif., changes firm name to Marshall Ford Adv. Agency.

**KRONSTADT AGENCY**, Washington, moves to 711-14th St. N.W. Telephone: Republic 0272.

**HICKSON & JORGENSEN Inc.**, Los Angeles, moves to 600 St. Paul Ave., effective Nov. 1.

# a coupla CHAMPS team-up again this fall



For 3 successive years, University of Michigan has been top team among the country's football giants. For the 3rd successive year, WWJ-TV, first television station in Michigan, will televise U of M home games for the same sponsor—Oldsmobile Dealers of Detroit.

Tens of thousands in this most prosperous major market in America will make a date with WWJ-TV Saturday afternoons to watch U of M, and then make a date with the Oldsmobile 88 for the following week. Olds' dealers, like the countless number of other WWJ-TV advertisers, have found that WWJ-TV not only offers the engineering know-how that assures better pictures, but also the ready-made audience born of WWJ-TV's pioneering and programming leadership. Yes, in Detroit, WWJ-TV is tops in television.



*All-American Al Wistert, third of the Wistert family to captain a U. of M. football team.*

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

ASSOCIATE AM-FM STATION WWJ

# WWJ-TV

NBC Television Network

# And now the HPL is on

**October 17: WCAU, "The Philadelphia Bulletin Station"—Columbia's great 50,000-watt affiliate in the nation's fourth largest market\*—became the ninth station to broadcast, live and locally, the most sales-effective participating program in all radio—"The Housewives' Protective League."**

It's *already* a sales manager's dream come true in eight of your biggest and richest markets...including the country's first...second...and third!

Now add the fourth—Philadelphia: WCAU—with its 50,000-watt "umbrella" coverage of the nation's fourth richest market—serves a territory where 1,145,180 radio families buy every kind of retail product to the tune of nearly *four billion dollars a year!*

And that means *now* "The Housewives' Protective League" can deliver your sales story to a total of 14,211,820 of the nation's radio families. Accounting for 38% of the nation's retail sales!\*

During the past twelve months, more than 200 of the shrewdest advertisers in the country have used HPL programs to sponsor their products. Each of these profit-minded advertisers has testified—in hard dollars and sense—that "The Housewives' Protective League" is radio's most sales-successful participating program. For detailed information get directly in touch with the stations, their national spot representatives or...

## THE HOUSEWIVES' PROTECTIVE LEAGUE

*"The program that sponsors the product"*

A DIVISION OF CBS • 45 MADISON AVE., NEW YORK • COLUMBIA SQUARE, HOLLYWOOD



### NEW YORK:

50,000-watt WCBS  
(where the HPL reaches  
an area with 4,284,030  
radio families)



### PHILADELPHIA:

50,000-watt WCAU  
(where the HPL reaches  
an area with 1,145,180  
radio families)




### SAN FRANCISCO:

5,000-watt KCBS  
(where the HPL reaches  
an area with 855,420  
radio families)



# WCAU!

THESE 184 NATIONAL SPOT AND REGIONAL ADVERTISEMENTS ARE AMONG THOSE USING THE HPL DURING 1949:

 <p><b>CHICAGO:</b> 50,000-watt <i>WBBM</i> (where the HPL reaches an area with 3,086,510 radio families)</p>	 <p><b>LOS ANGELES:</b> 50,000-watt <i>KNX</i> (where the HPL reaches an area with 1,659,950 radio families)</p>
 <p><b>MINNEAPOLIS:</b> 50,000-watt <i>WCCO</i> (where the HPL reaches an area with 1,035,850 radio families)</p>	 <p><b>ST. LOUIS:</b> 50,000-watt <i>KMOX</i> (where the HPL reaches an area with 894,620 radio families)</p>
 <p><b>SEATTLE:</b> 50,000-watt <i>KIRO</i> (where the HPL reaches an area with 469,200 radio families)</p>	 <p><b>WASHINGTON:</b> 50,000-watt <i>WTOP</i> (where the HPL reaches an area with 398,370 radio families)</p>

THE NINE HPL MARKETS (50-100% Daytime BMB Listening Areas.)

Absorene  
Ac'cent  
Aljohn Co.  
Amazo  
American Cranberry  
Austin Paint  
Awful Fresh MacFarlane  
Bakers Cocoa  
Beatrice Foods  
Bell Brook Dairies  
Bellone Hearing Aid  
Bertrand's Printing Co.  
Block Poultry Co.  
Bliss Coffee  
Brentwood Mart  
Briggs & Co.  
Butler Mfg. Co.  
Cabanay Products  
Calif. Lima Beans  
Campbell Soups  
Canada Dry  
Candelight House  
Capper Publications  
Carbonoid  
Cargill Inc.  
Childs Restaurants  
Cinch Cake Mix  
Citizens' Federal Savings  
Clear Tone Hearing Aid  
Coca-Cola  
Colonial Airlines  
Columbia Fed. Savings  
Congress Oil  
Constitutional Life Ins.  
Corn Products  
Cowles Publications  
Crack-O-Lets  
Craig Oil  
Crowell-Collier  
Crunchy Cookies  
Dairy-Aide  
Dixie Preserves  
Doeskin Products  
Donald Duck Orange Juice  
Doubleday Co.  
The Drackett Co.  
Dugan Brothers  
Durlacque Mfg. Co.  
E & S Frozen Foods  
Eggo Waffle Mix  
Family Laundry Assn.  
Family Reading Club  
Federal Life & Casualty  
First Federal Savings  
Flex-O-Lace  
Florsheim Shoes  
Fred Astaire  
French's Instant Potato  
Freshrap  
Fritos  
Fuller Brushes  
H. A. Gedney Co.  
General Electric  
General Foods  
General Motors  
Gordon Baking Co.  
Glim  
Green Spot Orangeade  
Greystone Press  
Griffin Shoe Polish  
Gwaltney Meats  
H & P Coffee Co.  
Halliburton Erle Co.  
Harry & David  
H. J. Heinz Co.  
Hi Lite Dog Food  
Hills Brothers Co.  
Holiday Magazine  
Halm Tomatoes  
Holsum Bread  
Home Bldg. & Loan Assn.  
Hotpoint  
Hot Shoppes  
Hunt Foods, Inc.  
Illinois Electric Co.  
International Harvester  
Irving's Dairy  
Isotex  
Jay's Potato Chips  
Jekyll Island Shrimp  
Julka Margarine  
Herb Jones Co.

Juice Industries  
Kerr Glass  
Kirby Vacuums  
Klever Kook Food Co.  
Kraft Products Co.  
Kristoferson Dairy  
La Choy Chinese Dinner  
Ladies Home Journal  
L & M Plastic Aprons  
Langendorf Bakeries  
Leach Co.  
Lettuce Leaf Oil  
Lever Brothers Co.  
Linens of the Week  
Lite Soap Co.  
Landon Specialties Co.  
Lubertone  
Lyon Van & Storage  
Majestic Mayonnaise  
Meadow Gold Ice Cream  
Megowen-Educator Foods  
Menner's Rice  
Metropolitan Fed. Savings  
Michigan Bulbs  
Michigan Mushrooms  
Microtone Hearing Aid  
Milmo  
Mirza Rug Cleaners  
Modglin Co.  
Mors Cheese Co.  
My-T-Fine  
The Nestle Co.  
New England Confectionery  
Nu Tone Chimes  
Nu-Trishus Corp.  
Oakite  
Occident Flour  
Ocean Spray Cranberries  
O'Connell Packing Co.  
Ohrbach's  
Oil Heat Institute  
Old Manse Syrup  
Olympic Gardens Bulbs  
Omnibook  
Pan American Coffee  
Paradise Garden Bulbs  
Perlex  
Perk Dog Food  
Pevly Dairies  
Pictsweet Frozen Foods  
Pillsbury Mills  
Pioneer Savings & Loan  
Plastic Food Bags  
Plymouth Motor Corp.  
Premier Foods  
Pritz Cleaner  
Prudential Bldg. Assn.  
Puritan Marshmallows  
Puget Sound P & L Co.  
Realeman  
Rislane  
Rcman Meal Co.  
Rusco Windows  
Schick Shavers  
Schneider Baking Co.  
Geo. E. Shampson Co.  
Sherwood Gardens Bulbs  
Simoniz  
Snow Crop  
S O S  
Spaak Stove Co.  
Sterling Salt  
St. Louis Fed. Savings  
Stakely Foods  
Tan-B-Low  
Tony Salad Dressing  
T W A  
Twin City Fed. Savings  
Twinlax Hangers  
Van Houten's Cocoa  
Virginia-Maryland Milk  
Ward Baking Co.  
Washington Post  
Wash. State Fruit Comm.  
Webb's Coffee  
Western Reddi-Wip  
Wilkins Coffee  
Willys Jeeps  
Wipe-On  
Wise Potato Chips  
Wm. H. Wise Books  
Yes Tissues

By DR. PAUL F. LAZARSFELD  
Director of Bureau of Applied Social  
Research, Columbia U.

**M**OST OF THE important decisions in life have to be made on the basis of insufficient knowledge. We don't really know what the effect of Federal aid to education would be, and we cannot really tell whether buying a certain stock will mean a gain or a loss. Still, we have to act somehow.

It would be self-deception to think that more research in the social sciences will solve the difficulty. Science can only tell us about the average of many cases. In an individual problem there will always be unexpected factors which might bring about a surprising turn of affairs.

If an advertiser has to decide how much of his budget to spend on radio or on printed media, again, he has to take a certain amount of risks. No serious research man will claim that a general statement can be made about which of two media is better. What research contributes can be compared to bricks for a building. You need many other things in addition to bricks before you have a house. But, again, the man who wants to sell space or time has to fulfill his mission. He has to argue with the advertiser in favor of his medium. Argument of this kind is an important function because it finally leads to action.

A good argument consists of many elements. It will partly use factual information based on scientific research. But it also has to make inferences from data which the research man would be unwilling to make himself. And intermingled with all that there has to be a great deal of persuasion just based on belief and enthusiasm.

The relation between research

\* \* \*



Dr. LAZARSFELD

and argumentation of this kind is many-sided. Undoubtedly, arguments are more convincing the more they can be based on fact. But, in turn, research profits from argument. It tells us what new facts are needed. It shows us where our own interpretations and inferences are still weak. It forces us to improve our research instruments.

It is for these reasons that no research man would ever hesitate to do work for a client even if he knows that the client wants to use the findings for the purpose of an argument. As a matter of fact, in the media field a great deal of the best research has grown out of

search funds in the hope that it could use the findings in an argument.

\* \* \*

**T**WO essential points were made clear from the beginning. Once a topic was selected the research findings had to be accepted no matter how they came out and, secondly, no claim was to be imputed to the research group that a specific finding, even if it was favorable to newspapers, would in any way be conclusive as to the broader argument of the merits of the two media, an argument which, as was mentioned before, could not have scientific meaning to begin with.

So the selection of the specific

**DR. PAUL F. LAZARSFELD** is director of the Bureau of Applied Social Research at Columbia U. and one of the country's experts on communications research.

The report about which he writes in the accompanying article gained considerable publicity when it was mentioned in a full-page advertisement in the New York Times by American Newspaper Advertising Network Inc. He protested that the use of his name in the ad was without his permission [BROADCASTING, June 20].

At about the same time, the report began to get considerable word-of-mouth publicity due to two factors:

(1) ANAN made a slide presentation based on part of the report, purporting to show newspaper ads were more effective than radio commercials.

(2) ANAN, able to control distribution of the report, reserved the right to reproduce it in whole or in part and did not make it freely available to trade publications wishing to write about it (ANAN, incidentally, continued to control distribution even though it announced a few months ago it was going out of business by the end of the year).

The fact is that the Lazarsfeld study, a report of tests made among 700 housewives in the New Jersey Oranges, was a careful and scholarly work, not argumentative for or against radio. It found that radio commercials quantitatively get more attention but that newspaper ads qualitatively get better attention; that although women remember more radio than newspaper ads that is because of more repetitive use of commercials than printed ads.

just such argumentative situations. But it is also very important that research and argument be clearly separated and carried on by distinct agencies.

No research man should ever become involved in the argument himself. He should not be quoted, for instance, as to the merits of one medium against the other. In turn, it is probably wise not to have an agency which is engaged in an argument do its own research.

\* \* \*

**A** RECENT study on "Psychological Impact of Newspaper and Radio Advertisements" is an interesting case in point. The study was commissioned by the American Newspaper Advertising Network. It was the result of about half a year of exploratory work which preceded the actual study. The exploratory work was frankly directed towards the following problem: Reviewing the history of advertisement research, could it be that certain points were overlooked which could be used in an argument in favor of newspaper advertisements? The final selection of a specific topic for investigation was definitely done, then, to serve the interests of an agency which was willing to provide re-

search funds in the hope that it could use the findings in an argument. Most of the previous studies had shown that there undoubtedly existed something that could be called media-mindedness. People tend to have a general preference either for communication by print or for communication by radio. If a person was radio-minded, he was likely to prefer commentators to columnists, to have more confidence in commercials than in printed advertisements, to prefer daytime serials to magazine stories, to spend more time on the radio than on print, and so on.

There are a large number of such items which are highly correlated. People have a strong tendency to answer all such questions either in terms of radio or in terms of print. Rare is the person who would, for instance, say that it is easier for him to learn from one medium but that he has more confidence in the other.

Once this media-mindedness was established, one could investigate its distribution over the population. Here the outstanding finding was that the lower educated parts of the population were more radio-minded and the better educated more print-minded. This is, of course, not too surprising a result,

but it had considerable importance for argumentation.

Calling, for the sake of simplicity, an educated person one who has at least graduated from high school, it is then clear that there are fewer educated than uneducated people; it was still scientifically justified to point out that many more people in the population are radio-minded rather than print-minded. From there it was only a small step to the argument that therefore radio advertising reaches more people and should consequently be more profitable. This argument, as far as is known, has indeed been used with great success by the radio industry.

\* \* \*

**W**HAT counter argument could the printed media use? One was, of course, that the print-minded people have a higher average income. And this in turn seems also to have been a successful point. Then, the question could be raised whether general media-mindedness is identical with susceptibility to advertising. No one had yet been able to study successfully this problem of susceptibility. It could undoubtedly be done, but the expenses of getting reliable findings would be too large as an investment in another point of argumentation.

But in the course of such efforts another point came up. Radio had obviously much broader coverage. Studies showed clearly that people knew and remembered many more commercials than printed advertisements. This is even true for the average person on high levels of education. At this point, the printed media, and especially the newspapers, had another opportunity to add a point. If it is only a matter of repetition, then maybe advertisers should start to use newspapers and continuous repeated promotion. This was the idea on which the American Newspaper Advertising Network was founded. What they needed most for such an argument was obviously the investigation of a single advertising message.

In comparing newspaper and radio in general, one was comparing at the same time continued exposure with short-term exposure. What would happen if people were studied at the time that they had just listened to one radio commercial or read one newspaper advertisement?

\* \* \*

**P**ROCEDURE used for the actual investigation consisted of three parts: As a check against older studies, each respondent was asked about his general attitude toward radio and printed advertisements. The findings corroborated completely the familiar results. Radio-mindedness came out again as a clear characteristic and it was very highly correlated with education.

People were also asked to re-

## and Ads in Newspapers Compared

member recent experiences with advertisements. These retrospective interviews were used mainly for general background and will not be discussed further at this point. (The retrospections, incidentally, showed again that more radio commercials than printed advertisements are remembered by the average respondent.)

The new element was introduced by the following method: The sample consisted of about 600 women respondents representative of a community in the New York metropolitan area. Each respondent was asked to listen to a commercial and to read an advertisement on the same product. Eight nationally advertised food and drug brands were used. The order in which the two messages were presented alternated from one respondent to the next so that half the respondents first read and the other half first listened. The whole emphasis and the subsequent analysis were directed toward finding out what went on in the mind of the respondent at the time he received the message. This is what is meant by impact.

A large number of indices were developed to describe the respondents' reactions and only a few of them can be briefly described here. One was, for instance, an index of richness. The respondents were rated according to whether the ad reminded them of a personal experience, whether they pictured themselves using the product or whether they compared it in their minds with other brands.

The same associations were rated according to whether they were vivid, intermediate or pale. The amount of deliberation as to the product stimulated by the ad was another index. Careful records were kept during the interviews and the answers were rated by several coders; in this way the indices have a reasonable degree of reliability.

The results can be summarized in a general way by saying that printed advertisements created a more attentive reaction than the radio commercials. This came out with practically all the indices including such measures as number of points in the sales message remembered right after hearing or seeing.

A large number of qualitative remarks were used to get a reasonable explanation for this result. It is probably due to the fact that in reading, the respondents could choose their own speed more, could go back to check on details if they wanted to and were greatly helped by the illustrations. Such an interpretation, however, is only conjecture as yet. Only the finding itself seems well established by this study.

\* \* \*

**WHAT** was found is probably a psychological characteristic of the process of reading printed

and illustrated ads as compared to the process of listening to commercials. That we face here a rather basic psychological characteristic can also be inferred from another finding. The more attentive reaction to the printed specimens held true for all educational levels. This is a rather remarkable finding. When we deal with general attitudes we find great educational differences, with radio finding much better reception among lower educated people. Now that we have studied the immediate impact at the time of reading or listening, we find that it is about the same irrespective of the education of the respondent.

\* \* \*

**NOW** how would such a new finding enter the argument and how should it be developed by further research? Obviously, nothing can be claimed as to final sales effect. But the newspaper partisan can well argue in the following way. Much of the advantage of radio might be due to the fact that the relative paleness of one message is overcome by frequent repetition. So if advertisers would do continuing advertising in newspapers, the greater immediate impact which printed advertisements seem to have could be built up toward a final greater sales effect. (The matter is not taken into consideration here, of course.)

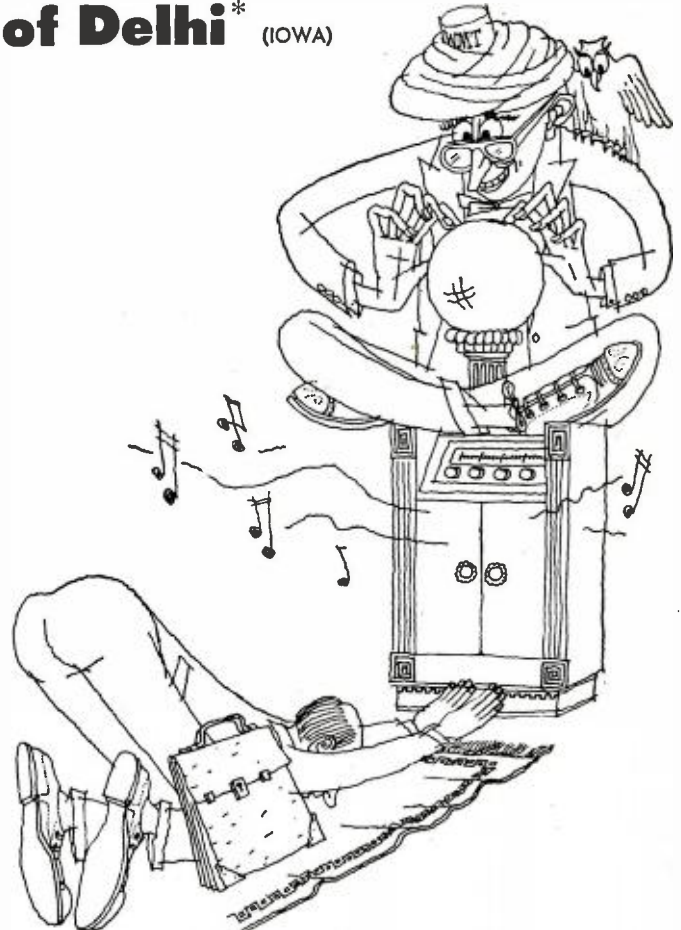
Partisans of radio, on the other hand, could make good use of the finding by putting the following problem to their copy writers: Is there something in the tradition of radio copy which makes its impact less strong than it could be? As in previous studies, so in the present one many of our respondents complained that radio commercials are not informative enough.

Most interesting, probably, is the implication of the present study for television. Everyone agrees, of course, that television has a greater impact than radio because it uses two channels, exposure through the eye and through the ear. But there is still one considerable difference between viewing on the television screen and reading a printed ad. The television viewer must still adapt himself to a given speed and cannot return to the content of the message after it is over. Therefore, a continuation of such impact studies in connection with television advertising should be very fruitful.

A final word might be said about the general idea of such impact studies. Many a "practical man" will say: I want to know what people do and not what is going on in their minds. This is a very short-sighted attitude and actually, very impractical. Of course, we can find out whether a certain commercial will sell goods. But then what? Will we therefore repeat the same commercial for the rest

(Continued on page 67)

# WMT is the new oracle of Delhi\* (IOWA)



... and The Word goes out, loud and clear, from one end of WMTland to the other: Get a load of WMT, for entertainment (exclusive CBS programming for the area), and information (AP, UP, INS news plus local correspondents throughout Iowa).

Delhi and the rest of the 1058 communities within WMT's 2.5 mv line make up an important part of the important Iowa audience (whose per capita income hit \$1,491 in '48, up 33% over '47 and 68% since the end of the war!) You needn't consult an oracle about reaching the prosperous Eastern Iowa audience. Use WMT. The Katz man has full details.

\* Note to purists: We know the ancient oracle was at Delphi, not Delhi. How close can you get?



# WMT

## CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

# WBIG

"The Prestige Station  
of  
the Carolinas"

## HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

WBIG

Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

*columbia affiliate*

5000 w. day & nite

Greensboro,  
North Carolina

*represented by hollingbery*

## New Business



WESSON OIL & SNOWDRIFT Co., New Orleans, starts transcribed Dr. Paul serial five weekly on ten additional stations for 52 weeks. Stations are: KOA Denver, KDYL Salt Lake City, KIDO Boise and the seven stations of Arizona Broadcasting System—KTAR Phoenix, KVOA Tucson, KYUM Yuma, KAWT Douglas-Bisbee, KYCA Prescott, KGLU Safford, KWJB Globe-Miami. Agency: Kenyon & Eckhardt, Hollywood.

CAMPBELL SOUP Co., Camden, N. J., sponsors 52-week, 15-minute show on WEVD New York. Show is produced by Joseph Jacobs Adv. & Merchandising Inc., New York. Agencies: Ward Wheelock Co. and Dancer-Fitzgerald-Sample Inc., New York.

CHARMORE Co., Paterson, N. J., appoints Monroe Greenthal Co., New York, to direct advertising and merchandising of Charmore Carryall. Radio will be used.

BUDGET PACK Inc., Los Angeles, appoints Ted H. Factor, same city, to handle advertising. Firm, now using television on two Los Angeles stations, plans to increase TV schedule and add radio.

G. N. COUGHLAN Co., West Orange, N. J., appoints A. W. Lewin Co., New York, as agency for its "Chimney Sweep" soot remover and "De Moist," mildew preventative. Present radio plans call for spots and some participations in St. Louis, Kansas City, Chicago and other Midwestern Cities, with emphasis on "Chimney Sweep." Company's radio budget not expected to exceed \$15,000.

### Network Accounts • • •

TONI Co., Chicago, for Toni Home Permanent, is sponsoring, on alternate days, 10:15-10:30 a.m. segment of CBS daily *Arthur Godfrey Show*. Sharing sponsorship of quarter hour on other days, is Wildroot Co., for its hair tonic. Agency for Toni is Foote, Cone & Belding, Chicago.

### Adpeople • • •

FRANK A. OBERNDORFER appointed assistant advertising and sales promotion manager of Receiver Sales Div., Allen B. DuMont Labs Inc. He will assist HENRY R. GEYELIN, DuMont's advertising manager, in national and cooperative advertising campaigns, as well as handling of sales promotional activities with DuMont dealers and distributors. Mr. Oberndorfer has been engaged in advertising and sales promotion functions for past four years.



"MEH-HEE-KOH" touch adorns WPDQ Jacksonville studios and "super" sales meeting as promotion and merchandising plans for the Frederic W. Ziv Co. transcribed program *The Cisco Kid* and a related contest are discussed. Sponsor of the series is Foremost Dairies, Jacksonville. Seated at the table are (l to r): Frank Taylor Jr., assistant manager of WPDQ; Robert R. Feagin, WPDQ general manager; Ed Volkwein, vice president of sales for Foremost; and Rex K. Smith, sales manager for the dairy. Others attending included salesmen and other employees of Foremost.

GENERAL ELECTRIC STATIONS

**WGFM**  
FREQUENCY MODULATION  
99.5 MEGACYCLES

**WGY**  
NBC AFFILIATE  
50,000 WATTS 810 KC

**WRGB**  
TELEVISION  
CHANNEL NO. 4

Schenectady 5, New York  
October, 1949

Mr. Arthur S. Pardoll  
Sullivan, Stauffer, Colwell & Bayles, Inc.  
437 Fifth Avenue  
New York 16, N. Y.

Dear Art:

Maybe he'll deny it . . . but "Jim" McConnell, NBC Spot Sales Director, can, really sing.

Fact is, he's humming a new tune these mornings, the lyrics for which were provided by WGY. The song goes something like this:

TUNE EIGHT-ONE-O FOR A NEW MORNING SHOW . . . THE SPONSORS ARE HAPPY, HI-HO, HI-HO . . . and here's the story behind the song:

WGY has just inaugurated a new series of morning program features which include EARLE PUDNEY at the turn-table and the keyboard, for 90 minutes, with inspired palaver and top-notch platters. GARY STEVENS, nationally-known recording star, shines with the WGY HEPTET in the "A. M. SHOWCASE" -- 8:45-9:15.

"MARTHA AND VERN" follow with recipe wrinkles, homespun facts, and all sorts of comical hi-jinx. Martha Brooks and Vern Cook are a real selling team -- a happy combination.

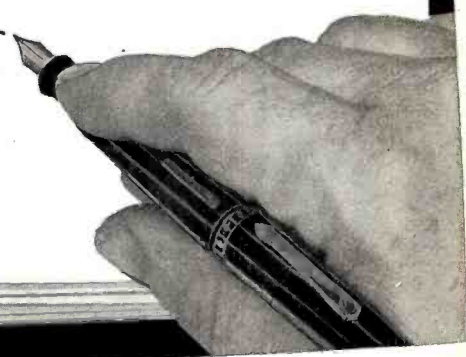
What a beautiful morning for the listener, the advertiser . . . and my secretary. (She is lately spending more time at the dial than the file.) It's music to everybody's ears the way the new talent handles the commercials . . . and that's the payoff for the sponsors participating in these shows.

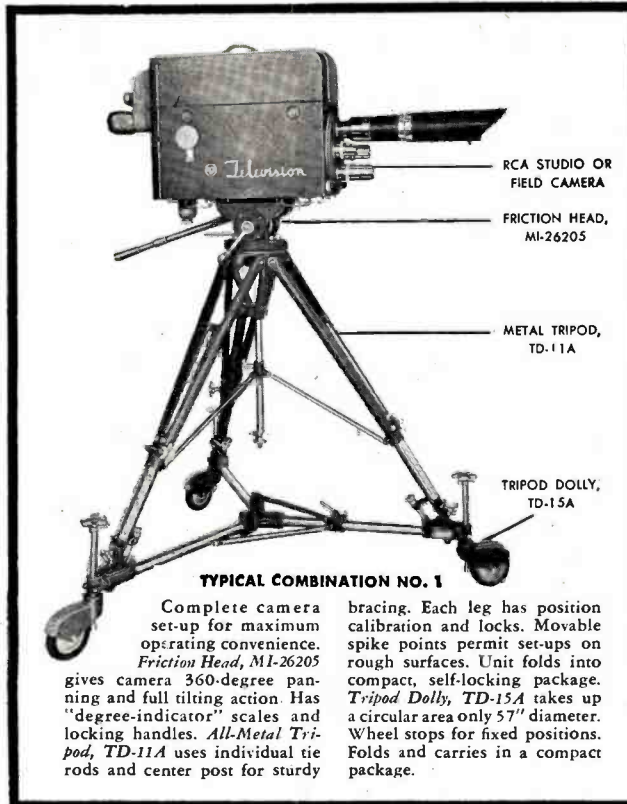
Little wonder Director McConnell is giving out with the dulcet tones. Give yourself a treat. Call him up on Circle 7-8300 and make him sing. We'll wager you'll sing too.

Cordially,

*R. B. Hanna*  
STATIONS MANAGER

RBH:ACS

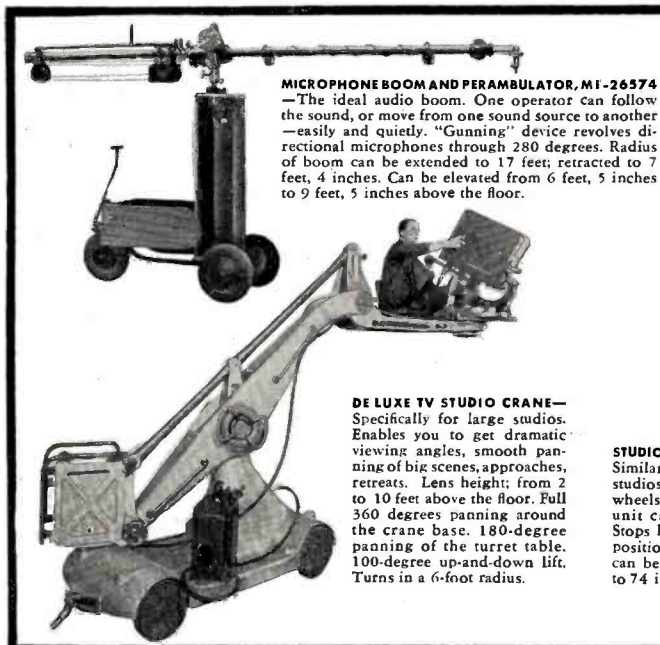




bracing. Each leg has position calibration and locks. Movable spike points permit set-ups on rough surfaces. Unit folds into compact, self-locking package. *Tripod Dolly, TD-15A* takes up a circular area only 57" diameter. Wheel stops for fixed positions. Folds and carries in a compact package.



## Dollies, booms, stands,




RCA STUDIO OR FIELD CAMERA

FRICITION HEAD, MI-26205

LO-HAT, MI-26190-1

METAL TRIPOD, TD-21A

METAL DOLLY, TD-25A

**TYPICAL COMBINATION NO. 3**

Another camera set-up for studio and mobile work. Handles RCA Studio Camera or Field Camera. Friction Head, MI-26205 same as used in Combination No. 1. Lo-Hat, MI-26190-1 provides greater freedom and height for camera action. Metal Tripod TD-21A for fixed or portable set-ups. Cast

aluminum and stainless steel construction. Legs adjustable up to 21 inches. Dual feet; pointed for field work and flanged for fixed service. Metal Dolly TD-25A. Non-swiveling. Foot-controls for parallel wheel alignment. Individual wheel and tripod locks.

RELAY RECEIVER, TRR-1A

REFLECTOR AND PARAPET MOUNT, MI-26187

METAL TRIPOD, TD-21A

**TYPICAL COMBINATION NO. 4**

A complete relay pick-up receiving system. Relay receiver and parabola fasten to tripod through Reflector and Parapet Mount, MI-26187. Metal Tripod, TD-21A is set up for rough surfaces.

Field Camera and Friction Head, MI-26205, can be mounted on High Hat MI-26190-2 for wall or parapet use. Complete assembly is attached to Parapet Clamp Support MI-26189.

▲ Here, Reflector and Parapet Mount MI-26187 fasten to Clamp Support, MI-26189—which mounts on top of wall. Relay reflector may also be permanently mounted in wall openings by means of "Gimbal" Antenna Ring Mount, MI-26207 (not illustrated).

# mounts, accessories...

# for every TV set-up

**STUDIO CAMERA PEDESTAL, TD-1A—** Television's favorite pedestal for studio and other indoor operations. Moves freely, quietly. Crank handle raises and lowers camera to any height between 40 inches and five feet above the floor. Moves in any direction—or about a point. Panning and tilting provided by Friction Head MI-26205.

PICTURED on these pages are typical units and combinations from the most complete line of television accessories in the industry—application-engineered to meet every pick-up situation called for in your TV operations.

This line of mechanical accessories enables you to select just the right combination for your station operation. It includes every device needed for providing universal camera action in the studio and the field. It provides additional flexibility for maneuvering and covering shots from any angle.

RCA TV accessories are stoutly built to withstand the tough wear and tear encountered in field and studio operations. Yet each unit is a model of mechanical simplicity—easy to transport, easy to set up, easy to adjust, and easy to handle.

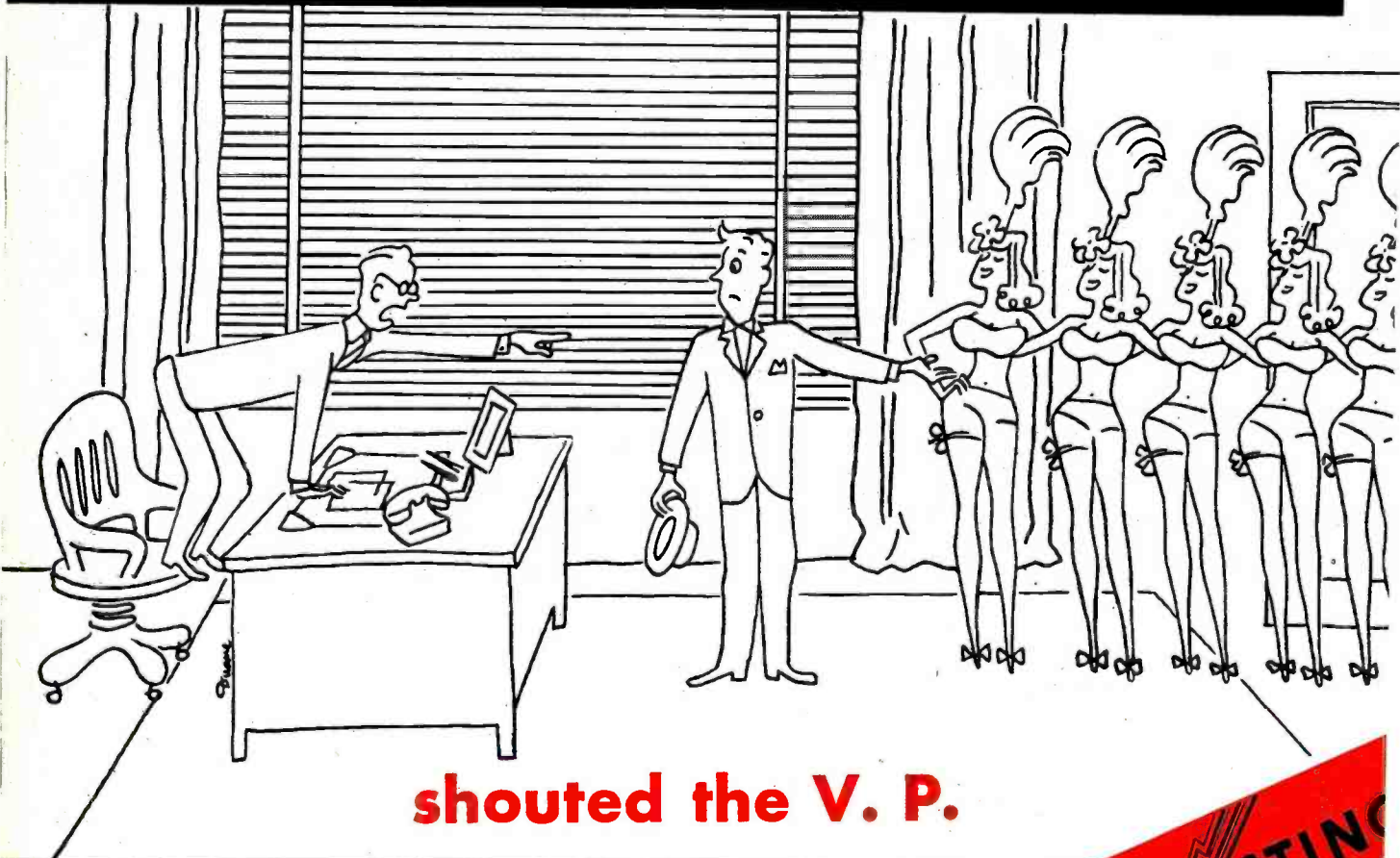
RCA TV accessories like these are used today in nearly every television station in the country. For complete information on the entire line, call your RCA Broadcast Sales Engineer. Or write Dept. 19JD, RCA Engineering Products, Camden, New Jersey.



**TELEVISION BROADCAST EQUIPMENT**  
**RADIO CORPORATION of AMERICA**  
 ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: R C A V I C T O R Company Limited, Montreal

**"Those aren't the figures I wanted..."**



**shouted the V. P.**

**... look in the  
for facts and figures**

*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.

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SIGNED BY \_\_\_\_\_

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

- AM, FM, TV STATION LOG BY CITIES
- MEDIA COSTS
- ANALYSIS OF 1949 RADIO
- RADIO AND TV BILLINGS
- DIRECTORIES OF NATIONAL AND REGIONAL ADVERTISERS
- AUDIENCE ANALYSES
- PROGRAM RATINGS

**BROADCASTING**  
The Newsweek of Radio and Television  
**TELECASTING**  
**YEARBOOK**  
**1950**

*16th in a distinguished series*



**k-nuz**  
presents



**THE WORLD'S  
LARGEST  
DISC JOCKEY  
SHOW!**

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

- |   |   |
|---|---|
| BENNIE HESS<br>TINY SMITH<br>LEON PAYNE<br>BEN CHRISTIAN<br>BENNY LEADERS<br>JIMMY SHORT<br>COLLIE<br>CORNPATCH | LITTLE MARGE<br>PETE HUNTER<br>FLOYD TILLMAN<br>HANK LOCHLIN<br>JERRY JERRICHO<br>JERRY IRBY<br>WOODY &<br>SMITTY |
|---|---|

Saturday's Share of Audience July, 1949, Hooper rating for K-NUZ—12.8. This super buy available at K-NUZ's low rates.

NATIONAL REP. FORJOE & CO.  
Dave Morris, Gen. Mgr.

"Your Good News Station"

**k-nuz**  
9th Floor Scanlan Bldg.  
HOUSTON 2, TEXAS

**Milestones**



THE indomitable Isaac Potts (2d left), sponsor of *Little Potts Sing 'N Win* on WFBR Baltimore, celebrates the ninth anniversary of his program by taking over the job of m.c., commercial announcer and the part of second tenor in the *Lather Boys Quartet*. The studio audience seemed to think Mr. Potts has talent and salesmanship.



SEVEN-FOOT birthday cake tops height of Harold E. Fellows, general manager of WEEI (CBS) Boston, at the station's "Silver-Letter-Day" commemorating 25 years of broadcasting. WEEI held all-day open house last month with the mail-bag containing congratulations from military and naval commandants, prominent political figures, former employes, other networks and independent station managers. One fourth of WEEI's staff are members of its 15-year Club and half that number are ready to secede this year to form a 20-year Club. E. B. Rideout, meteorologist, has been with the station all of the 25 years less 10 months; Carl Dickerman, chief announcer, 23½ years, and Caroline Cabot's *Shopping Service* 23 years.

▶ Robert Trout, NBC newscaster, commemorated his 18th anniversary behind a microphone on Sunday, Oct. 16, by re-reading his first news program. Startled listeners heard reports on the Manchurian crisis and League of Nations council sessions, the impending death of Thomas Edison and a political scrap involving Huey P. Long.

▶ Charley Stookey has celebrated his 17th anniversary in early morning radio in St. Louis. He is the farm editor for KXOK St. Louis. He originated the *Farm Folks Hour* at KMOX that city in 1932.

▶ WXYZ-TV Detroit celebrated its first anniversary Oct. 9 with announcement that it is now telecasting 49 hours per week.

▶ Kenyon & Eckhardt Inc., New York, is celebrating its 20th anniversary this month.

▶ Jay Stewart, m.c. of ABC *Surprise Package*, celebrated his 10th year on radio Oct. 14.

▶ Don Wilson this month celebrates his 25th year in radio and 20th year as an announcer.

▶ Monty Masters, writer-producer at KNBC San Francisco, celebrated the first anniversary of his weekly afternoon *Monty Masters Variety Show*, with large studio party at KNBC's Radio City last week.

▶ Herman D. Taylor has completed a quarter of a century with WTIC Hartford, Conn. He is plant manager for the station.

▶ V. La Rosa & Sons, extensive users of Italian-language radio time in the Northeast, celebrated the beginning of their nineteenth year of broadcasting in the same time-slot on WOV New York. Program, *La Rosa Hour*, has been placed by Commercial Radio Service, New York, since its inception.

*First*  
in Dollar Value  
in  
**NASHVILLE**  
Because  
**WKDA**  
*Delivers*  
the  
*Audience*

**HOOPER STATION AUDIENCE INDEX**

CITY: NASHVILLE, TENNESSEE

MONTHS: July-August, 1949

Total Coincidental Calls—This Period - 15,115

INDEX	"A"	"B"	"C"	"D"
21.9	21.5	18.6	15.5	11.5
HOMES USING SETS	31.1			
Total Rated Time Periods				

WKDA is circled in the original image.

Represented By  
FORJOE & CO., INC.  
T. B. Baker, Jr., General Manager



**NORTH CAROLINA  
IS THE SOUTH'S**

**No. 1 STATE**

**AND**

**NORTH  
CAROLINA'S**

**No. 1  
SALESMAN**

**IS**

**50,000  
WATTS  
680 Kc.**

**WPTF** **NBC**  
**AFFILIATE**

★ **also WPTF-FM** ★

**RALEIGH, North Carolina**

**National Representative FREE & PETERS INC.**

# BROADCASTING

## TELECASTING

Vol. 37, No. 17

WASHINGTON, D. C., OCTOBER 24, 1949

\$7.00 A YEAR—25¢ A COPY

## NELSON DISCUSSES P. I.

### Holds Stations Responsible

By LINNEA NELSON

IN VIEW of the many articles and letters published recently in connection with per inquiry broadcasting, I can't resist commenting on the subject. Never having purchased any of this type of broadcasting I hope that I am able to present a strictly unbiased attitude.

Not long ago I wrote the NAB on the subject of rate cutting, local vs. national rates and per inquiry broadcasting; and concluded by saying that the last would seem far more legitimate than the other two.

Early this year I brought up the subject at the national meeting of our AAAA Committee on Radio and Television Broadcasting. This committee is made up of people involved with time buying from all sections of the U.S. Much to my surprise, a few of the members were unaware of this form of

purchase in the broadcasting business. Of those who knew about it, some had been approached by stations offering this type of buy and others by their clients who had been approached either by stations or companies which are specializing in this type of business.

As a group of timebuyers who are responsible for knowing about everything that is going on, we felt it necessary to recommend that the AAAA send a bulletin to all its member agencies advising them of what seems to be a fairly widespread practice. Our posi-

tion, on any such matters, is not to recommend for or against such use, but to advise that should it be necessary for them to look into it there is no reason why such a purchase must be limited to a certain few. We said it was the responsibility of any advertising agency to be in a position to purchase for its clients anything that anyone else can, at an equally low cost and just as effectively.

It was pointed out at our meeting that in addition to some companies specializing in per inquiry business—who incidentally are not averse to working with advertising agencies and granting the customary commission—many stations carry this type of broadcasting on their own. We said there was no available list of such stations and should it be necessary to get the information it would be necessary to write to the stations. That could be why some inquiries are being made.

I have personally had several sales pitches made to me for per inquiry business by good stations—and they are NAB members. (Let's face it—a halo does not automatically become a part of the membership of any industry organization!) As a result of one of these sales stories I presented the plan to a mail order account which uses newspapers (straight rate basis, though). However, the station after seeing the product felt it had to be shown in color and would not make a good per inquiry item for radio.

#### Not All Suitable

Maybe it is fortunate that not all products are suitable for mail order per inquiry broadcasting, because then our lives might very well be based on a day-to-day existence rather than building toward a constructive future for manufacturing, distribution and sales. Local retail sales outlets are a part of our American way of life, and it doesn't seem possible that per inquiry broadcasting can grow to such an extent that the present system will be damaged. And I do not think that manufacturers could continue to pay such a high percentage of the sale price of an article for very long. (At least, not the percentages I have been quoted).

Has anything been heard publicly from any of the stations that carry per inquiry broadcasting? What have been their experiences?

### The AAAA's Statement On Per Inquiry Business

BULLETIN NUMBER 1737 Aug. 24, 1949  
OUR Committee on Radio and Television Broadcasting has recommended that member agencies be bulletined regarding the present status of "per inquiry" radio advertising.

Under this form of advertising, some radio stations offer agencies and advertisers their facilities (usually on a special program or participation basis) to advertise for direct mail order sales. In most instances, the advertiser—either direct or through his advertising agency—pays the station, as compensation for air time, a percentage of the total sales of items sold as a result of such broadcasting. In many cases when such advertising and billing is handled through the advertising agency, the customary 15 per cent commission is allowed on the amount billed.

Rates for this type of advertising are not published in any instance that we know of. As a result, it is almost always necessary to query stations in connection with each schedule.

Many stations do not accept per inquiry business, and stations should not be expected to make exceptions to their current policies.

Also, the National Association of Broadcasters and the National Association of Radio Station Representatives are on record as opposed to per inquiry business in principle. The N.A.B. tells us that in some instances agencies have lost other clients because of handling per inquiry advertising.

If clients of A.A.A.A. agencies are interested in per inquiry business, they should be made aware that this type of broadcast advertising when sold by a station is available to any advertiser, through any agency, subject to the station's acceptance of product and copy.

\*Editor's Note: Two paragraphs indicated were deleted by request of AAAA as confidential to its membership.

Would they recommend that other stations look into it—and if so what should they watch out for? It would be extremely interesting to get the point of view of the user. The user should not be ashamed to tell his story because the evident growth of per inquiry broadcasting is testimony to the fact that it has paid out for some products.

I may yet be involved in writing stations throughout the country inquiring about their policies in this connection. And I won't hang my head in so doing because I can't buy anything the station doesn't have for sale. I will be less embarrassed doing this than when I have to write a station that has undercut my price quotation to a client by quoting the local dealer much less. Should I ever find myself in the position of buying any per inquiry broadcasting as a service to any present or future clients, you can bet your life that the costs

(Continued on page 35)

IN THE COURSE of 22 years service with J. Walter Thompson Co., New York, Linnea Nelson, timebuyer, has bought more than \$100 million in time.

The agency, one of the most active in radio and television, handles an estimated billing of \$12,000,000 a year in those media. Its fall radio activities include national network shows for Swift & Co., Libby, McNeil & Libby, Kraft Foods Co., Johns-Manville Corp., and Lever Bros.



JWT has a regional network program, Boston Blackie, on the Columbia Pacific Network for Safeway Stores, and spot schedules for such firms as P. Ballantine & Sons, Fanny Farmer, Ford Dealers, Indiana Bell Telephone Co., International Minerals & Chemical Corp., Kraft Foods Co., Lamont, Corliss & Co., Lever Bros., Northern Trust Co., Devoe & Reynolds, Penick & Ford

Ltd., San Francisco Chronicle, RCA, Scott Paper Co., Shell Oil Co., Standard Brands, Swift & Co., Trailer Coach Mfg. Co., Ward Baking Co., and Washington State Apple Commission.

In television, the agency has network programs for RCA Victor, Lever Bros., Kraft Foods Co., P. Ballantine & Sons, Wine Advisory Board, Scott Paper Co., and Libby, McNeil & Libby. It handles local television programs for J. B. Williams Co. and Ford Dealers Assoc. of Southern California.

Miss Nelson joined J. Walter Thompson's New York office in 1927 as a typist. Soon she began working on the then pioneering problem of buying radio time. She bought the first network show, for Royal Desserts, in 1929.

She is a member of the board of directors of Broadcast Measurement Bureau and a member of the American Assn. of Advertising Agencies' timebuying committee. She was a principal contributor in the writing of the first AAAA-NAB radio contract and has been prominent in rate card standardization and audience measurement activities.

# ABC STOCK SPURT

A SUDDEN FLURRY of trading in the New York Stock Exchange has lifted ABC stock out of the doldrums in which it had languished since early this year and by last week revived speculation as to the identity of buyers.

After a short period of brisk activity in early January, during which the stock rose to a high of 10 and 1/2, the ABC issues began a decline in volume and price, which reached bottom before the middle of the year when they were a drug on the market at 5 and 1/2.

The recently accelerated trading has elevated the price to as high as 8 and 3/4, reached last Wednesday when 9,800 shares changed hands.

Reasons advanced for the increased activity varied, but competent observers agreed that the rise in price that accompanied an enlargement of volume could indicate only that a buyer's market prevailed.

The situation was not unlike that which obtained at the end of 1948 and the beginning of 1949 [BROADCASTING, January 17] when weekly trading at one point reached a total volume of 38,800 shares in a market in which prices rose steadily.

At that time it was conjectured that Twentieth Century-Fox Film Co., or its president Spyros Skouras, may have been endeavoring to acquire a voice in ABC by skillful stock buying after the failure of efforts by the film company to negotiate the purchase of ABC from Edward J. Noble, ABC chairman of the board and principal stockholder.

There was no confirmation of that conjecture then, and there was none to indicate it might be so now, although plainly the behavior of the market suggested centralized buying in ABC stock.

Last December, when the trading in ABC stock also indicated a buyer's market, it became known that three executives of the corporation had unloaded a total of

\* 51,800 shares they had owned directly.

One of them, Robert E. Kintner, executive vice president, has sold still more of his stock as recently as last month, it was learned. In September Mr. Kintner sold 1,900 shares, leaving him with 12,700 still in his direct ownership.

