to quote...

in which WOR repeats some things it said in 1948 as an underlined assurance of what it will continue to be in 1949.

"...what we've said attempts to mirror the warmth and humanness of WOR's programming from day to day. It is these qualities, based on a skilled knowledge of what the public wants, that have made WOR one of America's great stations—and great selling forces—for more than a quarter of a century."

"... WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

"... WOR's personality has always been a warm one; a method and technique of programming based on people, not just shows. But in evolving this form of radio broadcasting, WOR has not ignored ideas, nor the need for showmanship and day to day awareness of what the public wants . . . ."

"It is qualities such as those described above that make WOR the amazing selling force that it is, and — mind you — at a price that'll leave you gasping.

heard by the most people where the most people are

coming! a great television station • WOR-TV, New York . . . Channel 9
Sixty-five thousand people packed their lunch and came to our WLS picnic. Back in 1939, WLS invited Indiana listeners to a Sunday picnic at Noblesville—20 miles north of Indianapolis—to join WLS folks for a day of entertainment, special broadcasts and visiting. Indiana State Police needed help to park 12,000 cars. By early afternoon, they were turning back cars 10 miles away. This family style picnic with sixty-five thousand listeners was one of many great events in the first twenty-live years of WLS.

The Noblesville picnic was a thrill, too, for Mr. and Mrs. Charles Dillenbeck of Pendleton, Indiana. It was an opportunity to see and visit with all the WLS folks they listened to. Thousands of others felt the same way. For, as Mr. Dillenbeck recently remarked, "Seems like everybody went to your Noblesville picnic."

For twenty-two years, Mr. and Mrs. Dillenbeck have loyally listened to WLS. Daughters Florence, Dorothy and Audrey do, too. WLS broadcasts have become a valued and trusted part of their daily lives. Mr. Dillenbeck has a radio in his barn, listens to all WLS farm news and market reports. Recently, WLS hog market reports enabled him to realize an extra $75 profit on the sale of 17 hogs.

Special occasions like the Noblesville picnic, corn husking contests, coverage of the Hindenburg disaster, leave a lasting impression on listeners... help develop loyalty and acceptance. Serving the religious, social and business needs of our listeners has built loyalty and acceptance.

This quarter-century of sincere, friendly, non-sophisticated relationship between WLS and thousands of folks in the Midwest has led them to remember and regard WLS as a friend in whom they have confidence and belief—a confidence that insures advertising results.
The INTERMOUNTAIN FARM NETWORK

Sells the prosperous Intermountain farmer through 9 stations.

Programs slanted to farmers' local interests.

ALL NINE FARM MARKETS.

Only the INTERMOUNTAIN NETWORK FARM GROUP covers ALL of the important farm areas in the Intermountain West. This includes: 72% of all the farms and 80% of all the farm income in Utah, 89% of the farms and 84% of the farm income in Idaho, 100% of all the farms and 100% of all the farm income in Montana, 33% of all the farms and 42% of all the farm income in Northern Wyoming.

NO WASTE COVERAGE.

Metropolitan centers and major urban population counties are excluded from the INTERMOUNTAIN NETWORK FARM GROUP, as are desert wastelands. Every dollar spent on the Farm Group is for rural coverage, assuring advertisers of intense penetration of the nine farm markets.

FARM STATIONS FOR THE FARM AUDIENCE.

Each station in the Farm Group programs for its particular type audience. This includes: KID, located in the heart of the rich potato producing Snake River Valley. KVNU, nerve center of the highly developed dairy industry of the lush Cache Valley. KMON, KPOW and KWYO, serving the prosperous wheat and cattle farmers of Montana and Northern Wyoming. Each of these stations' program structures are slanted to the interests of the farming activity in the particular area it serves.

PROSPEROUS FARM MARKETS.

Here in the Intermountain West farmers have the money to buy. Cash income per farm in 1947 shows Wyoming in 4th place nationally, Montana in 7th, Idaho 15th and Utah 24th.

ECONOMICAL GROUP RATE.

Two or more stations of the FARM GROUP earn 10% discount. See Standard Rate and Data.

EASY TO BUY.

One scheduling, one contract, one affidavit, one billing.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the farmers live

Avery Knodel, Inc. National Representatives

Closed Circuit

WHILE precise nature of NBC's new Sunday night program format to offset CBS inroads isn't yet formulated (see story page 25), new emphasis on lowering program costs and developing new vehicles could well include recorded programs (in line with modified policy broached at Sun Valley NBC affiliates convention in September), mystery shows and even modified giveaways, if they finally pass FCC muster.

LOU RUPPEL, former CBS publicity director and former managing editor of Chicago Times, on Feb. 1 becomes director of Clear Channel Broadcasting Service, headquartered in Washington. Post has been vacant since Victor A. Sholly left nearly two years ago to become director of WHAS Louisville.

RUTHAFF & RYAN, New York, has submitted television show featuring Olson & Johnson to its client Chrysler Corp., New York. Show said to be one of most costly in TV.

DESPITE eleventh-hour effort to stamp out fire at Broadcast Measurement Bureau, reports are current that all plights of agency is far worse than indicated (Broadcasting, Jan. 3, Jan. 10). Investigation of BMB budgets thus far apparently has failed to yield sufficiently clarified statement.

PORTENTS of seriousness of BMB plight indicated with reported resignation of Edgar Kobak, MBF president, from its councils although network has paid up to April so it won't rock boat on March survey. It's reported that substantially more than $100,000 in station payments may be needed for March survey.