As of the first of the year Mr. Kintner held 16,000 shares. He disposed of 1,400 in the interval between then and last Sept. 1.

The spurt in ABC stock trading was coincidental with a rise in volume and price of other so-called radio stocks, including RCA and CBS, most of which have improved in recent weeks.

Wall Street observers attributed the general increase of interest in radio issues to a belief by the public that anticipated Christmas sales



HENRY FORD 2nd (l), national chairman of Community Chests of America, thanks Charles G. Mortimer Jr., chairman of The Advertising Council and vice president, General Foods Corp., for the council's help in securing radio support, through the Radio Allocation Plan, from advertisers and networks for the 1949 Community Chest drives in October.

## Revives Speculation

of radio and television receivers would hike the prices of manufacturers stocks.

The explanation, however, would hardly apply to ABC which manufactures nothing and relies exclusively upon income from broadcasting. The suggestion that despite its lack of manufacturing ABC might be riding the tail of a wave of buying by ordinary investors in radio stocks generally was also rejected. Every exploration of the motivation of ABC buying led back to the apparently inescapable conclusion that the buying was not being done by just folks.

As long ago as last April Mr. Noble himself, at an annual stock holders meeting, described ABC as speculative and not a proper purchase for investors of small means.

### Reports Substantiate View

Subsequential financial reports issued by ABC have indicated no reason to alter Mr. Noble's estimate. The mid-year report showed the network suffered a net loss of more than \$41,000. Although time and program sales since then have doubtlessly improved ABC's position, they have not been in sufficient quantity to justify any change in the description of ABC stock as speculative, observers felt.

The recent movement of ABC stock on the New York Stock Exchange is shown in the following day-by-day schedule.

Date	Volume of Shares	Closing of Price
Oct. 7	200	7 3/4
8	600	7 3/4
10	1,000	7 1/2
11	1,000	7 3/4
12	(Holiday)	
13	2,600	7 3/4
14	900	7 3/4
15	1,100	7 3/4
17	4,200	7 3/4
18	13,900	8 1/2
19	9,800	8 1/2
20	1,800	8 1/4

On Oct. 18 ABC was among the 10 most active stocks on the ex-

change. RCA stocks that day led all others, with 37,000 being traded. A total of 13,900 ABC shares changed hands. ABC has a total of 1,689,017 shares outstanding while RCA has 13,857,150.

## AFA CAMPAIGN

### To Stress Reducing Costs

ADVERTISING as a means of reducing consumer goods costs, not increasing them, is the theme of the third campaign of the Advertising Federation of America "to promote a better public understanding of advertising."

The campaign theme was revealed at a news conference Thursday in New York by Ralph Smith, executive vice president of Duane Jones Co., and chairman of the AFA committee for the campaign.

Nine spot announcements for use by radio stations have been prepared, and are going with letters to every station in the country charging \$50 or more per hour for time, along with a free disc offer.

Campaign messages are brief, Mr. Smith said, because time and space are donated. AFA's name does not appear in ads or is not mentioned on transcriptions as it was the group's purpose "to promote advertising, not AFA."

## SCAAA MEETING

### Radio-TV Panel Set

RADIO and television will get the spotlight at the meeting tonight (Oct. 24) of the Southern California Advertising Agencies Assn. at Rodger Young Auditorium, Los Angeles.

Representing radio, William Shaw, assistant sales manager of Pacific Network will discuss "How Radio Pays Off." For television John Vrba, promotion manager, KTTV (TV) Los Angeles, will take up "TV Success Stories of Local Advertisers." Edward G. Neale, owner, Neale Adv., Los Angeles, is meeting chairman.

# Why NARBA Blood Boils . . . . . AN EDITORIAL

BLOOD BOILS at the NARBA conference in Montreal, and it isn't all Latino.

Our delegation is aroused because of what it probably regards as ill-timed and unwarranted unofficial proposals to invoke "sanctions," economic as well as electromagnetic, against the wave-jumping of Cuba and Mexico, (in utter disregard of our hemispheric understanding). And the Cubans (Mexico isn't officially attending the conference) evidently feel that U. S. broadcasters have committed a diplomatic gaucherie (the accepted term is "insult").

This strange state of affairs erupted last week after the NAB Fourth District, meeting in Pinehurst, adopted a sizzling resolution aimed at Mexico and Cuba. The resolution emanated from a district which has cradled many a controversy. It is a district in which every man is an orator, and every orator a zealot.

The resolution having been duly adopted, copies went to the President, the Secretary of State, the Chairman of the FCC, the Chairman

of the U. S. delegation to NARBA, and the members of the Senate and House Foreign Relations Committees.

The U. S. delegation to Montreal was polled. Only one of 20 felt the resolution was warranted. The others deplored it. The view was that the conference could get somewhere if patience and tact were used. To threaten another war or economic sanctions, it was felt, would bring together the delegation from Cuba, which till now has been divided. It would fire the spirit of nationalism.

We are not schooled in the devious ways of diplomacy. We do not understand the Latin let's-put-off-until-tomorrow-what-can-be-done-today approach. We do believe that the Cuban demands were a grandiose bluff, and that she was simply bargaining for position. And that Mexico absented itself because it had nothing to gain by being present.

Facts are facts. Cuban and Mexican stations are causing ruinous interference on many of the channels assigned by treaty to the U. S.

They are wave-jumping all over the spectrum. Such tactics do not augur for good faith or good fellowship.

We deprecate high-pressure tactics. And we certainly are in favor of tact just as vehemently as we're opposed to sin. But cooperation, whether its international or local, is a two-way street.

The first move, it is crystal clear, is for the Cubans and the Mexicans to get on their own sides of the radio street. Then let the NARBA conference proceed in orderly and gentlemanly fashion on equitable allocations and uniform standards.

We respect our Latin neighbors. They should respect us in kind.

Let's bury the tommyhawks and machetes, and start from the beginning with a return to the allocations status quo. There will be time enough for pyrotechnics, ethereal and otherwise, if negotiations break down.

Mexico and Cuba: It's your move—back to the pre-Montreal assignments.



TWO NAB board members took part in District 4 meeting, Campbell Arnoux, WTAR Norfolk, district director, and Frank U. Fletcher, WARL Arlington, Va., FM director-at-large. In convention group (l to r): Don S. Elias, WYWC Asheville, N. C.; Mr. Arnoux; NAB President Justin Miller; Mr. Fletcher; George B. Storer, WWVA Wheeling, W. Va.



SOUTHEASTERN quartet at the District 4 meeting last week in Pinehurst (l to r): Phil A. Allen, WLVA Lynchburg, Va.; Robert M. Wallace, WCHS Shelby, N. C.; Harold Essex, WSJS Winston-Salem, N. C.; B. T. Whitmire, WFBC Greenville, S. C. Messrs. Allen, Wallace and Whitmire, head their state associations.

\* \* \*

\* \* \*

# PROTECT U. S. CHANNELS

## NAB District 4 Resolves

By J. FRANK BEATTY

U. S. BROADCASTERS will fight for the right to keep the North American air free from chaotic Cuban and Mexican interference, judging by first industry reaction to Latin squatting on American frequencies in defiance of post-NARBA pledges.

NAB District 4 broadcasters set the pace for an all-out battle to protect U. S. channels at the Oct. 17-18 Pinehurst, N. C., meeting. Nearly 300 delegates unanimously adopted a stinging resolution call-

ing on governmental agencies to invoke full sanctions against Cuba and Mexico (see text below.)

The action indicated that growing industry indignation over the destructive interference will receive the attention of the White House, State Dept., Congress, FCC and particularly the members of the U. S. delegation attending the third NARBA conference now in session at Hotel Windsor, Montreal.

In its spontaneous action, District 4 threw into the battle the weight of 207 stations whose dele-

gates took an active part in what was described as the largest district meeting in NAB history.

Campbell Arnoux, WTAR Norfolk, Va., presided at the meetings as District 4 director. Delegates represented stations in District of Columbia, Virginia, West Virginia and North and South Carolina.

Aside from the NARBA action, the meeting paralleled the other district meetings that started in Cincinnati early in September. Sales discussions occupied an entire day as Maurice B. Mitchell, director of Broadcast Advertising Bureau, conducted a shirtsleeves clinic on broadcast advertising.

Several resolutions departed somewhat from the pattern of prior district sessions. The delegates unanimously adopted a resolution offering cooperation of the district to the U. S. Census Bureau in the world's largest statistical undertaking, the 1950 decennial census. The resolution urged the bureau to include FM in the 1950 count of radio and television homes.

A resolution that drew considerable comment centered around BAB, whose achievements under Mr. Mitchell's direction were highly praised. Argument developed over a proposal that the NAB board be urged to reconsider its action pro-

posing to separate BAB from the association. On behalf of the board Mr. Arnoux explained that the idea behind the separation policy was first to give BAB full rein to tear into other media, and second to draw additional funds from sources outside the association itself. Eventually the resolution was adopted unanimously.

Another debate developed prior to adoption of a resolution calling for creation of a new corporation outside NAB to succeed Broadcast Measurement Bureau. The corporation would be set up along the lines of BMI. Its purpose would be to enable the industry to meet the competition of other audience measurement services and be wholly supported by advertisers, agencies and broadcasters. The work of Dr. Kenneth H. Baker, BMB acting president, was lauded.

The U. S. Bureau of Internal Revenue's new policy by which more components of TV sets with continuous tuning switches are subject to the 10% excise tax was condemned as "discriminatory." The tax threatens to stop production of some TV models which also bring in the 88-108 mc FM band [BROADCASTING, Oct. 17].

Other resolutions endorsed the (Continued on page 36)

### District 4 Resolution Urging Protection for U. S. Channels

WHEREAS the North American Regional Broadcasting Agreement, first executed in 1937, and subsequently modified and extended in 1941 and 1946, between the United States, Cuba, Canada, Mexico and certain other countries of Central America, adopted a method of eliminating interference between radio broadcasting stations of the respective countries by equitable allocation of frequencies and the use of directional antennas,

And whereas, pursuant to previously agreed upon procedure, it was anticipated that a status quo would be maintained by the respective countries during the deliberations of the present NARBA conference now meeting in Montreal for the purpose of effectuating a new treaty to replace the one now expired,

And whereas, Cuba has disregarded its pledges to continue the status quo operation until a new treaty is ratified; and Mexico has declined even to attend or take part in the Montreal conference and whereas these countries have permitted their licensees to greatly increase their emissions of power toward United States stations in direct violation of the status quo and to begin operations on frequencies hitherto reserved for the United States only,

And whereas, this practice has resulted in unbearable and chaotic interference in the service areas of many American stations and has severely impaired or destroyed service on which millions of American citizens depend for daily information, entertainment, and education, in hundreds of communities in this country,

And whereas, this situation is being further aggravated daily as more and more Cuban and Mexican stations increase power or move on to channels assigned to United States stations, thus constantly extending the areas of chaos,

And whereas, it appears to be the ultimate aim of Cuban and Mexican officials to break down all clear channels in this country and to further restrict and degrade service on the presently overcrowded regional channels in order that they may obtain many more channels for their own use

out of all proportion to the population and receiving sets of their countries at the expense of the United States.

Therefore, be it resolved that the Government of the United States formally request the Governments of Cuba and Mexico to order the broadcasting licensees of their respective countries to return immediately to the frequency assignments, power and directional assignments as provided for in the North American Regional Broadcasting Agreement, and to maintain the status quo, as previously pledged, until such time as a new treaty is ratified or until negotiations seeking same are broken off by the countries involved,

And be it further resolved that all American Broadcasting stations opera- (Continued on page 37)

# NARBA REACTION

## Regrets District 4 Action

THREATS to invoke economic sanctions against Cuba and Mexico to halt their channel grabbing, as proposed by NAB District 4 (see story this page), were regretted last week by most members of the U. S. delegation at the Montreal NARBA conference.

A poll by BROADCASTING, taken after members of the American group had been informed of the District 4 action, showed that only one delegate endorsed the strongly worded resolution.

High-pressure tactics at this point in the diplomatic maneuvering might arouse nationalistic spirit among factions within Cuba's delegation and upset the progress already made, most of the U. S.

delegates contacted pointed out. This would mean a loss of goodwill among the Cubans, it was felt, and tend to preclude any chance that Mexico might go along with a treaty should one be adopted.

Action of District 4 was viewed by some of the U. S. delegates as inappropriate and untimely. Adoption of such a resolution during early stages of the negotiations, or even before the conference got down to serious business, would not have embarrassed the U. S. delegation, it was suggested, but it makes the whole job tougher now that the official preliminaries are out of the way.

One delegate's view was that the resolution would be regarded by

both Cubans and Mexicans as an affront and produce the very opposite reaction from that anticipated. Another view was that the interference situation is critical and demands plain talk.

The Montreal NARBA conference, under way a month-and-a-half, approached the critical stage at the weekend as a technical committee started setting up a list of stations regardless of channel classification and with each country putting down its objection or lack of objection.

With this narrowing of the issues, the committee started at 540 kc and prepared to go right down

(Continued on page 35)

# STORES BUY MORE *Schuster's Heads* Retail Sponsors

ED. SCHUSTER & Co., Milwaukee, Wisconsin's largest department store and described as perhaps the largest single market radio user in the nation [BROADCASTING, May 2], has further increased its time buying for the fall and early winter.

The contract features a list of expanded radio and television purchases by clients of Cramer-Krasselt Co., Milwaukee agency.

Besides buying a TV schedule to promote its own services, Cramer-Krasselt has placed audio contracts for Golden Rule, large St. Paul department store whose new schedule is described as the largest daytime block purchase in Twin City history. A third retailer, Broadway House of Music, musical department store, is running TV spots in Milwaukee.

The Schuster radio schedule totals 31 hours per week, six hours more than the record-setting lineup last spring.

Four Milwaukee stations — WMIL, WEMP, WEXT and WMAW—are carrying the current lineup, scheduled to run at least through Christmas. Two morning half-hours, an afternoon hour and a supper serenade half-hour are carried on WEMP, all Monday through Friday. On WMAW Schuster is sponsoring a 20-minute morning program, half-hour musical matinee and 10:15-11 p. m. serenade, Monday-through-Friday.

The WMIL package consists of on-the-hour news from 8 a. m. to 5 p. m., six days a week; 15-minute morning variety show; quarter-hour musical at 1:15 p. m. and *Fritz the Plumber*, 2:45-3 p. m. The three last-named series are five-weekly. Schuster's WEXT contract includes three five-minute musical segments, five-weekly.

Cramer-Krasselt has placed a four-program television schedule for Schuster's on WTMJ-TV Milwaukee as part of its expanded use of the medium on behalf of eight local clients. The programs include 15-minute segments of the *Song Shop* 4:15-4:30 p. m., thrice weekly, plus *Roving Camera*, a 9:50 p. m. Sunday film show.

In addition Schuster is using spot announcements and special events on WTMJ-TV.

Golden Rule, St. Paul, has signed with WMIN Minneapolis for 11 quarter-hour broadcasts and 23 half-hour shows a week following a successful test started on WMIN last May. The programs run from 9:30 a. m. to 11 p. m., mostly five or six days a week.

On WLWL Minneapolis, Golden Rule has signed for 11 quarter-hours a week, including six-weekly morning and five-weekly afternoon musical periods.

Broadway House of Music, musical department store in Milwaukee, is running a spot schedule on WTMJ-TV, using Cramer-Krasselt one-minute films. Also using the agency's one-minute film commercials on the station are Pflugradt Co., General Electric distributor, and Milwaukee Co., investments and securities.

Two other financial institutions

\* are buying WTMJ-TV time. Marine National Exchange Bank is starting the second year of its famed *Salute to Wisconsin* [BROADCASTING, July 25]. The budget for this 9:30-10 p. m. Wednesday program has been increased 80% as a result of its outstanding success during the first year, according to Cramer-Krasselt.

First Federal Savings & Loan Assn., after an exhaustive 13-month test campaign comparing costs and results of television and other media, has quadrupled its original TV budget.

Plankinton Packing Co. sponsors a sports TV roundup, 10-minute score board and feature program, after all college and professional football games telecast by WTMJ-TV. Starting Nov. 1 Plankinton will take the 5:59 p. m. spot, Mondays through Saturdays, for one-minute weather reports using the Harry S. Goodman puppet weather jingles and special commercials co-produced by Goodman and Cramer-Krasselt. The sponsor is testing afternoon TV.

Cramer-Krasselt will "eat some of its own medicine" in starting a 26-week contract on WTMJ-TV. The agency will use one-minute nighttime commercials built around capsule stories of its local and national accounts.

Films have been completed by Cramer-Krasselt for national placement by Rofls, division of Amity Leather Products Co. (personal leather goods) and for Aluminum Goods Mfg. Co. (Mirro). Schedules for the two accounts have not been completed.

## COSGROVE

### Resigns From Avco Post

RAYMOND C. COSGROVE, president of Radio Mfrs. Assn., has resigned as executive vice president of Avco Mfg. Corp., it was announced last week by Victor Emanuel, Avco president.

At the same time, it was announced Mr. Cosgrove will remain as a member of the Avco board and in a consulting capacity to management. He will also continue to represent the Crosley Division of Avco in the RMA.

Reason for his resignation was not announced but a reliable source said he believed Mr. Cosgrove felt that between his executive duties for the company and his RMA post, his work had been too rigorous.

It also was said there is no intention of immediately filling his post as executive vice president.

Responsibility for those duties will revert to Mr. Emanuel, who delegated them to Mr. Cosgrove in June 1948.

## Color TV--This Week's Summary

RCA ASKED FCC last week for two months' postponement of the Nov. 14 comparative demonstrations of color television systems, while Philco Corp. and Allen B. DuMont Labs. in the meantime went to the aid of Color Television Inc. in work on equipment for the CTI system, including a direct-view color tube.

In its bid for delay of the comparative showings until January, RCA told the Commission it needs the extra time for adequate field-testing of its color system and for production of additional direct-view sets to permit a "fair" comparison with rival systems. Further, RCA contended, a postponement should be made so that CTI may participate then.

FCC's official time-table for the hearings, issued the week before [BROADCASTING, Oct. 17], made no provision for sessions after the completion of cross-examination, which is scheduled to start Dec. 5 and probably will take up most of the month. It called for Nov. 14 comparisons of the RCA and CBS color systems and black-and-white to be shown by DuMont.

RCA told the Commission, however, that CTI not only expects to be given a comparative showing with RCA and CBS, but also has indicated, through counsel, that "CTI plans to have its equipment in Washington by the end of January for the purpose of such a comparative demonstration."

The Commission is slated to go to San Francisco for an official look at the CTI system the week of Nov. 28, though Comr. Robert F. Jones suggested several times last week that this showing might better be held in the East.

Preceding disclosure of Philco's and DuMont's decision to work with CTI, counsel for Radio Mfrs. Assn. reported that manufacturers feel each of the rival color systems is entitled to a demonstration with the best apparatus available. Thus, it was pointed out, CTI had been offered assistance on equipment problems including development of a direct-view tube, which figures prominently in the CTI outlook.

CTI spokesmen have estimated that with a direct-view tube existing black-and-white sets might be converted to CTI color for about \$65 to \$75. Their current proposals, however, are based on use of projection sets.

Using the projection method, they estimated CTI color sets would cost from 5 to 10% "more or less" than existing monochrome projection receivers; that present projection sets could be converted for about \$100, assuming a re-sale value of approximately \$100 for the parts replaced, and that conversion of direct-view sets—again unless a direct-view tube is available—probably would cost \$200.

CTI Vice President George E. Sleeper Jr., who presented the estimates, was questioned sharply about his assumption that replaced monochrome parts would have a substantial re-sale value.

Except for brief questioning of Dr. Peter C. Goldmark, developer of the CBS color technique, the week's sessions were devoted to CTI testimony, most of which centered on highly technical explanations of the all-electronic, "completely compatible" system. Witnesses were Mr. Sleeper and Samuel B. Smith and Col. Donald K. Lippencott, of San Francisco.

The Commission meanwhile was told by Skiatron Corp., of New York, that it held patents on a "subtractive" color system which is superior to "additive" processes employed in the RCA and CBS systems, and that it would have witnesses available to testify after Nov. 15.

FCC's intention to make its own tests of the RCA, CBS, and CTI color systems was made clear earlier in the week when Chairman Wayne Coy called upon these firms to deliver receivers to the FCC laboratories.

(Detailed resume of hearings, page 42)

# NETWORK BILLINGS

## P&G Top in Aug.

GROSS BILLINGS of the four nationwide AM networks in August totaled \$12,164,974, according to figures released last week to BROADCASTING by Publishers Information Bureau. Figure is 14.5% below the combined network gross time sales of \$14,231,502 in August 1948.

Combined network gross for the first eight months of this year, according to PIB data, is \$125,027,864. This total is 3.5% below the \$129,616,607 for the same period of last year.

Procter & Gamble Co. was the leading network advertiser in August, from the standpoint of time purchased, using \$1,075,631 worth of network time, before discount. Sterling Drug Co. was second, with gross network time purchases of \$600,029 during the month. General Mills ranked fourth, with a gross of \$531,398, just edging out Miles Labs whose gross was \$531,166. Liggett & Myers was fifth with \$492,354. (For the ten leading network clients, see Table I.)

### Food Leads

Analysis by class of advertiser (Table II) shows food advertising as the leading user of network time during August, accounting for \$2,689,605 worth of network time, or 22.1% of the total used by all types of advertisers.

Toiletries ranked second in August, with \$1,935,220, or 16.0%; smoking materials (cigarettes, etc.) third, with \$1,738,362, or 14.3%; drugs fourth, with \$1,610,752, or 13.2%; soaps and cleansers fifth, with \$1,254,985, or 10.3%.

The same rank order obtains for the first eight months of 1949.

TABLE I

### TOP TEN NETWORK ADVERTISERS IN AUGUST 1949

1. Procter & Gamble	1,075,631
2. Sterling Drug Co.	600,029
3. General Mills	531,398
4. Miles Labs	531,166
5. Liggett & Myers	492,354
6. General Foods	402,627
7. Philip Morris	364,606
8. American Home Products	352,063
9. Lever Bros.	317,377
10. Colgate-Palmolive-Peet	284,880

Last year, however, the order was somewhat different. Foods were first and toiletries second as this year, but in August 1948 drugs ranked third, soaps fourth and tobacco products fifth. For the

first eight months of 1948, the order was foods, toiletries, drugs, smoking materials and soaps.

Table III lists the advertisers using the most network time in each product group.

TABLE II  
GROSS NETWORK TIME SALES

	Aug. 1949	Jan.-Aug. 1949	Aug. 1948	Jan.-Aug. 1948
Agriculture & Farming	77,735	753,989	134,257	993,634
Apparel, Footwear & Access.	70,858	860,282	80,125	912,180
Automotive, Automotive Equip. & Supplies	335,050	4,918,751	425,115	4,815,042
Aviation, Aviation Equip. & Supplies	106,884	664,875	70,020	784,664
Beer, Wine & Liquor	108,167	873,685	30,667	592,381
Bldg. Materials, Equip. & Fixtures	382,971	4,486,429	595,616	4,980,073
Confectionery & Soft Drinks	206,639	1,226,369	137,633	1,615,421
Consumer Services	1,610,752	13,641,100	1,789,512	15,210,307
Drugs & Remedies	2,689,605	29,271,412	3,238,099	31,161,893
Entertainment & Amusements	376,017	3,978,699	453,440	3,890,033
Food & Food Products	2,689,605	29,271,412	3,238,099	31,161,893
Gasoline, Lubricants & Other Fuels	91,968	91,968	98,946	98,946
Horticulture	273,676	4,905,825	760,352	5,676,105
Household Equip. & Supplies	37,054	733,112	97,145	872,531
Household Furnishings	123,845	1,430,031	102,752	1,028,752
Industrial Materials	279,202	2,608,739	352,027	2,874,417
Insurance	141,142	1,429,298	104,307	547,846
Jewelry, Optical Goods & Cameras	862,380	862,380	211,738	1,747,539
Office Equip., Stationery & Writing Supplies	44,407	577,066	130,398	1,087,470
Publishing & Media	731,545	731,545	60,125	1,074,283
Radios, TV Sets, Phonographs, Musical Instruments & Access.	38,472	38,472	60,125	1,074,283
Retail Stores	1,738,362	15,434,010	1,556,058	13,431,583
Smoking Materials	1,254,985	13,121,792	1,630,374	13,034,937
Soaps, Cleansers & Polishes	62,774	62,774	59,089	59,089
Sporting Goods & Toys	1,935,220	19,681,506	2,104,020	21,370,238
Toiletries & Toilet Goods	59,010	783,428	104,307	1,754,938
Transportation, Travel & Resorts	220,619	1,860,527	211,385	1,754,938
Miscellaneous	12,164,974	125,027,864	14,231,502	129,616,607

TABLE III

### TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN AUGUST 1949

Agriculture & Farming	Ralston Purina Co.	37,160
Apparel, Footwear & Accessories	Frank H. Lee Co.	33,124
Automotive, Automotive Access. & Equip.	Chrysler Corp.	86,628
Aviation, Aviation Access. & Equip.	Pabst Sales Co.	58,308
Beer, Wine & Liquor	Johns Manville Corp.	108,167
Bldg. Materials, Equip. & Fixtures	Pepsi-Cola Co.	158,616
Confectionery & Soft Drinks	Bell Telephone System	81,408
Consumer Services	Sterling Drug Co.	600,029
Drugs & Remedies	General Mills	531,398
Entertainment & Amusements	Sun Oil Co.	92,996
Food & Food Products	Philco Corp.	142,098
Gasoline, Lubricants & Other Fuels	Armstrong Cork Co.	34,516
Horticulture	U. S. Steel Corp.	107,690
Household Equip. & Supplies	Prudential Ins. Co. of America	166,911
Household Furnishings	Langines-Wittmayer Watch Co.	75,504
Industrial Materials	Christian Science Pub. Society	31,196
Insurance	Liggett & Myers Tobacco Co.	492,354
Jewelry, Optical Goods & Cameras	Procter & Gamble	668,473
Office Equip., Writing Supplies & Stationery	Wilson & Co.	62,774
Publishing & Media	Procter & Gamble	268,565
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Assn. of American Railroads	87,378
Retail Stores	Gospel Broadcasting Assn.	48,752
Smoking Materials		
Soaps, Cleansers & Polishes		
Sporting Goods & Toys		
Toiletries & Toilet Goods		
Transportation, Travel & Resorts		
Miscellaneous		



Mr. FRANCO

## CARLOS FRANCO

### Takes Kudner Executive Post

CARLOS A. FRANCO, formerly with Young & Rubicam, New York, and a veteran in the radio business for the past 25 years, will join Kudner Agency [CLOSED CIRCUIT, Oct. 17] as general executive on Oct. 31.

Mr. Franco was with Y&R for the past 13 years as associate director of radio and chief timebuyer. Prior to his association with the agency he was with NBC as a salesman.

During the war he was general consultant to the office of the Co-ordinator of Inter-American Affairs besides his duties at Y&R.

He has been chairman of the broadcasting and telecasting committee of the AAAA since its inception, and a BMB director.

### Brewer Joins PC&H

WILLIAM BREWER, national spot salesman at NBC Chicago for the past year, Nov. 1 joins Potts, Calkins & Holder Agency, Kansas City, Mo., as radio and television director. He was former manager of an Armed Forces Radio Network in Italy.

# BANK RADIO

## Financial PR Group Discusses

RADIO will continue to be an important advertising and entertainment factor for several years, "despite TV's phenomenal inroads," W. W. Delamater, assistant vice president, Land Title and Trust Co., Philadelphia, said Thursday at a radio clinic of the Financial Public Relations Assn. in Chicago. The FRA, with members in the U. S. and Canada, met in annual convention at the Edgewater Beach Hotel.

Among the 99 clinics conducted Wednesday, Thursday and Friday for 700 association members were two on radio and one on TV. Mr. Delamater was panel chief for the Thursday radio session, outlining "The Future of Radio."

Predicting continued effectiveness of daytime radio, Mr. Delamater anticipates a three-to-six-year period before video will have

enough circulation to be a "serious threat" to nighttime radio. "While it is probable that AM station rates will increase, TV ad rates unquestionably will be pushed upwards to a much greater degree. This disparity will grow greater," he asserted. "TV probably will be limited ultimately almost entirely to network and large national advertisers, with local stations tailoring shows and commercials to suit local advertisers budgets."

Because banks are acquiring a "sharpened sense of advertising values," they are using radio in increasing amounts, in the opinion of Frank R. Warden, vice president, Central National Bank and Trust Co., Des Moines, Iowa. Mr. Warden, who opened the radio clinic Wednesday afternoon, pointed out that a reason for the increased use of radio by banks is the greater newspaper production costs. "It's doubtful that the same multiplicity of costs faces radio stations."

"Astute timebuying enables a modest advertiser to reach a maxi-

(Continued on page 54)



AT opening meeting of the season of Radio Executives Club of New York Oct. 6 are H. M. Shackleford (l), vice president of Johns-Manville Corp., and John J. Karol, CBS sales manager and REC president.

# MBS SHIFT *Hult Moves to New York Office As Sales Vice President*

ADOLF N. HULT, MBS vice president in charge of the Central Div. since 1945, last week was promoted to vice president in charge of sales for the network.

His appointment is effective today, Oct. 24.

Mr. Hult replaces Z. C. (Jess) Barnes who resigned after nearly five years as the sales vice president and more than seven years with Mutual.

Although no announcement of a successor to Mr. Hult in Chicago was made, it was learned that Carroll Marts, who was appointed sales manager of the Central Div. last August, would become chief executive, but without the vice president's title.

The appointment of Mr. Hult culminated a series of rearrangements in the executive level of Mutual since Frank White became president. It was believed no other executive changes were contemplated.

## Joined MBS in 1934

Mr. Hult, a native of Chicago, joined MBS when it was formed in 1934, as an account executive, after four years of service in a similar capacity with WGN Chicago. In April 1941, he became sales manager of the MBS Central Div. and was elected a vice president in March 1945.

Mr. Hult's first business experience was as a reporter for a Moline, Ill., newspaper. Later he became a sales representative of the National Lock Co. in Rockford, Ill., leaving in 1930 to join WGN.

As vice president in charge of sales, he will move to Mutual's New York headquarters.

Mr. Marts, a native of Ankeny,

Iowa, was associated with the Atlantic & Pacific Tea Co. from 1929 to 1942, rising to chief accountant in Chicago. He joined Mutual in January 1943, in sales service in Chicago and later became sales service supervisor.

In 1946 he was made assistant to the Central Div. vice president, became an account executive in the Central Div. in 1947 and business manager of mid-western operations in July 1948. Mr. White appointed him sales manager of the Central Div. last August.

## PRESTON LEAVES WGN

### Dennis Acting Program Dir.

WALTER J. PRESTON, program director of WGN Chicago for the past year and a half, has resigned, and Bruce W. Dennis, assistant to General Manager Frank P. Schreiber, has been named acting program director. Mr. Schreiber announced Thursday. "Mr. Preston resigned to enter the management end of the broadcasting industry," the announcement said.

Mr. Preston was program director of WBBM Chicago from 1941 to 1947 and for some time prior to joining WGN was an independent producer of program. Mr. Dennis joined WGN as director of public relations in 1940.



Mr. HULT

## STONE ELECTED

### Heads Tenn. AP Bcstrs.

HARRY STONE, general manager, WSM Nashville, was elected chairman of the Tennessee Associated Press Broadcasters at an organization meeting in Memphis. Elected vice chairmen were Leslie R. Brooks, WTJS Jackson, and Cliff Goodman, WETB Johnson City.

The state radio association agreed upon the following as its primary aim: To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state. A continuing study committee will be appointed to work out mutual problems with a three-man committee already selected by the state AP newspapers.

## McCREERY BUYS

### SB&M Controlling Interest

WALTER McCREERY, president of Smith, Bull & McCreery Adv., Hollywood (with other offices in New York and San Francisco), has purchased controlling interest in the agency and has moved to 9344 Wilshire Blvd. in Beverly Hills.

Although no full explanation was given for the fact that Frank Bull and V. R. Smith will continue to operate at their present address of 6642 Sunset Blvd. under the agency name of Smith & Bull, reason given for the move is "the agency's rapid expansion in the national advertising field."

Under the realignment Mr. Bull will remain on the board of directors of SB&M and Mr. Smith hold stock, but it was pointed out that the corporation will announce a name change "to avoid confusion of the similarity in names."

The bulk of the personnel will remain with Mr. McCreery's operations. The San Francisco office, headed by Robert Selby, and the New York Office, headed by Mayfield Kaylor, are both expected to be enlarged "as part of the expansion program."

## CBS, RADIO GUILD

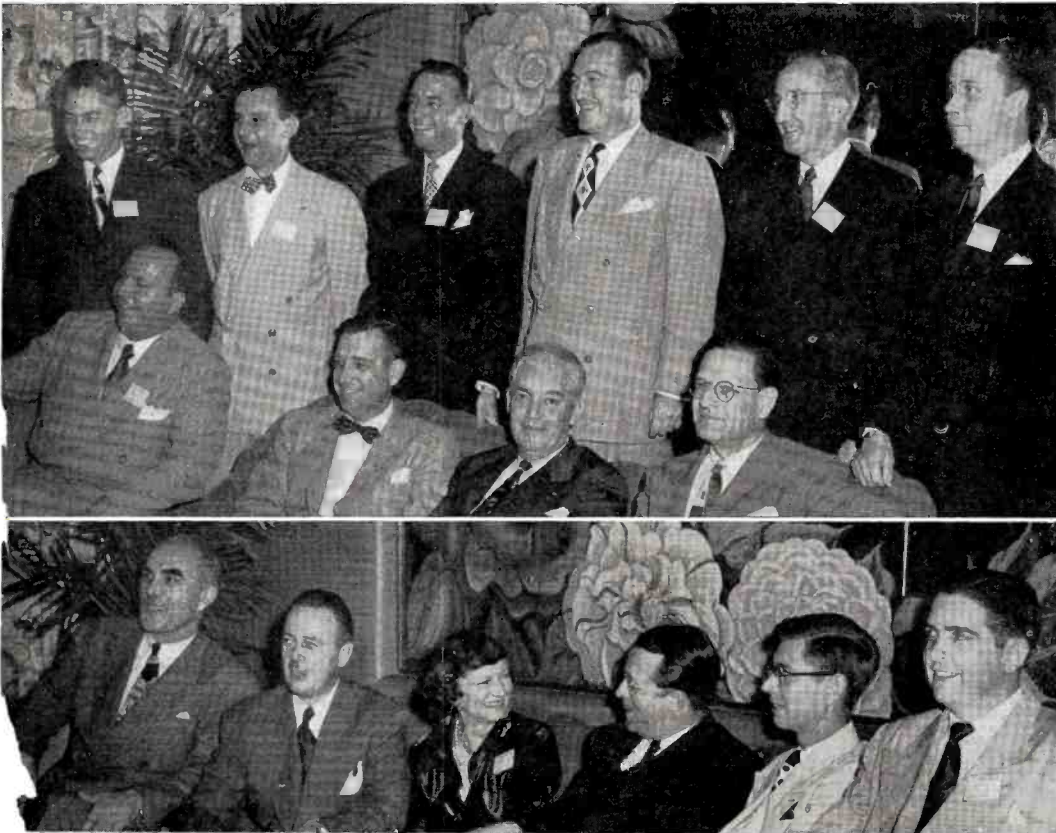
### Negotiations Are Resumed

CBS and its white collar workers resumed negotiations last week at the point where they were broken off Oct. 14. On that day, the network had called off a scheduled meeting after a large group of the workers, members of the Radio Guild, UOPWA, CIO, proceeded to the office of Joseph H. Ream, CBS executive vice president, and demanded an audience.

By demonstrating, the union said, they were protesting CBS' position that a new NLRB election is necessary to determine whether the guild is still the proper bargaining agent, and whether the bargaining unit should include employees whom CBS considers confidential or supervisory.

THIS happy group lines up during a break in District 5 meeting: Seated, l to r, Reggie Martin, WJHP Jacksonville; Charles Smithgall, WGGG Gainesville, Ga.; Harry Camp and Owen Uridge, both of WQAM Miami; back row, l to r, L. H. Christian, WRFC Athens, Ga.; Ted Anthony and Bill Van der Busch, both WMIE Miami; Pete Kettler, WGBS Miami; Jim Bailey, WAGA Atlanta; C. P. Persons, WAPI Birmingham, Ala.

CARL HAVERLIN (third from right), of BMI, New York, takes time out during District 5 session to tell Ruth Braden of WBSR Pensacola, Fla., that BMI popular music has surpassed ASCAP for the first time in BMI's nine-year history. Others in group are, l to r, James Blackburn, Blackburn & Hamilton, Washington; Robert Feagin, WPDQ Jacksonville; Tom Gilchrist, WTMC Ocala, Fla.; Allen Brown, WLOF Orlando, Fla.





# SPECTRUM PROBE

## Subcommittee Marks Time

GOVERNMENT agencies, queried on their individual communications needs by a Senate Interstate Commerce subcommittee to study spectrum space, had not replied last Wednesday as the 81st Congress adjourned for 1949.

There were signs, meanwhile, that the communications subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), may concentrate on the question of domestic and international records communications before delving specifically into the division of frequencies between private and government users.

This was indicated last week when W. P. Marshall, president of Western Union Telegraph Co., in a letter to Sen. McFarland urged establishment of a single system of domestic and international record communications—under private management and with WU as the nucleus.

### Two-Forked Probe

The subcommittee's two-forked inquiry, which would embrace allocation of precious frequencies for commercial broadcast (radio-TV) use as well as government operation of communications systems, has been under Congressional deliberation for some time. Sen. McFarland said the overall probe would be comprehensively undertaken sometime next January. Spokesmen indicated there would be little interim action until all replies have been sifted and weighed for study when Congress reconvenes.

Letters were sent to various government departments: State Dept., Army, Navy Air Force, General Services Administration, and Interdepartmental Radio Advisory Committee [BROADCASTING, Oct. 17]. Text of the queries and replies won't be disclosed until the latter have been thoroughly studied, Sen. McFarland said.

Sen. McFarland told BROADCASTING he felt frequencies could be

better utilized than at present, and that there was need for greater "coordination" of facilities than now exists. He hinted that he felt many frequencies at the present were not being fully utilized with respect to government agencies, though he preferred to reserve judgment until the facts are in.

Asked whether he felt FCC should be allotted more frequencies to fulfill its responsibilities to radio-television applicants, the Senator declined comment. Any recommendations will have to await a complete study of needs of the various agencies within the scope of the inquiry, he said, adding that the subcommittee will be guided similarly with respect to necessity for a hearing.

Sen. McFarland had asserted: "Only in the U. S. do we have a free, privately owned system. . . . In broadcasting, we have freedom of expression and opinion under a public licensing system; in the common carrier operation . . . we have privately owned operating

companies. In neither case do we want the government's finger in the pie."

He told BROADCASTING the inquiry did not result from complaints that government services, particularly the military, were pre-empting spectrum space.

"But we have had a feeling that frequencies could be better utilized than they are now and that the whole communications system should be reviewed toward that end. We're going to study this thing overall before we make any specific recommendations," he stated.

Some authorities feel that many of the operations overlap among the military and other agencies where duplication could be avoided through better coordination. Each branch, however, prefers its own communications link and private priority, sometimes between two points covering approximately the same area, they point out.

IRAC, which allocates frequen-

cies as between those for government use and those allotted FCC for private radio purposes, is expected to be a large factor in the inquiry. The committee makes its recommendations directly to President Truman.

The probe is related in part to a three-ply investigation involving matters pertaining to international and domestic telegraph, telephone, and radio communications. It was authorized earlier this year by a Senate Resolution under the leadership of Sens. McFarland and Charles W. Tobey (R-N.H.), which also called for a study of FCC procedural practices. Sen. McFarland last summer conferred with officials of various communications companies (telegraph, etc.) looking toward that end.

### Examine Record

Congressional probers indicated they would examine their relation to national security and international treaties and would legislate recommendations on the basis of their findings. Such findings are instrumental in helping legislators determine what policy to follow on overall allocations in view of always pressing demands for more frequencies.

Mr. Marshall stated that WU, subject to FCC's determination of a fair rate, would purchase business of American Telephone and Telegraph Co. and others; that an integrated system of domestic communications would be developed with the national defense establishment; that WU would offer to purchase international telegraph facilities of RCA Communications, American Cable and Radio Corp. and other carriers.

He warned that if WU is compelled to merge with either the government or some competing form of service, "the only possible effective competition in the communications field will be destroyed."

In his reply, Sen. McFarland said no company can successfully compete with the federal government and he felt that a merger of all types of communications would drive out competition in the communications field.

## RENO 'GAMBLING CLUB' COPY

### Inch Reports FCC Members Took Commercials from Files

INCREASED FCC activity in the investigation of Nevada stations' files is reported, giving further impetus to speculation that the Commission may be launching another probe into gambling beyond the broadcast of horseracing result information [CLOSED CIRCUIT, Oct. 10].

KWRN (AM-FM) Reno told BROADCASTING last week two FCC members, identified as Joseph Brenner, San Francisco regional counsel, and Robert Alford, of Washington, personally went through the continuity files of the four Reno stations. Similar action at the Las Vegas stations has been reported from time to time.

Merrill Inch, general manager of KWRN said, "They took from the files all copy from gambling clubs and declared that it was to be submitted to the Commission for a 'policy decision.'"

Dilemma facing the Commission, if an inquiry is being made into the broadcast of advertising for gambling devices and gambling establishments, is the fact that gambling is legal under Nevada state law. FCC spokesmen in Washington disavow knowledge of any "policy orders" being issued from Washington but say if field reports are under preparation they can not be revealed when received from investigators.

EXPOUNDING adage "that as long as people have ears, there will be a radio audience" is Allen Woodall, WDAK Columbus, Ga., NAB District 5 director. Group includes (front row, l to r): Tom Carr, Georgia Local Station Group; James Woodruff Jr., WRBL Columbus; Red Cross, WMAZ Macon; James LeGate, WIOD Miami; (back row, l to r) Charles Baskerville, WFLA Tampa; Alex Sherwood, Standard Radio, New York; Mr. Woodall; and Dan Schmidt III, George Hollingbery Co., Atlanta.

W. WRIGHT ESCH (seated, second right) of WMEJ Daytona Beach, president Florida Assn. of Bcstrs., tells District 5 group that the next FAB meeting will be held Nov. 4-5 in Sarasota. Hearing the news are (seated, l to r), Lew Avery, Avery-Knodel, New York; Ed Mullinax, WLAG, LaGrange, Ga. (president Ga. Assn. Bcstrs.); Mr. Esch; George Storer Jr., WAGA-TV Atlanta; standing, William Carey, WKXY Sarasota; Addison Amor, RCA Theatres; Glenn Marshall, WMBR Jacksonville; Bill Stubblefield, Capitol Records.



CONGRESS has taken cognizance of the radio industry's special problems in the creative and talent fields and last week passed legislation which in effect reverses regulations covering talent fees for radio and television.

In a measure (HR 5856) amending the Fair Labor Standards Act of 1938, legislators ruled that regular rates of compensation for employees do not include payments of talent fees for "performers, including announcers, on radio and television programs."

Legislation placed the burden of interpretation, however, on the Wage and Hour Administrator, with respect to defining talent fees and their scope. That will have to be worked out as individual situations arise between performers and the broadcasting industry, it was indicated.

The new law modifies present regulations under which overtime is paid on average hourly earnings as computed by lumping together all talent fees with the regular weekly salary. Previously the Administrator had no authorization to draw exclusions, sought by networks, which would eliminate the practice of including such fees for purposes of computing overtime, according to Richard P. Doherty, NAB director of employer-employee relations.

Some announcers, for example, draw a certain base pay, within a union contract, in addition to larger sums as talent fees each week. The industry has contended that such a practice "unfairly penalized and harassed" radio broadcasting. It also claimed that, overall, overtime wage regulations

tended to impair negotiations between radio unions and management to reach practicable collective bargaining agreements.

In passing the new standards, which raise the minimum wage from 40¢ to 75¢, Congress also corrected another grievance—one involving child performers in radio and television fields. It added them to the list of exemptions which already had embraced juvenile actors in the motion picture and theatrical branches. Also, exemption for "actors" was extended to "performers" as well.

The broadcasting industry never raised any question on the minimum wage provision, which it felt was "academic," since virtually all industry salaries or wages are above the former minimum level.

Both AFRA (American Federation of Radio Artists) and the networks sought in 1945 to obtain a correction of the application of overtime regulations to talent fees—to limit overtime pay to standard rate of pay exclusive of such

fees—it will be recalled. The Administrator informed them, however, he was legally unable to interpret the Act other than around the "standard rate of pay."

Radio unions, such as AFRA, have generally regarded certain types of talent fees as extra compensation rather than regular rate of pay with a view to effecting more practicable collective bargaining agreements.

The House and Senate turned down, however, industry's proposal that premium pay be mentioned with premium rates under extra compensation provisions. Mr. Doherty termed it questionable whether the limited specification of "premium rate" would encompass types of premium pay based on employees working the full normal workday or normal workweek. Again collective bargaining agreements were cited as the core of conflict.

Under the new law regular rates exclude in part:

(5) Extra compensation provided by

### FCC Actions

INITIAL decision for one new AM station and grants for seven new AM outlets reported by FCC. Eight AM stations given improved facilities. Six stations granted transfers, including \$278,000 sale of KPLT Paris, Tex. One FM and two AM authorizations deleted. Details of these and other FCC actions are given in FCC Round-up starting on page 72.

a premium rate paid for certain hours worked by the employe in any day or workweek because such hours are hours worked in excess of eight in a day or 40 in a work week or in excess of the employe's normal working hours or regular working hours, as the case may be;

(6) extra compensation provided by a premium rate paid for work by the employe on Saturdays, Sundays, holidays, or regular days of rest, or on the sixth or seventh day of the workweek, where such premium rate is not less than one and one-half times the rate established in good faith for like work performed in nonovertime hours on other days; or

(7) extra compensation provided by a premium rate paid to the employe, in pursuance of an applicable employment contract or collective-bargaining agreement, for work outside of the hours established in good faith by the contract or agreement as the basic, normal, or regular workday (not exceeding eight hours) or workweek (not exceeding 40 hours), where such premium rate is not less than one and one-half times the rate established in good faith by the contract or agreement for like work performed during such workday or workweek.

## RADIO WEEK

### National Observance Starts Sunday

NAB and Radio Mfrs. Assn. last week completed plans for observance of National Radio & Television Week Oct. 30-Nov. 5.

Robert K. Richards, chairman of NAB's Voice of Democracy Awards Week Committee, met with co-chairmen of the radio week overall committee. Gordon Gray, WIP Philadelphia, and W. B. McGill, Westinghouse Radio Stations Inc. to work out details of the awards ceremony at which four high school students will receive scholarships for best broadcast scripts on "I Speak for Democracy."

Also attending the meeting were representatives of the U. S. Junior Chamber of Commerce and RMA, sharing sponsorship of the voice contest, and the U. S. Office of Education, which endorses it.

Transcriptions have been mailed all NAB member stations for scheduling as model broadcasts at the opening of the local contests during radio week.

Radio and TV dealers in some 500 communities will have special displays and advertising during the radio week period. RMA's committee has received requests for 975 full-page newspaper mats from 545 newspapers for joint dealer sponsorship in their areas. Mr. McGill reported, with additional reports coming in every day.

Dealer observance will surpass that of other years, Mr. McGill predicted. Three types of advertisements are provided for dealer sponsorship. One covers radio, a second radio and TV, and a third TV only. All emphasize the fact that audio and video stations and networks are offering "the greatest array of talent ever heard, or seen."

Radio and TV sets are offered as prizes in many of the community Voice of Democracy contests, which last year drew 250,000 entries. Double that number of contestants is expected this year. Contest details have been mailed to 30,000 high school principals by the Office of Education and to 1,800 chapters of the junior chamber.

During the Oct. 30-Nov. 5 period stations will carry the series of five transcribed talks on democracy themes. Recording their talks were James Stewart, actor and one of the contest judges; Dr. Earl J. McGrath, U. S. Commissioner of Education; Justin Miller, NAB president, and two past contest winners.

## BAB FOLDERS

### To Bombard Advertisers

POTENTIAL radio advertisers will shortly be bombarded by a series of 13 illustrated folders, produced by BAB, and describing radio's advantages as an ad medium.

The multi-colored mailing pieces will be sent by participating stations to selective regional and local prospects, while BAB distributes them nationally. Number of prospects to be covered totals 25,000.

Each of the 13 pieces highlights a specific virtue of broadcast advertising, and is designed to be released at intervals to create a cumulative effect. A total of 325,000 individual folders is being printed, which may increase should more subscribers join the campaign, BAB reported last week.

Stations are defraying costs involved, and folders to be mailed locally will bear individual station's call letters. In some markets, where more than one station is participating, stations involved are cooperating in the printing and distribution of the folders.

## Max Hill

FUNERAL services for Max Hill, 45, publicity director of Wade Advertising Agency who died suddenly in Elkhart Ind. Tuesday were held Friday in Denver. Mr. Hill was a war correspondent for NBC from 1943 to 1945 and was on assignment for the network in this country the following two years.