CROSLEY Broadcasting Corp., which was alpha of so-called Avco procedure requiring 60 days of public advertisement of station transfers for competitive bids, also may prove to be omega. Avco procedure originally invoked following Avco Mfg. Corp. purchase of WLYC Cincinnati and associated Crosley properties in 1945. Crosley's proposed purchase of WHAS Louisville for which there are two competitive bids could well be final important competitive bidding case. Proposed change in rule, toasting Avco into regulatory ashcan, now is pending.

TO PROTECT investment in Jack Benny, CBS is understood to be covering him with "largest" life insurance policy ever written for man of his age. Similar insurance precautions understood planned on other new talent.

WHEN NAB board group meets Friday to take first look at reorganization problem, one of plans will be three-ply vice presidential bracket between front offices and department heads. AM, FM and TV station groups would have own v.p. contacts to look after their interests.

READING between lines of hard-rocking Senate subcommittee report on communications (Continued on page 70)

Highlights This Issue

NBC Reenactor.......................... 21
Mitchell Opens War on Newspapers ... 21
Johnson Prods Anti-clinic ................ 22
Leys to Leave WCAU .................... 22
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Networks' 1948 Gross Near $200 Million 25
Giveaways--Sponsor Suffers, Says M.C. 26
FCC to Probe Movie Licenses .......... 26
Crosley Special Battle ................. 27
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TV Channels ............................. 43
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Business Briefly

CAMEL-SHOW EXPANDS • R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels) Feb. 16 expands five-week evening NBC-TV video programs from 10 to 15 minutes and switches from Fox Movietone to live-and-film NBC show featuring John Cameron Swayze, shifting from 7:50-8 p.m. to 7:45-8 p.m. Agency, Wm. Esty Co. New York.

CHEN YU NAMES K & E • Chen Yu Products (nail lacquer, lipstick), recently acquired by Richard Hudnut Co., New York, has appointed Kenyon & Eckhardt, New York, to handle its advertising.


CRANEY ELECTED HEAD OF ANTI-CLEAR GROUP

ED B. CRANEY, managing director of Pacific Northwest Broadcasters, unanimously elected chairman of board of directors which met Friday in Chicago's Palmer House to organize offensive against clear channel movement.

Mr. Craney, named following to join him on executive committee: Don Searle, KMMJ Grand Island, Neb.; Les Biederman, Midwest Broadcasting, Inc., Battle Creek, Mich.; Steve Cisler, WLYC Nashville; Bruce McConnell, WHOT South Bend, Ind.

Sen. Edwin C. Johnson (D-Col.) told meeting that network stations should form "unions" and "collectively bargain" with networks (see story page 22). Sen. Johnson said he plans to attend third NARSA at Quebec in October.

Group decided dues should be four times highest hourly rate, for three years. Represented were 139 stations from all over country. Objective is to see that monopoly never is allowed to exist in radio.

Baltimore Stations Fined for Contempt

THREE Baltimore stations fined Friday by city court for violating court's "gag" on publication of crime news (Rule 904). James F. Connolly, WITH commentator, also fined. (Early story of "gag" trial on page 27.) Appeals expected by guilty stations. Charles Roeder, WCBS program director, said, "Naturally well appeal."

Fines were—WITH $500 and costs; Mr. Connolly, $100 and costs; WBFF $300 and costs; WCBM $300 and costs. WSID outside city, outside city limits, found not guilty since court found no proof was offered that its broadcasts had been heard in city.

Stations have 10 days to appeal. WBAL, similarly charged with contempt, to have separate trial. Court to rule on WBAL procedural claims Feb. 21, with hearing tentatively set for Feb. 28.

Judge John B. Gray Jr., held Maryland courts have power to punish for contempt, with right not limited by legislation; held Rule 904 is valid; said rule is not censorship; asserted he believed in free speech and free trial, but that press must yield in favor of right to free trial. Mr. Connolly severely rebuked for broadcast on ground his material did not originate outside city as in case of other three stations. Judge Gray said court had no difficulty in concluding that effect of broadcasts was "devastating."
radio listeners in the booming Magic Circle land
live in KCMO’s listening area...*

Talk about a bonus in listenership... you just can’t beat KCMO’s 50,000 watt coverage of Mid-America and Roger Babson’s famous Magic Circle land!

Three out of four... yes, three out of every four persons in the Magic Circle live in KCMO’s listening area... based on mail response. That’s a population of over 11,560,000 persons! Almost half this audience—5,435,000—is inside KCMO’s measured ½-millivolt area (213 Mid-America counties). There’s nothing small about that!

To sell the Magic Circle’s farm-and-factory-rich millions, center your selling on KCMO—Kansas City’s most powerful station for Mid-America in the Magic Circle!

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.

KCMO and KCFM... 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

ONE station
ONE set of call letters
ONE spot on the dial
ONE rate card

National Representative:
JOHN E. PEARSON COMPANY

*KCMO Listening Area. Shaded area indicates KCMO mail response counties (476 counties in 6 states).
WMT paddles its own in Canoe (IOWA)

...and a spanking good time is had by all, advertisers as well as listeners. Canoe's population wouldn't crowd a fair-size yawl—but if you're fishing for markets there's a whole fleet of prosperous Canoes in WMTland. 1,121,782 people live within the WMT 2.5 mv line.

For smooth sailing in the important Eastern Iowa farm-and-industry market, navigate with WMT, the exclusive CBS outlet in the area. The Katz agency man will welcome you aboard with full details.
PITTSBURGH'S CBS OUTLET

ONE OF THE OLDEST BASIC CBS STATIONS IN THE UNITED STATES

ANNOUNCES THE APPOINTMENT OF THE

George P. Hollingbery Company

AS EXCLUSIVE NATIONAL SALES REPRESENTATIVE

* Call a Hollingbery man today for full information about Pittsburgh's highest rated shows and availabilities. Offices in . . .

CHICAGO * NEW YORK * LOS ANGELES
SAN FRANCISCO * ATLANTA

WJAS

PITTSBURGH, PA.

Operated by Radio Supply House, Inc.

H. K. Brennen, President & Gen. Mgr.

John H. Buchheit, Commercial Mgr.

AM 5,000 Watts

FM 20,000 Watts
RUSSELL PIERCE of Pierce, Threlkeld & Assoc., San Francisco, resigns to become vice president of Abbot Kimball Co. of California. He also will be an account executive in company’s Los Angeles office. Mr. Pierce is former manager of J. Walter Thompson Co.’s San Francisco office.

FAIRFAX CONE, chairman of board, Foote, Cone & Belding who headquarters in Chicago, elected to board of directors of Community Fund of Chicago. Mr. Cone, chairman of the Fund’s public relations committee for two years, will organize new year-round campaign committee, which he will head.

WALTER McCREEERY, president of Smith, Bull & McCreery Inc., Hollywood, announces plans to open Chicago office sometime this year. Agency recently expanded its San Francisco office, with new headquarters at 522 Powell St.

JOHN W. SHAW Jr., Chicago, announces formation of new television department headed by ROBERT ZELENS. New department will market-by-market television tests for clients to help them determine relative positions in TV before launching big budget programs.

PEGGY WOOD joins Zeder-Taibott Inc., Hollywood, as public relations director. Miss Wood was formerly assistant radio publicity director for West Coast offices of J. Walter Thompson Co., Hollywood, and prior to that was NBC Western Division assistant promotion manager.

LEONA L. LaPELLE joins Yards Adv., Philadelphia, as account executive.

WILLIAM L. \( O'BRIEN \), formerly with merchandising department of Newell-Emmett, New York, joined St. Georges & Keyes, New York, in similar capacity.

VIVIENNE BARNS, formerly creative director with Butler Bros., Chicago, joins Roy S. Durstine Inc., San Francisco, as production manager.

ROBERT S. HENDRICKSON, formerly account executive with Gerth-Pacific, San Francisco, joins merchandising department of Young & Rubicam, same city.

DON PICKENS, formerly manager of California Newspaper Advertising Service, joins Blow Co., San Francisco, as assistant media director and office manager. DICK GRANT, formerly with J. Walter Thompson Co., San Francisco, joins agency as production manager.

WILLIAM E. MINER, formerly managing editor of the St. Louis Star-Times, joins publicity department of Needham, Louis & Brovby, Chicago. Mr. Miner is former special writer and Washington correspondent for Chicago Sun and member of editorial staff at Chicago Tribune.


CHANDLER STEWART WOOLLEY, formerly of BBDO and Roy S. Durstine Inc., both New York, appointed director of services for Jules Livingston Adv., Binghampton, N. Y.

A. C. MACGOWAN joins Cruttenden & Eger, Chicago, as head of firm’s new marketing research department. Mr. MacGowan was manager of marketing research division at Firestone Tire & Rubber Co., Akron, for six years. He also directed research for J. Stirling Getchell Agency, New York.

RICHARD N. GULICK, with Charles Dallas Co., New York, for past 12 years, appointed vice president and account executive of A. W. Lawin Co., Newark, N. J.

ELIZABETH FOWLES, formerly with Garfield & Guild, San Francisco, joins copy department of Smith, Bull & McCreery, same city.

LAWRENCE Adv., Chicago, moves to new offices at 283 N. Wabash Ave. from 59 E. Van Buren St. Telephone: DEarborn 2-5841. LAWRENCE COHEN heads office.

FRAN HARRIS, television director of Ruthrauff & Ryan, Chicago, and RALPH G. TUCHMAN, Hollywood news editor of Broadcasting, have announced plans to be married at the end of this summer.

(Continued on page 67)
some Pacific Coasters enjoy wading out into low-tide Saturday pools—to dive under with a crowbar for prying abalones off the rocks. Succulent seafood, when pounded immediately and thoroughly.

more people throughout the West stay home Saturdays and listen to their radios. Look: The family availability on Saturday (Hooper average) is 74.2—8% more families than are available on weekdays. And sets in use on Saturdays have increased 32% over four years ago.

Even on NBC, there are still a few Saturday morning and early afternoon availabilities. You'll want to find out about them—and see more of the startling Saturday listening figures. That day, as advertisers know, is no exception to the rest of the week which marks NBC as No. 1 Network—in the buying West as in the nation.

listening's first on a western saturday over NBC WESTERN NETWORK HOLLYWOOD - SAN FRANCISCO a service of Radio Corporation of America
Feature of the Week

A DOUBLE-BARRELED campaign for home improvement has been launched by WTMA Charleston, S. C. Not only has the idea brought the station a nice piece of business—28 quarter-hours a week under sponsorship of 14 firms—but it promises to bring the station a move to remodel their homes to a greater extent than ever before.

The idea was conceived by Robert E. Bradham, WTM manager, and was the theme "It’s later than you think." Participating in the effort the station are the Citizens and Southern National Bank of South Carolina and building materials companies in the area.

The campaign officially started with programs of Jan. 2, after extensive pre-broadcast promotion in local newspapers and on the air.

Before the initial program a dinner was held for representatives of the bank and participating concerns. The purpose was to discuss every aspect of the overall campaign plan.

Dealers answered questions and explained their part in the complaint and home improvement work, and in turn, representatives of the bank explained financing of the project. Members of the advertising and program departments of WTMA were present at the dinner, so that they might get a clear view of the type of programs best suited to the campaign.