## LOHNES FETED

### At FCBA Annual Outing

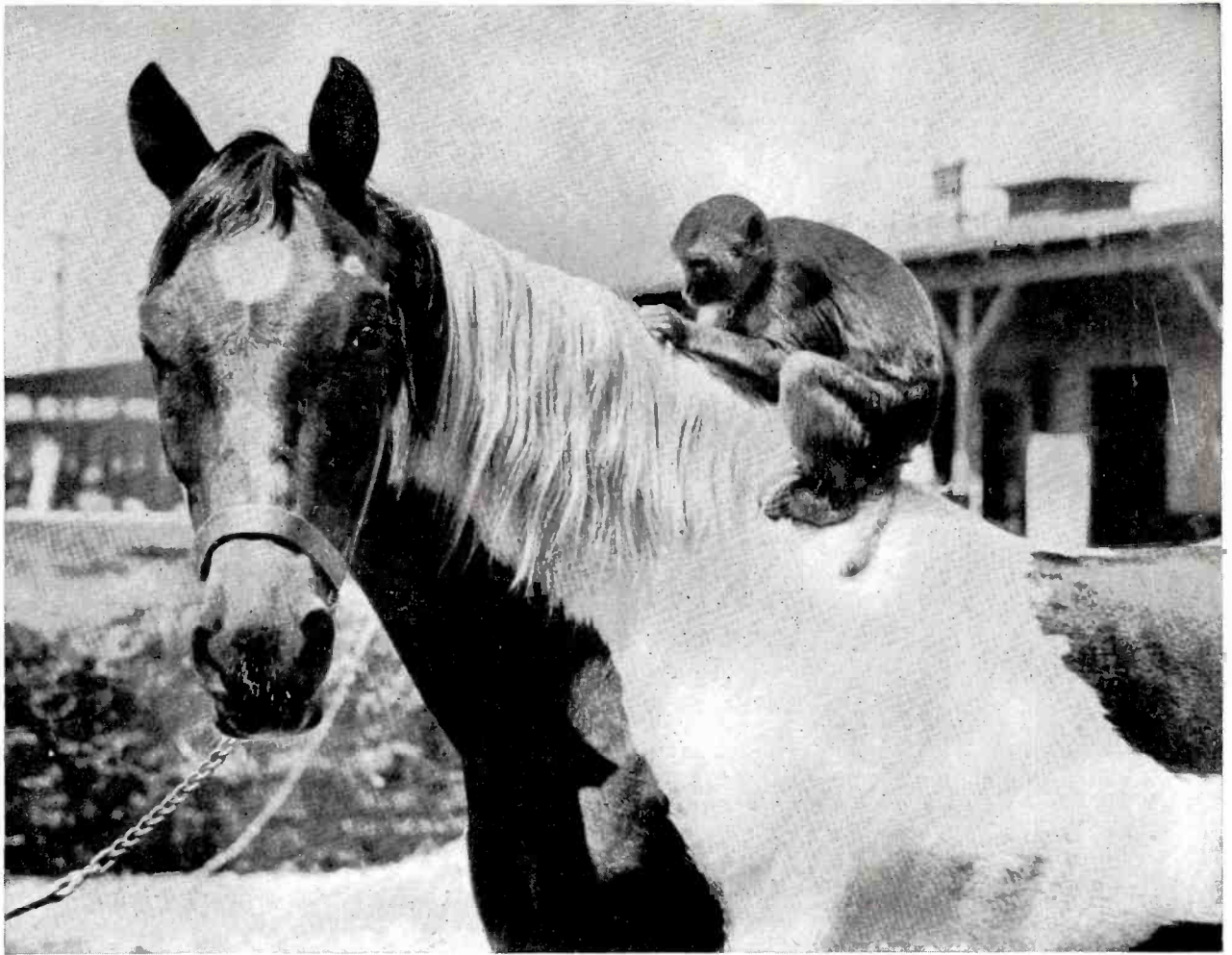
FEDERAL Communications Bar Assn. held its annual fall outing Oct. 15 at the country home of Horace Lohnes, member of the radio law firm of Dow, Lohnes and Albertson. Approximately 500 association members and guests attended the gathering at "Twin Oaks," near Vienna, Va.

In recognition of Mr. Lohnes' services to the FCBA, of which he was one of the organizers and a past president, a handsome silver pitcher and plaque were presented by Guilford Jameson, association president. During the brief ceremony, Mr. Jameson paid tribute to Mr. Lohnes not only as a distinguished lawyer but as a man possessing real warmth of personality.

Among the guests were Wayne Coy, FCC chairman, and Comms. Paul Walker, Robert Jones, George Sterling and E. M. Webster. Arrangements were in charge of the following FCBA committee: E. D. Johnston Jr., chairman, Frank U. Fletcher, Thomas W. Wilson, Charles V. Wayland, Edward F. Kenehan, Philip M. Baker and Charles F. Duvall.



Mr. Lohnes (l) and Mr. Jameson during the presentation ceremony.



## JOCKO THE JOCKEY

There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W·I·T·H, the big independent with the big audience.

Just a *little* bit of money goes a *long* way on W·I·T·H! That's because W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H!*

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W·I·T·H story.



# W·I·T·H

BALTIMORE, MARYLAND

TOM TINSLEY, President ■ Represented by HEADLEY-REED



# *c-o-u-n-t t-h-e h-o-u-s-e*

The measure of a hit is the length of the line at the box office — not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:

top network billings...most sponsored hours

---

...most nearly sold-out schedule in radio.

---

The pay-off is always at the box office — and here's why the obvious preference is for NBC: strongest station lineup in radio... largest audience in advertising.

# NBC

America's No. 1 Network  
*a service of Radio Corporation of America*

## Bank Radio

(Continued from page 27)

mum listening audiences," Mr. Warden said. The chain-break, he explained, permits a small advertiser to "cash-in" on an audience built by a large national advertiser. A good rule to follow is "to watch your adjacencies," he warned.

Bank advertising, often termed "stiff and stilted," can be humanized with the use of radio because it employs "the human voice and is therefore an especially adept medium for presenting a sincere and friendly message to the family. Radio copy lays stress where it should be—on the human equation."

Radio advertising must have "sound planning, astute timebuying and careful thought to copy appeals to be successful," Mr. Warden concluded.

All banks will be challenged by television, and should begin preparation for it now, John J. Barry, vice president of the National Shawmut Bank of Boston, warned at the Friday TV clinic.

Mr. Barry, who moderated an exchange of viewpoints expressed by financiers and bankers, explained that Shawmut Bank now sponsors on TV in Boston each week a feature film, 12 newsreels, 19 weather forecasts, three and one-half hours of Multiscope news and a dozen spots. Shawmut is the city's largest local TV advertiser, he said.

Whether banks will "take to" TV is now "an academic question for

some 10,000 U. S. banks, currently out of TV range," Mr. Barry said. "However, if the FCC carries out its intention—and I think it will—every community will be brought into potential range."

His suggestions to bankers: Get your time franchises now, get into commercial production now, investigate techniques and devices which will enable you to bypass expensive commercials, and get into the market for program material now. Mr. Barry advised them to arrange for time when a station applies for or is granted a license. He recommended 20-second spots for example, in the 7:30 to 10:30 p.m. network time slot. "Have programs or spots as near to network time and the hour of maximum circulation as possible—and that's 7:30."

Commercial production should be planned in advance to save money and eliminate mistakes, he said. "While the audience is building, it may be better to lease filmed bank advertising material, to be followed by tailor-made demonstrations."

Answering his own question, "Why all this rush?", Mr. Barry explained that network shows "are now achieving performance standards closely approximating the best on stage and screen. Your programming must meet these standards if you are going to bid for audience attention and consumer preferences. Extended advertising messages must have the same eye appeal, the spots must have the same shock values and impact."

Speaking on "selection of advertising media," Merrill Anderson,



HANDING stock certificates to Frank G. Huntress Jr. (l), president, Sunshine Broadcasting Co., is Gene A. Howe (seated), editor and publisher of Amarillo Globe-News and former president of the broadcasting firm, at formal proceeding transferring control of KTSA (AM-FM) San Antonio to Express Publishing Co. Standing next to Mr. Huntress (l to r) are Charles D. Lutz, KTSA manager, and O. L. (Ted) Taylor, president of Taylor Radio & TV Co. and former KTSA minority stockholder. Transaction, closed at Merchantile National Bank, Dallas, involved \$450,000 [BROADCASTING, Sept. 26].

president of the Merrill Anderson Co., New York, voted radio "second best." He warned that, "except for carefully chosen spots on strong stations, it's hard to get tangible results at a cost which will compare with that of newspapers. However, on certain types of give-away, radio may well out-pull newspapers."

Television "seems likely to take over a good part of the banks' advertising dollar," Mr. Anderson predicted. Major drawback seen by him is the current price per thousand, "which is extremely high . . . If rates continue to rise in proportion to audience increase, it will be difficult for banks to fit TV into their limited budgets. National advertisers will probably outbid local advertisers for desirable time,

and most banks are local advertisers."

During the three-day session, bankers were concerned with methods of building up public relations and "selling" money and credit, described as "two universally useful and necessary commodities" by William E. Singletary, assistant vice president of the Wachovia Bank and Trust Co., Winston-Salem, N. C. "Within the past year, the economic cycle has come to the place where business must begin to pedal—and peddle. . . . Our future depends on how well we sell," he concluded. Bankers were interested in radio and television as media to attract mass patronage and to foster successful public relations.

## FIGURE THE ODDS... by KXOK



64,999 to 1

NO GAMBLE when you join the parade of the nation's leading advertisers on the Hal Fredericks' "Song and Dance Parade" on KXOK, in BIG St. Louis. Master Salesman, Hal Fredericks, personalizes your product . . . sets the stage for more sales . . . 3:30 to 4:45 and 9:30 to 10:00 p.m., Monday through Friday. Phone, wire, write for availabilities . . . or call your John Blair man NOW!

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



## EDUCATIONAL RADIO SBC Presents Awards

TWO educational broadcasters—Kenneth G. Bartlett of Syracuse U. and Richard B. Hull of Iowa State College—last week were named "Men of the Year" in the first tie vote cast in 10 years by the advisory committee of the School Broadcast Conference. George Jennings, conference director, presented the awards at the Wednesday luncheon of the three-day 13th annual convention in Chicago's Sherman Hotel.

Mr. Jennings commended both men for their use of educational radio and television.

Mr. Bartlett is dean of the University College at Syracuse, chairman of the Television Broadcasters Assn. Educational Committee, and chairman of the committee to set standards for radio teaching in colleges. Mr. Hull, radio director at Iowa State and manager of the school's station, WOI, is president of the National Assn. of Educational Broadcasters.

Annual SBC citations were pre-

sent to 11 stations, two colleges and a network. Stations, and programs for which they were cited:

WABE (FM) Atlanta, *Uncle Dan From Froggy Hollow Farm*; KYW Philadelphia, *Once Upon a Time*; KDKA Pittsburgh, *Miss Hickory*; KATL Houston, *Square Dancing*; WQXR New York, *New York Times Youth Forum*; WCTC New Brunswick, N. J., *Children Have Their Problems*; KCMO Kansas City, Mo., *Report Card From Your Schools*; WLS Chicago, *Let's Go Places*, and KUOM U. of Minnesota, *Look What We Found*. Two stations earned two awards—WWE St. Louis for *Science for You and Our Missouri Constitution*, and WEB Boston for *Children's Corner and Listen and Learn*.

Schools commended were Ithaca College Radio Workshop for its *School of the Air* program "Trees," and the U. of Colorado for *Today's Frontiers*. *Revolt of The Unhappy Clothes* brought an award to the Empire State Rural Network.

## A Verdict for KGNC

EXHIBIT "A" in a recent court case at Canyon, Tex., turned out to be radio. A woman state's witness, two hours on the stand, set all important time elements in the case according to what program was on KGNC Amarillo (18 miles away). The exasperated defense attorney trying to break down the time testimony, finally blurted "Don't you ever listen to any station but KGNC?" Composed answer was "No sir, I turn KGNC on early in the morning and I don't turn it off until late at night."

## NARBA Reaction

(Continued from page 25)

the broadcast frequency list. The working group comprises one representative from each country.

The 540 kc channel is classified as clear by the juridical technical committee. This has not been cleared by plenipotentiary action agreement but the agreement is declared tantamount to approval. The decision would mean, subject to domestic regulations, that the channel would be available for Class II assignment in the United States with powers ranging from 250 w to 50 kw.

In this country the channel is beset with proposed government restrictions based on the fear that ship automatic alarms would be affected. Furthermore, use of the channel would be restricted by proximity of defense installations.

The action apparently would give Canada's CBK Watrous, Sask., IA status on a permanent basis. The status of XEWA San Louis Potosi, Mexico, is not clear but it probably would be IB or II. KMBC Kansas City has long been an applicant for 50 kw on 540 kc.

Many smaller stations could employ the channel for widespread service and relieve interference were governmental restrictions removed.

The numerous hard-working NARBA subcommittees at Montreal are disposing of minor items, with the critical stage approaching due to the narrowing of the list of items on which agreement can be reached.

At the heart of the conference difficulty is Cuba's insistence on the right to assign stations on any frequency provided it does not cause objectionable interference. This raises the question of what constitutes interference. Already serious interference is reported by many U. S. stations as a result of Cuban assignments made since the NARBA agreement expired last March.

Conference delegates enjoyed a respite from the day-night negotiations and meetings at the weekend as they boarded buses for a trip to Ottawa as guests of Canadian Broadcasting Corp.

## Nelson

(Continued from page 23)

of such a campaign will be weighed carefully against a planned advertising campaign to determine future procedure.

Before we criticise advertising agencies, whether or not they are members of the AAAA—or individual time buyers—or advertisers—or even some stations—let's open our eyes to what is going on. There is per inquiry business; there is rate cutting; there are special package deals—and there is a little clause on the back of every contract that tells me I am buying for my client at a rate no higher than anyone else for a similar service. That, then, is the station's obligation to my client and my company—and to me. It is up to me, as a buyer of broadcasting time, and to every other individual and company so involved, to buy at a rate equal to the lowest even if it means a figure lower than published.

I would like to believe one hundred per cent that all the business we place on every station with which we have contracts is at an equally low rate—but I don't. Why can't everyone read the fine print on the back of a broadcasting contract once a week until it automatically becomes a part of operating policy. We can buy only what the stations make available for sale. And when everything is offered at the same price, on the same basis, to all people, we won't have to spend time and effort answering the question "Can someone else get it for you cheaper?"

I don't know the answer to the "per inquiry" question—but to me there are greater evils shaking the national advertiser's confidence in the radio industry. And television is not one I'm thinking of!

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

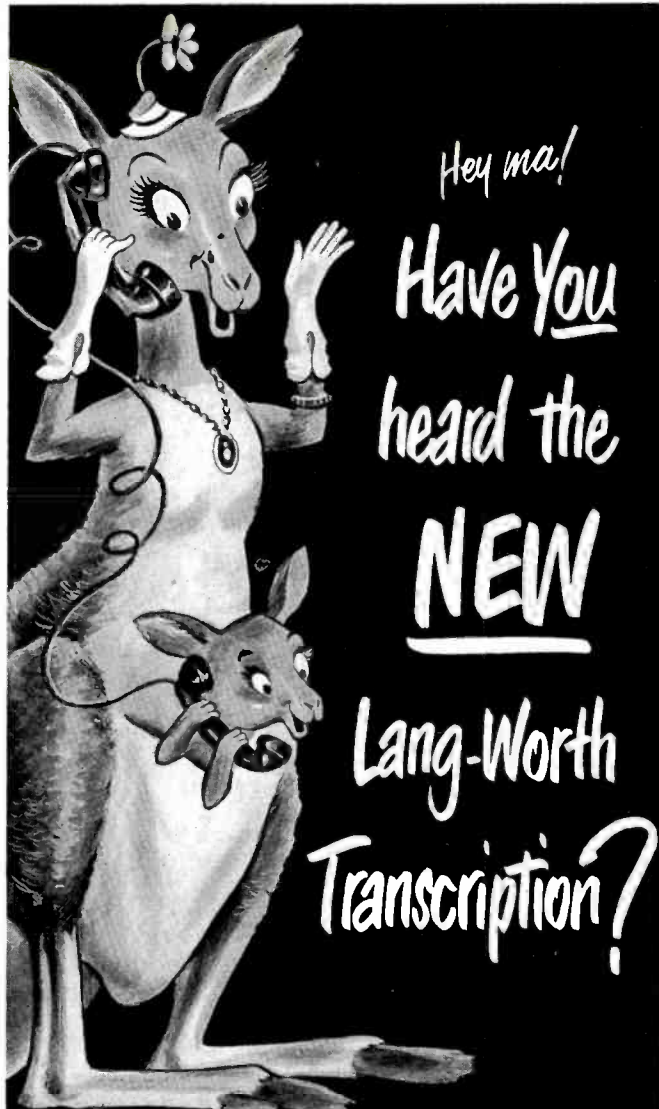
## KOTA RECANT

Okays SESAC Contract

KOTA Rapid City, S. D., has dismissed a counterclaim and signed a stipulation covering its license agreement with SESAC, according to David R. Milsten, SESAC western counsel.

SESAC had sued KOTA in South Dakota Circuit Court for \$470 allegedly due for nonpayment under a contract. In return KOTA had filed a counterclaim based on purported use of pressure and failure to furnish a list of selections in its library [BROADCASTING, April 25].

A stipulation signed by H. George, secretary - treasurer of Black Hills Broadcasting Co. (KOTA), withdrew statements in the counterclaim, according to Mr. Milsten. The station renewed its SESAC contract, he said.



Hey ma!

Have You heard 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

Lang-Worth Feature Programs, Inc.  
113 West 57 St., N. Y. 19, N. Y.

Gentlemen:

Speak up—I'm listening! Send me, without charge or obligation:

- Complete information on the New Lang-Worth Transcription  
 Sample of the New Lang-Worth Eight-inch Transcription

NAME \_\_\_\_\_

TITLE \_\_\_\_\_ STATION \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Protect U. S. Channels

(Continued from page 25)

economic studies of stations conducted by the NAB employe-employer relations and research departments, with provision for funds to conduct further studies; thanked the North Carolina Assn. of Broadcasters for hospitality; endorsed the NAB board's reorganization project and the administration of President Justin Miller; commended the association services of Mr. Arnoux and the two other board members in the district (G. Richard Shafto, WIS Columbia, S. C., for medium stations, and Frank U. Fletcher, WARL Arlington, Va., for FM stations).

Finally, the district took cognizance of a new effort by James C. Petrillo, AFM president, to exact additional funds from broadcasting by charging fees for performance of records and transcriptions. The district opposed any effort to collect such royalty payments on broadcast and TV performances.

Mr. Arnoux presided at his last district meeting after six years service on the board. He announced he was not a candidate for re-election. The new director will be elected in early winter by mail nomination and ballot, with Mr. Arnoux winding up his board service at the NAB convention in Chicago next April.

In raising the NARBA issue, Mr. Arnoux cited several examples of stations already suffering from Cuban and Mexican interference.

"Don't be surprised if you hear a rumba on every frequency," he said.

Judge Miller had warned in his talk that neither Cuba nor Mexico was respecting the second NARBA that expired last spring. Both nations understand the nuisance technique, he said.

The NARBA resolution noted that Cuba has disregarded its pledge to continue status quo until a new treaty is ratified, and Mexico isn't even taking part in the conference. It reminded that power of many Latin stations has been increased, resulting in chaotic interference which is getting worse every day.

Clear and regional channels are direct targets, the resolution states,

\* \* \*



**TRIO** at Pinehurst meeting (l to r): William R. McAndrew, manager of NBC Washington stations; Walter J. Brown, WORD Spartanburg, S. C.; Frank M. Russell, NBC Washington vice president.



**ORCHIDS** for all the ladies featured a visit to an orchid farm during NAB District 4 meeting at Pinehurst, N. C.

Front row (l to r): Miss M. Croley, Mrs. Phil A. Allen, Mrs. John New, Mrs. Campbell Arnoux, Mrs. William R. McAndrew, Mrs. Walter H. Goan, Mrs. C. B. Britt.

Second row, Mrs. J. S. Younts, Mrs. W. B. Page, Mrs. B. W. Huffington, Mrs. C. R. Maillet, Mrs. H. V. Daly, Mrs. R. M. Wallace, Mrs. Charles Turner, Mrs. J. H. Moore, Mrs. Horace Fitzpatrick.

Third row, Mrs. Ford Browning, Mrs. Carla B. Keys, Mrs. Paul C. Buford, Mrs. Phil Hoffman, Mrs. John C. Hanner, Mrs. Ben Strouse; Mrs. Glacus Merrill, Mrs. John Rivers, Mrs. James M. Wade.

Fourth row, Mrs. E. J. Pryor, Mrs. Don S. Elias, Mrs. J. E. Fontaine, Mrs. J. M. Angel, Mrs. J. B. Weathers, Mrs. Pat Flanagan, Mrs. F. Whitley, Mrs. Melvin F. Barnett, Mrs. F. W. Warner.

deploring the breakdown of the good-neighbor policy.

Four types of sanctions are suggested: Stop protecting their stations, rearrange Cuban sugar quotas, set up passport restrictions, withdraw currency support. Use of other similar techniques is advised.

The district asked that President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and Congressional committees be notified of the resolution.

Serving on the resolutions committee were Ben Strouse, WWDC Washington, chairman; George B. Storer, Fort Industry stations; William E. Rine, WWVA Wheeling; B. T. Whitmire, WFBC Greenville, S. C.; Harold Essex, WSJS Winston-Salem, N. C.

### Costs Discussed

Mr. Arnoux presided at the opening of the District 4 meeting Monday morning, introducing Mr. Essex, a member of the NAB Employe-Employer Relations Committee, who took charge of a session on costs, profits and labor. Richard P. Doherty, director of the NAB department, and his assistant, Charles Tower, discussed technical, programming, selling and labor costs and their relation to income.

Data covering operation of southeastern area stations were given members, the figures coming from NAB's extensive study of costs and income by type and size of station as well as affiliation. Mr. Tower answered wage-hour questions and explained in answer to a delegate that many stations allow 15 to 30 minutes for sign-on and sign-off.

Judge Miller was principal speaker at the Monday afternoon meeting. He said every district meeting this year had set an attendance record, with District 4 surpassing all others and setting an alltime district meeting record.

He explained how AFM President Petrillo is whipping up the plan to assess performance fees for records and transcriptions, with

## NBC's RUSSELL Hits NAB Organization At Carolinas Meet

NAB has compromised with the principle of functional organization in its streamlining process, Frank M. Russell, NBC Washington vice president, told a joint meeting Oct. 16 of the North Carolina and South Carolina Assns. of Broadcasters at Pinehurst, N. C.

Mr. Russell said a truly functional association would consist of autonomous groups such as clear channel, regional, nonaffiliate, independent, network and similar industry units. Each group would elect two members to the NAB board under this plan. He said he

proceeds to be used for his welfare fund. As at other district meetings he reviewed the reorganized NAB operation.

Dr. Kenneth H. Baker, RMB acting president, described the second coverage study. He said tabulators are working in several cities 24 hours a day, all week to process the millions of cards.

The study will have little FM data, he said, because BMB found listeners reporting ownership of twice as many FM sets as ever have been manufactured due to confusion from dual AM-FM station breaks and other causes. Where data justify, he said, BMB will supply memorandum reports dealing with size of the FM audience.

Robert J. Burton, BMI vice president, said BMI rated first, second, fourth and seventh on the last *Hit Parade*, pushing "South Pacific" off the list.

Kolin Hager, SESAC, reviewed that society's service and said it is developing greater strength in the popular music field.

Horace Fitzpatrick, WLSL Roanoke, District 4 sales managers chairman, presided at the all-day sales session directed by Mr. Mitchell, who told managers how to get better results from their salesmen and a larger share of the advertising dollar. He showed the BAB slide film and other BAB sales aids.

★ had a lot of confidence in NAB President Justin Miller and NAB's departmental services, but contended the association is not equipped to handle major industry problems.

Judge Miller should be at Montreal where the future of the whole broadcast band is in peril at the NARBA conference, Mr. Russell declared. He suggested Judge Miller should take part in Washington hearings and meetings affecting the industry and present spokesmen for autonomous industry groups. The State Dept. gives away U. S. frequencies whenever it has a problem with foreign nations, he said.

### Satellite Stations Forecast

Mr. Russell forecast a system of TV mother stations, augmented by secondary and satellite stations. The TV mother stations would have mobile equipment to send around the satellite stations circling New York and other cities.

The North Carolina group elected Robert H. Wallace, WOHS Shelby, as president to succeed Harold Essex, WSJS Winston-Salem. Other officers elected: Earl J. Gluck, WSOB Charlotte, vice president; Jack Younts, WEEB Southern Pines, secretary-treasurer; Louis Howard, WHIT New Bern, Cecil Hoskins, WWNC Asheville, directors.

The combined state groups also heard David Clark, of Charlotte, trustee of Greater U. of North Carolina, suggest the radio industry develop a radio foundation at the university to train engineers. Mr. Gluck heads a committee which will study the project.



## District 4 Registration, Pinehurst, N. C.

Rhea Adams, WPTF; Phil A. Allen, WLVA; J. E. Allgood, WDVA; Ed M. Anderson, WBBO; Mr. & Mrs. James M. Ansel, WLCH; Addison, WRCB; RCA Recorded Program Ser.; Mr. & Mrs. Campbell Arnoux, WTAR; Lewis H. Avery, Avery Knodel Co.; Kenneth Baker, BMB; Mr. & Mrs. Melvin F. Barnett, WLOH; Bryce Beard and Alex Beard, WSTF; Ed E. Bishop, WGH; George C. Blackwell, WDKD; Chas. Blackley, WTON; Douglas M. Bradham, WTMA; Harrol A. J. Brauer, WVEC; Mr. & Mrs. Chas. Britt, WLOS; Mrs. Doris Brown, WKBC; Walter J. Brown, WORD; Mr. & Mrs. Ferd Browning, WAJR; Kenneth L. Bryant, WKBY; Mr. & Mrs. Paul C. Buford, WALT; Bill Bunn, WDSC; Mr. & Mrs. Keith Byerly, WBT; Robert J. Burton, BML.

C. Wylie Calder, WHAN; Richard Campbell, WDVA; Mr. & Mrs. Joe Carlson, WTAR; O. L. Carpenter, WPTF; Mr. & Mrs. George T. Case, WNAO; Norman Cash, NBC; Thomas P. Christian, WVEC; James B. Childers, WOXF; David Clark, Clark Publishing Co.; George H. Clinton, WPAR; Charles Coleman, Avery-Knodel Co.; Ward A. Coleman, WENC; Nathan J. Cooper, WMNC; Virginia N. Cooper, WJLS; Douglas C. Craddock, WLOE; Mr. & Mrs. Craig, WNCB; W. R. W. WINT; S. C. Crew, WCBT; Joe P. Crockett, WBOB; Grange S. Cuthbert, WTMA; Thomas Daisley, WIS; Bob Devogt, WRAL; Richard Doherty, NAB; W. Ward Dorrell, C. E. Hooper, Inc.; Leo Downs, WIS; A. L. Drew, WCBT; Carl E. Duckett, WDOE.

Ed E. Edgar, WGH; Harold Essex, WSJS; F. J. Evans, WPLH; Grace Fauson, WCYB; M. L. Few, WDKD; Mr. & Mrs. Horace Fitzpatrick, WSLS; Mr. & Mrs. E. J. Fitzsimmons, Weed & Co.; Pat Flanagan, WHIS; James M. Flenniken, Capitol Records; Fred Fletcher, WRAL; Ray A. Furr, WIS; Tom G. Garner, WSAZ; E. J. Gluck, WSOC; Walter H. Goan, WAYS; Lester L. Gould, WJNC; Mr. & Mrs. Chas. Grisham, Petry & Co.; J. A. Hagan, WWNC; Kolin Hager, SESAC; Allen A. Haid, WWVA; John C. Hanner, WFS; Ralph Holby, NAB; John W. Harkader, WDBJ; W. C. Harris Jr., WPTF; Mr. & Mrs. W. F. Hazen, Blake, Taylor & Hazen; Grayson Headley, WNNT; Walter F. Hester, WHPE; Mr. & Mrs. James W. Hicks, WCOS; Mr. & Mrs. Phillip Hirsch, WREL; Mr. & Mrs. Phil Hoffman, WOL; Mr. & Mrs. Cecil B. Hoskins, WWNC; Bert Horswell, C. P. MacGregor; Barron Howard, WRVA; Mr. & Mrs. Louis Howard, WHIT; Mr. & Mrs. Walter Huffington, WSAP; E. M. Hurd, WDVA; Gilbert M. Hutchinson, WBIG.

Frank Jarman, WDNB; Robert A. Jolley, WMRC; E. Z. Jones, WBBS; Ray P. Jordan, WDBJ; Robert S. Keller, Robert S. Keller Inc.; Earl M. Key, WKBY; Mrs. Carla Keys, WFLO; Wilbur M. Kidd, WAYB; Frank E. Koehler, WROW; Frank S. Lambeth, WMFR; Nick Lawrence, WHPE; Loyd Leonard, WISE; Stan G. Libby, WIS; Edmund S. Long, WHKY; Bert Lown, Assoc. Program Service; Mr. & Mrs. Chas. R. Maillet, WFLO; J. R. Marlowe, WGWR; C. Wallace Martin, WIS; Joseph Martin, WDSC; I. Mattaway, Radio-TV Publicity; Richard Mason, WAFK; Mr. & Mrs. Glacus Merrill, WHAR; Francis J. Miller, Harrisonburg, Va.; Judge Justin Miller, NAB; John Miller, WAIR; Paul Miller, WWVA; Wm. P. Mitchell, WBIG; Maurice B. Mitchell, BAB; Tom Mitchell, WTIK;

S. W. Monroe, WMRA; Miller Montgomery, WIS; Mr. & Mrs. Jas. H. Moore, SLS; H. T. Morris, WGTN; R. S. Morris, WDSC; Wm. R. Murray, WPUV; Paul F. Myhan, WACA.

Mr. & Mrs. John W. New, WTAR; Mr. & Mrs. Wm. S. Page, WFTC; T. H. Patterson, WRRF; Helen Gill Perner, Jos. H. McGillivray Inc.; John J. Perner, New York; James D. Poag, WMRC; Roland B. Potter, WKBC; E. J. Pryor, WDVA; James T. Quirk, WJLS; William E. Rine, WWVA; Mr. & Mrs. John Rivers, WCSC; George E. Robinson, WDKD; W. R. Robertson, WRRF; Fay Rogers, WCYB; Marshall Rosene, WSAZ; Mr. & Mrs. Frank Russell, WRC; J. Dudley Saumenig, WIS; Milton D. Scarborough, WBCU; Charles E. Seebeck, WTON; P. C. Sewell, WRCS; Roger A. Shaffer, WSPA; Harry Shaw, WSJS; Alice Shein, WBTH; Hugh Shott Jr., WHIS; John W. Shultz, WMVA; Gene Sink, WMRA; Cecil C. Simmons, WGGD; Joe L. Smith, WJLS; John E. Smith, WSAZ; R. H. Smith, WCYB; Bert Somis, WTPF; Ken Sparton, BML; Roy Springer, WDVA; George B. Storer, WWVA; Ben Strouse, WWDC; Henry E. Sullivan, WCOG.

Mr. & Mrs. Sol Taishoff, BROADCASTING; Harold S. Taylor, WRXO; W. B. Taylor, Wincharger Corp.; L. H. Thesmar, WDAE; Mr. & Mrs. Harold Thomas, WISE; Leo A. Tremblay, WGGD; Guy Vaughan Jr., WSPA; Mr. & Mrs. George Walker, WAIR; Robert M. Wallace, WOHS; Allen Wannamaker, WGTN; George Walston, WRRF; Fred Warner, Nation-Wide Bus. Adv.; Frank Warten, WRAL; Eddie Whitlock, WRNL; B. T. Whitmire, WFBC; Mr. & Mrs. Marshall L. Wilmer, WREL; William Wilson, United Press; J. F. Womack, WFRG; C. J. Woodhouse, WDNB; Steve Woodson, WFRG; R. W. Younstead, WPTF; J. S. Younts, WEEB; Bob Zealey, WRAL.

### Late Registrations

William Ashworth, WDVA; B. George Barber Jr., WFTC; J. Frank Beatty, BROADCASTING; J. W. Blackburn, Blackburn-Hamilton Co.; Bill Britt, INS; John F. Bivins, Bivens & Caldwell; John L. Cole Jr., WHLF; Hartwell Campbell, WGTG; J. C. Cole, WSTS; Harry J. Daly, attorney; Charles B. Davis, WHLF; Peter D. De Boer, WAJR; Ralph Epperson, WPAO; Don Elias, WWNC; W. F. Fleming, WSAT; Frank U. Fletcher, WARL; James Flenniken, Capitol Transcriptions; C. Leslie Galliday, Washington, D. C.; J. A. Gallimore, WSNW; Paul Hansell, Associated Press; O. G. Hilton and G. N. Hilton, WBUY; Sam H. Hutchins, WEAB; Earl Holder, WNNC; Josh Horne, WCEC-WFMA.

Gaines Kelly, WFMY; Johnny Langlois, Lang-Worth; Ralph Lambeth, WGBG; Ellis Landreth, WBRW; William R. McAndrew, NBC; Jack Midlen, attorney; Chet Munson, WSNW; Bob Morrison, World Library; David Newborg, RCA; Dorsey Owings, BML; W. W. Primm, WWGP; Ray Reeve, WRAL; "Duck" Sweetman, Headley-Reed Co.; Alex Sherwood, Standard Transcriptions; Frank N. Stearns, Associated Press; Fred Shealy, WSNW; Charles H. Tower, NAB; Stephen Tuhy Jr., attorney; Charles Turner, WNNC; Mel J. Warner, WCEC; James M. Wade, Free & Peters; Bill Young, Lang-Worth.

## DIXIE NETWORK

### Stations To Push FM Sets

COOPERATION of member stations of Dixie FM Network in North and South Carolina was offered radio set manufacturers turning out FM receivers to stimulate sales during the slack January-February-March season. The network group met last Monday at Pinehurst, N. C., where NAB District 4 held its annual session.

Ray A. Furr, WIST (FM) Charlotte, N. C., presided. Two stations were invited to join Dixie—WLOS-FM Asheville and WMFD-FM Wilmington. The group plans to appoint a network salesman and prepare promotion literature.

Program periods were offered U. of North Carolina, for a 15-station pickup of its *University Hour*, and the Wild Life Resources Commission of North Carolina, for a 15-minute live program. Four other programs were approved, including a daily news report with three stations feeding service, daily live organ music, commentary by the High Point *Enterprise* on state affairs, and weekly musical shows by the Harmonettes and Dixie Combinators.

### Germans Thank NAB

AMERICAN broadcasters were thanked for their donation of radio receivers to German schools in a letter from Alfons Simon, president of the German Society for Education. Funds for the sets were raised last year in NAB's "Silver Shower" campaign.

### Francis Freeman Payne

FRANCIS FREEMAN PAYNE, 60, owner of CKLN Nelson, B. C., and publisher of the *Nelson Daily News*, died Oct. 9 at Halifax, while attending directors meetings of the Canadian Daily Newspaper Assn.

### Dist. 4 Resolution

(Continued from page 25)

tors immediately call the deplorable breakdown of the historic "good neighbor" policy between friendly countries of the northern half of our hemisphere to the attention of the President of the United States, the Secretary of State, and the Chairman of the FCC, through their elected representatives in the U. S. Senate and the House of Representatives.

And be it further resolved that each such representative in the Senate and House be requested to demand the return of the status quo by Cuba and Mexico, and failing prompt and favorable action by these two countries, to provide for institution of sanctions against Cuba and Mexico, among which could be:

- (1) Elimination of protection by U.S. radio stations to Cuban and Mexican stations
- (2) Rearrangement of the Cuban cane sugar quotas
- (3) Establishment of passport restrictions against the two countries
- (4) Withdrawal of currency support to the countries involved
- (5) And such other measures as may be effective

And be it further resolved that a copy of this resolution be furnished the President of the United States, the Secretary of State, the Chairman of the FCC and the members of the U. S. Senate and House Foreign Relations Committees.

WHAT A  
**CUSHION**  
(IT WAS NEVER LIKE  
THIS BEFORE)

**\$4,567,999,000**

BANK DEPOSITS 12/31/48

\$ VAL. SAVINGS BONDS 12/31/48

in the  
**228 WOW  
COUNTIES (BMB)**

IN NEBRASKA, IOWA, SOUTH  
DAKOTA, MISSOURI, AND  
NORTH DAKOTA.

THIS IS....

**READY  
MONEY**

...READY TO BE SPENT  
NOW or in the FUTURE  
FOR WHATEVER YOU  
HAVE FOR SALE!

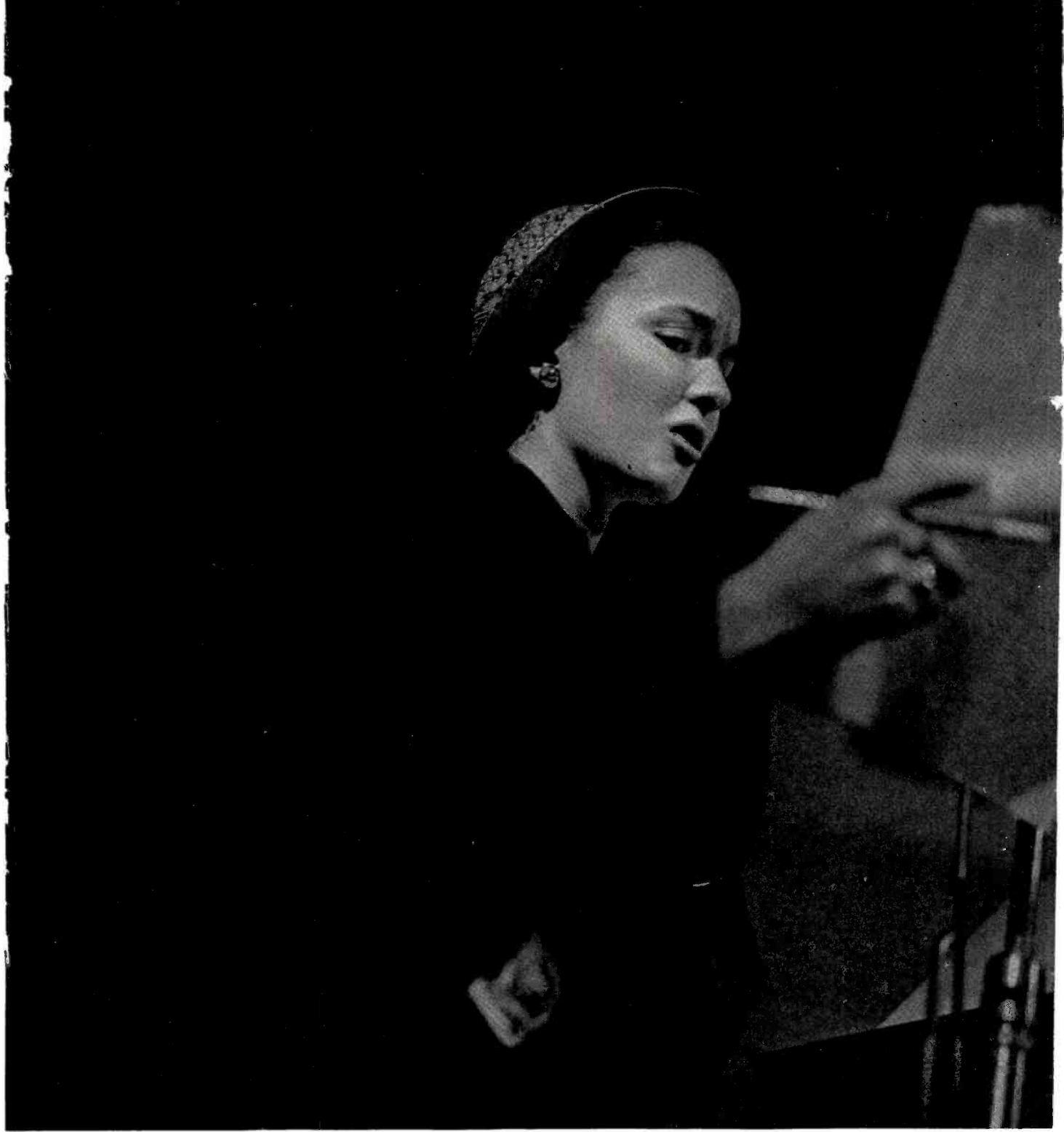
in  
**WOW-LAND**  
An Always Rich  
Farm Market...

COVERED ONLY BY

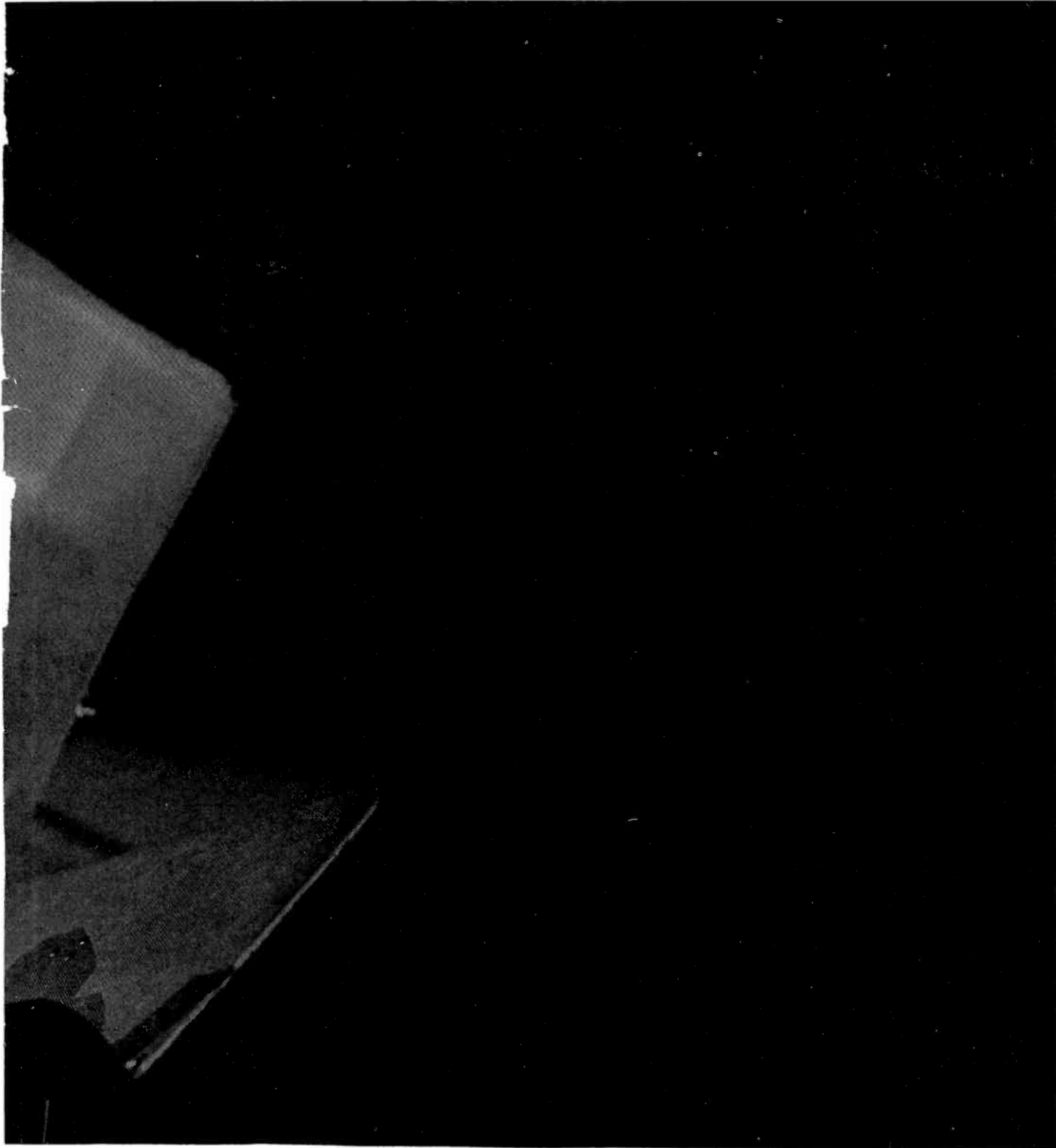
RADIO  
**WOW, Inc.**  
OMAHA  
5000 WATTS • 590 KC  
JOHN J. GILLIN, JR., PRESIDENT  
JOHN BLAIR, REPRESENTATIVE  
AND BLAIR-TV, INC



LUNCHEONEERS at Pinehurst (l to r): Loyd Leonard, WISE Asheville, N. C.; H. H. Thoms, WHHT Durham, N. C.; F. J. Evans, WLPH Huntington, W. Va.



*Still the best mousetrap...*



*In all advertising, there's only one medium where one advertiser reaches over half the population of the country... 21,000,000 families!... with one program in one month.\**

*He does it with Network Radio... on CBS.*

*The Columbia Broadcasting System*

\*And forty-nine other CBS advertisers reach their customers... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people: the lowest cost of actual "advertiser circulation" in all advertising today.

# Editorial

## Count of Noses

THE biggest statistical job in history—the 1950 U. S. decennial census—will affect broadcasters in two ways.

First, the nose count of 150 million people and the way they live will show how many of them have radio and television receivers in their homes. Second, broadcasters will play an important role in preparing the public for the census taker's call.

The latter role is an important one. Because of the Census Bureau's desire to provide data of highest possible accuracy, broadcasters will be asked to help brief the public so the army of enumerators can get quick and reliable information.

Vast volumes of data will come out of the census, showing what has happened in this decade and where it has happened. The facts will be of incalculable help to every businessman in the nation, whether he be broadcaster, advertiser, merchant or manufacturer.

Broadcasters, in turn, can be of equal help to the Census Bureau. Already NAB District 4, largest in the association, has pledged full cooperation in the census operation, setting the pace for an industry that stands to benefit perhaps more than any other as Uncle Sam in person counts and tabulates the number and whereabouts of radio homes.

## Free To Look and Listen

TODAY, as United Nations celebrates the fourth anniversary of the signing of the UN Charter, all America will attend the birthday party by radio. Networks and local stations alike have scheduled scores of special programs saluting the UN, hailing its efforts toward international understanding and peace. When President Truman lays the cornerstone of the UN's permanent headquarters in New York, the radio coverage will be augmented by a pooled TV report that will enable millions of viewers to see as well as hear this historic ceremony.

Such support of the UN from American broadcasters is nothing new; it is the rule, not the exception. Better than most, American broadcasters can appreciate UN's fight to break down the barriers set up by fearful and jealous nations against the free flow of news and information. Through UN, the democratic ideals of "freedom to listen" and "freedom to look," so firmly established in this land, are gaining worldwide acceptance.

Gen. David Sarnoff, RCA chairman, recently concluded an address before the American Assn. for the United Nations with these words: "The potentialities of radio and television in the effort to create a greater understanding among the people of the world are unlimited. But these potentialities can be translated into positive results only if people everywhere are given the opportunity to exercise their rights to hear and to see what goes on in this world. This, I firmly believe, is the best way for the peoples of all nations to learn the truth and to know the facts that may vitally affect the peace of the world, the welfare of their nations and their individual freedom."

Today, millions of radios will deliver to millions of homes new proof of the devotion of American broadcasters to that ideal and of their wholehearted support of United Nations toward its achievement.

## Radio's Atom B(o)MB

RADIO HAS never turned a deaf ear to a fair proposition. Such a proposition is advanced by Melvin Brorby, vice president of Needham, Louis & Brorby Inc., anent BMB, of which he is a director.

Mr. Brorby wants BMB saved, but not necessarily as is. He deplors the lack of station support, what with only 600-odd station subscribers to BMB Study No. 2, slated for release next month (though it's our guess it will be December).

Mr. Brorby wants agencies to attest to the indispensability of a radio measuring service before the NAB board meets Nov. 14 to decide BMB's fate. He inveighs against "blackmail" or "undue pressure" upon stations. He asks simply that the NAB board delay action until after Study No. 2 has been published. Then he urges a committee of agency, advertiser and station people be named.

That's a fair deal. Certainly radio has nothing to lose, if it uses its head.

BMB has been ill-starred from the start. It was mismanaged, manhandled, maligned and mangled. It was turned against radio itself. Small wonder, then, that so many of the broadcasters who helped pay the \$1,300,000 freight for Study No. 1, and who were called upon to meet subsequent deficits of unknown or perhaps questionable origin, should be quizzical.

Everyone is agreed that radio needs uniform coverage standards—but not those open to question or which can be used as a means of beating down rates in the most underpriced and undersold of the media.

Radio has paid the BMB bill. But it has had a mere one-third voice in its operation. That is only part of the job since many agencies and advertisers still buy exclusively via program ratings, over which stations haven't a scintilla of voice, either as to method or result.

A decade ago, when radio was faced with loss of a basic raw material—music—Broadcast Music Inc. was created by, of, and for broadcasters. It is today a highly successful wholly-owned radio entity. It owes its allegiance only to radio. Through radio the public, advertiser and agency have benefited.

Could the BMB answer lie in such an entity in coverage research—and program ratings too? It's certainly worth exploring.

It should be remembered that the Audit Bureau of Circulations wasn't born in a day or a decade. Now—after 35 years—ABC is reported in the throes of a bitter battle which could result in stem-to-stern reorganization.

So, we welcome Mr. Brorby's timely suggestion. It behooves radio to weigh carefully all of the facets of this problem, which can spell out the economic future of the radio media. The BMB experience of the last four years and the program rating rantings of the last decade serve as unparalleled guideposts.

## Ho Hum, Amigo

IN OUR issue of Oct. 3, we published an editorial titled NARBA Snarl (Mex.) in which we made mention of an advertisement in the same issue bought by XERF, a Mexican border station. We alluded to the fact that this ad claimed comprehensive U. S. coverage for XERF, and we stressed the border station problem as one confronting the NARBA conference in Montreal. The ad was one of a scheduled series. We did not accept the ad as first written because it was slanted per inquiry-wise. The series of ads has been canceled. It is running in other publications as submitted. Ho hum!

## Our Respects To —



WILTON LOUIS GUNZENDORFER

"THERE are just two things to remember about the advertising business; firstly, when a man dies he may leave an estate, but nowhere among his legacies does he pass on his brand preferences. Secondly, when babies are born they do not have brand preferences. So if you remember that new customers are being born daily and others are dying daily, you hold the key to understanding the function of advertising."

This sage advice came from the late Wilt Rogers, following a broadcast from the Don Lee studios in Hollywood a number of years ago. The eager young listener to whom the advice was directed was Wilt Gunzendorfer, then a network producer with high hopes of making radio and radio advertising his career. That he remembered the words and used the "key" well is evidenced by Mr. Gunzendorfer's present position as general manager of KROW Oakland, Calif.

Wilton Louis Gunzendorfer was born May 23, 1899, in San Francisco, where he received his early schooling. During his college life at the U. of California (Berkeley), he majored in civil engineering. Decidedly minor were a few advertising courses, taken as electives. Concurrently, music was his meal ticket.

The latter was a heritage. His grandfather had led the first brass band in the state of California and his father played clarinet. Two generations of clarinet could easily lead to a third and it did. But the third generation was equally versatile on the saxophone.

Thanks to his musical ability, Mr. Gunzendorfer was well able to earn his way through school. While in school (1918 through 1922), he made his radio debut in 1921, playing on just about every station in the Bay region.

Most of this time he had his own orchestra. After obtaining his B. A. degree, Young Gunzendorfer set out to sell automobiles and soon got an idea of selling them by radio. So he formed a six man combo which was paid \$3 per man to perform two quarter-hours weekly. After a year, they were considered too expensive and were cancelled out.

Between theatre engagements and other band dates, Mr. Gunzendorfer found he really had little time to sell autos. So in early 1925, he left the auto field and took up music full-time. At first he took a band on the road tying in promotionally with a motor car company. Even when the firm decided to discontinue, he carried on with the band. At one point his band was playing in two theatres on concurrent engagements, doubling back and forth between their presentations at each house.

(Continued on page 78)



*"No (sob) KJR"*

## **KJR doesn't reach everybody!**

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!  
Talk with **EVERY-KNODEL, Inc.**, about KJR!

**for Western Washington... An Affiliate of the  
American Broadcasting Company**

# **KJR**

**SEATTLE**

**5000 WATTS AT 950 kc.**

*A Marshall Field Station*



# COLOR COMPARISONS

## RCA Asks Two-Month Delay

THE PROSPECT of further delay in FCC's color television hearing was raised last week as RCA, sponsor of one of the three systems under consideration, petitioned for a two-month postponement of the comparative demonstrations now slated for Nov. 14.

The petition reported that Color Television Inc., sponsor of another color technique but not included in FCC's plans for the Nov. 14 comparisons, not only expects a comparative showing but has indicated through its attorneys that it plans to have its equipment in Washington "by the end of January" for that purpose. FCC's official agenda had made no provision for comparative tests for CTI or for any sessions after cross-examination in December.

RCA claimed comparative tests should be delayed until all systems, including CTI's, could be included, and also that the additional time is needed for adequate field-testing of the RCA system and apparatus.

At the same time it was disclosed that Allen B. DuMont Labs. and the Philco Corp., which have taken the position that color should not be standardized now, will work with CTI on equipment for its system—particularly on a single direct-view, three-color tube.

These developments came Thursday at the end of the fourth week of the color hearings, after 3½ days devoted to highly technical testimony by CTI witnesses explaining their all-electronic color system, and further Commission questioning of Dr. Peter C. Goldmark, inventor of the CBS system, third color technique under study.

Edward K. Wheeler, counsel for Radio Mfrs. Assn., told the Commission that manufacturers feel each of the rival systems is entitled to "a full showing" with the best apparatus available. Accordingly, he said, since CTI does not now have the direct-view tube which figures so largely in its plans, several RMA tube manufacturer-members volunteered to help.

CTI witnesses have estimated that with a single direct-view three-color tube existing sets could be converted to CTI color for about \$65 to \$75, but that present proposals are based on the use of projection sets and that CTI does not think the public generally will be disposed to buy converters for any system.

Counsel for CTI and for DuMont

reported to the Commission (1) that a CTI tube expert was to begin conferences at the DuMont laboratories last Thursday, and (2) that two Philco engineers will arrive at CTI's San Francisco headquarters today (Monday) to begin work on tubes and circuits. DuMont, it was reported, is undertaking to build 20 tubes from CTI laboratory models.

Comr. Robert F. Jones thought "this cooperative program" made it "all the more compelling" that CTI's demonstration to FCC, slated for San Francisco the week of Nov. 28, be held in the East. But CTI counsel protested it would be "impractical" to undertake now to transport all the CTI equipment from San Francisco, where tests are being conducted via KPIX (TV).

### Offers to CTI

It was also brought out that CTI had been offered, and declined, the use of Philco's WPTZ (TV) Philadelphia and DuMont's WTTG (TV) Washington, and that other manufacturers—including Sylvania Electric Products, Crosley, and Bendix—had also offered cooperation.

The week's developments also in-

cluded:

● A plea by Skiatron Corp., of New York, for rejection of both the RCA and CBS color systems on grounds that "additive" color processes are "obsolete in principle" and inferior to a "subtractive" system to be offered by Skiatron (see story page 50).

● A call by the Commission for receivers from CBS, RCA, and CTI to permit independent testing by the FCC staff.

● Michael L. Kaplan, president of Television Mfrs. Assn., wired the Commission that no "completely compatible system" has been presented and that therefore color should be delayed.

RCA, in its petition for postponement of the comparative showings of the RCA and CBS color operations and DuMont black-and-white, said the additional time is needed to field-test its system, to get its equipment ready for a "fair" comparison, and to enable CTI to participate in the same demonstrations.

The "shake-down" period of field-testing RCA equipment is just now starting and must be followed by

refinements and observation in actual performance before a comparative demonstration will be "meaningful and appropriate," RCA declared.

The company estimated that this point would come about "midway in the six-months [field-testing] program which it has indicated would be required before standards should be adopted."

Then there should be about three months of further work "to determine final specifications for standards," RCA declared. It said field-testing thereafter will concentrate on determining production designs based on practical operating conditions and experience.

RCA made clear that it does not intend to follow the CBS suggestion and put its projection receivers up against Columbia's direct-view sets in the comparative demonstration. The petition quoted Columbia's Dr. Goldmark as saying projection sets would not give as good an impression as direct-view sets.

RCA now has only two direct-

*(Continued on page 50)*

# LOCAL & SPOT TV REC Hears Flanagan

THE TELEVISION broadcaster must derive his real income from spot time and local time sales where he gets the big share of the advertisers dollar, T. F. Flanagan, president of National Assn. of Radio Station Representatives, told members of New York's Radio Executives Club last Thursday.

"Even in AM, it is a mathematical fact shown in the FCC figures that the stations get more income out of \$100 million of spot time sales than they do out of \$133 million of network time sales," he said at the group's regular luncheon meeting at the Roosevelt Hotel. Outlining network's extraordinary expenses which, added to coaxial cable charges, leave only a fraction of the sponsor's dollar for stations, he pointed out that "the station can, therefore, only hope the networks will give it outstanding shows."

Video advertising's powerful sales impact provides good prospects for stations in both spot and local, Mr. Flanagan said, adding

that while time costs are reasonable enough, production and cable costs provide a hitch. "Now if our geniuses who made the films the theaters bought and the public paid to see, can give us the top part of motion picture quality production at a cost substantially below the combined live studio and cable costs, many an advertiser can see low-cost advertising results in spot film program shows," he declared.

### Program Types Needed

He stressed the need for interesting, local household economics programs for advertisers of food and household products, and of special-technique programs for multiple manufacturers of many advertised products. He described "an enormous TV market" among regional, seasonal, new product and product-testing advertisers, who are having "large, continuing and growing success in AM."

The problem, said Mr. Flanagan, is not one of quantity, but of good

shows at a fair price.

Warning broadcasters against thinking there is enough magic in television to excuse "any old footage" of film, or low quality programs built to a low price, Mr. Flanagan pointed out that the motion picture industry can make films that stations can run "to make people laugh, or to thrill them . . . and come back again to view. They have been doing it for 50 years," he said.

Mentioning the importance of music to TV entertainment, Mr. Flanagan told broadcasters they'd have to wait to hear from Mr. Petrillo before they can get the best new film production. "Until the AFM scale is out and the musicians ready to go to work, and we learn the wage scale and royalty rates," he said, "we are breathing with one lung."

One-minute spot announcements and station breaks will be more important to advertisers and stations in TV than in AM, he told the

*(Continued on page 51)*

*After careful study of that firm's plan  
for selling television time, and in view of our  
gratifying experience in past years' association, we  
take great pleasure in announcing appointment of*

## **EDWARD PETRY & CO., INC.**

*as our exclusive national*

## **TELEVISION REPRESENTATIVE**

*with offices in*

**NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS**

**SAN FRANCISCO • DETROIT • ATLANTA**

# **WOAI-TV**

*Channel Four*

*San Antonio, Texas*

# Telestatus



## Analysis of September Advertising (Report 82)

TELEVISION, having passed through its expected summer slump in business, continued in September an upward trend in the number of advertisers started the month before. The number of advertisers, including network, spot and local, climbed from 1,415 in August to 1,537 for September—an all-time high.

Five new stations in three markets were added between August and September, bringing the total reporting stations for last month to 76. These cover 43 video markets. Increases in the number of advertisers were registered by all but three markets and here losses were small. All four video networks gained during the month.

These figures are based on information supplied to BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network information is based on a one month period and includes all stations, material being furnished to the Rorabaugh Co. by the networks. Spot and local figures are based on the test week of Sept. 4-10 and exclude two stations which do not report their business activity.

The networks gained 27 advertisers for the month, bringing the total to 59. These advertisers spon-

sored 71 different programs as compared to 43 in August. Five programs were dropped and 33 returned or were added, making the net increase of 28 shows between August and September. Renewals held a slight edge over new programs in the added video fare. Network business was handled by 45 agency offices.

NBC, which lead in the number of network advertisers, gained 13 from August for 24 in September (Table I). In second place was CBS with 21 advertisers. This is a gain of 10 accounts from August. ABC picked up five new advertisers bringing its September total to 15. Seven different advertisers used the facilities of the DuMont Television Network in September, one more than in August.

Each advertiser is counted only once for each network although he may back more than one show. If an advertiser sponsors different shows on different networks he is counted in the total for each network where business is placed. General Foods, for instance, backed *Mama* and *The Goldbergs* on CBS-TV but is counted only once for that network. The firm also is included in the total for DuMont where it sponsors *Small Fry Club*, and for NBC-TV where it backs *Leave It to the Girls*. Figures in Table I therefore can not be added across by months to get the total number of advertisers.

City with the greatest number of network accounts was New York which recorded 63 advertisers for the month. In a tie for second place, Washington and Philadelphia had 59 network advertisers each. The three outlets in Baltimore carried 58 pieces of network business and Chicago's four stations had 55.

Spot business increased by 36 advertisers, going from 301 in August to 337 in September (Table II). There were 67 newly active accounts, the difference being due

to accounts dropped during the month. Most of the additions and deletions were accounts using two or three stations, although Cameo Curtains Inc. did start a 15 station schedule. Pepsi-Cola began on nine stations and International Shoe Co. placed business on seven stations in as many markets. The big spot

buyers—American Tobacco, Oldsmobile Div. of General Motors, Benrus, Bulova, etc.—showed little fluctuation in their schedules. Spot television was placed by 243 agency offices, an increase of 27 from August.

New York also lead in spot business  
(Continued on page 48)

TABLE III  
NO. OF ADVERTISERS BY MARKETS

Markets Covered	No. of Reporting Stations	Net.	Nat.-Reg. Spot	Loc.	Sept. Total	Aug. Total	Gain or (Loss)
Atlanta	2	18	15	35	68	52	16
Baltimore	3	58	34	54	146	132	14
Birmingham	2	8	4	14	26	9	15
Boston	2	54	34	32	120	92	28
Buffalo	1	32	20	45	97	76	21
Charlotte	1	5	5	7	17	14	3
Chicago	4	55	48	53	156	134	22
Cincinnati	3	27	32	36	95	78	17
Cleveland	2	49	26	31	106	83	23
Dayton	2	27	28	26	81	63	18
Detroit	3	53	39	47	139	124	15
Erie	1	29	9	38	76	72	4
Ft. Worth-Dallas	1	10	17	14	41	38	3
Grand Rapids	1	9	—	16	25	13	12
Houston	1	11	12	5	28	23	5
Indianapolis	1	9	12	15	36	29	7
Lancaster	1	26	13	26	65	48	17
Los Angeles	6	25	53	115	193	172	21
Louisville	1	13	10	12	35	28	7
Memphis	1	14	9	19	42	43	(1)
Miami	1	7	5	33	45	48	(3)
Milwaukee	1	38	17	38	93	72	21
Minn.-St. Paul	2	16	16	23	55	46	9
New Haven	1	30	23	10	63	54	9
New Orleans	1	10	14	9	33	31	2
New York	6	63	77	38	178	147	31
Oklahoma City	1	6	6	9	21	18	3
Omaha	2	8	4	6	18	—	18
Philadelphia	3	59	45	59	163	138	25
Pittsburgh	1	35	10	16	61	56	5
Providence	1	20	12	7	39	—	39
Richmond	1	30	7	7	44	30	14
Rochester	1	21	4	11	36	28	8
Salt Lake City	2	9	4	37	50	42	8
San Diego	1	7	8	13	28	24	4
San Francisco	2	15	15	26	56	52	4
Schenectady	1	34	6	16	56	41	15
Seattle	1	13	8	11	32	26	6
St. Louis	1	38	21	10	69	57	(8)
Syracuse	1	8	8	15	31	18	13
Toledo	1	26	16	40	82	57	25
Washington	4	59	22	56	137	117	20
Wilmington	1	23	3	11	37	—	37

Note: An advertiser who buys both network and spot time is counted TWICE in the "Total" column; a network advertiser sponsoring more than one show in a given market is counted ONCE in the "Network" column.

TABLE IV  
NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agricultural & Farming	—	2	7	9
2. Apparel, Footwear & Access.	2	11	63	76
3. Automotive, Automotive Equipment & Access.	8	13	163	184
4. Beer & Wine	2	89	8	99
5. Building Materials, Equip. & Fixtures	—	—	57	57
6. Confectionary & Soft Drinks	3	25	25	53
7. Consumer Services	—	—	78	78
8. Construction & Contractors	—	—	9	9
9. Drugs & Remedies	1	4	7	12
10. Entertainment & Amusements	—	—	21	21
11. Food & Food Products	—	78	162	248
12. Gasoline, Lubricants & Other Fuels	3	7	11	21
13. Horticulture	—	—	4	4
14. Household Furnishings, Equip. & Supplies	6	24	128	158
15. Industrial Materials	—	1	3	4
16. Insurance, Banking & Real Estate	—	2	46	48
17. Jewelry, Optical Goods & Cameras	—	7	20	27
18. Office Equip., Stationery & Writing Supplies	1	2	5	8
19. Publishing & Media	1	1	22	24
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	4	11	148	163
21. Retail Stores & Shops	—	—	94	94
22. Smoking Materials	8	14	3	25
23. Soaps, Cleansers & Polishes	1	14	7	22
24. Sporting Goods & Toys	—	—	11	11
25. Tailories	8	15	7	30
26. Transportation, Travel & Resorts	—	5	9	14
27. Miscellaneous	3	12	23	38
TOTAL	59	337	1,141	1,537

TABLE I

59 NETWORK ADVERTISERS DURING SEPTEMBER

Month of	ABC	CBS	DTN	NBC
1948 June	—	3	2	13
July	—	4	2	13
Aug.	—	3	5	13
Sept.	—	4	5	15
Oct.	3	6	5	24
Nov.	3	6	5	29
Dec.	2	9	6	28
1949 Jan.	2	9	4	24
Feb.	3	15	6	29
March	4	20	6	26
April	7	21	7	30
May	15	23	6	25
June	14	21	6	23
July	11	13	5	18
Aug.	10	11	6	11
Sept.	15	21	7	24

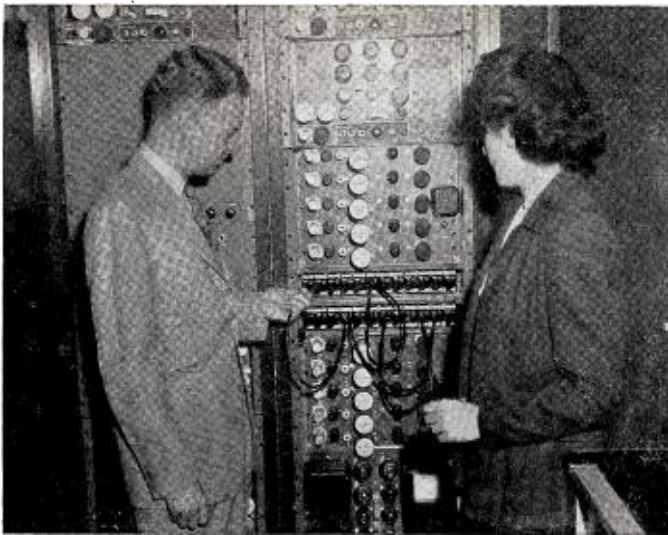
Note: When an advertiser sponsors two or more shows on one given network, he is counted once in the totals for that network.

TABLE II

Report of	Markets	Reporting Stations	NO. OF ADVERTISERS			Total
			Network	National-Regional	Local-Retail	
1948 June	11	20	14	76	144	234
July	16	26	14	113	153	280
Aug.	19	32	18	122	197	337
Sept.	19	32	21	119	236	376
Oct.	21	37	33	181	301	495
Nov.	21	37	37	216	373	626
Dec.	23	41	37	230	413	680
1949 Jan.	23	46	33	225	469	727
Feb.	30	54	46	258	614	918
March	30	55	50	267	711	1028
April	32	59	57	291	877	1225
May	34	59	57	328	958	1343
June	38	65	54	324	1055	1433
July	38	66	42	299	1028	1369
Aug.	40	71	30	301	1082	1415
Sept.	43	76	39	337	1141	1537

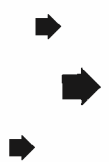
NETWORK figures listed above are based upon a period of an entire month. NATIONAL REGIONAL SPOT and LOCAL-RETAIL figures are based upon a sample week out of each month, excepting for sports events which are reported like network, for an entire month.





**WHIO-TV was Dayton's  
FIRST TV Station on the Cable**

Lois Wurstner, WHIO-TV staffer, watches Ernest Adams, WHIO-TV Chief Engineer, plug in the cord which "hooks-up" the CO-AX CABLE directly connecting WHIO-TV and three great Networks on September 25, 1949.



This fall, Dayton and Miami Valley TV viewers are "seeing them All over WHIO-TV."

With the cable hook-up, Dayton's FIRST TV STATION is broadcasting variety shows, music, drama, sports and news from the three great networks; Columbia Broadcasting System, American Broadcasting System and Dumont Television Company.

In addition, WHIO-TV provides outstanding locally produced programs, local news and sports coverage.

Your best TV buy in Dayton is WHIO-TV. For availabilities, consult your Katz Representative.

Affiliated with  
The Dayton Daily News  
and Journal-Herald



Represented nationally by  
The Katz Agency, Inc.

## Telestatus

(Continued from page 46)

ness with 77 accounts on its six stations. Los Angeles was in second place, handling 53 advertisers. Chicago had 48 spot accounts and there were 45 in Philadelphia. The leading single station market in this classification was New Haven, which had 23 different spot accounts.

In the local field, Rorabaugh reported 1,141 accounts active during the September test week. This is an increase of 59 from the month before and sets a record for local advertisers.

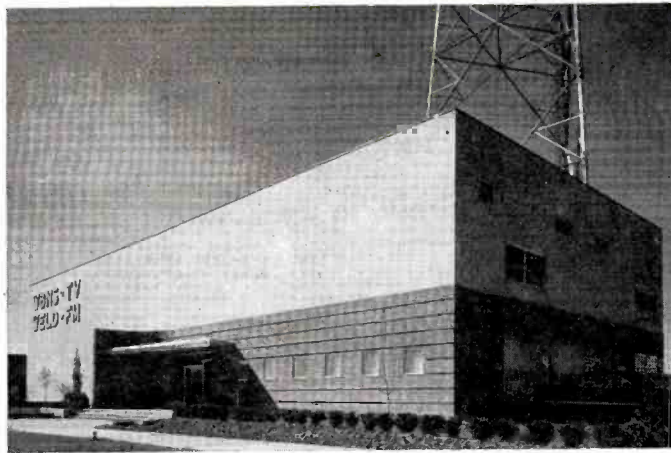
By far the strongest market in this classification was Los Angeles which had 115 local accounts on its six stations. (Los Angeles' seventh station, KECA-TV, went on the air Sept. 16, after the test week, and is not included in this report.) Philadelphia, a not too close second, had 59 advertisers placing local business, and the 56 accounts in Washington put that market in third place.

Greatest gain in the total number of new accounts was in New York which added 31 for the month (Table III). The increase in network business was an important factor in this gain, accounting for 19 of the new accounts. Spot and local business had six new advertisers in each field, an average of one each for the six local stations. Providence and Wilmington, which are shown in Table III as having gained 39 and 37 advertisers respectively, are new markets. Omaha, which also was not listed in August, started with 18 accounts.

### Boston Increase

Second greatest gain in the number of advertisers was recorded by Boston which picked up 28 accounts on its two stations. Memphis, Miami and St. Louis were the only three cities which Rorabaugh reported as losing accounts.

In September, Los Angeles continued its lead in total advertisers, recording a gain of 21 from the month before for 193. The other six-station market, New York, continued in second place with 178 accounts. In third place for both months was Philadelphia, gaining



NEW "Tele-Center," officially opened Oct. 15 by the Columbus (Ohio) Dispatch, is reportedly the first television station to accommodate studios and transmitter in a structure with standard industrial framing. Designed and built by The Austin Co., the building houses all of the facilities of WBNS-TV and the transmitter for WELD (FM) The large video studio occupies the full height of the building at one end on the extreme left and is flanked on one side by a large two-level property shop and storage area.

25 pieces of business for a September total of 163. This is a three-station market.

Other cities with over 100 advertisers were: Chicago (156), four stations; Baltimore (146), three stations; Detroit (139), three stations; Washington (137), four stations; Boston (120), two stations, and Cleveland (106), two stations. The latter two cities were not in the over 100 advertisers list for August.

Food and Food Product advertisers continued to be the largest overall user of television time in September (Table IV). There were 248 such accounts active during the month, including 162 local, 78 spot and eight network. Derby Foods Inc., General Foods Corp., and Phillips Packing Co. were active in both the spot and network field, with spot business confined to two or three stations.

With a total of 184 accounts, Automotive, Automotive Accessories and Equipment advertisers were in second place. Eight sponsors used the networks and there were 13 spot accounts and 163 local. Oldsmobile Div. of General Motors backed three quarter hours a week of CBS-TV News on eight sta-

tions in addition to spot schedules on 36 stations.

In the classification of Radios, Phonographs, Musical Instruments and Accessories there were 163 advertisers, making this category third in total accounts. Local advertisers were very heavy users of television, in most cases using the medium to promote the sale of TV sets. There were 148 local advertisers, 11 spot and four on the networks. All of the network advertisers also had spot campaigns although they were not very extensive.

On the networks were four classifications which tied for first place in the number of advertisers. Automotive, Automotive Accessories and Equipment; Food and Food Products, Smoking Materials, and Toiletries each had eight accounts. There were six advertisers of Household Furnishings, Equipment and Supplies and the radio classification was third with four different advertisers.

Beer and Wine advertisers lead in the spot field with 89 different firms placing business. Food and Food Products were second with 78 accounts and Confectionary and Soft Drink organizations had 25 representatives.

Locally the Automotive classification lead the field with 163 advertisers. Dispensers of food and food products were second with 162 and radio-TV accounts had 148 backers.

As the amount of building increases it is noted that the number of building material advertisers increased from 33 in August to 57 in September. There also were nine local building contractors who used television advertising in September. The number of gas and oil advertisers also made a marked gain, going from eight in August to 21 in September. Increases were noted in the network, spot and local fields. Local radio-TV advertisers increased from 127 in August to 148 in September.

## WBNS-TV OPENS

'Tele-Center' Dedicated

DEDICATION ceremonies of the Columbus (Ohio) Dispatch television station, WBNS-TV, were held Oct. 15 at the station's new "Tele-Center" which also houses the WELD (FM) transmitter.

Ceremonies were attended by many network and advertising officials from New York. The station is an affiliate of CBS and several top officials were present to give the network's newest station a sendoff, WBNS-TV reports.

Designed and built by The Austin Co., which has handled the engineering and construction for 15 of the 85 TV stations now on the air, the new "Tele-Center" is described by WBNS-TV officials as the first television station to accommodate studios and transmitter facilities in a structure with standard industrial framing.

The station has been designed and located on a three-acre plot to permit the ultimate addition of AM and FM studios and a general office building in an integrated broadcasting layout.

WBNS-TV transmits on Channel 10 (192-198 mc) with power of 14.4 kw visual, 7.2 kw aural.

## J. T. WILNER

Takes Up WBAL-TV Post

JOHN T. WILNER, former engineer in charge of CBS television transmitter development, has joined WBAL-TV Baltimore as en-



Mr. Wilner

gineering director, it was announced last week [BROADCASTING, Sept. 5]. Mr. Wilner's move to the station had been delayed because of the CBS presentation color television to the FCC during current hearings.

Mr. Wilner, one of the country's foremost designers of transmitting apparatus and a pioneer in both color and ultra-high frequency equipment development, joined CBS as a research engineer in 1937. In 1943 he was loaned to Harvard U. for one year to head the transmitter development group at the American-British Laboratory at Malvern, England.

During that time, he supervised development of radar equipment which effectively blanketed Nazi radar-controlled gun positions on the French coast, preventing heavy losses to the Allied invasion fleet.

Mr. Wilner's many contributions in the communications field include the design of the first 100 w color UHF transmitter at 500 mc. His appointment to WBAL-TV precedes an expected expansion of the station's facilities to more than twice its present size.

**WBZ** BOSTON  
50,000 WATTS  
WBZ-TV  
WBZA  
SPRINGFIELD MASS.  
WESTINGHOUSE RADIO STATIONS Inc

## 'TV Cocktail' Debuts

WHEN executives of nine local agencies were guests last week of WOAI-TV, San Antonio's forthcoming video outlet, a highlight of the occasion was introduction of the station's "TV Cocktail." Although the recipe remains a closely-guarded secret, the guests were told that the "T" stands for one of its ingredients, the fiery Mexican tequila, and the "V" for a drink of reputedly equal potency, vodka. The "TV" was concocted after careful experimentation in the station's research laboratory set up in the kitchen of Assistant Manager Jack Keasler who supervised the exhaustive tests.

## WOAI-TV PREVIEW

### Live Shows Precede Tests

PREVIEW of "live" television shows is being given dealer-telev viewers in southern Texas by WOAI-TV San Antonio, which starts test pattern operations next month.

Station is using its mobile unit to stage a series of professional performances featuring WOAI talent in cooperation with dealers and set distributors in the area. Shows are telecast in hotel ballrooms, transmitted to the WOAI-TV mobile unit outside, and wired back to receiving sets for viewing by dealers. Simultaneously the station and San Antonio *Light* are co-sponsoring a Mr. and Mrs. Television contest, with winners to be selected at a three-day TV exhibit beginning Nov. 7. Auditions will be given to each contestant in WOAI-TV studios during the week prior to the exhibit.

## Pocket Size Telepulse

FUTURE issues of the New York Telepulse reports will be pocket size, including an alphabetical index of programs in addition to all former data. Reports cover a full week of televiewing from noon to midnight, with quarter-hour ratings of all programs.

## WSAZ-TV TESTS

### Programming Starts Nov. 15

FIFTY-EIGHT days after start of construction, WSAZ-TV Huntington, W. Va., started test patterns on Friday, Oct. 14. Station Manager Lawrence H. Rogers 2d said first confirmation was received within one minute by a caller who reported fine reception.

Subsequent good reception reports were received from Oak Hill, Charleston, St. Albans and Logan in West Virginia; from Chesapeake, Ironton and Portsmouth in Ohio, and from Ashland, Ky.

Both Mr. Rogers and General Manager Marshall Rosene of WSAZ Inc. said reports on reception were better than expected. Both pointed out that the telephone response was even more gratifying in view of the fact that the test pattern was not publicly announced in advance.

Regular test pattern schedule announcements will be made in the near future and regular programming is scheduled to commence Nov. 15. WSAZ-TV operates on Channel 5 (76-82 mc) with power of 18.2 kw aural, 16.1 kw visual.

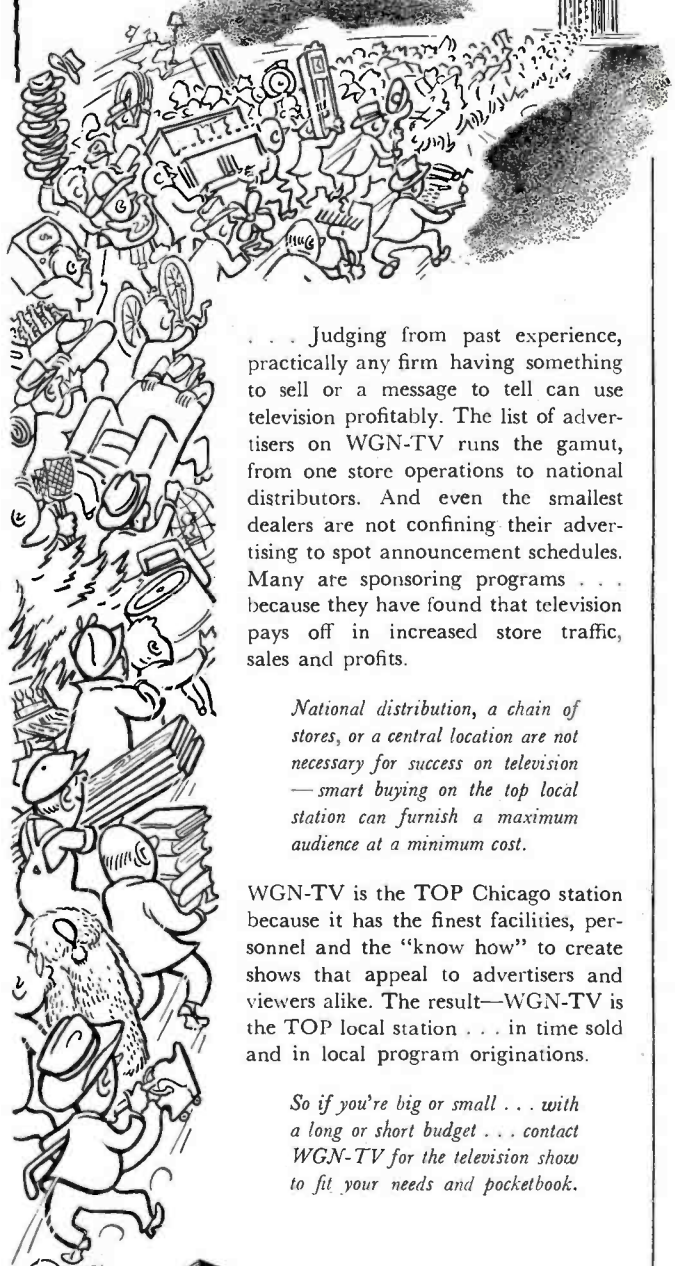
## WXEL (TV) PLANS

### Test Pattern Next Month

WXEL (TV) Cleveland, Ohio's third television station, will soon erect, atop a 438-ft. tower, a 6-bay high band antenna made by General Electric. Finishing touches on the station's \$4 million studio-transmitter building are now being made and station officials have informed GE that the first test pattern will be sent out some time next month.

Owned by Empire Coil Co., WXEL (TV) plans to carry network as well as local programs. Station is managed by Herbert Mayer, president of Empire Coil Co. Chief engineer is Tom Friedman; Franklyn Snyder is commercial manager, and Russel Speirs is program director. WXEL (TV) will operate on Channel 9, (186-192 mc) with 13 kw aural, 21 kw visual.

**WHO CAN ADVERTISE PROFITABLY ON Television...???**



Judging from past experience, practically any firm having something to sell or a message to tell can use television profitably. The list of advertisers on WGN-TV runs the gamut, from one store operations to national distributors. And even the smallest dealers are not confining their advertising to spot announcement schedules. Many are sponsoring programs . . . because they have found that television pays off in increased store traffic, sales and profits.

*National distribution, a chain of stores, or a central location are not necessary for success on television — smart buying on the top local station can furnish a maximum audience at a minimum cost.*

WGN-TV is the TOP Chicago station because it has the finest facilities, personnel and the "know how" to create shows that appeal to advertisers and viewers alike. The result—WGN-TV is the TOP local station . . . in time sold and in local program originations.

*So if you're big or small . . . with a long or short budget . . . contact WGN-TV for the television show to fit your needs and pocketbook.*

**WGN-TV**  
CHANNEL 9 · CHICAGO

DUMONT

**NOW! MAGNETIC SPROCKETS**

hold standard 1/4" tape in sync for Television and Motion Pictures



*Fairchild*

RECORDING EQUIPMENT CORPORATION  
154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

- BUILT FOR CBS-TV**
- Automatically compensates for tape stretch.
  - Adjustable speed for "framing". Advance-retard by push-button.
  - Immediate lock-in for sync control.
  - Stubbornly holds synchronism.

SEE US AT THE AUDIO FAIR  
Room 653  
HOTEL NEW YORKER

## Color Comparisons

(Continued from page 42)

view sets and these have not been adequately field-tested, the petition pointed out, continuing: "In order to have a fair competitive demonstration, it is necessary that RCA have a reasonable time within which to provide an adequate number of direct-view color television receivers which have been field-tested to the point where they will fairly demonstrate the RCA system."

Further, RCA said, splitting the comparative demonstrations into two parts—one in November and one later—would delay adoption of color standards, while postponement of the November showings would save "valuable time needed for the field-testing of all systems."

RCA reported that its official and subsequent demonstrations of its system—regarded as disappointing at the outset but considered much improved later—were made with equipment which had not yet gone through even the "shake-down" period.

RCA maintained that these demonstrations — after the first of which Dr. Goldmark expressed "grave doubts" that the system would ever get out of the laboratory stage—"showed conclusively":

(1) That the fundamentals of the system are workable, providing high definition and high color fidelity at no sacrifice of any of the characteristics currently established for black-and-white television, and accomplishing all this in a 6-mc channel; (2) that the

RCA system is fully compatible, i.e., color signals are received on black-and-white receivers in monochrome with high definition and without change in the black-and-white receiver, and (3) that black-and-white signals transmitted in accordance with present standards can be received on RCA color receivers.

Cost estimates for equipment under the CTI system were outlined as follows by Samuel B. Smith, San Francisco patent attorney and engineer, and George E. Sleeper Jr., CTI vice president and chief engineer:

To convert a studio camera chain, \$5,000 or less.  
New projection receiver, 5 to 10% more or less than a current black-and-white projection model.

To convert a black-and-white projection set, about \$100 (assuming a salvage or re-sale value of \$100 for the parts replaced).

When Mr. Sleeper estimated conversion of black-and-white direct-view sets to CTI color might cost \$200 unless a direct-view color tube is available for use, Comr. Frieda B. Hennock wanted to know what would happen to the estimated 3,000,000 persons who will own monochrome sets by the end of this year.

Mr. Sleeper thought "they can salvage them" or perhaps give to "friends or relatives." Miss Hennock labeled this a "hopeless picture," and with FCC staff members questioned him sharply on how a market would be found for monochrome sets or replaced monochrome components when color is authorized.

### New Sets Preferred

He said CTI did not generally favor conversion, feeling the public would prefer to buy entirely new sets.

FCC Chairman Wayne Coy interrupted Mr. Sleeper at one point to serve notice that the Commission wanted to conduct its own tests on the receivers of all three color system proponents. He asked CBS, RCA and CTI to report today on when they could deliver sets to the FCC laboratories at Laurel, and to furnish explanations if delivery cannot be made by Oct. 27. RCA's two-color set was included in the request.

Mr. Sleeper said that when he left his San Francisco laboratories in late September to attend the hearing, only one set had been built for the CTI system, but that one would be delivered to the Commission "as soon as possible."

Most of the CTI testimony, which extended from Monday through the week's final session Thursday morning and is yet to be completed, consisted of complex engineering explanations of the system. It was presented by Messrs. Smith and Sleeper and Col. Donald K. Lippencott, law partner of Mr. Smith and, like Mr. Smith, a veteran engineer.

The CTI system, a line-sequential technique as compared to Columbia's field-sequential and RCA's dot-sequential methods, employs a single-tube camera with three lenses—red, green, and blue, using filters—side by side. It is "completely compatible," its exponents asserted, permitting monochrome reception of color transmissions on

# COLOR PLAN

## Skiatron Firm Announces Subtractive System

PLACING an "obsolete in principle" label on both RCA and CBS color TV systems, Arthur Levey, president of Skiatron Corp., New York, urged the FCC last week not to adopt any "additive" color system for TV since a device "based on these systems could only prove a temporary stopgap."

Mr. Levey told the FCC in a letter that both Technicolor and Kodachrome, which he called "subtractive" color systems, have demonstrated superiority in the motion picture and color photography industries throwing "additive" color into discard. He predicted a similar experience in TV.

Mr. Levey said Skiatron owns basic patents for the "only subtractive color TV system," which, he claimed, "can achieve brilliant, natural color TV pictures up to movie theatre screen size by means of a purely electronic scanning method, incorporating the use of 'optical storage' and of an independent light source."

Skiatron's "supersonic TV projections," he declared, "are better suited to color than the cathode ray tube." He told the Commission that the company's inventions only

existing sets without modification.

Mr. Sleeper said observers had found color breakup to be non-existent in the CTI system. Flicker problems, he said, are compressed by line-interlace — a technique which brought lengthy questioning from the FCC staff and Comr. Jones.

The CTI engineer also maintained that image registration has been refined in his system, and that brightness and high definition are achieved. All systems, he said, are now above the problem of color fringing. The smoothness in motion achieved by CTI, he continued, is as good as that provided on black-and-white sets.

Mr. Smith told Comr. Hennock, in answer to questions, that the system is "workable" now, that it could be ready for manufacturers in six to eight months after CTI standards were adopted, and to the public within a "reasonable time."

Both he and Mr. Sleeper maintained that CTI color sets will reproduce monochrome transmissions "faithfully," without tints or off colors. This characteristic is of great importance, Mr. Smith said, because black-and-white TV is "here to stay." He predicted color will never replace monochrome, partially because of the extra production costs involved.

Under questioning by Commissioners, Mr. Sleeper said he thought the black-and-white licensing freeze should be lifted immediately, that complete compatibility is essential in a color system, that color is at least "loudly knocking at the door," but that color standards should not be fixed until adequate field tests have been conducted. The CTI system, he maintained, can provide a superior system in both quality and economy.

Mr. Sleeper said his system scans two colors in each line, but that it is a three-color rather than two-

recently emerged under a consent degree from the first TV anti-trust suit in which the government achieved a complete victory in breaking up a group of motion picture firms blocking color patents.

The Skiatron head said the company has opened a laboratory and offices with a program including the "early development of our unique television color processes." A decision in favor of "additive methods" made now, he said, would freeze color standards for years "entailing the investment of vast amounts of money by both the TV industry and the consumer public."

To give evidence of the company's faith, he added, Dr. A. H. Rosenthal, physicist and inventor of the Skiatron tube, was offering to appear at the FCC's current hearings on color TV.

color system because of the "storage" effects.

Col. Lippencott said the CTI method eliminates "crawl" but under certain circumstances produces "jitter" or "jiggle" in the picture. Any color system is a "compromise between color and flicker," he asserted, voicing belief that he could set up a picture field which would make any system show flicker.

He said that in the CTI system, if the subject were a pure primary color, only one-third of the normal number of lines would be transmitted, while in the CBS system, for example, the transmission would be one full-line field followed by two blank fields.

### Seeks More Data

Comr. Jones pressed CTI for the submission of circuit diagrams and similar material which would be helpful to manufacturers interested in building sets and converters. Carl I. Wheat, CTI counsel, interjected that "you can't get blood out of a turnip," declaring the company has made available what it can and is "doing the best we can" to prepare the additional data.

Dr. Goldmark's appearance Monday was to permit further FCC questioning stemming from his direct testimony the previous week. He is to leave Oct. 27 for England to lecture on and demonstrate the CBS color video system and Columbia's long-playing record, which he also developed, and there had been reports that he would submit to full cross-examination by all color-hearing participants last week. Questioning, however, was limited to FCC and its staff. He is slated to return in time for the regular cross-examination session which begins Dec. 5.

He supported the CBS view that the Commissioners' own opinion of color pictures should be an essential factor in the final decision, and

## TV BOOMS IN CINCINNATI COLUMBUS DAYTON

Set ownership in these three cities is expanding with explosive rapidity due to the coming of the cable and the gigantic promotion by WLW-TV. Here are Oct. 1 estimates:

<b>WLW-T</b> area	
Cincinnati	37,000
<b>WLW-C</b> area	
Columbus	13,900
<b>WLW-D</b> area	
Dayton	18,000
<b>Total (less duplication)</b>	<b>62,300</b>

Sell these growing markets simultaneously on the three-station TV network of . . .

*Crosley Broadcasting Corporation*  
CINCINNATI 2, OHIO

that the opinions of lay men who have seen color should also be considered.

Under questioning by Comr. E. M. Webster, he said CBS would work up a "checklist" which might be used in judging whether pictures are "good, bad, or indifferent."

When he reported that substantial improvements have been made in the CBS system since the 1946-47 color hearings, Comr. Hennock wanted to know whether this didn't indicate that more could be done, possibly to the point of achieving complete compatibility.

Dr. Goldmark replied that he wouldn't say this couldn't be done, but that CBS now is offering a system that is "ready." It would be easy, he said, to "dream up" a system that would be "wonderful," but that it would be impossible to say when it could be available or what it would cost.

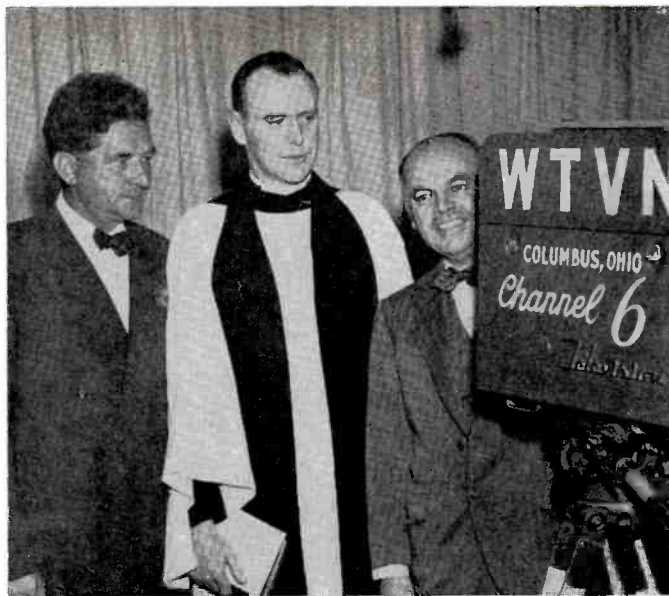
He maintained that anyone who sees 405-line color will prefer it to 525-line black-and-white.

To other questions, he reiterated that he had not shown the CBS all-electronic projection receiver at the official demonstration because he had been "somewhat ashamed" of it, but added he was less "ashamed" after seeing the RCA demonstration.

The hearing is slated to resume this morning with CTI's Col. Lippencott again on the stand, or, if he is unable to return until later, with testimony by David B. Smith, Philco vice president, and William Bradley, Philco research executive.

Spokesmen for Allen B. DuMont Labs, also remain to be heard, and RCA is expected to put on rebuttal witnesses to answer Dr. Goldmark's criticism of the RCA demonstration.

RCA meanwhile submitted the first of a series of bulletins detailing the technical design of various color receivers under its system. The first dealt with a 15-by-20-inch projection set and was given an "extensive mailing" to the television manufacturing industry, company officials reported. RCA Attorney Glen McDaniel said additional bulletins were expected at the rate of about one a week.



AT the official opening of WTVN (TV) Columbus, Ohio, Sept. 30 [BROADCASTING, Oct. 3] are (l to r) Ohio Gov. Frank J. Lausche; Rev. Gordon Price, assistant rector of the Trinity Episcopal Church, and Edward Lamb, station owner. WTVN is licensed to Picture Waves Inc. and is affiliated with ABC and DuMont

## Local & Sport TV

(Continued from page 42)

broadcasters. "Station break prospects are more numerous than the good program adjacencies," he added. "To take care of the splendid potential volume of one-minute announcements, we need some new creative techniques. The participation program offers the best prospect," he added.

He advised that broadcasters provide program material in video form for masters of ceremonies similar to the AM disk jockeys, 4,000 of whose shows have virtually unexplored commercial possibility, he said. Even in AM, he pointed out, "Advertisers have been slow to capitalize on their popularity."

Summing up, Mr. Flanagan said TV stations, 64 of whom NARS members represent, need a wedding of art and commerce for the solid growth of television. "In this

wedding," he said, "it's nothing old, something new, not much borrowed and nothing blue.

"If you can produce it in quality and price, we can sell it," he said.

Moderator of the meeting was Richard Hubbell, president of Hubbell Television Inc., New York, who spoke about the "Fifth Television Network," a symbolic network of internationally-syndicated program services, with the airlines rather than AT&T's coaxial cable, as its distributor.

Pierre Crenesse, director of the French Broadcasting System of North America, discussed the eagerness of French producers to make films for U. S. telecasters. He explained French video broadcaster's choice of the 819-line screen instead of the 520 type employed here because of their belief it would be the ultimate type used.

Norman Corwin, writer and director of special projects for UN radio, discussed briefly the liaison role between United Nations and broadcasters that U. N. radio played, and possibilities of U. N. participation in the "Fifth Television Network."

John Karol, CBS sales manager and REC president, presented a lifelong club membership to Carl Haverlin, BMI president and former REC prexy.

## Olsen and Johnson Plans

OLSEN and Johnson are being released by sponsor, Buick Motor Division, Flint, from NBC-TV commitment effective at the end of the present 13-week period, Oct. 27. Comedians plan a rest, Kudner Agency, New York, said. Agency is conferring on whether to hold or drop Thursday, 9-10 p.m. time and on possible replacement.

# NETWORK GROSS

Sept. TV Near a Million

GROSS time sales of the four TV networks in September totaled \$991,262, according to Publishers Information Bureau's tabulation based on commercial program data furnished PIB by the individual networks. Total for January through September of the combined networks was \$6,461,492.

Breakdown by individual networks:

	September	Jan-Sept.
ABC	\$ 155,848	\$ 741,163
CBS	271,938	1,573,656
DuMont	91,556	644,197
NBC	471,920	3,502,476
<b>TOTAL</b>	<b>\$991,262</b>	<b>\$6,461,492</b>

## American Oil Sponsors

TELECAST by CBS of the Navy-Notre Dame football classic on Saturday, Oct. 29, will be sponsored by American Oil Co., Baltimore, through the Joseph Katz Co., that city. Red Barber, CBS sports director, will do the play-by-play commentary on the exclusive television airing of the game, which will be played at Babe Ruth Memorial Stadium in Baltimore.

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— IN AM  
— IN TV

— IN PROGRAMMING  
— IN POPULARITY  
— IN UTAH

**KDYL**  
UTAH'S NBC STATION  
AM-FM-TELEVISION

National Representative  
John Blair & Co.

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**MAGNETIC SPROCKETS**  
hold standard  
1/4" tape in sync  
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**BUILT FOR CBS-TV**

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- Adjustable speed for "framing". Advance-retard by push-button.
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# AT & T REPLIES

## To Interconnection Report

ALTHOUGH offering modified proposals to allow interconnection with mobile pickups and rebroadcast channels, the American Telephone and Telegraph Co. last week maintained that its proposed tariff policy on television transmission facilities already satisfies objections raised by FCC.

The Commission, in a proposed report issued in September [BROADCASTING, Sept. 12], had branded as "unlawful" AT&T's policy against interconnection of its network TV facilities with those of private broadcasters. AT&T, however, in its formal exceptions, stated that both present and proposed tariff regulations permit interconnection under certain circumstances and pointed out that FCC failed to specify what regulations it would consider "to be just and reasonable."

Western Union meanwhile charged that FCC's report overlooks the important issue—the lawfulness of the Bell System's restriction upon the customer relating to interconnection—which has the effect of eliminating the only competitor to AT&T, Western Union.

Allen B. DuMont Labs., however, while supporting the general principles stated by FCC in its report, contended that the Commission failed to find that the Bell

System's long range program for furnishing of intercity TV facilities will be insufficient to meet all but big-city needs.

DuMont further held that AT&T's 2.7 mc coaxial cable facilities are technically inadequate for "transmission in accordance with existing standards of good engineering practice of the Commission; below the available capacities of existing commercial receivers, and would result in the deterioration or complete elimination of the use of experimental or commercial color television intercity network transmission."