During each WTMA home improvement program, in the regular commercial time, a sponsor plugs the campaign in general, urging listeners to remodel and improve their homes, and at the same time advertises his own product. The Citizens and Southern Bank, in its "Music for Dreaming" program, gives the campaign a boost while explaining how it will lend the money necessary for home improvement.

Different Titles Chosen

Appropriate titles were chosen for each program—Pastels in Melody for a paint company, Mystery Manor for a brick company and Open House, a participating program for several dealers.

The campaign is running 20 weeks with the station confident that the double pounding from the bank and the various dealers will bring a great wave of home improvement to Charleston.

On All Accounts

On New Year's Day, there were some in this country who didn't interrupt their hangover treatments to summon any unusual interest in the news that Texas was defeating Georgia in the Orange Bowl at Miami. But to Leslie Talbot Harris, newly appointed radio director at Benton & Bowles, New York, that intelligence might very logically have stirred happy recollections, for it was out of that Bowl that Mr. Harris drew the first small fruits of what has turned out to be a particularly blossoming career in radio.

As aid to Ted Husting at that winter football classic, Les Harris made his big-time bow into radio.

Born on March 21, 1914, in New York City, Mr. Harris first entered radio 14 years later as a part-time announcer at WDBO Orlando, Fla. Later enrolling at Washington & Lee, where he studied law, he spent the summers as a special events announcer for WGN at the Chicago World's Fair.

Departing Chicago, Los Harris toured the country with Jan Gar-
OH, KAY!

KEX's fabulous KAY WEST PROGRAM is a prime favorite with Pacific Northwest listeners... and a powerful sales tool for advertisers who share this scintillating show at 1:30 PM, Monday through Friday.

Kay is seen and heard everywhere... starring at fairs, planning special events, serving as toastmistress, broadcasting from Hawaii. Timely interviews and audience-participation stunts keep Kay's program pulling the largest quantity of mail on KEX. Listeners... and lucky clients... really "love that gal."

KEX

WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV For WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting

January 31, 1949 • Page 11
IF YOU'RE FROM MISSOURI, LET US SHOW YOU...

Listeners want shows! Sponsors want shows!
That's what the Capitol Transcription Library gives you—shows that we program for you as part of this unusual service. Want to know more? Fill out the coupon. Let us show you.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol Transcriptions
Sunset and Vine, Dept. B131
Hollywood 28, California

FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name__________________________
Station________________________
Street__________________________
City___________________________ State__________

Page 12 • January 31, 1949
From Coast to coast this month the radio industry has been on the march aiding in collecting money for the March of Dimes campaign. The drive to aid victims of infantile paralysis opened nationally Jan. 14 and closes today (Jan. 31).

CBS presented an hour and a half Cavalcade of Drones last night (Sunday) from 11:30 to 1 a.m. featuring five of the nation's top orchestras—Larry Polina, Garwood Van, Johnny Austin, Joe Reichman and Tex Beneke. Each of the orchestra leaders paid tribute to the work of the National Foundation for Infantile Paralysis and appealed for contributions.

Jack Benny, known as a gag for his penny-pinching, led a nationwide appeal, "Ten Pennies From Benny." Loading his famous vault on a wagon, Mr. Benny made the trip from Hollywood to Washington where his contributions were turned over to the national foundation. CBS affiliates across the country tied in this drive with their own local March of Dimes campaigns.

WCSC Booth

In Charleston, S. C., WCSC set up a "Ten Pennies From Benny" booth in the downtown area manned by station staff members, each of whom contributed an hour a day to care for the booth. In addition to the booth, air announcements and numerous posters throughout the area, WCSC cooperated with the U. S. Army Recruiting Office which donated a truck to aid in collections. The truck carried large posters of Mr. Benny's wagon and its public address system was handled by soldiers and WCSC announcers.

WPAY Portsmouth, Ohio, also plugged the Benny march with a strongbox in which to deposit contributions. A large picture of Mr. Benny appeared on the side of the box which was sent by Railway Express to the comedian in Washington at the close of the drive. Special 15-minute broadcasts were aired every day during the two-week campaign by WLAW Lawrence, Mass. Arthur Flynn, WLAW commentator and fight-caster and chairman of the local March of Dimes, handled the broadcasts which originated in a large booth installed on the main street of Lawrence. Aiding Mr. Flynn in his interview-type programs was Jimmy Dowd. Mr. Dowd, a Marine veteran paralyzed from war injuries, was the subject of a recent WLAW drive which raised $20,000 for his care.

In Washington state, listeners to Hubba painted lines with their noses down Macon's main street. They painted an inch for a dime or a foot for a dollar. Dressed in overalls and catchers' masks, to which paint brushes were attached, the painters netted $1,200 for the drive in the first three days of their stunt. WMAM broadcast a description of the event each afternoon.

One-minute spot appeals transcribed by polio victims were cut by KNBC San Francisco for broadcast on Bay Area stations. Prizes were distributed free to all stations in the area.

In Des Moines, Iowa, KCBC and the Junior Chamber of Commerce combined forces to sponsor a benefit basketball game for polio patients. Theme of the campaign was "Help These Children." Clair Grant, station sales promotion (Continued on page 57)

**In the Public Interest**

Radio's Role in The March of Dimes

KAY KENNELLY

Time Buyer, OLIAN ADVERTISING CO.

Director of all time buying at Olian, Miss Kennelly is recognized as one of the most active and efficient women in the industry in Chicago. The William G. Rambeau rep today presented Miss K. with a certificate of membership in the Honorary Order of Patrons and with the deed to a tract of land in the heart of the Patron country.

*PATRON — Aristocratic Landholder of the Hudson Valley

Only the WPTR-WBCA combination gives you all this:

10,000 watts of AM power,
America's first commercial FM station,
regional coverage at local rates,
unexcelled equipment, top talent.

And, hard-hitting promotion, too:
car cards, newspapers, outdoor boards, direct mail, counter displays and courtesy announcements.

10,000 Watts of Power Night and Day

PATRON BROADCASTING CO., ALBANY, N. Y. • • • Represented by RAMBEAU

January 31, 1949 • Page 13
Fulton Lewis Jr.
and His Electric Buzz-Saw

He's a handy man to have around the house—and his radio voice is around more houses than you can shake a mike at. Whether he's putting a bureau together or taking a bureaucrat apart, he hits the sawdust trail with everything he's got. At home, he works with a complete workshop. In the office his "tools" include a trained news-gathering team of reporters and editors whose efforts contribute precise background data to the nightly Lewis broadcast.

Currently sponsored on 326 stations, the program is the original news "co-op." Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).


KORVO Co., Chicago (germicidal hair preparation) Feb. 21 starting 13-week test spot campaign on two California stations, five-weekly on KYNO Fresno and four-weekly on KTNQ San Bernardino. If successful, campaign will be extended to other California markets. Agency: David S. Hillman Inc., Los Angeles.

ESQUIRE KITCHENS, Los Angeles (pre-cooked frozen foods), appoints Allied Adv., that city, to handle advertising. Radio and television will be used in Los Angeles market first, expanded into others later.

CALCO Corp., Santa Monica, Calif. (Crayoffs drawing crayon), appoints Mayers Co., Los Angeles, to handle advertising. Television will be used.

OLD HOMESTEAD BAKING Co. (Butter-Nut Superb and Butter-Nut Dutch Krunch breads) appoints Brisacher, Wheeler & Staff, San Francisco, to handle advertising. Radio will be used.


SOUTHERN CALIFORNIA Horticultural Institute Inc., Los Angeles, appoints William Kester & Co., that city to handle advertising for annual flower show being held March 26-April 13. Extensive radio campaign planned in Southern California.


Adpeople • • •

EDWARD A. LeROY, assistant vice president of Pepsi-Cola Co., Long Island City, N. Y., elected a vice president of firm.
Want a big slice of Ohio?

Cleveland’s Chief Station with its 675,000 radio families... $2,300,000,000 in sales, gives time buyers more for their money in this great market. If you want a BIG slice of Ohio ask WJW or call Headley Reed.
'Talking People'

EDITOR, BROADCASTING:
May the ghosts of the Greek choruses of ancient Hellas haunt Bill von Zehle and the writer of the Meredith Willson* article! Did neither of them ever hear of Aeschylus, Sophocles or Euripides—hm-mm?

Bob Keller
Robert S. Keller Inc.
Radio Sales Promotion
New York City

* "The Talking People" by Ann August [BROADCASTING, Jan. 3].

[Editor's Note: One loyal reader comments, 'Meredith Willson? Why go all the way back to Euripides' choruses to crib a good idea.]

Video Views

EDITOR, BROADCASTING:
Are we starving the goose that laid the golden egg?
It begins to look like it. Pick up any trade magazine these days and all we can read about is "Television", the cost of transmitters, programs, extra personnel, studio enlargements, and on through other figures that keep you awake at night.

It will, no doubt, be mighty fine for the larger cities to have television, and no doubt television is definitely on its way, but what I would like to know is this: what will become of the more than 1,800 smaller stations who cannot afford television for possibly ten years yet? Will they have to fold up and go out of business? Will they go to the bughouse trying to figure out where they stand?

It would seem to me, with my 14 years radio experience, that we need enlightenment in another direction. How many of the radio stations in the United States are doing a really good, bang up job of presenting "good" radio to their listeners? . . . When you come right down to it, half of the 50,000 watters today are not giving "good" radio, half of the time, and certainly that goes for 75% of the smaller stations.

Nat L. Royster
Manager
WBZ, Lexington, N. C.

EDITOR, BROADCASTING:
I know television is here to stay, and sometimes when I'm watching my set I say, "What a pity!" But, aren't the people of BROADCASTING emphasizing the Telecasting part of the news with more vigor than radio?

Please send me your very best compliments to J. Frank Beatty for a highly interesting word picture of radio in Baltimore. Every word of it was true. I am inclined to be impatient with this old-bug at times, but some things go on here that are important and I think Mr. Beatty put those points across clearly.

Bill Roche
Promotion Director
WBZ, Baltimore

Subject: The Golden Egg

EDITOR, BROADCASTING:
Message: 1/12/49: Refusing to pay fees for monopoly claim. . . . Have offered substantial amount for exclusive rights against newspapers and radio, and radio promise to give all free for simple copyright credit if I can buy negotiation or auction.

Please send proof of request offered on any station wire if professional or sports are broadcast without fee to or with pay from promoters. Need material for public pressure to accomplish this last vital freedom without lawsuit if possible. Urgent.

Rogan Jones
President
KVOS Bellingham, Wash.

EDITOR, BROADCASTING:
After looking at some of the television coverage of the Inauguration on the night of Jan. 19 I can quite readily understand why [Continued on page 18]

Call Change List

EDITOR, BROADCASTING:
Several of our members read with interest the letter to "Open Mike" from William D. Laudeman, 387 W. 46th St., New York City, which appeared in the Jan. 17 issue.

They have written me and suggesting that you be asked to also include the call letter and call letter changes that are issued by the FCC.

They point out that you publish the actions of the FCC each week in full and that the inclusion of calls issued and call changes will add much information. . . .

Ray B. Edge
Board Chairman
National Radio Club
Buffalo, N. Y.

[Also signed by 11 other members of the club who subscribe to BROADCASTING]

[Editor's Note: In the future BROADCASTING will print call letter changes weekly in the FCC Actions section.