### Regulations Cited

AT&T pointed out in its brief that its proposed regulations, "as do the existing regulations, permit the interconnection of broadcasters' local channels with telephone company networks, regardless of the availability of telephone company local channels." It was explained that the proposed regulations, filed last January and suspended by FCC from becoming effective until the current proceeding is resolved, "enlarge the scope of the definition of local channels to include all video channels between two stations in separate exchanges where the distance between the exchanges is 25 miles or less."

by the Bell System.

FCC, in its report, stated that ultimately all interconnection would be by common carrier facilities but that during the developmental period it would authorize private facilities on a temporary basis. The Commission indicated it would determine how long such private usage would be allowed, but for sufficient time to permit amortization of equipment involved.

### Mason Candy TV Show

MASON, Au & Mangenheimer Conf. Mfg. Co., (Mason Dots Candy), will sponsor *Mr. Magic & Carrots* on a custom-made television network in eight major markets. The show will start live in New York on WPIX on Oct. 21. It will be carried on film in other markets during the week of Oct. 24. The program is produced by Gerald Law and is being released through Film Equities. Moore & Hamm Inc., New York, is the agency.

### RCA's SHORTER 16" TV TUBE

New 'Filterglass' Measures 17½"

NEW 16-inch metal TV picture tube, 5½ inches shorter than present kinescopes for 16-inch TV sets, was announced Oct. 20 by the tube department of RCA, Harrison, N. J.

The new kinescope, which will for the first time utilize an RCA "Filterglass" baseplate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in future TV receivers that will be available next year.

The new picture tube, designated the RCA-16GP4, will be supplied in very limited quantity to makers of TV receivers in December. Appreciable quantities will be available early next year, company officials revealed.

The new tube is 17½ inches long, compared to 22½ inches for the

present 16-inch tube, and 18 inches for the widely used 10-inch TV picture tube.

The new kinescope utilizes the wider deflection angle, 70 degrees as compared to about 55 degrees for the present tube, to make possible its shorter length. Performance characteristics remain essentially the same.

The new RCA "Filterglass" base plate has a special material incorporated in the glass, which greatly increases picture contrast. Lightening of black areas in the TV picture by reflected room light is greatly reduced. Contrast is further improved by reduction of reflections within the base plate itself.

As with all major developments of RCA, the new 16-inch kinescope is being made available to the entire electronics industry.

# closing out

WERE  
~~\$125.~~

while supply lasts  
now

**\$75.**



Here is your opportunity to own a brand new Charles Michelson AC Porto-Playback—the identical machine used daily by stations everywhere.

Because we are discontinuing our Playback Department, we have reduced every AC machine to \$75.

The supply is limited. For immediate delivery act now! Orders will be honored as received.

A very few AC-DC models also available. Were \$140. Now \$85

Weight 26 lbs. complete. Designed with a permanent sapphire stylus for playing 16" transcription recordings at 33½ r.p.m. and phonograph records at 78 r.p.m.

Every machine carries a one year factory guarantee.

**CHARLES MICHELSON, Inc.**

radio transcriptions

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### heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a coal \$6 million. Now add 55,000 farms and ranches worth \$450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over \$100 million. (1948).

If you want sales in Montana, the Mosby stations SELL

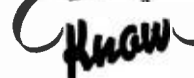


The Art Mosby Stations

**KGVO • KANA**

5 KW DAY—1 KW NITE  
MISSOULA

ANACONDA BUTTE  
250 KW



**MON TANA** ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

# Film Report



Drawn for BROADCASTING by Sid HIX

"Tonight we bring you 'Inside John Cunther'."

## TV AUTHORITY

## Motion On 4A's Calendar

MOTION to set up the Television Authority, one big union for all video performers, will be put to the international board of Associated Actors and Artistes of America Wednesday at a meeting in New York, Paul Dullzell, 4A's president announced last week.

In taking the vote, the question of jurisdiction over television performers in the various branches of the industry will be left in abeyance until outstanding issues can be mediated, it was said.

Mr. Dullzell's announcement thus brought the formation of the TV Authority to the point where it was a month ago when the Screen Actors Guild and Screen Extras Guild walked out of an international board meeting.

At that meeting, the screen guilds failed to agree on the jurisdiction of films. The live actors' unions involved wanted to mediate all outstanding differences but the screen branches wanted to mediate only a "shadowland" area comprising film commercials and inserts.

When the Screen Guilds took their walk, the meeting broke up without a vote on the move to establish the TV Authority. Present plan of the TV Authority proponents apparently is to get the organization into being, setting aside the jurisdictional problem for later settlement.

The TV Authority proposal already has been endorsed by memberships of five of the 4A's most important branches: Actors Equity, Chorus Equity, AGVA, AGMA and AFRA. In the case of AGVA and AFRA, it was endorsed unanimously by national conventions. SAG and SEG, also 4A's branches, are opposed. Voting by the 4A's international board is based on each branch having one vote for every 300 paid up members. The

live unions overwhelmingly outnumber the screen players.

It is likely that the Wednesday meeting also will consider a proposal to hold mass meetings of all 4A's members in various cities to discuss the TV jurisdictional controversy.

Mr. Dullzell's announcement of

## J. T. MURPHY

To Crosley TV Post

JOHN T. MURPHY, who first entered radio as an NBC page boy 18 years ago, is the new director of television operations at Crosley Broadcasting Corp., R. E. Dunville, vice president and general manager, announced Tuesday. Mr. Murphy, 36, has managed WLWD (TV) Dayton since early this year.

H. P. Lasker, formerly sales manager of WLWD (TV), succeeds Mr. Murphy as manager while A. Donovan Faust, station's program director, adds the duties of assistant manager.

In his new capacity, Mr. Murphy will have general supervision of Crosley's stations in Cincinnati, Columbus and Dayton.

## RMA ON COLOR

Report Due at Fall Meet

REPORT on developments at the FCC's color television hearing will be presented at the fall conference of Radio Mfrs. Assn. to be held Nov. 14-16 at the Hotel Roosevelt, New York.

RMA President Raymond C. Cosgrove, Avco Corp., will review the TV proceedings and report to the Nov. 16 RMA board meeting. Mr. Cosgrove will attend the Nov. 28-30 color showing to the FCC in San Francisco.

HUGH PRODUCTIONS Inc., Washington, with offices at 809 Union Trust Bldg., is new firm producing film for TV. R. John Hugh, 26-year-old producer who got his start in radio as page at CBS working up to directing and producing, and who later became producer for Kenyon & Eckhardt, heads outfit. Initial production now under way is *Penny and Pete*, 39-episode series depicting life of young married couple in small town. Roger McEwan of Pasadena Players and Clare Todd of Montgomery players have lead roles. Michael De Martino, one of East Coast's leading cameramen is doing shooting. Company is utilizing what was once a barn on Wilbur Baugham estate at Wheaton, Md.,

for studio. Films will be available for national distribution.

Five Star Productions, Hollywood, currently producing spots for Carling (Beer & Ale) through Leo Burnett Co., Los Angeles; for Stromberg Carlson through Universal Advertising, Hollywood, and for May Co., Milton Weinberg Advertising, Los Angeles. . . . Eugene Sharin, president, Ambassador Films Inc., New York, has returned from filming series of TV shorts in Salzburg and Vienna. Titled *Waltz Magic*, series comprises 13 Johann Strauss waltzes. . . . New World Productions, Hollywood, is sending camera crews to South Pacific Islands to photograph feature film with ample footage for 52 half-hours.

Film Associates Inc., Dayton, Ohio, completing several 20-second TV film Teleskits using live action as well as artwork for Midland Advertising Agency, Cincinnati, on behalf of Burger Brewing Co. Teleskits will be turned out for release within next two weeks on number of midwest TV stations. . . . Story-Ad Films Inc., Hollywood, has completed series of 15 one-minute commercials for Felix Chevrolet Co. Agency: Stodel Advertising, Los Angeles. . . . Robert Oakley, independent television producer, joins Mini-Films Inc., Los Angeles, to head production. Coincident with this, Bennett Ross and Maxine Ross have resigned from company as director-treasurer and secretary-director, respectively. . . . Mercury International, Laguna Beach, Calif., currently doing series of 13 one-and two-minute combined animation and live action commercials for television for Sears, Roebuck Retail Stores, Los Angeles. Spots to promote several store products will be placed on all Los Angeles TV stations during November and December, with possibility of national distribution later. Agency: Mayers Co., same city.

the TV Authority motion was the second important step of the week taken on behalf of the live actors in their jurisdictional war with the screen performers.

The first was on Monday when five presidents of the live actors' branches issued a counterblast to a screen actors' statement published in a three column ad in the *New York Times* Oct. 14. It denied any intent to affiliate with American Federation of Musicians, as had been charged in some reports, but reiterated the stand to willingly mediate only the "shadowland" areas of television jurisdiction.

### SAG, AFM Issue

The counterblast expressed gratification that the SAG did not plan to join the AFM but said the screen actors were confused on issues. It was signed by Clarence Derwent, president of both Actors Equity and Chorus Equity; Lawrence Tibbett, AGMA president; Clayton Collyer, AFRA president and Gus Van, AGVA president.

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**MAGNETIC**  
**SPROCKETS**

hold standard  
1/4" tape in sync  
for Television and  
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## ASCAP TV Music

(Continued from page 44)

one-time rate. If the station's annual net is between \$50,000 and \$150,000, its ASCAP sustaining fee would be its highest quarter-hour one-time rate per month.

Blanket sustaining fees for TV stations with incomes below \$50,000 a year, if there are any, are still unsettled. The original blanket sustaining license forms printed by ASCAP set these fees as one-half the highest quarter-hour rate, which was said to be the understanding of the society's negotiators. The broadcasters' committee, however, reportedly thought that the TV fees for such low-income stations would be the same as for radio stations with similar incomes, \$1 per month, plus the extra 10% for TV, of course.

Network sustaining fees, payable by the networks to ASCAP are \$16.67 a month for each TV affiliate, if it is affiliated with only one network. If the station is affiliated with two networks, the fee is \$12.50 per station per month from each network. If the station is affiliated with three or more TV networks, each will pay ASCAP \$8.33 a month for each such station. Whether the TV networks will absorb these charges or pass them along to the stations is up to each network individually.

Cooperative video programs are considered in the licenses as networks, avoiding a duplication in TV of what has been a long drawn out controversy over this type of program in radio. Here again, each network must work out with its



PRESENT as contract is arranged between networks and ASCAP are: (l to r, sitting), Fred Ahlert, president of ASCAP, and Charles R. Denny, NBC executive vice president; (l to r, standing) Mark Woods, president of ABC, and Lawrence Lowman, CBS vice president.

\* \* \*

own affiliates an agreeable division of the fees.

Contracts signed Monday cover the ABC-TV Network and its owned stations—WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco; CBS-TV Network and its owned stations

—WCBS-TV New York; NBC-TV Network and its owned stations—WNBTV (TV) New York, WNBW (TV) Washington, WNBQ (TV) Chicago, WNBK (TV) Cleveland, KNBH (TV) Hollywood.

DuMont TV Network and its owned stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh—were not represented at the signing session on Monday, although DuMont participated in the negotiations with the other TV networks. However, Mortimer W. Loewi, director of the DuMont TV Network, said that this network would probably sign similar licenses within the next few days.

If the blanket commercial licenses are accepted by DuMont, as well as the other TV network, ASCAP should receive about \$170,000 in network commercial fees for 1949, it is estimated. Figure is based on an estimated total of

gross TV network time sales of \$11,000,000 for the year. (Publishers Information Bureau reported gross network TV billings of \$4,838,688 for the first seven months of this year and with the increased business this fall as compared to the spring and summer months \$11 million seems like a fair estimate.) Deducting an average frequency discount of 5% and agency and sales discounts of 15% each, applying the 2.75% to the net and then deducting the 25% allowable for costs of interconnecting stations by coaxial cable, radio relay or kinescope recordings, and adding 10% will give a combined total fee for all TV networks of approximately \$170,000.

Assuming that all stations also accepted the blanket commercial licenses from ASCAP and applying the same formula to their estimated gross for the year of \$9 million (except that their percent is 2.25 and that they do not get the interconnection deductions allowed the networks), the station fees to ASCAP should add up to roughly \$150,000 for the year. However, this figure has little more than academic significance, since a number of stations plan to reject the blanket licenses in favor of a per program arrangement whereby they will pay only for their programs which use ASCAP music, albeit at a higher rate than that of the blanket licenses.

### Subject to Ratification

When negotiations for the per program licenses are complete, both forms of agreement must be ratified by a substantial majority of ASCAP members (80% of the total, figured on a dollar basis from the distribution of the society's receipts among its membership).

The NAB TV Music Committee which has carried on the negotiations with ASCAP over the last nine months is composed of Robert P. Myers, NBC, chairman; Julius F. Brauner, CBS; Robert L. Coe, WPIX (TV) New York; William Fay, WHAM-TV Rochester, N. Y.; Mortimer W. Loewi, DuMont; Clair McCollough, WGAL-TV Lancaster; Joseph A. McDonald, ABC; Theodore C. Streibert, WOR-TV New York; Donn B. Tatum, KHJ Los Angeles.

## Getting your pressings when you want them?

You have a right to expect speedy handling of your recording jobs and pressings—with no sacrifice of quality. Top engineering skill and equipment are your best assurance of the kind of service you want. At RCA Victor you get the benefit of:

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

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

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

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New York 10, New York  
MUrray Hill 9-0500

445 North Lake Shore Drive  
Chicago 11, Illinois  
Whitehall 4-2900

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Hollywood 38, California  
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You'll find useful facts in our Custom Record Brochure. Send for it today!

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# Management



**W. EARL DAUGHERTY**, former general manager of WQDI (FM) Quincy, Ill., appointed manager of KXEO Mexico, Mo. He previously was with KHMO Hannibal and WMBH Joplin, Mo.

**TOM GAVIN**, sales manager of WIRL Peoria, Ill., appointed general manager. He joined WIRL last January after 20 years with WEBC Duluth, Minn. He succeeds **ROBERT B. JONES Jr.**, who resigned to become general manager of KRMG Tulsa, Okla. [BROADCASTING, Sept. 26].



**Mr. Gavin HARRY D. GOODWIN**, general manager of WNJR Newark, N. J., will participate in panel discussion at 49th annual convention of New Jersey Congress of Parents and Teachers in Atlantic City, Oct. 26.

**E. L. KURTH**, vice president of Forest Capital Broadcasting Co., Lufkin, Tex., owner and operator of KTRT that city, elected "South's Most Outstanding Businessman of 1949" by *Dixie Business* magazine.

**REGGIE MARTIN** appointed general manager of WJHP Jacksonville, Fla. He was with WIZE Springfield, Ohio, WINK Ft. Myers, Fla., and with WJVB Jacksonville Beach, Fla., before joining Mutual's Jacksonville outlet.

**LOU PHENNER**, president of Bureau of Broadcast Measurement, Toronto, awarded gold medal of Assn. of Canadian Advertisers at 35th annual convention for his outstanding contribution to Canadian advertising.

**CHARLES CRUTCHFIELD**, vice president and general manager of WBT Charlotte, N. C., is recovering from illness caused by an allergy that followed an anti-tetanus inoculation. He had been treated for facial infection caused by a nail scratch incurred while chopping wood at his home.

**SYLVESTER L. (Pat) WEAVER Jr.**, NBC vice president in charge of television, is the father of a girl, Susan Alexandra, born Oct. 8.



A LITTLE friendly competition among Minneapolis stations is evidenced as (l to r) Joe Cook, KSTP sales promotion manager, chokes the WCCO mike; Cliff Rian, WTCN promotion manager, takes a hammer to the KSTP equipment, and Tony Moe, WCCO promotion manager, tries to hide the WTCN call letters. The three men make up the Radio Promotion Committee of the Minneapolis Chamber of Commerce, as pictured in the new magazine the chamber is putting out titled *Greater Minneapolis*.

## CANADA AD MEET

### Amm-i-dent Success Told

PHENOMENAL success of Ammi-dent and the part radio played in its promotion early this year, was told by George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., at the 35th annual meeting of the Assn. of Canadian Advertisers, at Toronto Oct. 20.

After relating how his company came into the ammoniated dentifrice field, Mr. Abrams reported that Block Drug Co. early this year started using a radio spot campaign in major markets in conjunction with newspaper and magazine campaigns.

"We placed between 40 and 50 announcements a week in these markets," Mr. Abrams stated, "purchasing time in such a manner as to give maximum listenership at minimum cost. To accomplish this we personally visited every city in which radio was being used and bought time after studying local

listening habits, local radio personalities, and costs and coverage data. Our agency's (Cecil & Presbrey) radio timebuyer, account executive, our president and yours truly, went into those cities to make sure we were making the best possible radio buys," he said.

NEW version of RCA "70-D" studio turntable to accommodate RCA Victor 45-rpm records will be demonstrated by RCA at first annual U. S. Audio Fair this week.

## Well, Well, Mr. Tremble

IT MAY be that one of the shifts in the high command of NBC escaped us. The following name popped up among a handful of candidates named by a Cincinnati paper recently as having the inside track to succeed the late Col. Matt Winn as president of Churchill Downs and the American Turf Assn. (which runs the Kentucky Derby): "The name of Niles Tremble, president of the National Broadcasting Co., also is being mentioned for the position."

## FLORIDA ASSN.

### Sarasota Meet Nov. 3-4

THE next meeting of the Florida Assn. of Broadcasters will be held Nov. 3-4 in Sarasota, according to an announcement by W. Wright Esch, of WMFJ Daytona Beach, Fla., president of the association.

Mr. Esch said the question of political time will be discussed along with adoption of a standardized political contract, and further stated he has what he believes is the first decent contract for stations.

In addition to Mr. Esch, officers of Florida Assn. of Broadcasters are: Maj. Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWN Belle Glade, second vice president and Jerry Stone, WNDB Daytona Beach, secretary-treasurer.

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WOC

## FIRST IN THE

QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W  
1420 Kc.
FM 47 Kw.  
103.7 Mc.
TV C.P. 22.9 Kw. visual  
and aural, Channel 5

Basic Affiliate of NBC,  
the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

ASK  
THE MANAGEMENT  
WHO OWNS  
ONE

TOP PERFORMANCE

ASSURED STABILITY

MODERATE INITIAL COST

LOW MAINTENANCE COST

52 YEARS' EXPERIENCE

**LINGO**  
Vertical Tubular Steel  
**RADIATORS**  
Write for Factual Data  
**JOHN E. LINGO & SON**  
CAMDEN 5, N. J.

## KIDO STUDIOS

### Move to New Building

KIDO-AM-FM Boise, Idaho, has begun operating out of its new studios and offices in the recently remodeled Chamber of Commerce Bldg. Operation from the new studios commenced late last month with an open house held for advertisers and the public.

Walter E. Wagstaff, vice president and general manager of KIDO Inc., said in addition to greatly increased office space and newsroom and music library facilities, KIDO has three studios and two control rooms of up-to-date acoustical design and equipped with the latest in technical equipment.

For the past 12 years, KIDO has had its studios in the Hotel Boise. Station has an application pending before the FCC for an increase of power to 5 kw. The NBC outlet now operates on 1380 kc with 2.5 kw day, 1 kw night. KIDO-FM operates on Channel 291 (106.1 mc), 2.5 kw.

## WIS NEW STUDIO

### Gala Opening Nov. 19-20

TOP dignitaries and personalities in the radio field will be present at the official opening of the new studio and office building of WIS (AM-FM) Columbia, S. C., Nov. 19-20, General Manager G. Richard Shafto has announced. Wayne Coy, FCC Chairman, and Niles Trammell, NBC board chairman, are among the industry leaders slated to appear. NBC personalities include Jay Jostyn (*Mr. District Attorney*) and Mrs. Jostyn; Harry W. Junkin and Mrs. Junkin; George Hicks and Jan Miner.

Mr. Junkin, author-producer-director of NBC's *Radio City Playhouse*, will round off a week-stay in Columbia with a broadcast origination of his show from the new WIS studios. Setting for the drama, written especially for the occasion, is South Carolina. Jan Miner, NBC show headliner, will star. Program will be broadcast Sunday, Nov. 20, and during the same evening, George Hicks will present *Theatre Guild on the Air* announcements for U. S. Steel from the studios, saluting the new building and basing his regular message on the state's industrial growth.

## Joins NAB Legal Staff

VINCENT T. WASILEWSKI has joined the NAB Legal Dept. as attorney, serving with Attorney Richard W. Jencks under General Counsel Don Petty. Mr. Wasilewski was awarded the degree Doctor of Jurisprudence last August by U. of Illinois. He entered U. of Illinois in 1940, with his school career interrupted several years by service in the Army Air Force. He was decorated with Distinguished Flying Cross and Air Medal, both with oak leaf cluster.



KIDO's new home.

## FLOYD FLETCHER

### Heads Tobacco Network

FLOYD FLETCHER, manager of WTIK Durham, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors last week. He succeeds Louis Howard, of WHIT New Bern, N. C., who becomes vice president. Also newly elected is Hartwell Campbell, WGTC Greenville, N. C., manager, as secretary-treasurer, succeeding Fred Fletcher, WRAL Raleigh manager.

The Tobacco Network is made up of eight stations in eastern North Carolina. They are: WTIK Durham; WFNC Fayetteville; WGTC Greenville; WJNC Jacksonville; WHIT New Bern; WRAL Raleigh; WCEC Rocky Mount and WGNI Wilmington. Network sales are handled by R. K. Scott, Raleigh.

INCREASE of 200% in use of classroom radio broadcasts originating at WNYE (FM) New York Board of Education station, has been revealed by Supt. of Schools William Jansen.

## 'SELL' RADIO

### L. A. Group Plans Drive

AIMING at a January start, the Southern California Broadcasters Assn. is projecting plans for a Los Angeles area committee to "sell" radio, according to William Beaton, SCBA president and general manager of KWKW Pasadena.

Chairman of the sales promotion committee is Kevin Sweeney, KFI-AM-TV Los Angeles sales manager. Others named to serve with Mr. Sweeney are: Robert Laws, ABC Western Div. sales manager; William Shaw, CBS Western Div. assistant sales manager; Stanley Spero, account executive of KFAC Los Angeles, and Maury Gresham, sales manager of KLAC Los Angeles.

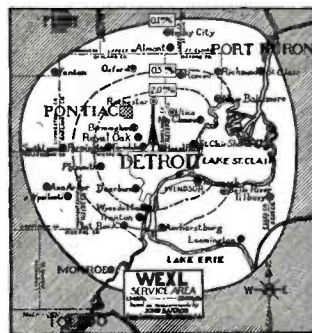
This group is working out plans for a presentation which will tell radio's story without reference to a particular facility or entering into the question of network versus independent stations. Exact nature of the presentation has not been decided but the plan calls for two-man teams to make the appearance before various groups.

As a generality, each team is expected to consist of a large station representative and a small station representative. In all such meetings the aim will be to tell radio's story to non-radio advertisers and later leave the question of station selection up to the agency or client, if advertising is bought direct.

## AVC Elects Klaus

BAY AREA veterans active in radio, advertising, magazine and newspaper work have organized the San Francisco Press-Advertising-Radio Chapter of the American Veterans Committee. Erwin H. Klaus, marketing director of Buchanan & Co., was elected chairman at its organization meeting Oct. 12 at the San Francisco Press Club. Other officers: Phil Van Slyck, Van Slyck Advertising, vice chairman; Gerald F. Nowell, Bob Wettstein Publishers Representatives, secretary-treasurer; and Jack Fiske, *Alameda Times-Star*, delegate to Nov. 24-27 AVC National Convention in Chicago.

## Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY  
THE FRIEDENBERG AGENCY, INC.

**WEXL**  
1340 KC 250 Watts  
**WEXL-FM**  
104.3 MC. 18,000 Watts  
Royal Oak, Michigan  
PRIMARY COVERAGE  
900,860 Radio Homes—  
More than half the total Radio Homes  
in Michigan, with a retail buying  
power (1948) of over \$3½ billion.  
**OPERATING 24 HOURS DAILY**  
Member N.A.B.—M.A.B.

## WWDC's Parrot Success

THE hundreds of characters in American cartoons soon will have to make room for another. This time it's a parrot and furthermore, he's a radio star. When Frank Beck, creator of the cartoon "Bo," went to Washington recently to participate in the cartoon-



ist show sponsored by the Treasury Dept.'s Savings Bond Div., he was interviewed on the *Milton Q. Ford Show*

over WWDC. Co-star with Mr. Ford on the show is the five-year-old parrot Richard. Although Richard broke up the interview with a few well-placed remarks, songs and shrill whistles, Mr. Beck forgave his impertinence and asked Mr. Ford's permission to have Richard team up in the cartoon with "Bo, The Talking Dog." Richard should break into print soon.

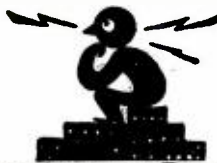
## WPBC ON AIR

### Highlights Local Talent

THE Twin Cities' newest AM station, WPBC Minneapolis, which launched daytime operations a fortnight ago, will cover the market area "with locally produced programs tailored to the liking of the people in this area," its president and general manager, William V. Stewart, announced. Formal opening of the station is planned midway in November with testimonials from local and state dignitaries.

Housed in its modern designed studio-transmitter building at 1133 Stinson Blvd., WPBC is on 980 kc with power of 500 w. It is owned and operated by the People's Broadcasting Co. Mr. Stewart, formerly with WOWO Fort Wayne and WCCO Minneapolis, heads the staff, which includes: John W. Ware, sales manager, former Minneapolis business man; Thomas K. McCrum, production manager, formerly of WKJG Fort Wayne

# Programs



**S**HORT show with long memory span is feature of WOV New York. Ten-minute nightly feature, called *Then and Now*, is emceed by Joe Given who plays two recordings of same tune. One recording is modern, and the other was made between 20 and 25 years ago. Many old records are collectors items and museum pieces, and each is accompanied by "historical" comment incorporating as much information as is obtainable about it. Tunes such as "Whispering," "Making Whoopee," and "Shiek of Araby" will be used during the show's estimated one-month run. In some cases, both recordings are by same artist.

### Breakfast Guests

PLACING microphones in breakfast nook of Mr. Philip Klein, owner of Philip Klein Agency, Philadelphia, enables WPEN (same city) listeners to lend an ear to informal discussions of Klein household and noted guests at breakfast. Topics of local, national and international interest are casually talked about Monday through Friday from 9 to 10 a.m., station reports. Letters indicate that listeners enjoy informal discussions as well as educa-

and WASK Lafayette, Ind.; Art Jacobson, formerly of KDEC Decorah, Iowa; and Jerry Bleisch of New York, continuity; Gary Healy formerly of KBUN Bemidji, Minn., Lloyd Nelson and Max Sievert, both of Minneapolis, emcees. Women's programs will be designed and produced by Becky Ann Stewart, previously woman's program director at WOWO Fort Wayne.

Sales and service department of WPBC is staffed by Mary Selvig; Bill Garin, formerly WFHR Wisconsin Rapids; Joe Kane and Don Hanson of St. Paul, and Bill Withrow and Lloyd Sherman of Minneapolis.

Heading the locally produced programs which will be aired throughout the broadcasting day are Don Dodge, St. Paul piano stylist; Max Sievert, male vocalist; Lorraine Garin and Mrs. Mabel Baker, vocalists.

tional values of shows, titled *Mr. & Mrs. at Breakfast*.

### Unknown Sport Fans

FROM films taken at sports events in area, one minute film is run daily on *Gunther's TV Sports Special* on WAAM (TV) Baltimore and fed to WTTG (TV) Washington. Every fourth face in film is circled, and person must be identified by Baltimore or Washington viewer who calls while program is on the air. Winner contacts his friend and brings him to TV studios the following day for an interview. Three new identification films are used each week. Stations are currently on 25th film, with only two un-named fans to date. Valuable prizes are awarded to both identifier and identified.

### World Events

ACTING in conjunction with Foreign Policy Assn. of Detroit, WWJ Detroit has inaugurated new series of programs known as *World Forum*. Because United Nations Week coincided, first program was on that subject, featuring recordings of prominent UN figures. Future programs will feature Michigan personalities who are experts on world problems to be discussed. All but first show will be presented to studio audience, made up largely of Foreign Policy Assn. Shields Dierkes produces show.

### Negro Woman's Program

WELL-known choral director and actress, Mrs. A. C. Bilbrew, directs only Negro woman's program in Philadelphia over WHAT that city. Show, called *The Bronze Hour*, is aired every Wednesday evening from 9:30 to 10. Outstanding Negro Philadelphians, music, announcements of coming events, society news and other items of interest are featured on programs.

### Repeat Performance

INNOVATION in radio programming was put into effect by Canadian Broadcasting Corp., Toronto, when following 2½ hour performance of British opera *Peter Grimes* on Oct. 12 on Trans-Canada network, it was decided to repeat performance with live cast on following Wednesday evening, Oct. 19. The cast consisted of CBC Opera Co. and orchestra, and it is understood that decision was made during performance as result of telephone and telegraph response from listeners to program. Announcement of repeat performance was made towards end of program. Show was carried Oct. 19 live on WNYC-FM and delayed on WNYC New York.

### Courtroom Sessions

FICTIONAL crime is basis of new show on WCAU-TV Philadelphia, sponsored by Pennsylvania Co. for Banking and Trusts, same city. True courtroom procedure is used, with prominent judges, attorneys, court attaches and others donating their services to any charity which judge of week designates. Attorneys have no advance knowledge of what witnesses or other attorneys will say, and jury, composed of citizens of area, decide on verdict by majority vote, because of limitations of time. Professional actors play parts of witnesses when *Court Is In Session*.



Vaughn **MONROE**  
The Jolly Old Man in the Bright Red Suit

Auld Lang Syne  
DJ-783

Sammy **KAYE**  
Here Comes Santa Claus

I Want to Wish You a Merry Christmas  
DJ-784



Freddy **MARTIN**  
Merry Christmas Polka

Your Kiss  
DJ-785



Larry **GREEN**  
The Christmas Waltz  
Follow the Swallow to Hide-A-Way Hollow  
DJ-786



Eddy **ARNOLD**  
C-h-r-i-s-t-m-a-s  
Will Santa Come To Shanty Town?  
DJ-787



Roy **ROGERS**  
Christmas on the Plains  
Wonderful Christmas Night  
DJ-788



Bill **BOYD**  
Jingle Bells  
Up On the House Top  
DJ-789



"DJ" disks couple the cream of the RCA Victor hits for your convenience!

## RCA VICTOR



## RECORDS

22nd Year  
regional promotion campaigns

**HOWARD J. McCOLLISTER**  
Regional Representatives  
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage • Member N-A-B

## WARWICK CASE

FTC Dismisses Charges

COMPLAINT charging Warwick Mfg. Corp., Chicago, with misrepresentations in the sale of radio and television equipment has been dismissed without prejudice by Federal Trade Commission. Alleged misrepresentations concerned tube capacity and prices of TV equipment and radio sets.

The firm had filed motions and affidavits showing that the practices had been discontinued and giving assurance they would not be resumed, FTC said in dismissing the complaint. "In the circumstances the public interest does not require a continuation of this proceeding," it added. All Commissioners present concurred in the decision.

## Blackstone Adds

FOUR new stations have signed to carry *Blackstone, Magic Detective*, transcribed series under sponsorship of local Blackstone Washer dealers, according to Charles Michelson Inc., New York transcription firm which produces the show and is handling co-op campaign for Blackstone factory. Stations are KOWB Laramie, Wyo.; WATN Watertown, N. Y.; WFPG Atlantic City, N. J., and WNDR Syracuse, N. Y.

# Commercial



**JAMES GATES**, formerly of WCAX Burlington, Vt., and KRDO Colorado Springs, Col., becomes sales manager of WIDE Biddeford, Me. **ALFRED G. SYLVESTRI** joins station's sales staff.

**JOSEPH HERSHEY McGILLVRA** Inc., New York, appointed national representative for WBSM-AM-FM New Bedford, Mass., and WTVB Coldwater, Mich.

**PAUL W. COLLIN**, former commercial manager of WBNB Beloit, Wis., appointed commercial manager of WILA (FM) Woodstock, Ill. He previously was traffic manager at ABC's Central Div. and assistant to sales manager of World Broadcasting System Inc., Chicago.

**BLAIR TV Inc.**, Chicago, named national representative for WBRC-TV Birmingham, Ala. Station has been on air since July 1.

**WALTER O. MILES**, formerly with Paul H. Raymer Co., New York (radio representative), joins W. S. Grant Co., San Francisco (radio representative), as Los Angeles manager. He replaces **FRANK G. MORELAND**, who left to join John Blair & Co., Los Angeles.

**EARL FRANK CADY**, formerly of sales staffs of WHKK Akron, Ohio, and KROS Clinton, Iowa, joins sales

staff of WKRC Cincinnati, Ohio, replacing **JIM BLACK**, resigned.

**RALPH GOSHEN**, former local sales manager of WIRE Indianapolis, Ind., joins local sales staff of WBBM Chicago.

**AUSTIN KING**, former head of advertising firm under his name, joins sales staff of KITO San Bernardino, Calif.

**KTSA** San Antonio, Tex., appoints **Free & Peters Inc.**, New York, as national representative.

**GEORGE P. MURRAY** and **JAMES W. BIGGERS** join sales staff of WRBL Columbus, Ga.

**WTVB Coldwater, Mich.**, issues new rate card, effective Oct. 15.

**NONA KIRBY**, regional sales manager for WLAW Lawrence, Mass., is convalescing at Mt. Auburn Hospital, Cambridge, following surgery.

**OREN MATTISON**, KMPC Hollywood auditor, named head of insurance committee for Southern California Broadcasters' Assn. Other committee members include **DONN DAVIS**, KFVB Hollywood auditor; **J. FRED DUNN**, KFAC Los Angeles auditor.

**JAMES E. CRISMOND**, account executive for WGAY Silver Spring, Md., and Helen Theresa Brodie have announced their marriage.

**JAMES E. LOWELL**, account executive at WSSV Petersburg, Va., is the father of a girl, Margaret Athena.

## EVERETT SMITH

To Head AMA Jan. 1

ELECTION of Everett D. Smith, research director of Macfadden Publications, New York, to the presidency of the American Marketing Assn. was announced last Wednesday. Mr. Smith takes office Jan. 1 to serve for one year. He succeeds Prof. Harvey W. Huegy of the U. of Illinois.

Other officers elected to the national marketing association were:

**Robert F. Elrick**, manager of product development, Pepsodent Div. of Lever Bros., Chicago, and Dr. Wilford White, Office of Small Business Div., Dept. of Commerce, Washington, vice presidents; **Prof. George H. Brown** of U. of Chicago, secretary; and **Donald E. West**, Director of Research, McCaig's Corp., New York, treasurer. Chosen to serve as directors for two-year terms, beginning in 1950, were: **Harold P. Alspaugh**, director of market research, H. J. Heinz Co., Pittsburgh; **Delbert J. Duncan**, marketing professor of Cornell U.; **William W. Heuser**, director of market research, Pabst Sales Co., Chicago; **Hugh H. MacMillan**, director of research, "The Detroit Free Press."

## YOUNG REDUCES

To Stress 20 U.S. Stations

**ADAM J. YOUNG Jr.**, president of the station representative firm bearing his name, last week, advised a specially-called board meeting that the firm has reduced the list of its stations in the United States to 20. The number of Canadian stations represented by the company has not been diminished.

Mr. Young pointed out that fewer stations means that more time can now be devoted to each station's problems, and to selling programs as well as spot announcements.

Advising the board that the reduction means accepting an immediate loss of revenue, Mr. Young added that "the loss is only temporary and that the end result would definitely yield a greater volume of billings and subsequent income than ever before to both station and representative."

CERTIFICATE of appreciation for its interest and support of Girl Scouting awarded to WLSI Pikeville, Ky., by Sandy Valley Girl Scout Council Inc.

## 'Forum' Option Dropped

EASTERN RAILROADS Assn. through its agency, Kenyon & Eckhardt, New York, has dropped its option on the *Ted Granik American Forum of the Air* [Closed Circuit, Oct. 3] on NBC. The Association, an official of the company explained, is not ready to sponsor it immediately, but the show itself is still under consideration.

● MORNING  
● AFTERNOON  
● EVENING

**STILL GOING UP!!!**

Superior programming, both network and local, is AGAIN increasing the lead WEFL has held season after season in Syracuse Hooperatings and Share-of-Audience.

Place your schedule in this winning line-up!

**WEFL**

SYRACUSE  
NEW YORK

Represented by  
**FREE & PETERS, INC.**

**100% EQUIPMENT SOURCE**

Over 5000 items in stock from soldering lugs to 10KW transmitters A.M. and F.M.

Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES:  
IN QUINCY 522 IN WASHINGTON MET. 0522

**GATES RADIO COMPANY**  
QUINCY, ILLINOIS, U. S. A.

## THEATRE PARTY

Sponsors Fete WHGB Star

WITH plenty of fan-fare and gusto, eight sponsors turned true "angels" early this month and spent their own time and money to fete radio star Red McCarthy, whose speciality is playing top recordings to fans over WHGB Harrisburg, Pa. The station reports that the date of the party, Oct. 8, has become a "Red Letter Day" in the life of Mr. McCarthy and also in the history of WHGB.

The sponsors, who honored the star of the *Red McCarthy Show* at a "Sponsor's Theatre Party," thought up the whole idea. Realiz-



WHGB's Red McCarthy and loving cup.

ing the high degree of enthusiasm prevailing among the McCarthy fans, his sponsors decided to buy out one of the local theatres for the party. Tickets were given free of charge on a first come, first served basis.

There were free movies for all, free popcorn and balloons, and one of the "angels" went so far as to pass out more than 2,000 samples of his ice cream. The event was climaxed with the introduction of Red McCarthy to his fans and the presentation to him of a silver loving cup, appropriately inscribed.

RCA VICTOR, Camden, N. J., has developed small low-priced automatic Victrola radio-phonograph, table model combination featuring 45-rpm music reproduction system, standard band radio, and console-like performance. Radio has built-in antenna, four tubes and one rectifier. Model, 9-Y-51, bears suggested Eastern retail price of \$59.95.

# Production



**T**ED NABORS, with KTRH Houston, Tex., for 15 years, joins KTHT Houston as program director.

**BILL MEYERS**, former newscaster and assistant producer with Armed Forces Radio Service, London, joins WPTR Albany, N. Y., as staff announcer.

**GORDON EATON**, formerly of WGST Atlanta, Ga., and WCCO Minneapolis, rejoins WCCO announcing staff effective Nov. 1.

**NORMAN SLOANE**, formerly ABC Hollywood program transmission coordinator, transfers to KECA-TV same city as assistant to **CAROL HOWARD**, television program operations manager.

**WILFRED J. WALKER**, Negro professor at Sterling High School, Greenville, S. C., appointed to handle all Negro high school play-by-play football game descriptions for WESC Greenville.

**JOHNNY PEARSON**, formerly of KXXX Colby, Kan., joins announcing staff of KWWL Waterloo, Iowa.

**HOWARD GREBE**, formerly with WHAI Greenfield, Mass., joins KMBY Monterey, Calif., as disc jockey.

**WILLIAM MARTIN**, formerly with KGO-TV San Francisco and faculty member of Art League of California, joins KRON-TV San Francisco as head of Art Dept.

**GRAFTON MASON** added to ABC Central Div. research staff, replacing **VIRGINIA ASHWORTH**, resigned. Mr. Mason worked previously for A. C. Nielsen Co., Chicago market research firm.

**JAMES C. JORDAN Jr.**, formerly with WNBT (TV) New York, transfers to production department of KNBH (TV) Hollywood as assistant director.

**BOB TREBOR**, former chief staff announcer of WVET Rochester, N. Y., joins announcing staff of WDSU New Orleans.

**WILLIAM C. DRISCOLL**, former city editor and sports editor of now de-

funct *Philadelphia Record*, named director of WFIL-TV Philadelphia Television Newsreel and manager of film productions. He also collaborated in writing of book, *How To Enjoy Sports on Television*, and for last three years, he has done research in movie animation as medium of TV advertising.

**BOB RIERSON** of WBT and **OWEN SPANN** of WGIV, both Charlotte, N. C. stations, jointly preparing "Question Market," series of questions and answers for use on local quiz shows on AM stations throughout country.

**OSCAR (Papa) CELESTINE**, one of original New Orleans Dixieland jazz musicians, signed to do weekly disc jockey program on WDSU New Orleans.

**FORD WARNER**, formerly with KDON, then Monterey, now Palm Beach, Calif., joins KMBY Monterey as program director and news editor.

**ISABEL WALSH**, member of copy department of WBRK Pittsfield, Mass., and Al Parker have announced their marriage.

**LYMAN BRYSON**, CBS counselor on public affairs, will address Founders Day ceremonies at Sweetwater College, Va., Oct. 28. Oct. 31, Dr. Bryson

will lecture at Dartmouth College on "Freedom of Information."

**ED SCOTT**, announcer at WBBM Chicago, is father of a boy, Christopher Alan.

**MARY HARTLINE**, band leader on ABC-TV's *Super Circus* and *Junior Junction* from WENR-TV Chicago, elected "The Sweetest Television Star of the Year" in Chicago by National Sweetest Day Citizens Committee.

**JOHN GALBRAITH**, assistant program manager of KGO San Francisco, is the father of a girl.

**RUSS MAYBERRY**, assistant director of *Kukla, Fran & Ollie* (NBC-TV) in Chicago, and Helen Graver have announced their marriage.

**JAY STEWART**, m.c. of ABC's *Surprise Package* and *Fun Fair*, is the father of a girl, Julie.

**PHIL IRWIN**, announcer for KGW Portland, Ore., is the father of a boy, Mark Benjamin.

**CAROL ADAMS**, women's director at WHCB Canton, Ohio, will appear in Nov. 17 production of Canton Player's Guild.

**MEL VENTER**, program manager of KFRC San Francisco, is the father of a girl.

**BLUE RIDGE MOUNTAIN BOYS** of WLAQ Rome, Ga., were winners of Southeastern Fair Hillbilly Parade contest.

**MAL BELLAIRS**, announcer at WCFL Chicago, is the father of a girl.



Then you need KFYP, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. And that isn't all! KFYP enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity, 24 years of listener loyalty, too. Ask any John Blair man to prove it.

## KFYP

550 KC 5000 WATTS  
NBC AFFILIATE  
BISMARCK, N. DAK.

## FOR COVERAGE

- Over a million people in 79 counties of Georgia, South Carolina and Florida.
- 3½ times more people than any other station in this market.
- A \$557,206,000 retail sales area.

It's 630 in Savannah

**WSAV**  
630 kc.  
5,000 watts  
Full Time

Represented by Hollingsbery

# There's a New <sup>Bold</sup> Look in Northeastern Ohio

IT'S A NEW LOOK because . . . It sparkles with greater sales results from today's more conservative 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 Borroff About . . .**
- . . . Brand New Hoopartings
  - . . . 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

# Promotion



**L**ARGE ear of corn wrapped in cellophane from which dangles blue ribbon, is latest promotion of WRFD Worthington, Ohio. Printed on ribbon in gold letters is message, "First Prize—Buy WRFD—Ohio's Rural Radio Station." Accompanying corn is reprint of full-page spread in the BROADCASTING 1949 MARKETBOOK, giving details of station's coverage.

### WOAI Scores Hit

SCORES of Saturday football games during current season are relayed from newsroom of WOAI San Antonio, Tex., to American Airlines for benefit of passengers on incoming and outgoing flights. Scores are read to passengers in flight and service has been received by air travelers with great enthusiasm, station reports.

### Blotter Mike

BLOTTER cut in shape of microphone and stamped with call letters and dial position of WASH (FM) Washington has been sent to trade and local sponsors by station.

### Anniversary Party

WITH funnypapers in hand, over 2,500 children watched third anniversary party of KLZ-Denver Post Funny Paper Show. Party, which was held in downtown hotel, was promoted by news stories in Post and transcribed announcements over station with

characters from program urging kids to come down for comic books, ice cream bars, doughnuts, masks and animal crackers, provided by KLZ sponsors. Show was aired for audience, with an estimated 2,000 children turned away because of lack of space.

### Cover Mailing

DRAWING of bird with four-leaf clover in beak on leaves of which are names of programs on KCBS San Francisco is a feature of latest mailing by station to trade. Drawing is on cover of Oct. 17 issue of BROADCASTING. Note attached to cover reprint says, in part, "From new telephone number to new transmitter equipment . . . in production, promotion and expanded personnel . . . the new KCBS reflects a brand-new spirit in San Francisco radio."

### Kleenex Announces

SHEET of kleenex announces construction of tremendous sign, one of largest on Times Square, to be lighted Oct. 20. Sign is expected to be filmed and used on opening board of company's television show, *Fun for the Money* on ABC-TV Friday, 9:30-10 p.m., originating in Chicago.

### Dog-gone Good Promotion

SAD LOOKING bulldog ("Client who just discovered his advertising agency passed up the best time signal package in Northern California") occupies front cover of direct mail promotion folder sent out by KGO San Francisco. Folder plugs John Harvey's *Home Digest*, 6:30-7 a.m. Mon.-Fri. Back cover carries cartoon of long-bearded mailman and legend: "The mailman staggered into KGO with 15,705 letters for *Home Digest* during its first year, August 1948—August 1949."

### Postcard Mailing

POSTCARD headed, "Are You Listening," mailed by Family Service Assn. of Seattle and Community Chest, calls attention to *Family Closeup* on ABC. Show is presented jointly by ABC and

Family Service Assn. of America. Message on card reads, in part, "These broadcasts . . . are based on actual professional experience of family service agencies throughout the country. They give an honest, searching portrayal of tensions and conflicts in family life, and of the help given by family service agencies. We hope you are listening. . . ."

### Effective Spots

"TV RESULTS" is title of new direct mail promotion piece sent out by KPIX (TV) San Francisco, announcing results of six one-minute premium announcements by station for Lewis Food Co. (Dr. Ross Dog Food). More than one response per TV set in use was received by station from viewers in 86 cities in 19 counties, station reports. Result for station, literature explains, was quick contract renewal by sponsor and congratulatory letter "for sales response and effective service."

### Personnel

CLAUDE ROST, formerly member of public relations department of WKRC Cincinnati, Ohio, appointed publicity director of station, succeeding CHARLTON WALLACE.

NORMAN KNIGHT resigns as eastern stations relations manager of MBS.

KAY MULVIHILL, formerly assistant promotion manager for KSFO and KPIX (TV) San Francisco, named promotion manager of stations. She succeeds ELLEN STERN, resigned.

ROSEMARY McLAUGHLIN joins KXOK St. Louis in publicity-promotion department.

BORIS MUCCIA joins ABC Hollywood sales promotion department as artist. He replaces ALAN ELROD who left to join Searle & Parks, Hollywood (packager).

TONY MOE, promotion manager at WCCO Minneapolis, has left for Hollywood. During trip he will inspect West Coast CBS promotional set-up.

CAROLYN FRENCH, formerly with KCBS San Francisco, joins KGO same city, as publicity assistant to MAURY BAKER, promotion and advertising manager. She succeeds MARILYN MAYNE, resigned.

ALL-time-high of 800 public service programs per month representing 151 hours of air time being broadcast regularly this fall over WHLI-AM-FM Hempstead, L. I.

# Sensational!

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 CAROLINAS

# AWARDS

## Top Wash. Press Club Honors Won by KJR Seattle

WITH four first-place awards, KJR Seattle captured more honors in the Second Annual Radio Awards of the Washington State Press Club than any other station in the state. Second was KVOS Bellingham, with two firsts and an honorable mention.

The awards were presented Friday night (Oct. 21) during the Annual Radio Awards Night at the Press Club in Seattle. Twelve first awards were granted, and nine "honorable mentions."

Maury Rider, KIRO Seattle announcer and commentator, was chairman of the Radio Awards Committee. Serving with him on the committee were Maitland Jordan, national sales manager, and Paul Moore, account executive, both of KJR Seattle; Lincoln Miller, executive vice president of KXA Seattle, and Richard E. Green, manager of national sales and sales service, KOMO Seattle.

Judges were Bob Hillis, radio publicity director for the Seattle-King County Community Chest; Trevor Evans, radio-television director of Pacific National Advertising Agency; Pete Lyman, account executive for Frederick E. Baker & Assoc., and William Ladd, then assistant director of radio at the U. of Washington and now associate professor of speech at Washington State College.

First-place awards, by categories:

Farm News—Hal Reeves, KVOS Bellingham; Local News Commentary—Alan Miller, KVOS; Sports Announcing—Rod Belcher, KMO Tacoma.

Public Service—Robert Hayward, KVI Seattle, and Sgt. George Amans, Washington State Patrol, for *Could This Be You?*; Western Personality Program—Buck Ritchey, KVI, for *Harmony Hoedown*; Musical Spot Announcement—Tom Jones Parry, Western Agency, for "Pale, Pale, It's Extra Pale" (Rainier Beer).

Excellence in Production—Jack R. Tregallis, KJR Seattle, for *Top Seven*; Excellence in Engineering—Otto Renninger, KJR, for *Top Seven*; Excellence in Writing—Bill Ward, KJR, for *Drive in for Laughs*.

Special Events Reporting—Bob Ferris, KJR, for *This Is It*; Excellence in Announcing—Reg Miller, KJR, for *Fisherman's Festival*.