Empty Mike"

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

No other station—Chicago or elsewhere—COVERS South Bend . . .

only WSBT does that!

Sure, other stations can be heard in South Bend—but the audience listens to WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in share of audience. Look at any South Bend Hooper for convincing proof.

Call Change List

EDITOR, BROADCASTING:
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[Editor's Note: In the future BROADCASTING will print call letter changes weekly in the FCC Actions section.]
All You Need to Know to Cover
WESTERN PENNSYLVANIA • VIRGINIA
EASTERN OHIO • WEST VIRGINIA

More than eight million people, spending Four and One-Half Billion Dollars Annually in retail sales outlets, make this four-state area one of the nation's most profitable markets; and it is completely covered by WWVA.

These are busy states, which means business for alert advertisers. West Virginia is the nation's leader in the mining of bituminous coal, and coal mining dollars are plentiful. In combination with Eastern Ohio and Western Pennsylvania, more than half of the nation's steel is produced in this compact region. Add to this the potent tobacco market of Virginia, the powerful chemical, glass, clay and lumber industries of the four states, and you have the reasons why this WWVA area provides a market rich in sales potential.

WWVA's friendly programming has made it a welcome voice in the homes of these four states; WWVA can deliver your advertising message to a ready-made, loyal, responsive audience economically with one cost, one billing. An EDWARD PETRY Man has the details.

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Open Mike

(Continued from page 18)

NBC allowed Jack Benny, and is going to allow some of its other stars, to go over to CBS.

Television is going to pave the way for the downfall of the old names in radio, which isn't bad, since radio itself has been trying to find a way in which to rejuvenate. Phil Harris and his wife, George Jessel, Edgar Bergen can definitely retire with their gold sacks, so that we can get some stimulating new faces like Paul Winchell, girl singers, who have always sung well, but now add more charm to listening over television.

The one and only gripe I have with your magazine, as well as other trade publications, is that you put too much stress on TV and you sort of forget the guy who is out in the "sticks" and is still on AM and FM. Maybe I am wrong!

O. R. Davies
Manager
WKAP Allentown, Pa.

[Editor's Note: TV zealots want more TV news; some AMers want little or none. Whether it's AM, TV or FM, it's still broadcasting. It behooves all identified with the mass media to keep abreast of developments in these changing times. Broadcasting hasn't cut its aural coverage; it has expanded all news coverage to an average of better than 40 pages per issue.]

Combating Newspapers
EDITOR, BROADCASTING:

... It is obvious that the radio industry is doing a poor selling job. As always, radio stations are fighting among themselves, while the newspapers in their markets run further and further ahead in the field of local advertising.

Only today I visited a two-station market which is now attempting to support three radio stations. I talked with the manager of each of these stations. Each manager told me with glowing pride how they are really giving their competitive stations "hell"! Yet, not one of these station managers is doing anything material to compete with the one newspaper in their market.

May I be losing my mind, but I suggested to these three station managers a simple plan for combating newspaper competition. This plan consisted of a joint campaign of sales promotion letters pointing out the economy of radio advertising in comparison with newspaper advertising — AND — combination rates offered by the three stations.

In other words, if an advertiser bought one station he would pay straight rates; buy two stations and get a five per cent discount from each; buy all three stations in the market and receive a ten per cent discount from each.

May I compliment Broadcasting on its continuing campaign to awaken the radio industry to the fight against newspaper competition.

Robert D. Buchanan
Station, Sales and Service
P. O. Box 341
Sanford, N. C.

[Editor's Note: Selling radio as the most effective of all advertising media benefits not only the advertiser but all phases of radio as well. Cooperation is essential in putting this message across.]

AM-FM Identification
EDITOR, BROADCASTING:

... Without doubt combination call-letters ("This is WPRO and WPRO-FM Providence") has caused difficulty with potential set buyers and listeners. First, not many laymen realize the difference between FM and AM. Secondly, set owners do not realize that a station with FM and AM constitutes two separate stations.

Finally, set owners are satisfied that they are hearing static-free programs when they hear "WPRO-FM" over AM. In order to alleviate this existing condition, I would like to make two suggestions. First, that stations resort to a technique used a few years ago by WTIC Hartford. The station break went something like: "This is Hartford, WTIC," and then a button was pushed cutting the voice from AM. The announcer would add over FM, "...FM." On AM, the break sounded like, "This is Hartford WTIC." On FM, "This is Hartford WTIC—FM."... Roy M. Schwartz
Boston U.
School of Public Relations
Radio Division
Boston

[Editor's Note: Many stations besides WTIC Hartford are using some variation of this technique.]

Bible of the Trade
EDITOR, BROADCASTING:

... Incidentally, I think this "Study" (of major radio markets) was a wonderful idea and have found it so interesting that I want to keep the entire series permanently. As I said once before when complimenting your magazine: "An announcer or radio man without Broadcasting is like a minister without a Bible." Keep up the good work.

William Stewart
Dir. of Public Service Programs
WBMS Boston

Financial Report

COPIES of FCC Form 324 for the annual financial report of stations to the Commission are to be mailed to broadcasters during the week of Feb. 7. FCC announced last week. The Commission said there are no substantial changes in this year's report. The forms are to be returned to FCC by April 1.

May 1946
ANNOUNCING

SINGING ANNOUNCEMENTS
FOR 48 TYPES OF BUSINESS

Appliances
Auto Accessories, Tires
Auto Repair
Bakeries
Beauty Parlors
Book Stores
Breweries
Camera Shops
Children's Shops
Coal and Ice
Commercial Banks
Credit Clothing
Dairies
Department Stores
Drive-In Theaters
Drug Stores
Dry Cleaning
Farm Equipment
Feed and Grain
Florists
Food Stores
Fuel Oil
Furniture Stores
Furriers
Gas Stations
Hardware Stores
Ice Cream
Jewelers
Laundries
Loan Companies
Luggage Stores
Men's Clothing
Movers and Storage
Movie Theaters
Music Stores
Opticians
Optometrists
Paint and Wallpaper
Piano Dealers
Real Estate & Ins.
Restaurants
Savings Banks
Savings and Loan
Shoe Stores
Soft Drinks
Sporting Goods
Taxi Companies
Used and New Cars
Women's Apparel

Straight copy is dull.

Musical Spot-Frames sparkle and sell.

Here, at last, is a new way to increase station income! The life blood of your station is spot announcements. Now you can sell more local business with jingles that are comparable to the best national spots. Jingle-Library, with "singies" for 48 different kinds of local accounts, was created by nationally known writers and talent. It will be available to only one station per market.

The 672 jingles sparkle with fresh ideas—each one irresistible and different. Each category has 14 versions. They are designed for chain-breaks and minutes with plenty of room for live copy. In addition, there will be special monthly releases. This brand new idea gives you, exclusively, selling ammunition to stimulate new business. The cost is unbelievably low!

Wire or phone for
Audition Record
($2.50 Deposit)
No Options! One
Station per Market!

QUICK FACTS
48 Different categories
14 Different jingles
per category
672 Jingle cuts
Additional monthly releases

*Registered Trademark

RICHARD ULLMAN, INC.
277 DELAWARE AVE., BUFFALO 2, N. Y. • PHONE CLEVELAND 2066

January 31, 1949 • Page 19
Miami's strategic location at the southeastern tip of the United States has made it the logical gateway for commercial and passenger traffic between the Americas. Last year nearly 500,000 tons of foreign shipping alone passed through the Miami harbor, and the value of Miami's imports and exports reached close to the $100,000,000 mark. In addition, Miami attracts thousands of Latin-American tourists whose purchases point up the year-round nature of this great market.

Yes, Greater Miami's natural trade area extends in all directions, forming a truly international market whose annual spending bankroll is conservatively estimated at $500,000,000. And comparisons prove the way to reach the most customers at the lowest cost per capita is WQAM, Miami's First Station, whose strong, clear signal blankets Greater Miami, and gives bonus night and daytime coverage of 15 additional counties in Greater Miami's trading zone.
By EDWIN H. JAMES

A SPECIAL MEETING of all NBC affiliates will be held in Chicago Feb. 28 and March 1 to explain to stations the network's tactical plan in the intensifying battle for programs, it was learned last week.

Top executives of NBC will address the stations:

1. That AM network broadcasting is at or very near its maximum financial development.

2. That soon advertisers will begin to withdraw budgets from radio to finance television ventures.

3. That lavish investments in talent are economically unsound in view of the uncertainties of the transition period from radio to telecasting.

4. That NBC will embark on a vigorous campaign of new program development to bring new and presumably refreshing voices to radio and to unearth personalities and shows which can grow with television.

Although the network made no announcement of the future meeting, it was understood that the decision to call it was made at the insistence of the NBC Stations Planning and Advisory Committee which met last Monday and Tuesday in New York.

Closed Session

Niles Trammell, NBC president, and Charles R. Denny, executive vice president, were understood to have given SPAC members a complete outline of the network's programming plans and to have proposed that all stations be briefed on the subject by closed circuit broadcast. SPAC, however, urged that station interest in programming was so intense as to warrant longer discussion than would be possible in closed circuit talks.

The Chicago meeting, lasting two days, will be a closed business session, it was said.

The essence of Messrs. Trammell's and Denny's remarks to SPAC, it was said, was that NBC believed its economically unsound to defend itself against CBS raids on its talent by outbidding the other network. NBC believed such a course would lead only to skyrocketing talent costs which stood slim chance of amortization. The "purchase" of talent, either through capital gains deals or guarantees of large salaries for extended periods, is considered unreasonable by NBC.

The NBC executives said they believed:

1. That some top-ranking radio stars may not prove to be equally popular in television.

2. That for some time advertisers will be unwilling to pay talent costs in television commensurate with those in radio now. Production costs exclusive of talent are much higher in television than in radio, it was pointed out, and the obligation to assume a bigger "nut" in television will discourage sponsors from indulging in the kind of talent salaries that are paid to the Hooper favorites of radio today.

SPAC was told that NBC will seek out and develop new and programs which are less expensive than top radio properties of the moment. The network is prepared to match CBS "dollar for dollar" in programming expenditures, SPAC was told.

The network has rosy hopes for its comedy team of Dean Martin and Jerry Lewis, with whom a long-term contract was signed several weeks ago. At least one sponsor was said to have virtually committed itself to the show and the most thorny problem concerning the introduction of the team—which as yet has been under contract at NBC—was the selection of a time for it.

The NBC contract with the comedians guarantees that once Messrs. Martin and Lewis are put on the air in a regular show, they must be kept there for a minimum of 52 weeks—no matter what their rating or commercial standing, it was learned. This contractual provision naturally is causing NBC to study carefully the matter of scheduling.

It was also understood that NBC executives told SPAC their programming plans were not confined to creation and exploitation of radio

(Continued on page 52)

RETAILERS

RADIO's fight for the retail advertising dollar got underway in earnest last week.

Scene of the opening phase in an all-out battle with newspapers for a larger share of store advertising was the Memphis Advertising Club, where a newspaper spokesman had the scene recently with a below-the-belt denunciation of radio.