Honorable mentions included:

High School Activities, reporting—Julie Yearsley, KRC Mount Vernon; High School Activities, variety program—Staff of KVAN Vancouver, for *Assembly*; Commercial Fishing News—"Doc" Hell, KIRO Seattle, for *The Old Boat Puller*; Western Personality Program—Warren Johnson, KRKO Everett, for *Copher Hole Gus*; Writing—Jean Kruger, KPUG Bel-

lingham, for *Dreamhouse*; Production—Jack Fearey, KPUG, for *Dreamhouse*; Public Service—Staff of KVOS, for *It's a Crime*; Musical Variety Production—Bob Hurd, KOMO Seattle, for *Studio Party*; Performance in Musical Variety—Dale Smith, KOMO, for *Studio Party*.

Twenty-three stations in the state submitted entries for the awards.

## AIR MARATHON WTTM's Kovacs Talks On

IF Milton Berle could set a record for 18 continuous hours of non-stop telecasting, Ernie Kovacs, announcer at WTTM Trenton, N. J., felt he could set a mark of 173 hours for broadcasting—or go down voiceless in the effort. Still awake, he surrendered the microphone at 1:20 p.m. Oct. 2, after topping his goal by 17½ minutes.

During the marathon, held at the New Jersey State Fair beginning 11 a.m. Sept. 25, WTTM, NBC affiliate stayed on the air 24 hours a day. Mr. Kovacs ran a nine hour disc jockey program from 12 midnight to 9 a.m., announced all local programs and delivered station identifications and announcements between NBC programs. According to the station, the quality of Mr. Kovacs' work held up well, the only evidence of fatigue being a slight huskiness in his voice and a somewhat deteriorated reaction time. He confessed that Monday morning (Sept. 26) he fell asleep during a news broadcast for about ten seconds.

Four days later, he read a time signal this way: "The time now is . . . windy, fair and continued cool . . . temperature in the middle . . ." and lapsed inaudibly for several seconds. Carl Mark, WTTM manager, rewarded Mr. Kovacs with numerous gifts including a two week vacation. Station reported that about 100,000 people visited WTTM's outdoor studio to watch the announcer in action—or inaction.



## READ

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radio or TV journal

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Another BMI "Pin Up" Hit—Published by Encore

# ENVY

On Records: Fran Warren—Vic. 20-3551; Roy Cordell—Miltone 5265; Buddy Clark—Col. 38599; Russ Case—MGM—10554.

On Transcriptions: Vic Damone—Associated; Larry Fotine—World; Fran Warren—Thesaurus.

**BMI**

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# Allied Arts



**EDWIN R. PETERSON** named special representative of Keystone Broadcasting System, Chicago. He was formerly MBS Detroit division manager and ABC Chicago account executive.

**LOUIS M. STUMER**, former CBS program sales coordinator, joins Mark Goodson-Bill Todman Productions (radio and television package producer) as director of sales, effective immediately. Prior to joining CBS, he was assistant operations manager for DuMont TV network.

**JOAN ROWLAND**, formerly with National Foundation for Infantile Paralysis, USO and other non-profit organizations in public relations capacity, named radio consultant for Japan International Christian U. Foundation. Newly-organized group will campaign for \$10 million to build university in Tokyo.

**RALPH B. HUNTER**, recently with government in supervision and organization of Japanese radio broadcasting in Tokyo; **HAROLD W. GRAS JR.**, formerly information specialist for Armed Forces Radio Service, El Paso, Tex., and **FRED D. SHAVOR**, veteran of announcing and acting experience in radio and TV in New York state, appointed graduate teaching assistants

at Syracuse (N.Y.) U. Radio Dept.

**JACK BOYLE** named director of *Television Research Reports*, issued monthly by Daniel Starch & Staff.

**NATIONAL COMMITTEE FOR LABOR ISRAEL** producing *Builders of a Nation*, transcribed 15-minute series, for public service broadcast by local stations throughout country.

**GUY DeVRY**, writer of NBC series *We Came This Way* in 1945, awarded first prize in Victor Frenkil television playwriting contest offered nationally by Johns Hopkins U., Baltimore.

**ANDREW W. BENNETT** moves law offices to 1319 F St. N.W., Washington 4. Telephone remains Republic 3607.

**PENN McLEOD & Assoc.**, Canadian market research firm with offices in Toronto and Vancouver, opens new office at 3322 White Bldg., Seattle, with **JOHN BOLAN** as manager. Phone: MUtual 1262. Company, which conducts public opinion polls, market surveys and radio research, also will open office in Los Angeles.

## Equipment

**LAUREN K. HAGAMAN**, formerly manager of advertising and promotion for Mengel Co., Louisville, appointed director of advertising and

public relations of Magnavox Co., Ft. Wayne, Ind.

**ROWLAND GUILDFORD**, New York regional sales manager, named to head DuMont's New York regional sales office, newly-formed company-owned distributor for New York area. He was formerly assistant national sales manager.

**RAYTHEON MFG. Co.** transfers merchandising of its mobile radiophones from its Belmont Radio Div., Chicago, to Raytheon's main plant at Waltham, Mass. **RAY C. ELLIS**, vice president in charge of equipment sales division, will head entire mobile radiophone operation. Until equipment is in full production at Waltham, production and service will continue at Chicago plant.

## TWO GO ABROAD

### Representing U. S. Radio

TWO industry representatives left last week for Europe to represent U. S. interests at international conferences.

**G. Richard Shafto**, WIS Columbia, S. C., NAB director-at-large for medium stations, left Friday by plane for Paris where he will be NAB's member on the U. S. Commission for UNESCO. **Hugh Terry**, KLZ Denver, and **Michael R. Hanna**, WHCU Ithaca, represented NAB at past commission meetings. Mr. Shafto is due back in this country in time to attend the NAB board's mid-November meeting.

**Richard P. Doherty**, NAB employe-employer relations director, left Friday for Geneva to attend sessions of the International Labor Organization, which studies world labor problems for the United Nations.

Mr. Doherty was appointed by President Truman as one of the two delegates representing American industry. ILO will take up a number of labor problems affecting broadcast, TV and sound operations.

NEW imported record brush for all types of recordings is being manufactured by Philadelphia Badge Co., Philadelphia.

## NATIONAL GUARD

### Radio Helps Recruiting Drive

APPROXIMATELY 550 stations currently are using a series of 13 quarter-hour dramatic shows produced by C. P. MacGregor Inc., Hollywood firm, on behalf of the National Guard's fall recruiting campaign. The Guard has apportioned from \$45,000 to \$50,000 to radio during its campaign which began Sept. 19 and runs through Nov. 19 [BROADCASTING, Sept. 12].

The National Guard, through Gardner Advertising Co., Washington, is using an average of one paid spot per week per station in a promotion involving over 1,700 outlets. In addition, **Frank Heppler**, NG account executive, revealed that "a most encouraging number of stations are airing courtesy announcements" because of the Guard's limited budget.

Station cooperation during the first week of the campaign was termed "splendid," with stations "going out of their way" to broadcast free spots. Mr. Heppler said NG had met its first week quota, and was confident of garnering its full quota of 45,000 new recruits during the nine-week campaign with a large share of the credit due the radio industry.

## RACINE GRANT

### FCC Gives Initial Ruling

INITIAL decision has been reported by FCC for grant of Belle City Broadcasting Co.'s application for a new standard station at Racine, Wis., on 1460 kc with 500 w daytime. Belle City is associated in ownership with WMIL Milwaukee.

Hearing Examiner **Leo Resnick** found that slight overlap would result between the new Racine outlet and WMIL but concluded that the overlap would be insufficient to preclude a grant within meaning of Sec. 3.35 of FCC's rules, the duopoly ban. The initial ruling would become effective in 40 days unless contested.

Belle City Broadcasting is owned equally by **Gene Posner**, 50% owner of WMIL, and **Jerome Sill**, manager and 34% owner of WMIL.

Examiner Resnick also concluded the new Racine outlet would cause no objectionable interference to any existing or proposed station excepting that proposed by Metropolitan Broadcasting Co. at Milwaukee on 1470 kc, 500 w daytime. The examiner found that Metropolitan failed to appear at the hearing and hence no consideration of that matter was necessary.

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**WQUA** FULL-TIME  
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**WBAL**  
means business  
in Baltimore



## A. C. NIELSEN

Rates Lux Theatre First

PROGRAM receiving top Nielsen ratings for the weeks Sept. 4-10 and 11-17 was *Lux Radio Theatre* which compiled ratings of 18.5 and 22.7, respectively, A. C. Nielsen Co. reported last week. Runnerup in the first week was *Mr. Keen* with 18.5 and in the second week, *Arthur Godfrey's Talent Scouts* was second with 19.1.

The Nielsen Radio Index report, at the same time, pointed out that total radio usage (3.74 hours per home per day) during the week of Sept. 4-10 was equal to the listening recorded for the first week of the same month last year. In 1947 the average was 3.49. During the daytime hours, more homes listened to radio programs than during the similar 1948 broadcast period while a slight decrease was noted for nighttime hours, Nielsen said.

Nielsen also pointed to an 18.5% for *Fibber McGee & Molly* in its 9:30-10:00 p.m. slot and 15th anniversary of broadcasting. The program ranked third for the week of Sept. 11-17. Third place for the week of Sept. 4-10 went to *FBI In Peace and War* which rated 16.9.

For the month of August top Pacific area rating of 15.6 was recorded for *The Whistler*, second, *Let George Do It*, 14.6 and third, *Adventures of Sam Spade*, 14.0. Weekday top program nationally during Sept. 4-10 was *Right To Happiness* (8.4) followed by *Pepper Young's Family* (8.3) and *Backstage Wife* (7.9). Listings for August weekday shows in the Pacific area showed *Backstage Wife* (8.1) first.

## HOGAN & HARTSON

Adds Three New Members

WASHINGTON radio law firm of Hogan & Hartson has announced that Seymour S. Mintz, George E. Monk and John J. Sirica have become members of the firm.

Mr. Mintz has been associated with Hogan & Hartson since May 1946 and formerly had been with the Bureau of Internal Revenue for nine years. During the war he served in the Coast Guard. He received his LLB from George Washington U. there. Mr. Monk, also a George Washington U. graduate, has been with the firm since 1934. Prior to that he engaged in private practice of law. Mr. Sirica, new to the firm, formerly was in private practice of radio law in Washington and at one time had been general counsel for the House Select Committee to investigate the FCC. He is a graduate of Georgetown U. law school, Washington.

Small Space—Big Story

- MORE people
- MORE times
- LESS money

**WGRD**

Grand Rapids  
Michigan

## PILSENER CAMPAIGN

Plans Cleveland Hockey On AM-FM-TV



PILSENER Brewing Co., TV, radio and advertising agency executives arranging P. O. C. contract (l to r): Seated—Mr. Hartley; Walter Franz, president and general manager, Pilsener Co.; Mr. Rand; Bernard C. Hoag, Pilsener general sales manager, and Bromley House, Gregory & House Adv. Agency; standing—Messrs. Blumer, Hendy and McKelvey.

IN spite of a 15% below normal market in the sale of malt beverages in Ohio at this time of the year, a Cleveland brewing company has thrown all advertising, sales and promotion tradition to the winds by completing arrangements for an all-out promotional campaign.

The firm is the Pilsener Brewing Co., maker of P. O. C. Pilsener Beer, and its campaign includes formation of a brand new radio network, new arrangements for better and more intimate means of broadcasting, the employment of one of Canada's top-notch hockey broadcasters and the innovation of TV.

Heart of the campaign is the broadcasting of the Cleveland Barons hockey games. Each of the regularly scheduled contests, both at home and away, will be brought to hockey fans by way of radio—AM and FM. Broadcasts will be made from ringside at the Cleveland Arena and all other places where hockey is played throughout the league.

Key station of the AM-FM network is WJW Cleveland, with

WICA Ashtabula, WHBC Canton, WLEC Sandusky, WBBW Youngstown, and WEOL Elyria, participating. In addition, 19 Saturday night games and one Sunday contest will be telecast over WEWS (TV) Cleveland.

Key figures in the campaign include James C. (Jim) Hendy, general manager of the Cleveland Arena; Bun Cook, Barons' coach; LeRoy Ward, Arena superintendent;

Eddie Coen, publicity director; Sheldon Fullerton of the publicity department; Ron Cook, hockey broadcaster; station officials—Frank Blumer and G. C. McKelvey of WJW; Walter Walrath of WICA; Robert C. Fehlman, WHBC; Al Heiser, WLEC; Gene Trace, WBBW; H. A. Seville, WEOL; J. Harrison Hartley, WEWS (TV), and Cleveland Hockey Club President Bernard E. (Bunny) Rand.

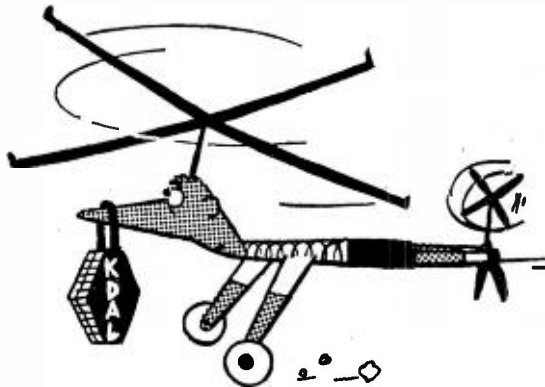
Commenting on the campaign, Mr. Rand said: "We're taking the Arena out of the gymnasium class and putting it into the ranks of leading theatres, where it belongs. Grotesque signs are coming down. Decorations will be appealing. The comfort of our guests comes first. And, with radio and television bringing the Barons' games to all Northern Ohio, we believe we'll bring a new hockey spirit to this entire area."

## Patricia Weiss Hart

ENGAGEMENT of Patricia Weiss Hart, daughter of Mr. and Mrs. Lewis Allen Weiss, Bel Air, Calif., to John Austin Armitage, Third Secretary of the U. S. Embassy at Prague, was announced last week. Mr. Weiss is chairman of the board of the Don Lee network, and member of MBS board of directors. The prospective bride is a member of the U. S. Information Service Staff at Prague. The couple plan to be married in January at the Weiss home.

## HIGH FLYER

DULUTH, MINN.—"Whoops! I'm higher than a kite, Hooper-wise," shouts Otto Mattick to the world from his hovering cranicopter. "And I'm never coming down!" He won't, either, as long as KDAL maintains its continuing promotion program. And maintain it, KDAL will. KDAL's effective listener promotion, plus its own station and CBS personalities has built audience dominance in the Duluth-Superior Market. Analysis will convince you this is a profitable area to include in your next campaign. Doing the selling job here is easy via the market's outstanding medium—KDAL.



There's more to the KDAL story. Get chapter and verse from Avery-Knodel before you complete the list for your campaign.

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**"HOOPER"\***  
 \*(average 5 periods,  
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 in  
**DANVILLE, VA.**  
 is  
**WBTM**

5kw ABC 1kw  
 (d) (n)

Rep: HOLLINGBERRY

# ACTIONS OF THE FCC

OCTOBER 14 to OCTOBER 21

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	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.

## October 14 Decisions . . .

**BY COMMISSION EN BANC**  
Hearing Designated  
KXLJ Helena, Mont.—Designated for hearing application for license renewal on issues regarding program service; present license extended to 3-1-50.  
CP Revoked  
KCRO Englewood, Col.—Revoked CP for new station authorized 8-1-48 because of apparent misrepresentations of R. L. Cunningham, one of partners, regarding his financial position. Revocation effective 15 days after receipt of order, within which time KCRO may request hearing; order would be suspended pending decision.

## October 14 Applications . . .

**ACCEPTED FOR FILING**  
License for CP  
KNBY Newport, Ark.—License to cover CP new AM station.  
KTUR Turlock, Calif.—Same.  
KRAM Las Vegas, Nev.—License to cover CP increase power etc.

**License Renewal**  
WSJS-FM Winston-Salem, N. C.—License renewal FM station.  
**Modification of CP**  
WBMS-FM Boston—Mod. CP new FM station for extension of completion date.  
**TENDERED FOR FILING**  
CP to Replace CP  
WJWL Georgetown, Del.—Application to replace CP which expired, for 900 kc 1 kw D DA.

## October 17 Decisions . . .

**BY COMMISSION EN BANC**  
**Modification of CP**  
KOME Tulsa, Okla.—Granted mod. CP make changes in DA.  
KYES Butte, Mont.—Denied mod. CP for extension of completion date for new station because of lack of diligence; hearing may be requested within 20 days.  
WINS New York—Denied extension of completion date on mod. CP for boost from 10 kw to 50 kw N on 1010

kc; hearing may be requested within 20 days.

**CP to Replace CP**  
The Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Denied application requesting CP to replace expired CP for new station 900 kc 250 w D without prejudice to filing new application for Saratoga Springs. Retired application to closed files.

**Hearing Designated**  
WTOB Winston-Salem and WPAQ Mount Airy, N. C.—Designated for consolidated hearing applications to change to 550 kc 1 kw unl. DA; made WKRC Cincinnati party to proceeding.  
WKBO Harrisburg; Capital Bcstg. Corp., Harrisburg; WCMB Lemoyne and WHGB Harrisburg, Pa.—Designated for consolidated hearing application of WKBO change to 1460 kc 1 kw-N 5 kw-D unl. DA; of Capital Bcstg. for new station 1460 kc 1 kw-N 5 kw-D unl. DA-N; of WCMB for 1460 kc 5 kw unl. DA-N; and of WHGB for 1460 kc 5 kw unl. DA-N; made KSO Des Moines, WBNS Columbus, Ohio, and WHEC Rochester, N. Y., parties to proceeding.  
John Townsend, North Platte, and Nebraska Rural Radio Assn., Lexington, Neb.—Designated for consolidated hearing applications for new stations 1010 kc 1 kw D.  
Tilden M. Adcock and Starlon S. Adcock, Goldsboro, N. C.—Designated for hearing application for new station 570 kc 1 kw D and made WGTM Wilson, N. C., party to proceeding.

**Authority to Remain Silent**  
WDXB Chattanooga, Tenn.—Granted authority to remain silent until Oct. 31 because engineers are on strike.  
WTNB Birmingham, Ala.—Granted authority to remain silent for additional 30 days until Nov. 4.  
**Petition Denied**  
WRIB Providence, R. I.—Denied petition for immediate grant of application and proceeding is scheduled for hearing on issues previously designated to be held Nov. 9 in Washington.  
KEYY Pocatello, Ida.—Designated for hearing Nov. 21 at Pocatello license renewal application.

**Oral Argument Set**  
WMUS Muskegon, and Grand Haven Bcstg. Co., Grand Haven, Mich.—Ordered that oral argument be held Nov. 7 before Commission en banc and that parties are afforded opportunity to address themselves not only to exceptions filed but also to petition filed by WMUS to set aside proposed decision and opposition thereto and issues raised therein.

The Mount Vernon Bcstg. Co., Mount Vernon, Ohio, et al.—Scheduled oral argument in consolidated proceeding Nov. 4 before Commission en banc and ordered that parties are afforded opportunity to address themselves not only to exception but also to petition filed by Mount Vernon Bcstg. and opposition thereto and issues raised therein.  
Home News Pub. Co., New Brunswick, N. J.—Scheduled oral argument Nov. 4 before Commission en banc on proposed decision.

WILS Lansing, Mich., et al.—Scheduled oral argument Nov. 4 before Commission en banc on proposed decision in consolidated proceeding.

## October 18 Decisions . . .

**BY THE SECRETARY**  
WRR-FM Dallas, Tex.—Granted license new FM station 101.1 mc (Ch. 266), 68 kw, 500 ft.  
WFMW (FM) Madisonville, Ky.—Granted license new FM station 103.1 mc (Ch. 276), 1 kw, 130 ft.  
Rockford Bcstrs. Inc.—Granted CP and license to cover making changes in existing remote pickup KSA-663 to change location from mobile to 3800 Abbotsford Rd., Rockford, and for operation with WROK-FM and well as WROK.  
WPAT Paterson, N. J.—Granted mod. CP for extension of completion date to 11-16-49.  
WFLN (FM) Philadelphia—Granted license new FM station 95.7 mc (Ch. 239), 20 kw, 490 ft.  
KRIC Beaumont, Tex.—Granted CP install new vertical, ant. with FM ant. mounted on top, and change trans. and studio locations.  
WOSH Oshkosk, Wis.—Granted mod. license change studio location.  
WQXI Buckhead, Ga.—Granted mod. CP change type trans.  
KING-TV Seattle, Wash.—Granted license to cover CP to designate transmitter location, ERP vis. 19 kw, aur. 10 kw in lieu of 18.95 kw, 9.79 kw; ant. height 410 ft.  
WDGY Minneapolis—Granted license increase power etc.  
WMRC Greenville, S. C.—Granted license to cover CP change to 1440 kc

5 kw, install new trans. and DA-ND and change trans. location.

Associated Bcstrs. Inc., Mobile, Areas of Bethlehem, Easton and Allentown, Pa.—Granted license for new exp. TV station KGZZAX and ASB-6 type trans.  
WWCA Lake Bcstg. Co. Inc., Gary Ind.—Granted mod. CP change type trans.  
WDYK Richard Aubrey Raese, Cumberland, Md.—Granted mod. CP change type trans.  
KGWA Public Bcstg. Service. Inc. Enid, Okla.—Granted mod. CP change type trans. and for approval of DA and trans. location; cond.  
National Bcstg. Co. Inc., Stratford, Conn.—Granted mod. CP for approval of trans. location of exp. TV station KC2XAK.

Following were granted extension of completion dates as indicated: WAMS-FM Wilmington, Del., to 5-1-50; WTTV Bloomington, Ind., to 4-15-50; KSUB Cedar City, Utah, to 2-10-50; KCIJ Shreveport, La., to 4-7-50; KOA-FM Denver, to 1-13-50; WBCC-FM Bethesda, Md., to 1-6-50; W6XNO Don Lee Bcstg. System, Hollywood, to 5-4-50; KM2XBD Don Lee Bcstg. System, Hollywood, to 5-1-50; WMBR-TV Jacksonville, Fla., to 4-17-50.  
KCRF-FM Sacramento, Calif.—Granted license new FM station Ch. 241 (96.1 mc), 11 kw, 380 ft.  
WRNY-FM Rochester, N. Y.—Same—97.9 mc, 7.7 kw, 460 ft.  
WENR-TV Chicago—Granted license new TV station and change ant. height to 250 ft.  
WKRS Waukegan, Ill.—Granted license new AM station 1220 kc 1 kw D DA.  
WYVE Wytheville, Va.—Same—1280 kc 1 kw D.  
WINA Charlottesville, Va.—Same.  
KTFY Brownfield, Tex.—Same—1050 kc 250 w D.  
WTSP St. Petersburg, Fla.—Granted license to cover CP install old main trans. for aux.  
KGF Shawnee, Okla.—Granted license install new trans.  
Grady-Mitchell Bcstg. Co., Cairo, Ga.—Granted mod. CP for approval of ant. trans. and studio locations.

## ACTIONS ON MOTIONS

(By Comr. Sterling)  
WHOM Jersey City, N. J.—Denied petition for leave to intervene in proceeding upon application of New Rochelle Bcstg. Service, Inc., New Rochelle, N. Y.  
Glenwood Springs Bcstg. Co., Glenwood Springs, Col.—Granted petition for leave to amend application to change requested frequency from 1340 kc to 1240 kc etc.; accepted amendments and removed application from hearing docket; dismissed its petition requesting cond. grant of said application; on Commission's own motion, removed from hearing docket application of Western Slope Bcstg. Co., Glenwood Springs.  
KICK Springfield, Mo.—Granted petition for extension of time to reply to petition for reconsideration filed by KTTS; time extended to Oct. 24.  
WMEX Boston—Granted petition for extension of time to file reply to exceptions of FCC General Counsel; time extended to Oct. 24.  
FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re WSAP Portsmouth, Va.

(Continued on page 71)

# SERVICE DIRECTORY

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**U. S. RECORDING CO.**  
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**Commercial Radio Monitoring Co.**  
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**RESULTS?**  
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CONSULTING RADIO ENGINEERS  
Executive offices: 40 East Ave.  
Laboratory: 114 Northgate Rd.  
Riverside, Ill. — Riverside 6652  
(A Chicago suburb)

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TELEVISION FACILITIES ENGINEERS  
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White Plains 8-3796  
Shop and laboratory—720 Milton Rd.  
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Mr. Tucker Scott  
Compton Advertising, Inc.  
New York City, N. Y.

Dear Tucker:

One o' th' mostest importantest thin's  
fer a station ter do is ter keep itself  
afire th' pub- lic. Weel, ole  
WCHS sartin- ly does that in  
a big way! Folks round  
Charleston here don't never  
have no chanct er fergit thet  
this is THEE station in West  
Virginy's number one  
city. Why, Tuck, ever  
place yuh goes yuh sees er  
hah symph- th'n 'bout  
WCHS! All th' leadin' res-  
ternts has WCHS news-  
flashes on th' tables. Scrvul  
times a month some feller er  
other from WCHS is  
a maki' n' a speech ter a  
club, a n' durned near  
ALL th' time some big per-  
motion is agoin' on! Yessir, folks really  
knows 'bout WCHS, and hit shore pays  
off ter use the' station folks thinks 'bout  
mostest!



Yrs.  
Alloy

**WCHS**  
Charleston, W. Va.

**FIRST...  
WHERE THERE'S  
MOST!**

**WJDX**  
NBC AFFILIATE  
IN JACKSON  
MISSISSIPPI

Retail sales in Hinds County,  
Mississippi, center of the  
WJDX primary market, in  
1948 showed an increase  
over 1940 of 333%. Since  
the population growth for  
this same period was ap-  
proximately 66%, it's easy  
to see that WJDX listeners  
are growing in quality as  
well as quantity.

**5000 - DAY  
1000 - NIGHT**

**19 YEARS' LEADERSHIP**

Represented Nationally  
by the  
George P. Hollingsbery Co.

News



**GENE OSBORN**, formerly assist-  
ant sports director at WQUA  
Moline, Ill., joins KWVL Water-  
loo, Iowa, as sports director.

**ED GRAHAM**, new to radio, appointed  
news editor of WPTR Albany, N. Y.  
**JOHN McDONALD**, WSM Nashville,  
Tenn., farm director, awarded Hono-  
rary American Farmer degree by Fu-  
ture Farmers of America at 22d na-  
tional convention.

**NELSON PRINGLE**, KNX Hollywood  
newcaster, elected to board of di-  
rectors of Greater Los Angeles Press  
Club.

**JERRY DEANE**, news and special  
events staff member at KXEL Water-  
loo, Iowa, is the father of a girl, Sara  
Ann.

**WILLIAM RAY**, news and special  
events manager at NBC's Central Div.,  
appointed to board of directors of  
Chicago Press Club.

## IRE SESSION

Set for Kansas City

**SPEAKERS** prominent in radio  
engineering are sheduled to ad-  
dress the Kansas City Section  
Technical Conference on Antennas,  
Institute of Radio Engineers, Oct.  
28-29 in the Hotel President,  
Kansas City, Mo.

Friday discussion will be divided  
into three parts. In the morning,  
the microwave antenna session is  
to be addressed by F. M. Deerhake,  
project engineer in charge of mi-  
crowave relay development, Elec-  
tronics Dept., General Electric Co.;  
J. A. Albano, senior project engi-  
neer in the Antenna Research  
Branch, Wright - Patterson Air  
Force Base, Dayton, O., and  
Dr. Charles B. Barker, assistant  
branch head of Antenna Research  
Branch, Naval Research Labora-  
tory, Washington. Luncheon  
speaker will be Dr. W. L. Everett,  
dean of U. of Illinois School of  
Engineering.

The afternoon speakers are:

Peter Caporale, technical advisor to  
the director, office of Federal Airways,  
Civil Aeronautics Authority, Wash-  
ington; J. E. Shanklin, senior associate  
engineer, Collins Radio Co. Research  
Division, Cedar Rapids, Iowa; R. E.  
McCormick, CAA Experimental Sta-  
tion engineer, Indianapolis.

Also, D. A. Peterson, senior en-  
gineer with A. Earl Cullum Jr., con-  
sulting engineer, Dallas, Tex., and  
J. S. Brown, chief engineer with An-  
drew Corp., Chicago.

The TV-FM antenna session will  
be held Saturday with the follow-  
ing as speakers:

A. W. Walters, engineer with Com-  
munication Branch of Naval Research  
Laboratory; R. W. Masters, research  
associate at Ohio State U. Research  
Foundation, Columbus, Ohio, and  
George P. Kearse, senior engineer with  
the American Phenolic Corp., Devel-  
opment Division, Chicago.

CFCH-FM North Bay, Ont., and  
CJCA-FM Edmonton, Alta., are now  
on air, according to announcement  
of Dept. of Transport, Ottawa.  
CFCH-FM is on 106.3 mc with 250 w,  
and CJCA-FM is on 99.5 mc with  
414 w.

## KCBS REMODELING

Plans New Audio Equipment

**LATEST** step in remodeling of  
KCBS San Francisco is an am-  
bitious audio equipment construc-  
tion project announced last week  
by Arthur Hull Hayes, CBS vice  
president and KCBS general man-  
ager.

The station's existing studio and  
engineering equipment will be com-  
pletely replaced with the most  
modern audio equipment available,  
Mr. Hayes said. The new con-  
struction project will be under di-  
rection of Alan Cormack, KCBS  
director of engineering. In recent  
weeks the station's office and stu-  
dio space has been remodeled with  
new entrance through the Palace  
Hotel lobby.

## NBS Handbook

**NATIONAL** Bureau of Standards  
has announced a new handbook of  
interest to design engineers. It is  
titled, *Installation and Maintenance  
of Electric Supply and Communi-  
cation Lines—Safety Rules and  
Discussion*, (Handbook H43). NBS  
says the 386-page book with 29  
tables and 20 figures, combines in  
a single volume for the convenience  
of design engineers, code rules,  
discussion, and related engineering  
data. Three appendices present  
technical data useful in making  
computations of the strengths of  
supporting structures and in deter-  
mining crossing clearances. Avail-  
able only from Supt. of Documents,  
U. S. Govt. Printing Office, Wash-  
ington 25, D. C., the booklet is  
priced at \$1.50 a copy.

## L. A. News Club Elects

**AL GORDON**, KFVB Hollywood  
news editor, has been elected pres-  
ident of the Los Angeles Radio  
News Club to replace Jim Mc-  
Namara, retiring head. Remainder  
of the incoming slate consists of  
David Anderson, NBC Hollywood,  
vice president; Carroll S. Ugar,  
ABC Hollywood, secretary-treas-  
urer; Betty Penny, KFVB, assist-  
ant secretary. Board of directors:  
Bob Garred, CBS Hollywood; Clete  
Roberts, KFVB; Jim McNamara,  
KLAC Los Angeles; Jack Beck,  
CBS Hollywood.



**CITATION** for "outstanding leader-  
ship and service in soil conservation"  
is received by Herb Plambeck (r)  
**WHO** Des Moines farm service direc-  
tor. Iowa Secretary of Agriculture  
Harry Linn (l) smiles approval as  
Chris Jensen, chairman, Iowa Soil  
Conservation Committee, presents  
plaque to Mr. Plambeck, veteran  
director of soil conservation field  
days and plowing matches.

## LICENSE FEES

Boost in Canada Unlikely

**CHANCES** of an increase in lis-  
tenser license fees from \$2.50 to \$5  
a year, as requested by the Cana-  
dian Broadcasting Corp. at Ottawa  
recently, are considered fairly slim  
in Canada. Added to public opin-  
ion against the increase is under-  
stood to be feeling of most mem-  
bers of the Liberal Party, which  
forms the government. Opinion of  
the party members was expressed  
at a caucus held early this month  
at Ottawa, at which members ve-  
toed the suggestion—felt it would  
be wiser for the government to pay  
the deficits of the CBC in the same  
way that the government now pays  
the deficits of the government-  
owned Canadian National Railways  
and Trans-Canada Airlines.

The matter of increase is now up  
for recommendation by the Royal  
Commission on Arts, Letters and  
Sciences, before which the CBC  
made the request. The Royal  
Commission is expected to file its  
recommendations sometime next  
spring or summer after complet-  
ing its hearings across Canada.  
Amendments to the Canadian  
Broadcasting Act are contemplated  
at this session of Parliament.

## FARM STATION?

Yes! For almost a quarter-century our  
entertainment and services have been  
planned for farmers in Kansas and  
adjoining states.

**WIBW** The Voice of Kansas  
in TOPEKA

## First 15 Program Hooperatings—Oct. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago:		
				Hooper	+or-	Pos.
Radio Theatre	172	Lever Bros. (JWT)	19.9	17.9	+2.0	5
Jack Benny (Original Broadcast 17.3) (Added by 2d Broadcast 2.3*)	179	American Tobacco (BBDO)	19.6	19.0	+0.6	3
Bob Hope	151	Lever Bros. (BBDO)	18.4	19.0	-0.6	4
Godfrey's Talent Scouts	154	Thomas J. Lipton Co. Div.—Lever Bros. (Y&R)	18.0	15.5	+2.5	9
Fibber McGee & Molly	165	S. C. Johnson & Son (NL&B)	16.7	20.1	-3.4	2
Walter Winchell (Original Broadcast 14.2) (Added by 2d Broadcasts 1.4*)	284	Kaiser-Frazer (Weintraub)	15.6	21.4	-5.8	1
My Friend Irma	150	Pepsodent Div.—Lever Bros. (FC&B)	15.5	15.1	+0.4	11
Inner Sanctum	156	Emerson Drug (BBDO)	14.8	—	—	—
Red Skelton	159	Procter & Gamble (B&B)	14.1	11.4	+2.7	28
Mr. Keen (Murray)	149	Whitehall Pharmacal	13.7	13.0	+0.7	17
Charlie McCarthy (Original Broadcast 11.4) (Added by 2d Broadcast 1.6*)	171	Coca-Cola Co. (D'Arcy)	13.0	14.9	-1.9	12
People Are Funny	164	B. & W. Tobacco (Seeds)	12.9	13.7	-0.8	16
Crime Photographer	148	Philip Morris (Blow)	12.9	14.1	-1.2	15
Amos 'n' Andy	149	Lever Bros. (R&R)	12.7	—	—	—
Suspense	169	Electric Auto Lite (N-E)	12.7	16.2	-3.5	7

\* Second broadcast on same day in some cities provides more than one opportunity to hear program.

## Lazarsfeld

(Continued from page 15)

of time? This obviously cannot be done. But if a new campaign has to be devised, what have we really learned from the old study? We don't know what accounted for the previous success and we don't know what new elements to build into the new campaign.

On the other hand, we can study the different phases which go into the whole process of inference. What happens at the time the message is received? What happens during the period of deliberation? What clinches the final purchase? This is a much longer process and of course studies of actual buying are an indispensable part of the process. But for general strategy all phases have to be investigated.

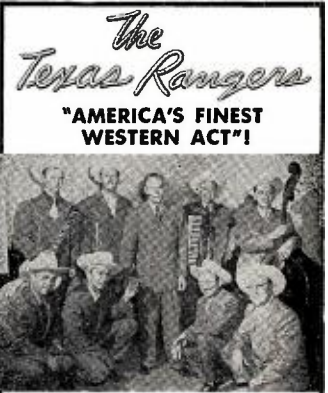
The considerations are somewhat similar to those which led to the Lazarsfeld-Stanton Program Analyzer. It is generally accepted by now that we should study what goes on in people's minds while they listen to a program. This is obviously quite different from studying ratings, that is, the number of people who actually do listen to the program. It is fairly generally accepted in the radio industry that program analyzer work is of considerable practical use in program building, but it should not supersede but rather be complemented by the collection of program ratings.

THE full impact of an impact study lies in its details and in a careful weighing of all the elements which have been reported. Numerous quotations from interviews are needed to give the reader a true picture of this type of finding. A summary of a few hundred words cannot possibly give a picture of a hundred-page report of this kind. It is, therefore, fortunate that the American Newspaper Advertising Network is making the study available through the Bureau of Advertising, American Newspaper Publishers Assn., 370 Lexington Ave., New York.

This agency is distributing two documents. One is an extract authorized by the Bureau of Applied Social Research which summarizes the findings especially useful for arguments. The other is the full original report. Readers interested in the research aspect of the problem will, of course, have to get and study the original analysis. This analysis is intended as a contribution to research methods as well as to the ever baffling problem of the relation between research, argumentation and action.

## Bartlett Injured

PAUL BARTLETT, manager of KFRE Fresno, Calif., is recovering following injuries sustained in a headon auto collision near Tulare Oct. 12. Mr. Bartlett suffered cuts and bruises and possible rib fractures.



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions  
KANSAS CITY 6, MISSOURI

## On All Accounts

(Continued from page 10)

Inc., advertising firm in that city. Nat and his St. Louis recruit—Martha Cunliff, industrial publications editor and public relations person in her own right—were married in Savannah immediately after he received his second lieutenant's bars. They have two children, Michael, now three, who was born in the south end of the main runway at Bolling Field, in Washington, and redheaded Susan, a dignified young lady of 18 months.

The golf that was Nat's hobby during his bachelor days has given way to reading *Winnie-the-Pooh* and *Mother Goose* to an insatiable audience, and to combing the town for a house large enough to hold Michael's collection of stuffed animals in addition to four Brandons together with their assorted books, typewriters, steam rollers, dump trucks, dolls and tricycles.

Back of all this is the dream of a larder full of vegetables and Tennessee hickory-smoked hams from his home farm in Stewart County, Tennessee, some 75 miles northwest of Nashville, and a deep-freeze packed with fish from Kentucky Lake and game shot over his own acres.

## GA. INSTITUTE

### Mullinax Names Committee

EDWIN MULLINAX, general manager of WLAG LaGrange, Ga., and president of the Georgia Assn. of Broadcasters, has named the committee of the Fifth Radio Institute to be held at the U. of Georgia in conjunction with sessions of Henry Grady School of Journalism in the spring of 1950.

The committee includes: R. Lewis Doster, WGAU Athens; W. R. Ringston, WRDW Augusta; Carter C. Peterson, WCCP Savannah; James Bailey, WAGA Atlanta; Virgil Craig, WLET Toccoa; Wilton Cobb, WMAZ Macon; Marcus Bartlett, WSB Atlanta; and Dwight J. Bruce, WTOG Savannah.

The next GAB meeting will be held in Macon in January.

### Leich Recovering

CLARENCE LEICH, secretary-treasurer and general manager of Curtis Radiocasting Corp., owner of WGBF and WMLL(FM) Evansville, Ind., and WBOW-AM-FM East St. Louis, Ill., is recuperating from an emergency operation at the Johns Hopkins Hospital in Baltimore.

# KGW

## KGW-FM

### PORTLAND, OREGON

AFFILIATED WITH  REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## Home Town Makes Red Mayor — and other WLS Doings

Last Thursday, Pittsville, Wisconsin chose a new Mayor—Donald "Red" Blanchard, once a Pittsville farm lad, now comedy star of the WLS National Barn Dance and the ABC-TV Barn Dance. The whole county and section turned out to honor "Red" and his family in as gala a day as mid-Wisconsin has had.

Tiny Stokes of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity. Both boys are enjoying the problems of new home owners.

The WLS staff is throwing a welcome-home luncheon for Josephine Wetzler, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few resultful minutes to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like—

WLS  
Chicago 7

Represented by John Blair & Company

# 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, competent manager for 1 kilowatt midwest daytime station. Real opportunity for man of proven record in programming, management and sales. Give complete record, references and tell all in first letter. Box 975c, BROADCASTING.

### Salesmen

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, 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.

Regional north central network affiliate needs aggressive, experienced salesman with proven record. Good billing of on-air accounts plus excellent prospect list. Must be available for personal interview. Job open immediately. Box 936c, BROADCASTING.

Progressive and industrious sales manager and salesman. Excellent opportunity in Virginia area with large potential. 1000 watt daytime station. Send the facts to Box 993c, BROADCASTING.

Salesman-announcer or man and wife team experienced selling, writing, producing. Commissions with guarantee for coverage rural small town areas. WBU-WWCF, Poyonette, Wisc.

### Announcers

Announcer. ability to handle disc shows for Slovac and/or Hungarian programs. Send background data, photo and disc if available. Box 861c, BROADCASTING.

Sportscaster, emphasis on basketball but must know other sports and do some newscasting. Box 964c, BROADCASTING.

### 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

Radio director: Experienced male producer of educational programs wanted by eastern university. Producer over 30 years who can also announce and write shows desirable. State salary. Box 824c, BROADCASTING.

Experienced, young woman capable handling traffic, continuity etc. Will find interesting job at this small, south-western network affiliate. Box 951c, BROADCASTING.

## Help Wanted (Cont'd)

Program director with complete background in announcing and production needed by progressive station in the east. Send complete background, marital status, age, salary requirements and references to Box 991c, BROADCASTING.

Program director with knowledge of sports and at least five years experience. Complete details to Box 992c, BROADCASTING.

## Situations Wanted

### Managerial

Manager, 13 years experience 250 w. 50 kw. As announcer, program director, salesman, manager, part owner, put station in black in competitive 12 station market. Can get along with people, sober, married, sound business judgment, interested in station planning or in television. Want personal interview only. Box 906c, BROADCASTING.

Mgr. for TV or AM, 16 years in metropolitan area. Peanw whistles to 50 kw, clear channel, to national ad agency to TV. Program director, idea man, married, three children. Want permanent position in community of 200,000 or less. Salary must be in keeping with the "dignity of labor." It's not the money, it's the principle of the thing. Two weeks notice. West of the Mississippi preferred. Address Box 993c, BROADCASTING.

### Salesmen

Looking for future in TV or live-wire AM station in the east. One year sales with 5 kw independent. Three years advertising and promotion. College graduate. Young, progressive, good sales record. Must make change. Wasting time and talents in present job. Box 945c, BROADCASTING.

University graduate, some experience, desires position in radio sales. Proven sales ability, drive, ambition and personality. Thrives on competition. East. Box 962c, BROADCASTING.

Experienced salesman with radio background desires position with progressive station. Good references. Box 967c, BROADCASTING.

Salesmen, experienced sales, sales promotion and merchandising. University degree — business administration. Young, aggressive and capable. Excellent references. Two years radio experience. Available sales staff or assistant to general manager. Box 978c, BROADCASTING.

N.Y.U. grad. Radio broadcasting major, vet. Seeking position in sales, promotion. Production or publicity. Will start at rock bottom and travel. Box 979c, BROADCASTING.

### Announcers

Eight years, sports, discs, events, news, college graduate, married, employed. Box 789c, BROADCASTING.

Eight years commercial, disc, news. Eighty-five guarantee after ninety days. TV experience. Married. Employed. Box 815c, BROADCASTING.

Two and a half years of this business makes or breaks an announcer and I'm not in debt yet. I've built two very saleable disc sessions at two eastern indies and I offer you a high rated, friendly jockey show plus experience in all kinds of staff announcing. In return I'd like minimized staff duties, prestige and a little "education," besides security and "just money." If I had more time between "fee" shows, I'd write to you personally. So if you're a progressive eastern station, let's hear from you. I'm a courteous fellow and I'll answer all your questions promptly. Box 846c, BROADCASTING.

A moment's hesitation will reward your meditation. Just scan this ad and you'll be glad to find a man that's not half bad. Two years announcing experience, pleasant voice. Can write good copy, single, 25. Box 859c, BROADCASTING.

## Situations Wanted (Cont'd)

Disc jockey, AM or PM. Married. Experienced staff man. Operate controls. Box 860c, BROADCASTING.

Newsreader-competent reporter, experienced broadcaster. Ex-staffed independent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Staff announcer with first class ticket. Reliable, sober, excellent references. Box 908c, BROADCASTING.

5 years experience. All phases AM & FM operation. Agency and free lance background. Chief announcer two stations. Resume on request. Box 925c, BROADCASTING.

Basketball play-by-play free lance announcer available for and experienced in AM and TV. Regional network or individual station acceptable. Man with many years of experience in topflight basketball announcing would like consideration for this season. Will travel anywhere. Box 927c, BROADCASTING.

Staff announcer, three years experience. Married, vet. College grad. Also two years play-by-play basketball, baseball and football. Would like to settle in good market. Box 938c, BROADCASTING.

Good disc, news, sports. College background. Some experience small Chicago station. Good references. Box 939c, 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.

Sportscaster experienced 4 years play-by-play all sports. Also diversified announcing. Good voice and personality. High Hooper, married, prefer northeast. Box 944c, BROADCASTING.

Play-by-play sports and news announcer. 7 years experience in double A baseball, high school and jr. college football and basketball, professional wrestling. Network staff experience. At present employed by 5000 watt station but desire to move for family health. Prefer west. Disc and photo on request. Box 948c, BROADCASTING.

Announcer, 26, single, also thoroughly experienced as program director. Want permanent position. Prefer midwest. Box 950c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 953c, BROADCASTING.

Two for the price of one (almost!) Yes, two mike men working as team seek progressive west-southwest station. Audience appeal with personality shows. Pop, western, classic. Competent commercial copy plus special events and programming. Four years experience. College. Box 957c, BROADCASTING.

Straight newsman. Presently employed in 5 kw operation. Ten years in radio news. Want affiliation with live-wire newsroom 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.

Announcer-continuity writer. Experienced, ad-lib ability. Newsman, operate console. References. Box 966c, BROADCASTING.

Announcer. Graduate of oldest school of broadcasting in country, plus two years college taught by CBS instructors in all phases of broadcasting. Producer, emcee of amateur shows in Chicago night spots. Staff announcer on 5000 watt NBC affiliate. Photo, disc. Box 968c, BROADCASTING.

Experienced personality disc jockey and staff announcer. Complete details upon request. Box 970c, BROADCASTING.

Announcer, well experienced in indie, affiliate operation. Good voice, solid delivery on news commercials, ad-lib interviews. Presently employed in small midwest affiliate. Single, 22, disc, photo, best references available. Box 972c, BROADCASTING.

## Situations Wanted (Cont'd)

Announcer, excellent voice, versatile. Columbia grad. drama major, 25, single, vet. Box 980c, BROADCASTING.

Combination man, independent station experience. News, commercials, disc jockey, disc on request. Box 983c, BROADCASTING.

Combination announcer-engineer. Independent experience, also extensive technical experience on AM-FM-TV. Graduate announcing school in Radio City. Will travel, disc. Box 984c, BROADCASTING.

Announcer, experienced, two years MBS affiliate. Sports, disc shows, good ad-lib. Family man. Desires midwest location. Box 994c, BROADCASTING.

Announcer, experienced disc jockey, ad-lib, commercials, newscasts, good voice, control board, conscientious, will travel. Box 995c, BROADCASTING.

Announcer, general, disc jockey, experienced, control board, no floater, ambitious, reliable, good voice, single, travel. Box 996c, BROADCASTING.

No chicken, but, if experience counts I'm your man. Nineteen years before mike with AM, FM, TV experience. Produced and announced many top network shows. Sober, no drifter. Best references. Good selling voice. Hard worker. Looking for midwest or coast metropolitan position. Picture and transcription upon request. Box 997c, BROADCASTING.

Lewis Lloyd Richman—single, capable, versatile, effective, compelling, magnetizable, applicable, believable, comprehensible, achievable and available. 1395 State St., Bridgeport, Conn.

Announcer-news-caster, experienced all phases, events and sports; have terrific mall pull disc jockey show. Go anywhere. Earl Eingham, 5030 Hall Road, Santa Rosa, Calif.

Thoroughly experienced all phases operation from 50 kw to 250 w. Available one week notice. Disc and details from Rex Cromwell, 6918 Tokalon Dr., Dallas, Texas.

Announcer, young, married, capable, ambitious. Strong on news and commercials, pop or symphonic discs. Will travel, prefer south. Dell Funk, 7544 S. Hoyne, Chicago 20, Ill.

Announcer: Age 30, single, 3 years experience all phases. Accent on news. Information on request. Bernie Shedlock, Box 370, Connellsville, Pa.

Veteran graduate of leading broadcast school wants on-the-job training. Newscaster, disc jockey, commercial man. Some copywriting. Disc, information at Box 2234, Kansas City, Mo.

Announcer—Top talent, experienced news, DJ, commercial, live shows. Disc. Photo on request. Dick Weiss 606 1/2 N. Y. Ave., Creston, Ia.

### Technical

Engineer, 1st phone. Graduate AM-FM-TV, leading technical school, excellent references, have car, will work anywhere. Box 742c, BROADCASTING.

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, 50 kw, NYC experience removes all sports, studio shows, disc and tape recording. Seeking TV future. Available two weeks. Box 897c, BROADCASTING.

Looking for location closer to New York. Conscientious. Vet with first class phone license who knows his radio, FM and TV. Presently employed as engineer. Box 924c, BROADCASTING.

Chief, kilowatt, desires change to progressive station in same capacity. Experienced AM-FM. Married. Bo 979c, BROADCASTING.

Engineer-announcer. 1 1/2 years experience including MBS, NYC. 1st phone. Staff announcing, disc jockey, baseball. Excellent references. Box 935c, BROADCASTING.

Ambitious young man capable, will ing, has pleasant personality. Hold first phone license. Wants engineering only. Box 954c, BROADCASTING.

## Situations Wanted (Cont'd)

Engineer, first class license with six months experience in remotes, control room, recordings and transmitter, wishes position in midwest but will consider elsewhere. Married veteran. 23 years of age. Box 965c, BROADCASTING.

Control room operator, experienced. Salary and location secondary to permanency and opportunity for advancement. Also handle remotes and record. References. Box 968c, BROADCASTING.

Engineer, 1st class license experienced, single, have car. Would like position in home state, New York. Can be available in 2 weeks. Box 974c, BROADCASTING.

Technician immediately available, 1st class FCC license. 1 and 1/2 years experience transmitter operation and maintenance (military) 2 and 1/2 years schooling in radio, television and communications. Box 981c, BROADCASTING.

Att: N.Y.C. and New Jersey. Transmitter operator, six months broadcast experience, with car, available immediately. Box 985c, BROADCASTING.

Engineer-announcer wishes position. Employed at present. Married, will consider any location. Box 988c, BROADCASTING.

Engineer—Licensed. Some experience transmitter, studio console, remotes, maintenance. RCA training. Travel. Box 989c, BROADCASTING.

Immediately available, five years engineer. First class, without car. Forty five minimum. Apartment Four, 214 Seymour St., Syracuse 4, N. Y.

Engineer, first phone, inexperienced, vet. 21, graduate of AM-FM-TV, communication leading technical schools, will travel, prefer northeast. Salvatore Angellio, 834 E. 147 St., Bronx 55, N.Y.

Holder of first class license. Willing to travel. Young vet, married. Anthony De Sola, 205 Second Ave., New York, N. Y.

Experienced transmitter engineer, 1st phone, 6 years in radio and electro geophysics 1 1/2 years in broadcast construction, operating Raytheon 5 kw 4 antenna DA station, wants permanent position with progressing station. Have car, go anywhere. Prefer southwestern, northwestern, midwestern U.S. Also experienced in various UHF-FM equipment installations, remotes. Can supervise construction. Climb all towers. Hardworking, dependable, single, 24, clean cut. Top references. Graduate of high school, two leading radio schools plus one electrical. Can write, but not announce. Know professional technique of fiction writing. Pay secondary. All replies answered. Available at once—phone, wire Vernon Kahanek, OL-2389, Houston, Texas, 4517 Willow Brook St.

Want to do outstanding job for progressive station. Qualified as chief. Eight years experience all phases. Good combination, know music, programming. Top references. W. Kretzmer, 140 Division, National City, Calif.

Engineer—Chief experience AM-FM. Reliable, efficient. Family man, will travel. Best references. C. Morgan, 3510 Fourth Ave., Beaver Falls, Penna.

### Production-Programming, others

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

Young lady fully experienced in traffic, continuity and air work. Box 928c, BROADCASTING.

Combination program director and traffic manager. Now announcing on large metropolitan station. 24, married. Box 37c, BROADCASTING.

Continuity writer, news editor, programming. Some announcing. 2 years experience. Young, honor grad. Missouri, hard worker. Will relocate. Box 41c, BROADCASTING.

Got my sleeves rolled up and am all ready to produce results for a radio or radio-TV station that's looking for an aggressive merchandising and promotion man. Over 10 years experience in newspaper and radio fields, but young enough to have an open mind. Write box 947c, BROADCASTING.

## Situations Wanted (Cont'd)

Sportscaster. Fully experienced all phases. Vivid, accurate play-by-play College graduate. Available now for basketball-ice hockey season.. Box 952c, BROADCASTING.

Bachelor of Science Degree in radio broadcasting with one year experience. Single, age 26. Box 956c, BROADCASTING.

Young woman, 27, desires position as news editor with progressive, independent station in the east. Former news editor for a basic CBS outlet, also experienced in local news and historical research writing. University and dramatic school graduate. Pleasant voice, knowledge shorthand and typing. Box 960c, BROADCASTING.

Experienced script-commercial continuity writer. Resume and samples upon request. Box 971c, BROADCASTING.

Available to you—Experience, know-how and ability. Now employed. Fourteen years on two stations. Five years dramatic acting, directing, producing—nine years announcing and P.D. work. I do news and all types of programs except sports. I'm 34, married, one child. You'd find me steady, reliable, capable and willing. Desire awake, progressive station with \$100.00 per week base and prefer southwest but will consider any good proposition. Interested? Write Box 976c, BROADCASTING.

College grad, 22. Can write, direct, do sound effects. Announce if necessary. Some radio experience. Good appearance, background. Extremely anxious to get started in either radio or television. Box 977c, BROADCASTING.

Program director. No armchair executive but a man who knows programming. 12 years solid experience as program director, top announcer, newscaster, news editor. Know all phases of station operation. Here is a man who has a good administrative record, yet is not proud. He can roll up his sleeves and go to work when special attention and push is needed. Stable, excellent references. Box 982c, BROADCASTING.

Prize package—Expert secretary-assistant. Major agency experience traffic, production, time buying. College. \$60. Box 986c, BROADCASTING.

News broadcaster currently doing major newscast on top network station planning change. Newspaper, radio background. Distinctive, authoritative presentation. Writer, public speaker. If interested, can be heard on air or transcription furnished. Box 990c, BROADCASTING.

News editor, edits and presents top newscasts, six years experience. Presently employed as news chief. Age 29, married. Write Bob Edell, 308 Meadows Ave., Bloomington, Ill.

## Television

### Production-Programming, others

University graduate, 28, 5 years radio production and writing. College dramatics and little theater. Desires TV connection. Work anywhere. Starting salary no object. Finest references. Box 973c, BROADCASTING.

Technical director for progressive station or agency. Currently employed in metropolitan TV operation. Experienced with camera, shading, switching, film and remote TV. Experienced with major league baseball, football, hockey, arena contests, etc. Box 987c, BROADCASTING.

### For Sale

#### Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save \$5000. Write Box 542c, BROADCASTING.

For sale—One Robinson turntable chassis and cabinet. New, unused. \$295. Subject to prior sale. Box 943c, BROADCASTING.

For sale, two Para-flux reproducer assemblies complete with arms, interchangeable vertical heads and equalizers. Brand new, unused, still in original cartons—\$300. Box 955c, BROADCASTING.

For sale—10 kw three phase 220v, gasoline engine power plant, used. Excellent running condition. \$450. F.O.B., Station KIRO, Seattle, Washington.

## For Sale (Cont'd)

RCA 250k transmitter \$1650, IDECO 399 ft. guyed tower complete with lighting equipment \$3800, W. E. 54-A FM antenna \$1500, RCA 76-B console \$500, RCA modulation monitor \$235, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

For sale—250 foot extra-heavy IDECO self supporting tower with top hat. Contact A. James Ebel, Station WMBD, Peoria, Illinois.

For sale—One Raytheon limiting amplifier, model RL-10 complete with tubes. Good as new. Price \$200. Contact WNV, Norton, Va.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 8-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, IC heads. One, 85A Presto recording amplifier. One, 40A Presto preamplifier. Two, 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 lines-out-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, 5840 Second Blvd., Detroit.

## Wanted to Buy

### Stations

Would buy Southern California station if priced right. What have you? Details in confidence. Box 998c, BROADCASTING.

## Help Wanted

### Production-Programming, others

## WANTED

Program Director for progressive one kw, daytime.

## W H E B

Portsmouth, New Hampshire

### Announcers

## 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 JOCKIES  
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.

### WRITE OR WIRE COLLECT

## COLUMBIA INSTITUTE

9th & CHESTNUT STREETS  
PHILADELPHIA 7, PA.

## Miscellaneous

Performance measurements made in Eastern Massachusetts on a single or annual basis.

Mark L. MacAdam

391 Pearl St., Brockton, Mass.  
Telephone 5793

## NBS BUILDING

### House Group Okays Bill

LEGISLATION (S 433) by Sen. Edwin C. Johnson (D-Col.), authorizing the National Bureau of Standards to construct and build a new \$4,475,000 radio laboratory, has been passed by Congress and sent to the President.

Laboratory is needed primarily for studios of the characteristics of radio-wave propagation and allied radio matters of interest to the military services. Site for the building has not been determined. Included in the figure is \$360,000 for special equipment. The committee pointed out that demand on the Standards Bureau for critical radio studies has increased during and since the war, and that the studies were scattered through numerous buildings. Work in the new building would permit expanded study of the effect of atmospheric conditions on radio reception and transmission throughout the country.

KMNS San Luis Obispo, Calif., joins Southern Calif. Broadcasters' Assn. as 42d member. Station is owned by Pacific Broadcasting Co.

## For Sale

### Equipment

1-D 1000 watt RCA transmitter in good working order. Very reasonable. Write or call

Walter Koessler,  
WROK, Rockford, Ill.

## School

## The SCHOOL of RADIO TECHNIQUE

### NEW YORK

### HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Moderate rates. Inquire!

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THANK YOU!  
EMPLOYERS -- EMPLOYEES  
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Successful 4 years  
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P. O. Box 413 Philadelphia 5, Pa.  
"FREE—Screened Applicants—to Employers."

# TRANSIT RADIO

D. C. PUC Hearing Oct. 27

OFFICIALS of Transit Radio and other enthusiasts of "music as you ride" FM were marshalling their forces last week in further preparation for hearings this Thursday, Oct. 27, before the Public Utilities Commission, District of Columbia.

Thomas Dowd, attorney at Pierson & Ball, Washington law firm, who represents WWDC WWDC-FM, TR franchise-holder in the Nation's Capital, revealed that Hulbert Taft Jr., chairman of the board of Transit Radio and managing director of WKRC and WCTS (FM) Cincinnati, will appear at the hearings to testify on behalf of the organization, which he founded. Mr. Taft will present the national picture of transit FM.

Meanwhile TR is completing its second public opinion poll on riders' reaction for presentation before PUC. Total of 2,000 listeners—as compared to 4,500 in the survey taken early this year—will be sampled on their preferences. The larger number originally polled was not deemed necessary because first survey results, which found over 90% favoring transit FM and up to 98% unopposed, were considered representative, Mr. Dowd said.

Also being undertaken, by Capital Transit, is a poll of bus and street car operators on the safety element of music-soothed rides. PUC has said the purpose of the hearing is to determine whether the system conforms to the public safety, convenience and comfort. The transit company will introduce the survey as evidence that public safety is not endangered.

Meanwhile the Accident Investigating section of the Washington Police Dept. last week authorized its force to seek out information in all accidents as to whether vehicles were equipped with radios. The probe will extend alike to bus operators with transit FM and automobile drivers with radios. That information will be presented also to PU Commission at the hearing.

Another factor in current contro-



**EXPLAINING** how the football experts select winners, Don Watrick (seated center), WXYZ Detroit sportscaster, points out his weekly "picks" for his board of directors. L to r are Tom Adams, Campbell-Ewald Adv.; Mr. Watrick; James G. Riddle, WXYZ manager; and Howard Stock, Chevrolet Detroit Dealers head. Dealers have signed Mr. Watrick for a five-day week, 15-minute sports review.

versy over music-soothed rides is a reported division of opinion held by new owners of Capital Transit—nine Florida businessmen. Three favor, three oppose and three others "have no opinion." E. Cleveland Giddings, vice president in charge of public relations for CTC, told a luncheon meeting the company expects to make a minimum of \$6 per vehicle per month through the radio installations. Over 200 vehicles are now radio-equipped.

### Reactions Expected

Transit Radio officials, girding for the test case before PUC, feel the hearing will draw citizens mostly unfavorable to the system, and those who like it are apt to stay away in great numbers.

One of the interesting communications filed with the commission is one by Paul Segal, Washington attorney, who told PUC it should hold hearings to the accompaniment of the music to assure the proper test. Hearing will be held at 10 a.m. in room 500 of the old District Bldg. in Washington.

# GENERAL BRADLEY

Will Address NARND Meet

GEN. OMAR N. BRADLEY, first permanent chairman of the U. S. Joint Chiefs of Staff, will be among the outstanding speakers scheduled to address the National Assn. of Radio News Directors at its 1949 convention in New York next month. He will speak at a banquet during the three-day sessions, which begin Nov. 11, at the Commodore Hotel.

Gen. Bradley will address radio newsmen, and then will answer questions in a news conference which may be recorded and re-broadcast by at least one network, according to Jack Shelley, WHO Des Moines, convention program chairman.

NARND's sessions will be devoted partly to the effect of television on jobs of radio newsmen, with a morning session to be devoted to a TV panel. All TV networks and newsreel firms will be represented, and tours of New York stations are being planned. Two other panels will deal with "profitability" of maintaining a professional news department, and Standard Operating Procedure for news coverage.

Extra-curricular activities preceding the formal sessions will include tours, receptions and other events. The banquet will be held Saturday, Nov. 12. Registration begins Nov. 11 and sessions will run through 12:30 p.m. Sunday. Partial list of speakers who will participate in sessions:

Edward R. Murrow, CBS commentator (who also will address the banquet); NAB President Justin Miller (federal regulations of radio); Elmer Davis, ABC news analyst, and Charles Hull Wolfe, radio-TV copy chief of McCann-Erickson (TV's effect on AM news coverage); Erwin Canham, *Christian Science Monitor* editor; James Howe, WCTC New Brunswick, N. J.; Eli Krueger, KDAL Duluth, Minn.; Orrin Melton, KSOU Sioux Falls, S. D.; Ker Peterson, KVFD Fort Dodge, Iowa; Bill Warrick, WOJB Hammond, Ind.; Morgan Beatty, NBC commentator.

## WEEK OPENS

With 112 Local Accounts

WEOK Poughkeepsie, N. Y., began operations Sunday, Oct. 16, with favorable listener response and books "in the black," H. W. Cassill, general manager reported last week. Before the station went on the air, 112 local advertisers signed contracts and six were added during the first day, he said.

Listeners in the 40-mile-radius area responded to the first day's broadcasting with 1,864 calls, letters, telegrams and floral bouquets in a 24-hour period, Mr. Cassill said.

Reports of reception came from as far as New York City, above Albany and throughout the Mid-Hudson valley region. WEOK is operated by Mid-Hudson Broadcasters Inc. with 1 kw on 1390 kc. New RCA equipment used was praised by Mr. Cassill.

Mr. Cassill said "it may not be a record but we were on the air three weeks and five days after our construction permit became final." He also pointed out that before going on the air, the station had several department stores sold and signed—"one of them for a half-hour daily, including Sundays."

## RWG Deadlock

DEADLOCK was reached last week between ABC, CBS and NBC and Radio Writers Guild in negotiations for staff news and continuity writers. Next step is expected to be intervention of U. S. Mediation and Conciliation Service. Deadlock developed when networks offered RWG the old contract and RWG turned down that proposal. Mediator expected to be assigned is J. R. Mandelbaum who has served in numerous radio matters.

## Gardella Suit Settled

THE GARDELLA suit against organized baseball was settled Oct. 7 thereby obviating for the time being a ruling as to whether broadcast casts and telecasts of games for fees have brought the game into interstate commerce. On the theory that airings of the games do bring baseball into interstate commerce and therefore subject to jurisdiction of federal anti-trust laws Danny Gardella, former Giant' player, started his \$300,000 damages suit, when he was banned from baseball because he had played in the Mexican League.

News Editor. Take full charge of News Dept. Must be able to deliver good newscast, write, gather and rewrite local news. Also have opening for versatile announcer for staff work. Contact Walter M. Windsor, Mgr., WGBA, Columbus, Ga. Ph. 3-3603.

### Midwest

**\$60,000.00**

An exclusive market money maker—daytime independent.

### South Central

**\$125,000.00**

Long established fulltime network facility. Consistent profits.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

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333 N. Mich. Ave.  
Randolph 6-4550

SAN FRANCISCO  
Ray V. Hamilton  
235 Montgomery St.  
Exbrook 2-5672



# FCC Actions

(Continued from page 64)

## Decisions Cont.:

New Orleans Bestg. Co. Inc., New Orleans—Granted petition requesting dismissal of application without prejudice to right of reinstatement.

Concord Bestg. Corp., Niagara Falls, N. Y.—Granted petition to dismiss without prejudice and application for leave to intervene in proceedings on applications for extension of time to file exceptions to initial decision re WILK Wilkes-Barre, Pa.; time extended to Oct. 19.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re Metropolitan Bestg. Co. et al; time extended to Oct. 19.

The Administrator of Civil Aeronautics, The Air Transport Assn. of America, The National Assn. of Broadcasters and The Television Broadcasters Assn.—Granted petitions for leave to intervene in proceedings on applications for WOR New York.

By Examiner Resnick

WTMV Belleville, Ill.—Denied petition for continuance of further hearing on application and that of Belleville News-Democrat, Belleville, Ill.; granted petition for leave to take depositions.

By Examiner Hutchinson

WGLN Glens Falls, N. Y.—Granted petition for continuance of hearing on its application and that of WEIM Fitchburg, Mass.; hearing continued to Nov. 16.

By Examiner Blume

Radio St. Clair Inc., Marine City, Mich.—Granted petition for continuance of hearing on application; hearing continued to Dec. 12.

By Examiner Johnson

WAPA San Juan, P. R., and WPTF Raleigh, N. C.—Granted motion for continuance of hearing; hearing continued to Dec. 22.

By Examiner Litvin

KWK - AM - FM Burbank, Calif.—Granted petition for continuance of hearing; hearing continued to Nov. 16 in Burbank, Calif.

Lakewood Bestg. Co., Dallas, Tex.—Granted petition for leave to amend application to show change in partnership, etc., accepted amendments.

KID Idaho Falls, Ida.—KIQ Spokane, Wash.—Granted petitions requesting certain specified corrections be made to transcript in proceeding on application of KID.

## October 18 Applications . . .

### ACCEPTED FOR FILING

AM—1240 kc

Glenwood Springs Bestg. Co., Glenwood Springs, Col.—CP new AM station 1340 kc 250 w specified hours AMENDED to request 1240 kc 250 w unl.

Modification of CP

WDEL-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

### TENDERED FOR FILING

AM—1600 kc

KUBA Yuba City, Calif.—CP in-

crease power from 500 w unl. DA to 1 kw-D 500 w-N unl. DA-N.

### APPLICATION RETURNED

KOSE Osceola, Ark.—RETURNED Oct. 12 application for license to cover CP new AM station. Incomplete.

### FCC CORRECTION

WLEE-FM Richmond, Va.—Report of actions Oct. 7 should read: Mod. CP to change ERP and ant. height cancelled 10-5-49 pursuant to dismissal of application for mod. of AM station WLEE.

## October 19 Applications . . .

### ACCEPTED FOR FILING

AM—1390 kc

WMIN St. Paul—CP change from 1400 kc 250 w unl. to 1390 kc 1 kw D.

AM—980 kc

WFHG Bristol, Va.—CP change from 860 kc 1 kw D to 980 kc 1 kw unl. DA-N AMENDED to change name of applicant from W. C. Nisinger, Morris E. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr. d/b as Bristol Bestg. Co. to Bristol Bestg. Co. Inc.

### CP to Replace CP

WJWL Georgetown, Del.—CP to replace expired CP new AM station 900 kc 1 kw D DA.

### Modification of CP

WBMD Peoria, Ill.—Mod. CP increase power etc. for extension of completion date.

KAST Astoria, Ore.—Same.

### Modification of License

KSRO Santa Rosa, Calif.—Mod. license change studio from Press Democrat Bldg. to Fresno Ave. and Finley St.

WCAR Pontiac, Mich.—Mod. license change studio location.

### CP to Replace CP

KOPP-FM Ogden, Utah—CP to replace expired CP new FM station (previously reinstated).

### Modification of CP

WMAZ-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

WKNA-FM Charleston, W. Va.—Same. KMBC-FM Kansas City—Mod. CP for changes in FM station to change ERP to 34.4 kw.

### TENDERED FOR FILING

AM—1550 kc

KPRS Olathe, Kan.—CP change from 1590 kc 500 w to 1550 kc 1 kw.

AM—920 kc

WMIK Middlesboro, Ky.—CP change from 1490 kc 250 w to 920 kc 5 kw-D 500 w-N DA-N, unl.

AM—1580 kc

KWED Seguin, Tex.—CP change from 250 w to 1 kw.

AM—620 kc

WWNR Beckley, W. Va.—CP change from 1450 kc 250 w to 620 kc 1 kw DA-N, unl.

### ACCEPTED FOR FILING

AM—1480 kc

Lakewood Bestg. Co., Dallas, Tex.—CP new AM station 1480 kc 1 kw unl. DA AMENDED to change name of applicant from Eldridge C. Harrell, Delbert Davison, Joseph Floyd Parks Jr., Largent Parks, Ernest Henry Parks, Frances Parks Rain and Elaine Parks Holcomb d/b as Lakewood Bestg. Co. to Eldridge C. Harrell and Delbert Davison d/b as Lakewood Bestg. Co.

### Modification of CP

WJCD Seymour, Ind.—Mod. CP new AM station for extension of completion date.

KIVY Crockett, Tex.—Same. WTHI-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

KREL-FM Goose Creek, Tex.—Same. WOL-TV Ames, Iowa—Mod. CP new TV station to extend completion date to 2-15-50.

WJBK-TV Detroit—Same to 5-20-50.

### APPLICATIONS RETURNED

WERD Atlanta, Ga.—RETURNED application for license renewal. WIPR Santurce, P. R.—Same.

## October 20 Applications . . .

### ACCEPTED FOR FILING

License for CP

KOSE Osceola, Ark.—License to cover CP new AM station. WEOK Poughkeepsie, N. Y.—Same. WCLO-FM Janesville, Wis.—License

# FCC ROUNDUP New Grants, Transfers, Changes, Applications

## Box Score

SUMMARY TO OCTOBER 20

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,053	2,015	195		353	258
FM Stations	742	468	344	*10	51	30
TV Stations	87	21	92		352	182
* 5 on air						

CALL ASSIGNMENTS: KALE Richland, Wash., (Yakima Broadcasting Corp., 900 kc, 1 kw daytime); WCDC Carbondale, Pa. (Carbondale Broadcasting Co., 1230 kc, 250 w unlimited); WCUE Akron, Ohio (Akron Broadcasting Corp., 1150 kc, 1 kw daytime); WGAY Logan, W. Va. (Logan Broadcasting Corp., 1290 kc, 5 kw daytime, 1 kw night); WIAM Williamson, N. C. 900 kc, 1 kw unlimited); WJON St. Cloud, Minn. (Granite City Broadcasting Co., 1240 kc, 250 w unlimited); WRAH Radford, Va. (Rollins Broadcasting Inc., 1340 kc, 250 w unlimited); WSTA Charlotte Amalie, Virgin Islands (1340 kc, 250 w unlimited).

## Docket Actions . . .

### INITIAL DECISIONS

Racine, Wis.—Belle City Bestg. Co. Initial decision by Hearing Examiner Leo Resnick to grant application for

to cover CP new FM station. WGNB(FM) Chicago—License to cover CP changes in FM station.

WBAL-TV Baltimore—License to cover CP new commercial TV station; specify studio and trans. sites.

### Modification of CP

Following FM stations filed for extension of completion dates: WJBK-FM Detroit; WLPM-FM Suffolk, Va.; WHIS-FM Bluefield, W. Va.; WWVA-FM Wheeling, W. Va.

### APPLICATION DISMISSED

AM—570 kc

WMAM Marinette, Wis.—DISMISSED application for CP increase power from 100 w-N 250 w-D to 1 kw unl. DA-N.

new station 1460 kc 500 w daytime. Story this issue. Decision Oct. 14.

### OPINIONS AND ORDERS

KCRO Englewood, Col.—Ordered revocation of permit for new station being heard by Hearing Examiner of R. L. Cunningham, one of partners regarding his financial position. Story this issue. Order Oct. 14.

WTMV East St. Louis, Ill.—In memorandum opinion and order granted petition insofar as it requests opportunity to introduce evidence with respect to present availability of transmitter site proposed for new facilities requested; in all other respects petition is denied, including request for consolidated oral argument. Further ordered that memorandum opinion and order of Oct. 3, scheduling further hearing in competitive proceeding involving WTMV and Belleville (Ill.) News-Democrat is amended by inclusion therein of following additional issue: "(6) To receive further evidence

(Continued on page 72)

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES IN  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD  
WEVD  
117-119 W. 46 St.  
HENRY GREENFIELD, Mgr. Director N.Y. 19

**Give**  
*enough!*  
**FOR ALL**  
**RED FEATHER SERVICES**

# FCC Roundup

(Continued from page 71)

with respect to the availability to the applicant of the transmitter site proposed in the application of On the Air Inc. (WTMV). Order Oct. 17.

**WALE Fall River, Mass.**—Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bestg. Co. seeking WALE facilities and that of Narragansett Bestg. Co. for transfer of WALE to Bristol Bestg. Co. pending action on renewal. Story this issue. Order Oct. 17.

**WYAGW and Mayaguez Radio Corp.**, Mayaguez, P. R.—In memorandum opinion and order, denied joint petition to sever, remove from hearing docket and dismiss application of Electronics Corp. of Puerto Rico to change operating assignment of WECW from 1490 kc 250 w unil. to 1500 kc 1 kw unil., and also requesting that WECW application, together with entire record thereof, be incorporated by reference into record of application of Mayaguez Radio Corp. for new station 1300 kc 1 kw unil. Order Oct. 17.

## Non-Docket Actions . . .

### AM GRANTS

**Somerset, Pa.**—Somerset Bestg. Co., granted 990 kc, 250 w, daytime; estimated cost \$19,573. Co-owners: Theodore H. Oppgaard, Carl R. Lee and Kenneth E. Cooney, all flight radio officers with American Overseas Airlines. Granted Oct. 17.

**Snyder, Tex.**—Scurry County Bestrs., granted 1220 kc, 250 w, daytime; estimated cost \$10,500. Co-partnership: W. J. Harpole, owner KVOF Plainview, Tex., and 50% owner KVOU Uvalde, Tex., and Kermit S. Ashby, 24% owner KPET Lamesa, Tex. Granted Oct. 17.

**Bozeman, Mont.**—Penn Engineering Co. Inc., granted 1230 kc, 250 w, unlim.; estimated cost \$11,970. Ownership: G. Norman Penwell, engineer at KPRK Livingston, Mont., president and 50 sh.; Kenneth G. Penwell, U. S. Army (Communications), Maxwell Field, Ala., vice president, 50 sh.; Lura B. Penwell, Montana State College home demonstration agent, 50 sh.; William K. Strickfaden, insurance, 20 sh.; Gerald E. Tyo, KPRK engineer, secretary-treasurer 10 sh. Granted Oct. 17.

**Oelwein, Iowa.**—The Northeast Iowa Radio Corp., granted 950 kc, 300 w, daytime, directional; estimated cost \$40,987.

Principals include: Harry D. Flower partner Oelwein Livestock Exchange and in insurance business, president; Arthur G. Schneider, owner The Home Cafe, vice president; Regis A. Harrington, part owner Iowa Portable Mill Co., secretary; Thomas Smith, real estate and insurance, treasurer; Earl W. Moore, Buick-Pontiac dealer, director; Lawrence A. Liebe, Ford dealer, director; Richard E. Swan, owner Swan's Furniture Store, director. Each officer holds 7.15% interest, each director and seven others 7.14% interests. Granted Oct. 17.

**Greenwood, Miss.**—Greenwood Bestg. Co. granted 960 kc, 1 kw, daytime. Estimated cost \$18,000. Co-partnership: John C. Love, attorney at Kosciusko, Miss., and Cy N. Bahakel, owner WKOZ Kosciusko. Granted Oct. 17.

**Boone, Iowa.**—Boone Bestg. Co., granted 1590 kc, 1 kw, daytime, estimated cost \$26,512. Principals: Harold L. Fisher, in the business, president and 8.25%; Robert E. Munn, owner Riekenberg's Dept. Store, vice president 8.25%; Bert W. Miller, drug store owner, director 8.5%; Harold A. Garvey, general manager Boone News-Republican, secretary-treasurer 31.25%; Mrs. Harold A. Garvey, editor-publisher Boone News-Republican, 31.25%; Ralph H. Capps, advertising, Boone News-Republican, 10%; Dan Garretson, electrical contractor, director 2.5%. Granted Oct. 17.

**Dade City, Fla.**—Seminole Bestg. Co., 1310 kc, 1 kw, daytime; estimated cost \$35,000. Principals: Tom Watson Jr., president 25%; Dr. R. G. Nelson, treasurer 46.66%; Dr. S. C. Harvard, vice president 25%; Kathryn N. Watson, secretary 1.66%; Mary M. Foy, 1.66%. Granted Oct. 17.

**WCNC Elizabeth City, N. C.**—Granted CP to change from 1490 kc to 1240 kc, operating unlimited time with 250 w. Granted Oct. 17.

**KMA Santa Maria, Calif.**—Granted CP to change from 1450 kc to 1240 kc. Granted Oct. 17.

**KFCB Cheyenne, Wyo.**—Granted CP to change from 1240 kc 250 w unil. to 710 kc, 10 kw day, 1 kw night, directional fulltime. Granted Oct. 17.

**WIMS Michigan City, Ind.**—Granted CP change from 500 w day to 1 kw day, 500 w night, directional night, operating fulltime on 1420 kc. Granted Oct. 17.

**KAYX Waterloo, Iowa.**—Granted CP change from 1090 kc 1 kw day to 1290 kc 1 kw fulltime, directional. Granted Oct. 17.

**WNAM Neenah, Wis.**—Granted CP change hours from daytime to fulltime and install directional night, operating 1 kw on 1280 kc. Granted Oct. 17.

**WKYB Paducah, Ky.**—Granted change from 800 kc to 570 kc, operating daytime with 1 kw, directional. Granted Oct. 17.

**WJMS Ironwood, Mich.**—Granted modification of license to change from directional day and night to directional night. Granted Oct. 17.

### FM GRANT

**Louisville, Ky.**—Southern Baptist Theological Seminary, granted CP new non-commercial, educational FM station, Channel 212 (90.3 mc), power 10 w; estimated cost \$12,150. Granted Oct. 14.

### TRANSFER GRANTS

**KSMN Mason City, Iowa.**—Granted transfer of control of Mohawk Bestg. Co., licensee, from Robert M. Carson to his uncle, A. O. Carson, and aunt, Lillian Carson. No money involved. KSMN assigned 1 kw day on 1010 kc. Granted Oct. 14.

**KPLT Tex.**—Granted transfer of control of North Texas Bestg. Co., licensee, from A. G. Mayse and six others for \$278,000 to North Star Bestg. Co. Principals of North Star: Boyd Kelley, manager KTRN Wichita Falls, Tex., president 45%; Julian L. Hill, manager KTSW Emporia, Kan., vice president 10%; Arthur L. Weibert, part owner KPLT El Paso and secretary KGKL San Angelo, secretary-treasurer 45%. KPLT assigned 250 w fulltime on 1490 kc. Granted Oct. 14.

**WNOR Norfolk, Va.**—Granted transfer of control of Norfolk Bestg. Corp., from Frank E. Brantley, president, Garrett and Nicholas C. Wright, owning total of 60%, for \$18,625 to Louis H. Peterson, already 40% owner. Mr. Peterson also has interests in WSSV Petersburg, Va., and WINZ Hollywood, Fla. WNOR assigned 250 w fulltime on 1230 kc. Granted Oct. 14.

**KFRE (AM) and KFRM (FM) Fresno, Calif.**—Granted voluntary acquisition of control of California Inland Bestg. Co., licensee, by J. E. Rodman, original licensee of KFRE and now 45% owner of California Inland. Mr. Rodman buys 17% interest held by Mary Elizabeth Rodman and Richard M. Hyde, executors of estate of Charles A. Whitmore, and Morely M. Maddox for \$60,000. KFRE assigned 50 kw fulltime on 940 kc, directional. Granted Oct. 14.

**KPOA Honolulu.**—Granted assignment of license to new partnership composed of two of three former partners. Henry C. Putnam sells 10% interest for \$5,000. John D. Keating and J. Elroy McCaw become equal owners. KPOA assigned 5 kw on 630 kc. Granted Oct. 14.

**KIVY Crockett, Tex.**—Granted assignment of permit from Houston County Bestg. Co. to Hamilton H. Callen and James H. Gibbs d/b as Pioneer Bestg. Co. for \$500. Equal partners, Mr. Callen chief engineer of KWED Seguin, Tex., and Mr. Gibbs is KWED announcer. KIVY assigned 500 w daytime on 1570 kc. Granted Oct. 17.

## New Applications . . .

One FM and two AM authorizations deleted by FCC last week. AM dropouts since first of year total 36; FM 161; TV 10. Elections, effective dates, and reasons follow:

**KOTS Deming, N. M.**—Ray Birch and Robert A. Campbell, general partners, and Frank E. Cooke, limited partner, d/b as Deming Broadcasters, CP Oct. 11. Permit for 250 w, 1230 kc expired Sept. 14 and no extension request filed.

**KGFM Great Falls, Mont.**—Mosby's Inc. CP Oct. 19. Permit for 5 kw, 1150 kc, directional night, expired Sept. 1 and no extension request filed.

**KPST-FM Preston, Idaho.**—Voice of the Rockies Inc., CP Sept. 6. Failure to prosecute.

**WALE Fall River, Mass.**—Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bestg. Co. seeking WALE facilities and that of Narragansett Bestg. Co. for transfer of WALE to Bristol Bestg. Co. pending action on renewal. Story this issue. Order Oct. 17.

### TV APPLICATIONS

**Lubbock, Tex.**—Lubbock Television Co., Channel 6 (82-88 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 35 ft. Estimated cost \$12,000. Partnership: Dr. Glenn Terry, 33 1/3%; Dr. Watt W. Winn, 25%; Dr. Warren E. Massey, 25%, all of Dallas, and Dave C. Edwards, owner Hillcrest Mausoleum, Dallas, 16 2/3%. Filed Oct. 14.

**Amarillo, Tex.**—Amarillo Television Co., Channel 3 (76-82 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 442 ft. Same ownership as Lubbock Television. Filed Oct. 14.

# MEAD TO FTC

## FPC's Wallgren Also Okayed

IN RAPID-FIRE order the Senate last week approved President Truman's nominations of James Mead to Federal Trade Commission and Mon C. Wallgren to Federal Power Commission before Congress adjourned for the year.

Mr. Mead, a former Democratic U. S. Senator until he resigned in 1946 to run for the New York governorship, succeeds Garland Ferguson, who retires Nov. 15 to return to private practice after serving with FTC for 22 years.

Mr. Wallgren, stockholder in KIRO Seattle and former Democratic governor of Washington, was nominated earlier this year as chairman of the National Security Resources Board. His name was withdrawn by the President when the nominee was rejected in committee by 7-6 vote. NSRB chairmanship still is vacant, being handled temporarily by John R. Steelman, assistant to the President.

# RADIO NOT DYING

## Kintner Tells Group

RADIO is not dying, despite the experts' prophecies, Robert E. Kintner, executive vice president of ABC, told a luncheon meeting of the Advertising Women of New York, last Tuesday at the Astor Hotel in New York.

Before dooming radio, Mr. Kintner pointed out, one should give thought to the fact that during the past year as many radio sets were sold as television sets. He also said that all new media of advertising bring increased appropriations into advertising.

He cited as a proof that "radio is not dead," the fact that in the past 90 days ABC has acquired the following advertisers: Philip Morris, Pillsbury Flour, Heinz Co., Gruener-Rittner, Revere Camera Co., and Waltham Watch Co. Mr. Kintner said too, that he was sure that the other networks were making similar records.

## ROY THOMPSON

W  
R  
T  
A

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

## Altoona, Pa.

Represented by  
ROBERT MEEKER ASSOCIATES

## Spot time buying made easier

"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market . . . their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

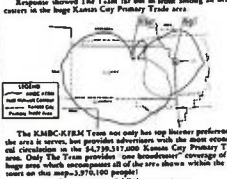
The KMBC-KFRM Service-Ad\* shown here is an example of how many stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to select stations—facts about coverage, audience, programs, station service, for example.

Listeners in Kansas City's Primary Trade Area

The KMBC-KFRM Team

Again the KMBC-KFRM Team has won top honors in a long-continued survey. This time a personal interview survey of the "primary trade area" of Kansas City. The survey was made in the Kansas State Fair and the audience on the fair grounds and in small areas of less than 2,500 people. (Standard Rate Service's "Primary Coverage" coverage of this large area which encompasses all of the area within the compass of the map—2,576,000 people!)

For complete availability, contact our Free & Free "Circle" card with KMBC-KFRM!



KMBC KFRM

Share the quality of modern broadcast talent

**NOTE TO BROADCASTERS:** Study the Spot Radio Promotion Handbook for detailed help in making it easier for Buyers of Time to buy what you have to sell.

\*Service-Ads are station ads that supplement listings in SRDS with useful information that helps buyers buy.

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

SRDS

STANDARD RATE & DATA SERVICE  
National Authority

Consumer Markets

A Section of Standard Rate & Data Service  
Walter E. Botthoff, Publisher  
333 North Michigan Avenue, Chicago 4, Ill.  
New York • San Francisco • Los Angeles

## Respects

(Continued from page 40)

The advent of the sound motion picture and the FCC prohibition of network artist bureaus were decisive in directing the Gunzendorfer broadcast career, first into the medium and then into radio management.

With the start of "The Jazz Singer," the first sound motion picture, Mr. Gunzendorfer began to see the pit bands doomed to ultimate attrition. Hedging at first, he tried to make a go out of music by playing at resorts. But soon this seemed only a delay of the inevitable so he turned to radio, joining KFRC San Francisco in 1930.

With his background as a performer, it was natural for Mr. Gunzendorfer soon to be working in the artist bureau of Don Lee. At that time in San Francisco, he was associated with such radio names of today as Pat Weaver, Arnold McGuire, Bea Benaderet, Walter Bunker, Tobe Reed, John Nesbitt, Al Pearce and the late Tom Breneman.

In 1936, he shifted to Los Angeles which was then beginning to grow as a center of radio talent. He remained there for almost three years. His aspiration toward station management was fulfilled in August 1938 when he took over KSRO Santa Rosa, Calif. During his six years with the station it grew from 100 w to 250 w and finally to a 1 kw day and night regional station.

He returned to San Francisco in August 1944 when he was named manager of KSFO, remaining there for a year.

Since the summer of 1945, he has served KROW Oakland as general manager.

As manager of KROW Mr. Gunzendorfer has maintained the station's policy of serving the East Bay market of Oakland primarily. This, he believes, keeps faith with the intention of the original grant, rather than trying to be all things to all people in the larger San Francisco area.

This service to the Oakland area is an ever expanding service. Under Wilt Gunzendorfer's guidance, KROW is planning and hoping for the day it can bring television to its listeners. The station is one of six applicants for the remaining TV channels in the area, result of which must await the end of the FCC video freeze.

During his entire management career, Mr. Gunzendorfer points out that he has always been associated with the non-network field—one to which he has brought a very practical understanding of musical tastes of the average listener. This always has been a tremendous help, he avers, since the backbone of independent station operation is music.

Besides being a very competent "doer" of radio, Mr. Gunzendorfer likewise is a student of the business. In his home you may find a copy

of virtually every book published on the subject of radio history, operations and people. Also believing that the practitioner has much to learn from the uninitiated, he has been teaching radio advertising and selling at the U. of California for the past five years. He says inquiring students make the teacher learn more. These activities are as close as Mr. Gunzendorfer comes to a hobby.

Mr. Gunzendorfer is not one who needs a lot of time to make up his mind. He met Natalie Traube, Dec. 23, 1939, saw her five times and they were married in Reno on Jan. 14, 1940. They have no children.

Most active professionally and in the community, Mr. Gunzendorfer's affiliations include the Radio Executives Club, Oakland and San Francisco Ad Clubs, San Francisco Press Club, the Pioneer Club, Athens Club. He also is active in the Oakland Community Chest, the Mayor's Safety Committee, Red Cross and has served actively as an officer of the Northern California Broadcasters Assn. and is a member of the NAB Educational Standards Committee.

## Open Mike

(Continued from page 12)

any remote jobs.

I am interested in knowing if any other TV station produces more shows locally than we do.

Helen Powers,  
Administrative Dir.  
WAAM (TV) Baltimore

\* \* \*

## A WJPS First?

EDITOR, BROADCASTING:

Recently on a human interest show of mine, *A Penny For Your Thoughts*, I was able to get a local "ham" operator to assist me with his mobile set to make contact with the Canal Zone. I spoke to the Canal Zone operator over this mobile "ham" set, and believe it was a "first" for this type of human interest show. I'm wondering if any other station used this approach and when. Of course we got FCC permission for rebroadcast.

Vernon Paule,  
Dir. of Special Events  
WJPS Evansville, Ind.

## KECA APPEAL

Remanded to FCC

ACTING upon an appeal by ABC in behalf of KECA Los Angeles, the U.S. Court of Appeals for the District of Columbia last week remanded to FCC for further proceeding the Commission's August 1947 non-hearing grant of increased night power to KTHT Houston, Tex.

Headed by Roy Hofheinz, KTHT was authorized to boost night power from 1 kw to 5 kw on 790 kc, directional night, same frequency assigned KECA. KTHT's day power also is 5 kw. KECA operates with 5 kw fulltime, directional night.

## Upcoming

### NAB DISTRICT MEETINGS

Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.  
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. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker New York.  
Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.  
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. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.  
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla., N. Y.  
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

## IAAB MEETING

Santiago in 1950

GENERAL Assembly of the Inter-American Assn. of Broadcasters will be held in early February in Santiago, Chile, the association's board of directors decided last week.

Meeting in New York, the board heard a report from Balerio Sicco, of Uruguay, of a tour he made of 14 South and Central American nations to solicit broadcaster support of the association. Sr. Sicco reported that national broadcaster associations had been formed in Peru, Panama, Costa Rica, El Salvador and Nicaragua.

Sr. Sicco reported progress in IAAB's campaign for uniform legislation governing radio in Latin America. He said prospects that Ecuador's government would soon pass the association's 15-point "model law" were promising.

Goar Mestre, owner of CMQ Havana and president of IAAB, was directed to plan a monthly publication to be printed in Spanish and distributed to Latin American broadcasters as a means of keeping them informed of radio developments. Sr. Mestre said the publication would probably be published in New York where an IAAB office will be opened.

## Milsten Honored

DAVID R. MILSTEN, Tulsa attorney and SESAC western counsel, received the 33d Scottish Rite degree in Washington Friday. It is the highest degree in Freemasonry.

## NBC REDUCES

Program Dept. Staff

A SHARP STAFF reduction in the radio program department at NBC headquarters last week eliminated six production staffers including the national production manager and obliged five others to accept reassignment to lesser jobs.

The move was explained as resulting from a decrease in the number of sustaining shows produced by the network.

In the cut-back Robert K. Adams, national production manager, resigned, as did directors Paul Harris and Paul Roberts.

Three associate directors, Betty Scott, Walter McGraw and Arthur Austin, were released.

Five directors were reclassified as associate directors. They were Paul Dumont, Joseph Daly, James Haupt, James Harvey and Jack Kunej.

## WGST APPEAL

Taken by SCOTUS

U. S. SUPREME COURT last week agreed to review a finding by the Georgia Court of Appeals that WGST Atlanta must honor a contract FCC refused to approve. SCOTUS placed the case on the docket for summary argument in early December.

The highest court agreed to consider the case upon an appeal by WGST [BROADCASTING, June 13]. The station had contended the very power of the FCC "to control effectively the issuance and renewal of licenses for radio broadcasting in the public interest" is in jeopardy.

The contract covered purchase by the state-owned U. of Georgia station of Southern Broadcasting Stations Inc., which had been operating WGST under a management pact. FCC refused to renew the station's license until the university took full licensee responsibility.

Southern Broadcasting, then owned by a group including Sam Pickard, former Federal Radio Commissioner, was bought by the university in 1943 in an effort to win FCC approval for license renewal. Under the contract the university had agreed to pay the Pickard group 15% of WGST's gross revenue until 1950. Suit for breach of contract was filed in 1947.

## WOKZ - AM - FM SALE

To WEAW(FM) For \$75,000

NORTH SHORE Broadcasting Co. Inc., owner of WEAW (FM) Evanston, Ill., has purchased WOKZ and WOKZ-FM Alton, Ill., for \$75,000 subject to FCC approval. WOKZ, formerly owned by R. C. Goshorn and R. L. Rose, is a 1 kw operation. Edward A. Wheeler is president of the North Shore company, and L. V. Dayton is vice president.

Mr. Wheeler said that if FCC approves the transaction, Robert Moran, commercial manager of WEAW(FM), will become station manager of WOKZ.

# At Deadline...

## Closed Circuit

(Continued from page 4)

### KELD GRANTED 690 KC; OTHER FCC ACTIONS

IN FOUR separate decisions FCC Friday finalized earlier proposals to:

1. Grant application of KELD El Dorado, Ark., to move from 1400 kc with 250 w to 690 kc with 1 kw, and of KGGF Coffeyville, Kans., to boost power on 690 kc from 1 kw day and 500 w night to 10 kw day and 5 kw night, while denying request of KGKB Tyler, Tex., to move from 1490 to 690 kc [BROADCASTING, July 11].

2. Approve acquisition of 80.8% of WCMW-AM-FM Canton, Ohio, by General Manager S. L. Huffman and Attorney K. B. Cope for \$26,880 [BROADCASTING, Sept. 19].

3. Grant Radio Modesto Inc.'s application for new 1-kw station on 1360 kc at Modesto, Calif. [BROADCASTING, Sept. 26].

4. Grant license renewal application of WPAB Ponce, P.R., which had been through hearing on so-called "Blue Book" issues relating to program and commercial practices [BROADCASTING, June 13].

In WPAB case, Commission revised Comr. Paul A. Walker's initial decision to clarify interpretation of Rule 1.342 on reporting of contracts for time sales to brokers. FCC said:

... Sec. 1.342 requires that licensees file all agreements relating to the sale of time to brokers for resale. Such sales differ from agreements relating to the sale of bulk time. Bulk time sales refer to those segments of the broadcast day which are sold by the licensee but are not sold for the purpose of resale. Where agreements are entered into for the sale of time (but not for resales), such agreements are required to be filed only where sales of time to individual persons amount to two or more hours per day.

As in Comr. Walker's initial decision, FCC held WPAB is improving programming and commercial practices, and has pledged further improvement. Decision found no proof of willful violation of rule on filing of contracts, and said station intends to discontinue time sales to entertainers or brokers for resale.

Radio Modesto, grantee for Modesto, is owned by John H. Schacht (50%), general manager of KSMO San Mateo, who will hold similar post with new station; Richard J. Giddings and William W. Giddings Jr. (16% each), real estate and insurance men, and Attorney John E. Griffin (16%).

In WCMW-AM-FM sale, Messrs. Huffman and Cope are acquiring 80.8% interest currently held by President M. R. Schneider (20.2%); Arnold Gebhart (11.8%), J. L. Amerman and E. A. Mahoney (20.2% each), and Royal G. Lister (8.4%). Purchasers would hold 40.4% each. AM station is daytimer on 1060 kc with 1 kw.

In 690 kc case FCC preferred KELD and KGGF applications on grounds that better distribution of radio service would be achieved than through grant to KGKB, whose application was mutually exclusive with both others. Engineering conditions imposed on grants.

FCC meanwhile refused to grant, pending issuance of examiner's initial decision on hearing already held, Belvedere Broadcasting Corp.'s application for new Baltimore station on 1400 kc, 250 w assignment which WCBM Baltimore is vacating in move to 680 kc.

FCC said application raises problems with respect to assignment of local facilities in metropolitan areas, and that better decision can be reached via full hearing procedure. Belvedere, which operates WMCP (FM) Baltimore and which said it needs revenue that would come from AM outlet, had asked for grant by simple order, contending examiner has no power to deal with policy questions involved.

### DELAY IN SEPARATING BAB FROM NAB CONSIDERED

FEELING that separation of Broadcast Advertising Bureau from NAB should be delayed was apparent as two-day meeting of NAB Structure Committee was concluded late Friday in Washington.

Committee heard series of reports covering BAB and BMB activities along with other details of reorganization ordered by NAB board at July meeting.

In discussing BAB, committee went into desirability of watching its operation before making recommendation to board on plan to move it outside association. Several NAB districts have adopted resolutions favoring retention of BAB within association operation.

Feeling expressed in committee discussions that some sort of continuing industry survey is desirable. Work of BMB scanned but committee wasn't inclined to go out on a limb at this time.

Reorganization project, and actions of NAB President Justin Miller in carrying out board's mandate, generally approved. Committee was told current district meetings are most successful in NAB's history, with special emphasis on sales clinics conducted by BAB Director Maurice B. Mitchell.

Trimming of NAB standing committee setup, in line with board order, discussed. Judge Miller pointed to problems involved and need of consolidating functions if committee structure is to be trimmed.

Work of Audio and Video departments discussed, with Ralph Hardy and G. E. Markham, respective directors, explaining how association activities are coordinated.

Attending meeting were committee chairman, Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Henry W. Slavick, WMC Memphis; Everett Dillard, WASH (FM) Washington; John F. Meagher, KYSM Mankato, Minn.

### BUCKLEY LEAVES B&B

ROBERT W. BUCKLEY, business manager of radio and television department of Benton & Bowles, New York, has resigned effective Nov. 15 to rejoin Ludlow Typograph Co., Chicago, as executive assistant to general sales manager. Prior to joining Benton & Bowles, Mr. Buckley was with Dancer-Fitzgerald-Sample, as media director and account executive and before that assistant network sales manager for CBS.

### AUTRY FILES KOWL PLEA

FORMAL bid filed by Gene Autry at FCC Friday to sell his 50% interest in KOWL Santa Monica, Calif., for \$80,000 to Arthur H. Croghan, already one-half owner [BROADCASTING, Oct. 17]. Mr. Autry identified with group seeking WHAS Louisville properties.

### NAVY 1000 KW STATION

CONSTRUCTION plans for 1,000,000 w station at Jim Creek, Wash., to strengthen government's communication network North Pacific area, announced by Navy. Cost reported at \$10 million. Bids open Seattle Dec. 9 with construction expected to take 18 months. A 200-ft. antenna in the 3,400-ft. Cascade range and transmitter building of reinforced concrete in plans.

quire 50 kw clear channel WHAS but could not make proposal for TV, since it already has maximum five TV stations, which, incidentally, are located in top half-dozen markets in nation.

ROSEFIELD PACKING Co., San Francisco (Skippy Peanut Butter), currently using about 50 major spot market stations for transcribed *Skippy Hollywood Theatre*, to cancel effective Dec. 1, placing program on CBS stations exclusively. Markets not bought by Rosefield will be available for local sponsorship. Agency, Young & Rubicam, San Francisco.

BMB appeal from ruling of Dept of Internal Revenue that tripartite research organization is not tax exempt despite non-profit nature expected to be heard by federal tax court in New York this week, although exact date undetermined.

CARROLL MARTS will be manager of Mutual's Central Division following appointment of Adolf N. Hult as vice president in charge of sales with headquarters in New York. Mr. Marts has been groomed for Central Division top job for months as assistant to Mr. Hult and account executive for Mutual in Chicago. He has been with network seven years, leaving position of chief accountant of A. & P. midwest division in 1942 to become Mutual's chief auditor.

NOW IT CAN BE TOLD: Commissioner Frieda B. Henneck was offered District judgeship on Washington bench prior to nominations last week by President Truman. It's understood she declined, expressing preference to remain first and only woman Communications Commissioner.

WNEW New York preparing extensive promotion, advertising campaign based on Pulse studies of out-of-home radio listening. Studies show big audience largely unexploited in time selling. WNEW, which shows up well in out-of-home listening, points out this audience un-reached by television and until lately unmeasured by radio.

HEARST newspaper chain seeking contest type package shows for 13 major markets for important television promotion. American Products Corp., 3757 Wilshire Blvd., Los Angeles, handling package proposals, says it is authorized to spend up to \$100,000 per city.

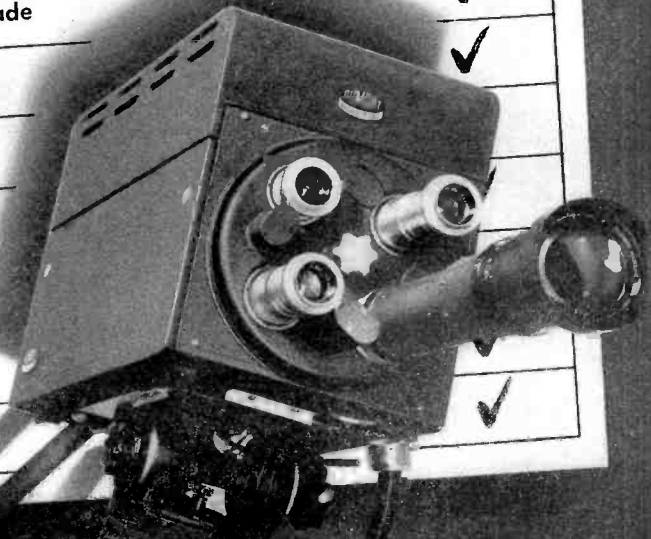
KEN-L-PRODUCTS, division of Quaker Oats, Chicago, for Ken-L-Ration, dog food, thinking of national 20-second and one-minute TV spot campaign. Test starts in Chicago. Commercials use talking dog technique. Agency, Ruthrauff & Ryan, Chicago.

APPOINTMENT and pre-adjournment confirmation of former Senator Jim Mead for Federal Trade Commission eliminates him as perennial candidate for FCC. Since he retired from Senate three years ago, Mr. Mead has been repeatedly mentioned for every vacancy on FCC, including chairmanship.

MYSTERY AIR is provided FCC's color TV hearings by Caryl Barrett, just in from Paris and toying with idea of petitioning for formal admittance to proceedings as participant. She won't say yet what or whom she represents, but it's believed to be French inventors' development based on color photography system. She arranged appointment with FCC Chairman Coy before leaving Paris.

# COMPARE FACTS!

UP-TO-DATE FEATURE	YOUR CAMERA	DU MONT
Dual Purpose Equipment (Studio or remote)		✓
Electronic View Finder		✓
Tube Interchangeability		✓
Turret Lens Plate with Remote Iris Control		✓
Breakaway Chassis for Accessibility		✓
Automatic Lap Dissolve and Fade		✓
Single-Unit Sync Generator		✓
Single Jiffy Connectors		
White Peak Limiter		
Fingertip Controls		
Adequate Cooling		
Panhandle Focus		✓



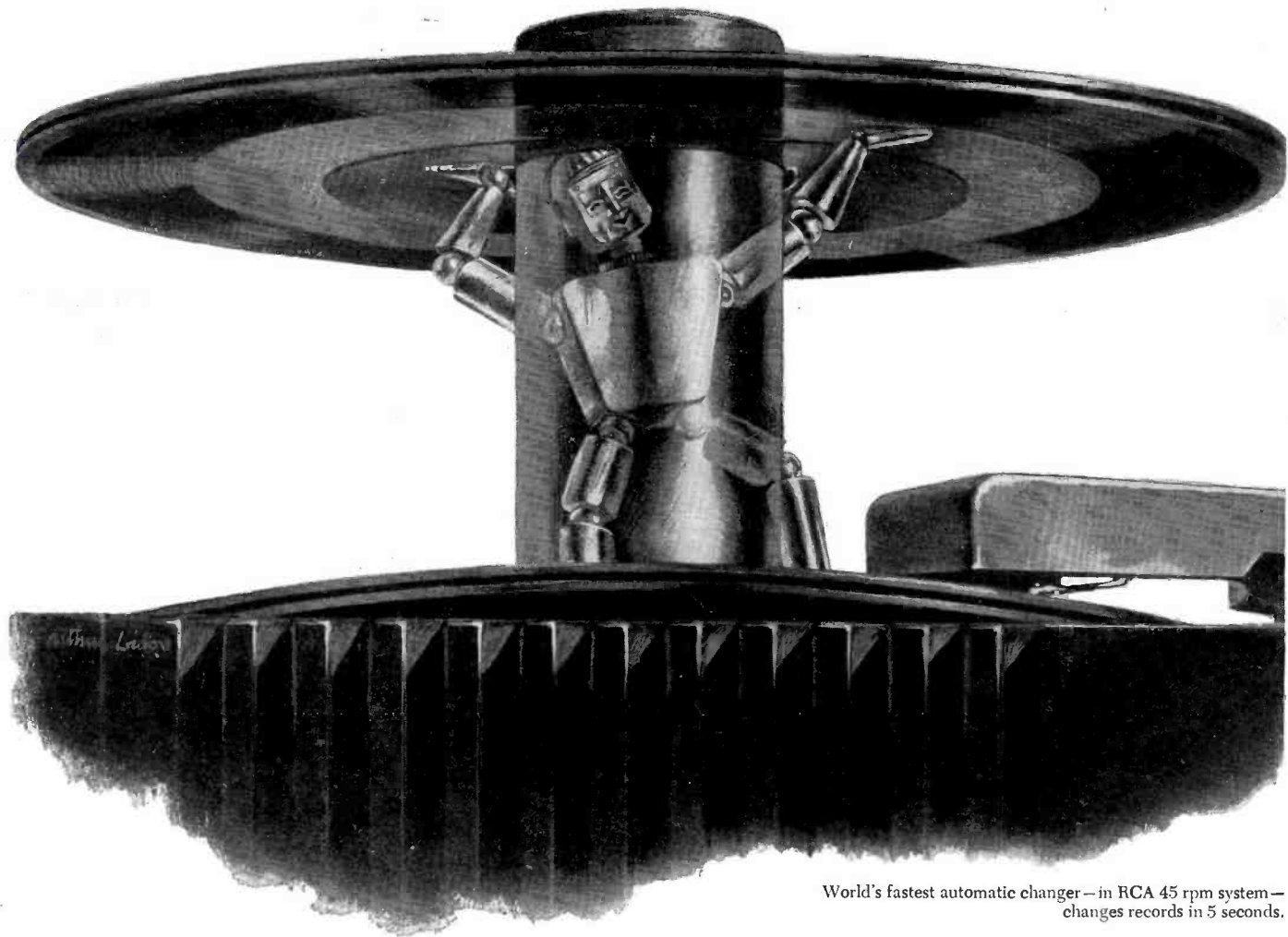
*Are your cameras up-to-date?*

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DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, NEW YORK 3, N. Y. WTTG, WASHINGTON, D. C. • STATION WDTV, PITTSBURGH, PA. • HOME OFFICES AND PLANTS, PASSAIC AND EAST PATERSON, N. J.



World's fastest automatic changer—in RCA 45 rpm system—changes records in 5 seconds.

## *Quick change artist*

Hundreds of thousands are now enjoying RCA's thrilling new way of playing records . . . they marvel at its wonderful tone . . . and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism *inside* the central

spindle post on which records are so easily stacked. Result: a *simplified* machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only  $6\frac{3}{8}$  inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free “quality zone” . . . for unbelievable beauty of tone.

Value of the *research* behind RCA's 45 rpm

system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have *both* the 45 rpm system, and the conventional “78.” \* \* \*

*Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price to any product of RCA or RCA Victor.*



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*

## Docket Actions . . .

### PROPOSED DECISIONS

Announced proposed decision to grant application of WLAP Lexington, Ky., switch from 1450 kc 250 w unli. to 630 kc 1 kw-N 5 kw-D DA-DN unli.; cond. Proposed decision would deny applications of Queen City Bstg. Inc. for new station using same facilities at Cincinnati and of WCPO Cincinnati to switch from 1230 kc 250 w unli. to 630 kc assignment. Decision Oct. 10.

### INITIAL DECISIONS

Initial decision issued by Examiner Jamingsham to deny as in default application of Video Bstg. Co. for extension of time within which to complete construction of KTUV (TV) Portland, Ore. Decision Oct. 12.

## Non-Docket Actions . . .

### AM GRANT

St. Cloud, Minn.—Granite City Bstg. Co., granted new AM station on 1240 kc with 250 w fulltime. Principals: Francis J. Butler, president; announcer at WCCO Minneapolis, president 19%; Robert P. Sutton, WCCO producer, secretary 19%; Max H. Lavine, business manager Superior, Wis., Evening Telegram and 24.5% owner; WMC Rice Lake, Wis., president 37%; Lee Koll, president St. Cloud weekly "Sentinel," vice president 5%. Application had been in hearing and received proposed grant, but competing bidder, St. Cloud Bstg. Co., has withdrawn. Granted Oct. 10.

### FM GRANT

Elgin, Ill.—Board of Education, Union School District #46, granted new non-commercial educational FM station on Channel 201 (88.1 mc) with 10 w power; estimated cost \$6,900. Granted Oct. 10.

### TRANSFER GRANTS

WKAQ San Juan, P. R.—Granted assignment of license from Radio Corp. of Porto Rico to Angel Ramos. Transfer subject to condition that Mr. Ramos first divest himself of WEMB San Juan. Consideration: \$325,000. Assignor is selling station because it does not feel there is sufficient business in area to provide adequate return on investment. Mr. Ramos is sole owner of El Mundo, daily San Juan newspaper. Granted Oct. 10.

KSIV Woodward, Okla.—Granted transfer of control of Woodward Bstg. Co., licensee, from Dave D. Price, owner of 1,250 shares, Joe W. McBride, 800 shares, and Paul Russel Stone, 350 shares, for \$17,120 to James L. Todd and Edward A. Ryan who become equal owners. Mr. Todd is KSIV manager and Mr. Ryan is manager of Woodward Chamber of Commerce. KSIV is assigned 250 w on 1450 kc. Granted Oct. 10.

## Deletions . . .

One AM and five FM authorizations were deleted by FCC last week. AM dropouts since first of year now total 34, FM 160; TV deletions remain 10. Deletions, effective dates and reasons follow:

WDVA Lewiston, Me.—Davis Bstg. System Inc., CP Oct. 10. Failure to prosecute. Original grant was to Au-

## FCC Actions

(Continued from page 74)

### October 13 Applications . . .

#### ACCEPTED FOR FILING

##### AM—1400 kc

WBAT Marion, Ind.—CP to change from 1600 kc 500 w D to 1400 kc 250 w unli.

##### SSA—1310 kc

WNAE Warren, Pa.—Request for SSA to operate from local sunset to 12 p.m. EST, with 100 w on 1310 kc for period not to exceed 6 months.

#### Modification of CP

WPAT Paterson, N. J.—Mod. CP new AM station to change hours of operation, increase tower etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WJZZ Hammond, Ind.; KOIN-FM Portland, Ore.

WTCN-TV Minneapolis, Minn.—Mod. CP new commercial TV station for extension of completion date to 4-30-50.

#### TENDERED FOR FILING

##### AM—1390 kc

WMIN St. Paul, Minn.—CP to change from 1400 kc 250 w unli. to 1390 kc 1 kw D.

# FCC ROUNDUP

## New Grants, Transfers, Changes, Applications

### Box Score

SUMMARY TO OCTOBER 13

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,051	2,011	192		354	258
FM Stations	742	463	350	*10	51	30
TV Stations	82	20	93		350	182

**CALL ASSIGNMENTS:** KALA Sitka, Alaska (Baranof Enterprises Inc., 1400 kc, 250 w unlimited); KCLX Colfax, Wash. (Interstate Radio Inc., 1450 kc, 250 w unlimited); KLIC Monroe, La., changed from KUTI (Frank P. Cerniglia, 1230 kc, 250 w unlimited); KPFO-TV Phoenix, Ariz., changed from KTLX (Phoenix Television Inc.); KTSA-FM San Antonio, Tex., changed from KYFM (Express Pub. Co.); WELR Roanoke, Ala. (Roanoke Bstg. Co., 530 kc, 250 w-D; 100 w-N); WGRA Cairo, Ga. (Grady-Mitchell Bstg. Co., 1300 kc, 1 kw daytime); WGRY Gary, Ind. (Steel City Bstg. Co., 1080 kc, 1 kw daytime); WPRC Lincoln, Ill. (Prairie Radio Corp., 1370 kc, 500 w daytime); WJBF Augusta, Ga. changed from WTNT (J. B. Fuqua); WRHC Jacksonville, Fla. (Radio South, 1400 kc, 250 w unlimited); WTNT Tallahassee, Fla., changed from WRHP (Tallahassee Appliance Corp. effective Nov. 1); WZOB Fort Payne, Ala. changed from WHAG (Fort Payne On The Air).

\* \* \*

burn, but CP was modified to move to Lewiston.

WREA(FM) Anderson, Ind.—Service Bstg. Inc., CP Oct. 13. Failure to prosecute.

WROX-FM Clarksdale, Miss.—Birney Ines Jr., CP Oct. 5. Failure to prosecute.

WNOE-FM New Orleans—James A. Noe, CP Oct. 7. Failure to prosecute.

KOIL-FM Omaha—Central States Bstg. Co., CP Oct. 7. Changed conditions make it undesirable to proceed.

WADC-FM Akron, Ohio—Allen T. Simmons, CP Oct. 5. Reason not given.

## New Applications . . .

### AM APPLICATIONS

Baton Rouge, La.—KJAN Bstg. Co., 910 kc, 1 kw daytime; estimated cost \$34,000. Co-partnership consists of James A. Noe Sr., owner WNOE New Orleans and KNOE Monroe, La.; James W. Noe Jr., owner at Louisiana State U.; Rep. Henry D. Larcade Jr. (D-La.); and T. P. Heard, athletic director of Louisiana State U. and oil royalties dealer. KJAN originally was granted in 1947 to The KJAN Bstg. Co. but was never completed and was deleted by FCC Aug. 31. Filed Oct. 11.

Honolulu, Hawaii—Royal V. Howard, 850 kc, 250 w fulltime; estimated cost \$9,750. Applicant is consulting engineer, formerly director of NAB Engineering Dept. Filed Oct. 13.

Montevallo, Ala.—Shelby County Bstg. Co., 730 kc, 250 w daytime; estimated cost \$12,100. Sole owner is H. G. West, engineer for Louisville and Nashville Railroad. Filed Oct. 10.

Seaside, Ore.—Seaside Bstg. Co., 1240 kc, 250 w fulltime. Co-partnership consists of C. H. Finer, 50% owner KLVZ Eugene, Ore. and Cawner Tower Sales and Erecting Co., and Harvey S. Benson, attorney. Filed Oct. 4.

Richland, Wash.—Cascade Bstg. Co. Inc., 960 kc, 1 kw fulltime, directional night; estimated cost \$39,769. Sole owner is A. W. Talbot, operator KIMA Yakima, Wash. Filed Oct. 4.

St. Marys, Pa.—Elk County Bstg. Co., 1400 kc, 250 w fulltime; estimated cost \$11,740. Co-partnership consists of Kenneth E. Rennekamp, 97% owner WKRZ Oil City, Pa., and Cary H. Simpson, program director WMRN Marion, Ohio. Filed Oct. 11.

### TRANSFER REQUESTS

KEVT Kerrville, Tex.—Assignment of license from Walter T. McKay and Arthur Stehling d/b as Kerr County Bstg. Co. for \$100,000 to Kerrville Bstg. Co., equally owned by Hal Peterson, owner of San Antonio photo studios and supply firms, president; C. V. Peterson, associated with Hal Peterson in ownership of Inter-city bus line; W. C. Fawcett, in furniture, wool and mohair businesses, secretary-treasurer; and W. Scott Schreiner, hotel and lumber interests, vice president. KEVT assigned 250 w on 1230 kc. Filed Oct. 10.

WCMD Cambridge, Md.—Assignment of license from James H. Littlepage and Thomas P. Littlepage Jr., Washington radio attorneys, d/b as Cambridge Co. for \$30,000 to The Shore Bstg. Co., wholly-owned subsidiary of Peninsula Bstg. Co., operator WBOC-AM-FM

Salisbury, Md. WCMD assigned 100 w on 1240 kc. Filed Oct. 6.

WDAD Indiana, Pa.—Transfer of control of Indiana Broadcast Inc., licensee, from Paul J. and Alice L. Short, sole owners, for \$45,000 to Thompson K. Cassell, WDAD manager and 26% owner WCHA Chambersburg, Pa., and 24% owner WLEA Hornell, N. Y. WDAD assigned 250 w on 1450 kc. Filed Oct. 12.

KSTV Stephenville, Tex.—Assignment of license from Doyle E. Cullup for \$13,900 to Stephenville Bstg. Co., whose ownership was not identified. KSTV assigned 250 w daytime on 1510 kc. Filed Oct. 13.

KVLC-AM-FM Little Rock, Ark.—Acquisition of control of Southwestern Bstg. Co., licensee, from A. Bensky and Z. Bensky jointly owning 51%, for \$65,000 to Southern National Insurance Co., headed by Robert M. Saxon, 94.15% owner. KVLC assigned 1 kw day on 1050 kc. Filed Oct. 11.

WCON-AM-FM-TV Atlanta, Ga.—Transfer of negative control of The Constitution Pub. Co., licensee, Clark Howell, president and 53.62% owner, transfers part of his holding to other members of family so that he now is 42.82%. Family jointly owns 56.69% interest. WCON assigned 5 kw on 550 kc. Filed Oct. 4.

WKSR Pulaski, Tenn.—Assignment of license from Robert W. Rounsaville and George M. Clark d/b as Pulaski Bstg. Co. to new partnership of same name, composed of John R. Crowder, farm and real estate interests, 70%; James Porter Clark, field representative for Confidential Reports Inc., Atlanta, 20%, and W. E. Williams, manager WPFI Jackson, Tenn., 10%. Consideration \$30,000. Mr. Rounsaville owns WQXI Atlanta and has filed bid to purchase WEAT Lake Worth, Fla. WKSR assigned 250 w daytime on 730 kc. Filed Oct. 4.

KELL Waxahachie, Tex.—Assignment of permit from Ellis County Bstg. Co.

## SQUARED MAP

### Innovation May Aid Engineers

A SQUARED global map of unusual, if not revolutionary, concept has been developed by William K. Hale of Washington, D. C. It is believed the "Hale Gamo P.A. projection," as this map is called, may be of value to radio engineers in plotting bearings of stations and in determining distance between locations.

According to available information, Mr. Hale claims the world chart would permit distances and directions between any two points on the earth's surface to be accurately scaled in terms of millimeters, read directly from a metric scale (ruler) laid over the map. The great-circle track between any two places also may be plotted on the chart.

This chart is considered revolutionary because all text books on projections agree that it is impossible to obtain all these properties in any one, flat map. Mr. Hale, however, has demonstrated, on at least 25 occasions, that reasonably accurate results can be obtained from his present drawing. He has demonstrated the projection to a number of cartographers in the Coast and Geodetic Survey. Experts at the Survey reportedly believe that while Mr. Hale is trying an "impossibility," he has produced correct answers in so many instances they are unwilling to call his chart "unsatisfactory."

## Surles To WOR Sales

LARRY SURLES Jr. former account executive with WATV (TV) Newark, has joined the WOR New York sales department in a similar capacity, R. C. Maddux, station's vice president in charge of sales, announced last week. Previously Mr. Surles was with John Blair & Co., New York, station representative, and ABC, in sales capacities.

to new co-partnership of same name composed of William S. Conley, radio and electrical engineering student, and C. C. Elkins, 25% owner KELT Electra, Tex. Sellers include C. C. Woodson, Enterprise Pub. Co., Waxahachie, and United Pub. Co., Ennis, Tex., each 25% interest, and group of five others. Consideration \$1,900. KELL assigned 50 w daytime on 1390 kc. Filed Oct.



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Columbus, Ohio

Radio Consultants  
on  
Management and Operation

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NEXT RADIO SALES TRAINING SCHOOL TO BE HELD OCTOBER 26, 27 and 28 AT THE RALEIGH HOTEL, WASHINGTON, D. C.

Wire or write for reservation  
Post Office—Box 108, Worthington, Ohio  
Telephone—Worthington 2-7346

## Spot Radio

(Continued from page 28)

in 1946 is 39,281,230 this year, an increase of 21% over the 1943 total.

Tabulating the total radio families for each county credited with 10% or more in 1946 by BMB for the F&P stations and "laboriously" applying the 1943 and 1949 radio families to these same counties (with due allowance for major facilities revisions at eight stations) showed that these stations reached, in the daytime, a total of 19,637,300 radio families in 1943, a total of 22,411,320 radio families in 1946 and a total of 27,546,980 radio families in 1949.

Looking at this in another light, the report lists the following cost-per-thousand comparisons:

	1943	1946	1949
Total Radio Families	\$ .0182	\$ .0194	\$ .0178
With Rating of 5	.365	.388	.356
With Rating of 4	.46	.48	.44
With Rating of 3	.61	.65	.59
With Rating of 2	.91	.97	.89
With Rating of 1	1.82	1.94	1.78

There also has been a vast increase in the number of stations since 1943, so the F&P researchers set about finding what effect these hundreds of new stations have had on the audience shares of the major stations, particularly network affiliates, in which the national advertiser has been primarily interested. "It is our finding," the report states, "that while there have been variations, of course, in the percentage shares of audience acceptance between affiliates of the four networks, the combined radio family total of the four not only has held its own, but during the past six years has increased in a majority of instances."

### Gains or Losses

The following tables show audience gains or losses for the four network affiliates in eight markets, with raw radio family figures converted into index numbers, 1943 being 100.

	Morning		
	1943	1946	1949
New York	100	109.5	127.9
St. Louis	100	146.4	159.9
Minneapolis-St. Paul	100	123.6	170.9
Buffalo	100	151.7	159.3
Seattle	100	165.1	145.2
Louisville	100	107.0	102.7
Des Moines	100	100.4	144.0
Beaumont	100	243.1	231.7
Unweighted average		143.4	155.2
	Afternoon		
	1943	1946	1949
New York	100	102.9	128.9
St. Louis	100	128.8	136.3
Minneapolis-St. Paul	100	120.4	150.1
Buffalo	100	138.7	149.9
Seattle	100	133.3	170.5
Louisville	100	117.8	107.1
Des Moines	100	92.4	137.4
Beaumont	100	218.9	215.6
Unweighted average		131.8	149.5

"So," the report states, "whereas the price for time has gone up since 1943, radio family growth has more than offset this increase. And certainly in these typical markets radio family listening has more than offset it too."

Turning next to television, which since 1943 has invaded six of the eight markets listed above as well as many other cities, the report notes that in July 1949 there were 2,010,000 TV homes throughout the nation. This figure is less than half the 5,283,230 new radio homes added in the three years preceding 1949 but is still large enough to



C. L. (Chet) THOMAS (fourth from left), general manager of KXOK-AM-FM St. Louis, receives the gavel from James B. Wilson, vice president of D'Arcy Advertising Co. and retiring president of St. Louis Advertising Club, at a luncheon during which Mr. Thomas was installed as new club president. Group of officers includes (l to r): Hubert Echele, president of Warwick Typographers, treasurer; Leslie E. Pritchard, advertising censor and research director of the St. Louis Post-Dispatch, secretary; Arthur J. Casey, Gardner Advertising Co. radio director, second vice president; Mr. Thomas; Mr. Wilson; Don O. Pyke, sales promotion director of Graham Paper Co., first vice president, and Richard C. Lynch, service director Oakleigh R. French & Assoc., third vice president. Mr. Thomas is 37th president of the organization, which was founded in 1901 by seven St. Louis advertising men.

have some effect on the radio audience, particularly in the evening.

In New York where TV is strongest, the four radio network stations had strengthened their daytime position (up 27.9% over 1943 in the morning, up 28.9% in the afternoon) "in the face of some daytime TV programming which attracted an approximate 10% share of the random radio-television audience in the afternoon." In the evening, index figures for the four New York network affiliates (combined) are:

	1943	1946	1949
	100	102.5	93.9

Taking two other TV cities, St. Louis and Buffalo, where daytime audiences to the radio network stations have been well above 1943 levels, the report cites the following evening index figures for the radio network outlets:

	1943	1946	1949
St. Louis	100	112.5	107.7
Buffalo	100	124.8	124.4

As a final point F&P answers the question: "Has spot radio juggled its discount structure to discriminate against the largest buyer?" by noting that of the stations this firm represents, since 1943, 10 require more annual broadcasts to earn maximum frequencies, 14 require the same number and nine require fewer. "That's about as close to a tie as you can come with an odd number of stations," the report comments. "We believe it reflects the national picture of all major stations."

### Gives More for Money

Summing up its findings, the report states: "We've concluded that radio, spot radio in particular, gives the advertiser today more for his money than it did three and six years ago. This has been the primary purpose of the study."

The final pages of the book are devoted to a comparison of spot radio and "another potent medium, network radio."

## Cities Service

(Continued from page 27)

bottle label proclaims the vial's contents as "Band of America Instrument Oil."

Tonight the *Band of America* will make its television debut in the first of a four-week series of experimental simulcasts, for which 16 NBC-TV affiliates will carry the program along with the 82 NBC-AM stations. A number of innovations have been planned, to make the program as pleasing to the eye as it is to the ear.

Raised platforms will put each member of the band into clear view. Whenever a number features a certain soloist or section of the band, he or she will come to the front so that the viewers can more readily follow their performance. There will be frequent close-up shots of intricate fingering by soloists for the benefit of bandsmen viewers throughout the video service area. Girl baton twirlers will be featured, along with some of the rare instruments played by the various band members.

"With this first move into television," Mr. Aylesworth stated, "Cities Service will provide the viewing public not merely with good entertainment such as that offered by the Milton Berle and Ed Sullivan shows, but a real public service in perpetuating for the eye as well as the ear that basic American institution—the brass band."

If those responsible for the decision to switch the Cities Service radio program from the Friday night spot to NBC's big night of music, which began September 26, were doubtful about the effect on their regular listeners, that uncertainty no longer exists, according to Tom De Bow, advertising manager of Cities Service.

Since the switch Mr. De Bow says the company has received numerous endorsements of the move from listeners by telephone, telegram and letter. From all indications Mr. De Bow believes the change to Monday night means a bigger audience, a steadier increase in the Cities Service listener family.

"Cities Service has been in radio," Mr. De Bow says, "for more than 20 years, so that obviously we are convinced that it has paid off for us and we believe that with the new time it will show even greater results. Right now we are looking forward to the effect of the combined telecast and broadcast of the *Band of America* program which begins on an experimental 4-weeks basis starting Monday, October 17th."

## Wilson Joins Petry

CONTINUOUS expansion of its television sales force, Edward Petry & Co. Inc., station representative, last week announced that Robert S. Wilson has joined its New York office. Mr. Wilson formerly was with the MBS Central Div., in charge of co-op program sales and as an account executive in network sales.

## U. S. Spectrum Hog?

(Continued from page 28)

their own communications services domestically and overseas, he continued.

"We want to find out two things," he explained. "First, we want to learn whether operation of these communications systems by government agencies is an economic and practical thing. . . . The second aspect of the problem is use of radio frequencies. Everybody knows the radio spectrum is limited, there are only just so many usable frequencies."

### WU Losing

Sen. McFarland said Western Union Telegraph is "suffering severe financial losses"—and asserted:

"Unfortunately, because of the strategic national defense importance of communications, we cannot shrug this off as a natural consequence of the competitive enterprise system; we can't let a major communications enterprise go down the drain. Similarly, our American companies engaged in overseas communications are far from healthy; some are also suffering substantial losses. All over the world, they are competing with Government-owned systems; today we are almost alone in maintaining privately owned competitive communications. Even Canada is now taking the final steps to nationalize its communications."

The subcommittee intends to ascertain the costs of operating government systems and if it develops that government can carry on its own communications, Congress will have to give "new and serious consideration" to the welfare of the private companies, "and who is going to serve the communications needs of this business and the commerce of this country," Sen. McFarland declared.

Inquiries were sent to Defense Secretary Louis Johnson, Secretary of State Dean Acheson, General Services Administrator Jess Larson and Captain John S. Cross, chairman of IRAC, which handles government requests for recommendations to the President.



## Capitol Hill

(Continued from page 28)

on the radio industry early this session in a few bills aimed at networks, stations and manufacturers. Among them was a bill (HR 2410), reintroduced from the previous Congress by Rep. Harry R. Shepard (D-Calif.), to prohibit station ownership by either networks or manufacturers of electronics equipment.

In its present form the bill is so stringent as to militate against passage in the next session, some observers feel. Network and station properties upwards of \$150 million would be dumped onto the market for sale, if the bill became law. The House Commerce group took no action.

FM was injected into the Congressional picture early this session when Rep. William Lemke (R-N.D.) carried over from the 80th Congress proposals to allocate a section of the 50 mc band to the aural system, and render FCC decisions appealable to the courts where they involve alleged technical or scientific errors. No action was taken on the bills (HR 65 and HR 856) dealing with FM which Acting Chairman George Sadowski of the communications subcommittee felt should rest largely with FCC as an allocations matter.

### Charges Obstruction to FM

FM had a vociferous supporter, however, in Rep. Francis Walter (D-Pa.), co-author of the Administrative Procedures Act and caustic critic of the Commission. He charged that FM has been "obstructed, stepped on, blocked or ignored from the start" and suggested the Justice Dept. investigate, and laid the blame largely on FCC which he alleged had violated provisions of the Procedures Act.

Congressman Walter, second-ranking member of the House Judiciary Committee, promised an investigation of FCC which he later abandoned when the full Judiciary committee named a subcommittee to study monopoly power in the U. S. Group held hearings and plans eventually to call in the radio

## ZIV's PRIVETTE

### Named Southeastern Head

FREDERIC W. ZIV Co., producer of transcribed programs, last week announced the appointment of Tom Privette as Southeastern Div. sales manager. Mr. Privette, who has been with the Ziv Co. since 1944, working out of the Atlanta, Ga., offices, will continue to make his headquarters in that city.

The Ziv Co.'s plans call for an expansion of the Southeastern Div. with additional personnel to be added to those offices between now and the first of the year.



Mr. Privette

## PEARSON FIRM

### Promotes Two, Adds Space

THE John E. Pearson Co., New York station representative, has appointed two executives and is enlarging its quarters and adding new personnel, John E. Pearson, president, announced last week.

Russel Walker Jr., who has been with the firm for the past year and a half, has been named manager of the New York office. Mr. Walker was on the sales staff of WMGM and WQXR, both New York, prior to joining the Pearson Co.

Kaye Kane, who has been with the radio representative organization for the past six years, has been named junior account executive and assistant to the president.

The company has acquired larger quarters on the 11th floor of 250 Park Ave., New York, as part of its expansion plans.

In addition, new personnel will be added to its present staff.

industry—probably through NAB—to testify in the next session. Sessions will last indefinitely.

A member of the subcommittee, Rep. Walter has indicated he still plans to scrutinize FCC's FM policy, clear channel cases, multiple ownership and other aspects which logically might fall within the anti-trust category.

Chairman Cresser of the House Interstate Commerce Committee last March named an 11-man subcommittee to study matters pertaining also to FCC, FTC and SEC. A host of bills were assigned to the full committee but never progressed to the action stage due to Administration pressure for other more pressing and general legislation.

Liquor advertising curbs, often proposed but never legislated, touched off an incendiary bomb among legislators, as well as prohibitionist groups, when Schenley Distillers announced its intention to use radio and television. The firm has since temporarily abandoned its plan, but the Senate Commerce Committee will hold hearings in January for the third time in recent years.

There were the traditional bills—by Rep. Joseph Bryson (D-S.C.), Sen. William Langer (R-N.D.), Rep. Fred L. Crawford (R-Mich.). The first two would prohibit radio stations and other media from accepting liquor ads, while Congressman Crawford's would extend only to distillers subject to Tax Unit jurisdiction, and would specify radio and television solely. The bill (HR 6111) would amend the Federal Alcohol Administration Act.

### Johnson's Fight

Sen. Johnson carried the fight to the Alcohol Tax Unit and FCC, urging upon the former the use of "moral suasion" and the latter "the public interest" precept come license renewal time. Both replied



GIVING the "come-on" for the second annual Los Angeles advertising ball to be held Oct. 22 at Ambassador Hotel, are (l to r) Beatrice Kentz, assistant media director, BBDO, and president of Los Angeles Advertising Women Inc., co-sponsor of the ball; Richard (Dick) Russell of Beverly Hills Citizen and president of Los Angeles Advertising Club, other co-sponsor of the event; Mary Buchanan of Union Pacific railroad public relations staff, co-chairman, and David Fenwick, vice president and treasurer of Abbott Kimball Co., co-chairman.

they had no jurisdiction under the present laws.

Sen. Tobey, fireball crusader of the anti-monopoly school, plumped for legislation aimed at trusts desiring to buy radio or television properties; stalked FCC on its television progress; and chastised the Commission for not holding a hearing on the 10-year Arde Bulova license renewal case.

### Lobby Probe Desired

Sentiment to go into lobbying also was apparent (see separate story) with a House Select Committee receiving the go-ahead sign to probe activities of public and private agencies. Also scored were former government officials who turn up as "lobbyists" for private firms. Among those named: Former FCC Chairmen Paul A. Porter and Charles R. Denny.

The House Un-American Activities Committee also figured prominently during the first session when it suddenly barred television and news cameras from future public hearings, though radio reporters were allowed to take notes. Broadcasters—networks, commentators and House Radio Correspondents alike—stormed the committee with protests. The situation is pretty much status quo now—tape-records and cameras could be permitted by special authorization from Chairman John Wood—an exception that proves the rule.

The whole question of defamation and slander flared into prominence on Capitol Hill last April. Rep. John Rankin (D-Miss.), with moral support from Reps. Clare Hoffman (R-Mich.) and Hale Boggs (D-La.), leveled fire at ABC commentator Drew Pearson for remarks pertaining to the late James Forrestal, and urged Congress to make radio commentators liable to suit in the district court nearest the victim's residence. Rep. Rankin introduced legislation (HR

4206) to assist them in recovering damages.

The volatile Mississippian asked that liability be extended to sponsors and all stations airing the commentaries "for the protection of broadcasters themselves." He chided the FCC for being "too slow" to act. No action was taken by the House Commerce Committee.

Atty. Gen. J. Howard McGrath, former U. S. Senator (D-R. I.), also showed displeasure . . . for certain radio stations. Feeling they had levied excessive rates for political broadcasts, the former Democratic National Committee chairman subsequently authored legislation to prohibit stations from imposing more than standard or "reasonable" charges. His bill (S 2254), referred to the Senate Commerce, provides penalties ranging from suspension of station licenses for 30 days to possible revocation. Individual broadcasters and NAB alike protested the principle of Congress setting rates discriminatory to the radio industry. Most authorities feel the bill would curb only exceptions to the rule, and see little chance of passage next session.

### Summary of Proposals

Before Congress this year also were proposals to:

- Make it a criminal offense to use radio stations and other media to incite contempt for the U. S. Government with a view to overthrowing it by force or violence (carries over).
- Exempt American-made tape recordings of news and special events transcribed abroad from present 20% (of production) import duty, thus aiding foreign language stations (carries over).
- Exclude musical instruments from the excise tax on phonographs, phonograph records and radio receiving sets, and another measure to repeal manufacturers' taxes on those items (carries over).
- Authorize Congress to authorize daylight saving time as standard time for all zones for any given year (carries over).
- Transfer "on paper" the title for government-owned shortwave broadcast facilities from REC to State Dept. This affects stations operated by private broadcasters, and concerns reimbursement for rentals (passed).
- Provide a new radio laboratory for the National Bureau of Standards at a cost of \$4,475,000 (pending).
- Set aside a Biennial Amateur Radio Week to stimulate interest in "ham" operations in the U. S. through Presidential proclamation (passed).
- Exempt children employed as actors or performers in radio and television from the new minimum wage bill (passed).
- Provide legislative status for the Joint Senate and House Recording Facility, heretofore existent only through Congressional appropriations, thus following through on hearings during which project was characterized as under "loose fiscal control" (carries over).
- Require that broadcast political statements concerning candidates for political office contain information relating to cost and sponsorship (carries over).
- Appropriate supplemental funds for the Census Bureau for the 17th decennial housing census, to include a sampling measure of television and radio sets (passed).
- Repeal the Taft-Hartley Act to bring back the closed shop and authorize indiscriminate use of secondary boycotts against employers including stations, sponsors, etc. (carries over).
- Increase the salaries of agency heads, such as Commissioners of FCC, FTC, SEC and others (passed—see separate story this issue).
- Give FCC specific authority to acquire land and construct monitoring stations, buildings and facilities (passed).

# At Deadline...

## Closed Circuit

(Continued from page 4)

### BROCKWAY SEES BRIGHT FUTURE FOR VIDEO

TV—"newest and possibly most effective advertising tool devised"—may, in time, supplant radio, Louis Brockway, executive vice president, Young & Rubicam, said Friday afternoon at AAAA Central Council meeting in Chicago (early story 31).

Advising agency men "How To Use TV Today," Mr. Brockway described TV timebuyers' job as "difficult" because of "uneven coverage patterns and complicated rate-discount structures." Answering questions asked most often by clients, he admitted facilities situation is "hazy" but sees "surer ground" regarding audience size and possibilities of growth. Public goes for TV in a big way, and audiences will spring up moment station starts operating, he said.

He foresees year from now, TV facilities in all major markets, if station construction is not unduly delayed.

### INTER-AMERICAN BOARD OPENS WEEKEND SESSION

BOARD of Inter-American Assn. of Broadcasters began semi-annual meeting in New York Friday. Principal items on agenda at meeting, scheduled to last through weekend, were selection of time and place of 1950 general assembly of association and consideration of report by Balerio Sisco, of Uruguay, board member who recently concluded three-month tour of 14 Latin American nations to improve broadcaster support of association.

Present at meetings were Goar Mestre, owner of CMQ Havana and president of association; Emilio Azcarraga, of Mexico City; Sr. Sisco; Gilmore Nunn, WLAP, Lexington, Ky., for NAB; Forney A. Rankin, NAB; Jose Luis Fernandez of Mexico City; Ramon Boaschea, of Havana; Fernando Eleta, Panama, and Ramon Quinones, Puerto Rico. Machado de Assiz of Brazil, another board member, unable to attend.

### KPLT TRANSFER APPROVED

KPLT Paris, Tex., granted transfer of control for \$278,000 from group headed by Houston Harte to Boyd Kelley, manager KTRN Wichita Falls, 45%; Julian L. Hill, manager KTSW Emporia, Kan., 10%, and Louis O. Seibert, part owner KERP El Paso, Tex., 45%. Consent also granted KFRE and KRFM (FM) Fresno, Calif., acquisition of control by J. E. Rodman, original licensee. Now 45% owner, Mr. Rodman buys total 11% holdings of three others for \$60,000.

### NBC Buys KMPC

(Continued from page 4)

trustees [BROADCASTING, April 25, Aug. 1]. Trusteeship plan was worked out after FCC called hearing based on complaint, filed by Radio News Club of Hollywood charging Mr. Richards ordered KMPC staff members to slant news against members of late President Roosevelt's family and certain minority groups. This hearing was postponed indefinitely but question was revived when FCC called hearing, not yet held, on trusteeship proposal and license renewal applications.

Mr. Richards owns 64.8% of KMPC and 71.64% of WGAR, and with wife owns 62.39% of WJR.

### DRYS ATTACK WHAS ASK FCC DENY RENEWAL

TEMPERANCE LEAGUE of America asked FCC Friday to refuse to renew license of WHAS Louisville on grounds station carries beer advertising and refuses to sell time to League for temperance messages, though 93 of 120 Kentucky counties have voted to ban sale of all alcoholic beverages.

League cited FCC's announced position that advertising of alcoholic beverages on stations in areas having dry laws is against public interest and may assume status as "controversial issue." League's complaint was in letter signed by Edward B. Dunford, attorney. One of its national officers is Rev. Sam Morris, who tried unsuccessfully few years ago to have KRLD Dallas denied license on similar grounds.

### TEXAS TV APPLICATIONS

NEW TV stations sought for Lubbock and Amarillo, Tex., by Lubbock Television Co., seeking Channel 6 (82-88 mc), and Amarillo Television Co., seeking Channel 5 (76-82 mc), according to bids tendered at FCC Friday. Both ask 1.95 kw visual, 0.97 kw aural and specify initial cost \$112,000. Dr. Glenn Terry (33%), Dr. Watt W. Winn (25%), Dr. Warren E. Massey (25%) and Dave C. Edwards (16%), owner Hillcrest Mausoleum, all Dallas, are owners of both firms.

### SET MAKERS RESPONSIBLE

RESPONSIBILITY for protecting TV and other sets against interference caused by direct intermediate-frequency pickup from properly operating diathermy and similar devices was placed by FCC Friday upon set manufacturers and set owners. Commission had made this proposal last July, said it received no objections, and made it effective Dec. 1. Responsibility formerly was on diathermy operators.

### MISS HAYES NOT TO RETURN

HELEN HAYES Friday notified N. W. Ayer & Son, New York, she will not return to CBS series this season. *Corliss Archer*, summer replacement for Sunday, 9-9:30 p.m. show, extended after death of Miss Hayes' daughter, will continue in Electric Companies-sponsored spot.

### 'VOICE' FUNDS APPROVED

LEGISLATION providing \$10,475,000 for new Voice of America anti-jamming facilities signed by President Truman Friday.

### BMI TOPS ASCAP

FOR first time in its brief nine-year existence BMI has topped ASCAP in total listings as shown by current poll. BMI found ahead in best-selling and juke box rhythm and blues records, most-played juke box country and western records, best-selling retail folk records and most-played juke box records. It also rated high in best-selling popular retail records and those most played by disc jockey, and tied with ASCAP on the honor roll of hits. BMI's position rising rapidly, according to Carl Haverlin, BMI president.

retains his 25% interest in WDJ Tuscola, Ill.

BEST guess on Washington color TV front is that FCC will be disposed to ask for more work on color, possibly authorizing field tests of color equipment before reaching final decision.

VLADIMIR ZWORYKIN, RCA inventive genius who brought forth those twins of TV—iconoscope and kinescope (Ike and Mike)—is directing laboratory development of RCA's "compatible" color TV. It's predicted he will come up with single-tube all-electronic color within six months.

MONTGOMERY WARD plans for renewed big-scale radio activity reaching decision stage with BAB's Maurice Mitchell hopeful of favorable announcement inside month.

REALIGNMENT process at NAB may go even farther. Board's structure committee will meet at end of week to take stock following ax-swinging and streamlining moves. Changes in 17-district setup also to be considered.

NESTLE'S CHOCOLATE, through Cecil & Presbrey, New York, looking for spot availabilities in New York, Chicago, Philadelphia and Boston.

SET makers, alarmed over Revenue Bureau's slapping of excise tax on models with FM tuners, even more worried lest Congress levy on entire TV chassis when tax law is re-examined next year.

DORLAND INC., New York, looking for availabilities for possible spot announcement campaign for Pepto-Magnam.

DAN B. MINER Co., Los Angeles agency (Interstate Bakeries), negotiating through Hilly Saunders, vice president in charge of radio and television, and Fred Levings, director of *Cisco Kid* AM program, for television film rights. Discussions going on with Frederic W. Ziv Co. and Phil Krasne, film man, for production of 26 half-hours.

THAT COLOR TV hearing to be convened in San Francisco Nov. 28-30 for demonstration of Color Television Inc.'s system will be before entourage probably to include all seven members of FCC and at least half dozen members of its engineering and legal staffs. Other hearing participants, of course, can be on hand, since demonstration is simply regarded as field phase of Washington proceedings.

CBS PLANNING one-time half hour film version of *Philip Marlow* series. Result will be weighed against kinescope as to cost and quality. Apex Pictures, producer of *Lone Ranger* series, under consideration for test.

CARLOS A. FRANCO, former manager of radio buying for Young & Rubicam, New York, in conversations with Kudner Advertising Agency, New York, for radio business manager position.

BEFORE FCC hearings on color TV phase are concluded, hitherto unscheduled appearance of Brig. Gen. David Sarnoff, RCA board chairman, may develop. Gen. Sarnoff, who personally directed RCA's compatible color TV demonstration, and who has figured in every aspect of radio-electronics development since origin of the art, if called upon will expound his views as to where TV is headed and when. He's hardly missed a prediction in the last generation.



**That's**  
**coverage**

**In this area, WLW reached four fifths of all the 3,644,800 radio homes between 6 a.m. and midnight.\* That's coverage!**

**Of these homes, WLW in four weeks . . .**  
 reaches 65.8% between 6 AM and 6 PM  
 reaches 74.5% between 6 PM and Midnight  
 reaches 80.7% between 6 AM and Midnight

**THAT'S COVERAGE!**

*For further information, contact any of these WLW Sales Offices . . .*  
 140 West 9th St., Cincinnati 2, Ohio  
 360 N. Michigan, Chicago 1, Ill.  
 630 Fifth Avenue, New York 20, N. Y.  
 6351 Hollywood Blvd., Hollywood 28, Calif.

\* Nielsen Radio Index February-March, 1947

when you want  
**coverage** you want



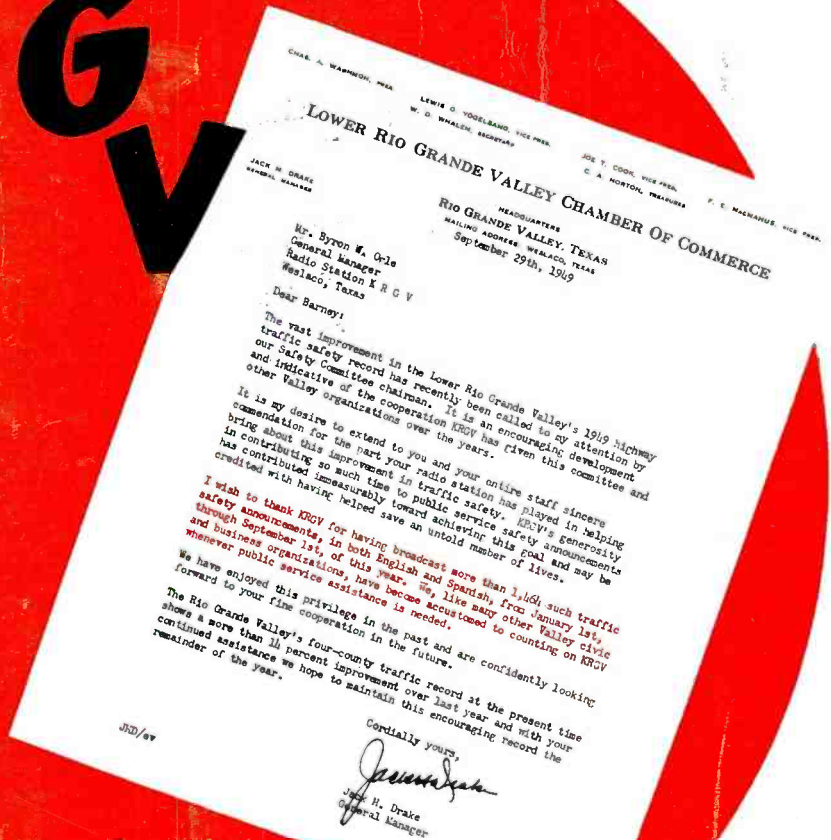
CROSLY BROADCASTING CORPORATION



# K R G V

## CALLS THE SIGNALS

IN THE MAGIC VALLEY WHERE  
PUBLIC SERVICE AND SATISFIED  
CUSTOMERS GO HAND IN HAND!



It's no "accident" that KRGV receives many letters like the above. Patrolling a city with a main street 65 miles long is only one in the list of public services that make the folks in the rich Magic Valley tune in to KRGV. The 84 local and spot advertisers who've been on KRGV consistently for five years or more . . . the 104 with three consecutive years or more . . . attest to the selling power and popularity of KRGV, whose primary coverage area contains 45,230 radio homes\*—has a population of 255,000—and whose farm cash income alone last year amounted to \$123,056,741.

Ask your Taylor-Boroff man for full details on KRGV, "The Valley's Best Salesman."

\*BMB — 1948

# KRGV

Affiliated with NBC and the Lone Star Chain

Represented by TAYLOR-BORROFF & CO.

1000 WATTS ★ 1290 KC.

W E S L A C O , T E X A S