Mitchell Lobs Mortar for Radio

Shooting the competitive works on behalf of radio was Maurice Mitchell, NAB director of broadcast advertising. Mr. Mitchell departed from the traditional friendly competitive role of broadcasting spokesmen by bearing the newspaper medium into shreds. He used two principal weapons.

First, he discussed radio's advantages as a medium and its growing use by retailers. Second, he drew from an address by B. Earl Puckett, president and director of Allied Stores, to show that newspapers are outdated and rapidly losing public as well as advertiser respect. Mr. Puckett's views were given in a Jan. 18 address to the Newspaper Advertising Executives Assn. in Chicago.

The Memphis address signifies that NAB is starting after retail business aggressively pending completion of the All-Radio Presentation, Mr. Mitchell told the gathering that included over 100 retailers.

"We sense a revolution in retail advertising," Mr. Mitchell said.

(Continued on page 24)
JOHNSON PRODS ANTI-CLEARS

By ED KEYS

INDEPENDENT' broadcasters, girding for battle with the clear channel forces, were warned by Sen. Edwin C. Johnson (D-Colo.) Friday that "innovativeness, hard hitting action" is imperative to defeat those he charged were seeking national radio control.

The battle cry was sounded by Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, during his address at the organizational meeting of the anti-clear group in Chicago's Palmer House.

Sen. Johnson, ardent foe of the clearers and author of a bill (S-491) to break down the clear channels and forbid power in excess of 50 kw, sized up the independents' adversity as "a well entrenched, well financed, well staffed group who are determined to have radio control in the United States."

Broadcasters who had responded to the rally call of Edward Craney, managing director of Pacific Northwest Broadcasters, were cautioned by Sen. Johnson against placing their faith in what Congressional support they may have or to rely upon trade organizations to fight their battles.

Urges Unified Action

"The main thing to do now," he advised, "is to get together, stick together, have clear cut objectives, develop good strategy, plan an intelligent campaign, stick it out, be tough, and you won't lose out and neither will the American people lose out."

Just prior to his departure for Chicago, Sen. Johnson reiterated his opposition to clearers in a statement on the floor of the Senate prefixes introduction of the Senate subcommittee interim report. He asked and received consent for reprinting the lengthy report in the Congressional Record—an unusual procedure—and commended Sen. Tobey and McFarland for their "excellent work."

The chairman urged all Senators to study the Senators' report. He criticized the FCC for arrogating unauthorized powers. He added:

"Furthermore, the committee report raises the important legal question of whether a fundamental policy matter which directly concerns and affects all the people of the United States shall be decided by an administrative regulatory agency created by Congress for that function or whether such a paramount question of important national policy should be determined by the Congress itself. I believe, and I am sure all Senators believe, that basic, fundamental policy questions must be determined by the lawmaking body."

Mr. Craney had earlier announced that he had received 112 replies to letters he circulated last month seeking support for the organization of independent broadcasters. His goal is a war chest of more than $10,000 for establishment of a Washington office with a paid director. [Broadcasting, Jan. 24, 1949.]
SENNATE GROUP CRACKS FCC

By RUFUS CRATER

IN A REPORT foreshadowing greater Congressional activity in FCC policy determination, a two-man Senate Interstate Commerce subcommittee last week recommended unequivocally that clear channels be broken down and the power ceiling kept at 50 kw.

The report also contained a recommendation that, if carried out, would mean that more than 200 U. S. stations and scores in other North American countries would have to be put off the air or moved to other frequencies.

This was a proposal—also advocated in substance by the Mexican Government—that the new North American Regional Broadcasting Agreement provide that "no signatory shall share or duplicate the clear channels heretofore assigned to any other signatory." The U. S. now has 182 daytime and 25 full-time stations operating on channels to which other nations have 1-A privilege.

Sen. Ed C. Johnson (D-Colo.), chairman of the commerce committee, and author of a pending bill to maintain the present 50 kw power limit and break down the clear (S-491), endorsed the subcommittee's recommendations and pledged himself personally to bring them before the NARBA treaty conference which is slated to convene in Canada next September. (Also see page 22).

But other authorities noted that the U. S. position for NARBA is not formulated by the commerce committee alone (or its subcommittee), but primarily by the State Dept.'s FCC and industry representatives. They noted that Sen. Johnson's participation in the NARBA conference presumably would be as a member of the U. S. delegation; but he would be committed to support the U. S. position, which has not been formulated and which may or may not coincide with the recommendations of the commerce subcommittee.

Limitation Recommended

The subcommittee, composed of Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.), ranking Republican and Democratic members of the commerce committee, also recommended a 50 kw power limitation for all NARBA signatory nations as well as for stations within the U. S. Mexico, with a claimed six stations using more than 50 kw, is the only signatory now operating above that level.

The subcommittee made clear that it would "deplete" issuance of an FCC decision on the long-pending clear-channel case before next September's NARBA conference.

The questions involved form a "fundamental policy issue of tremendous national import" and should be handled by Congress, the report asserted.

Sen. Johnson sent a copy of the report to FCC Chairman Wayne C. Coy, declaring he subscribed to the recommendations "fully and completely."

"I trust that you will acquaint your colleagues on the Commission with the report and my views on it," he told the FCC chief. FCC authorities had no immediate comment on the report.

Sen. Johnson also sent a copy to the State Dept. Other views and recommendations in the subcommittee's unheralded report included:

1. The panel system of organization being considered by the Commission "is not contemplated by the existing law" (see story page 44), but a procedure "somewhat similar to that of our appellate courts" might expedite FCC action;

2. The commerce committee should make a continuing study of FCC and its operations, including "a complete exploration of every influence that has been exerted to bring about various decisions;"

3. FCC should be given authority, via legislation, to issue cease-and-desist orders against stations violating provisions of the law or FCC's rules and regulations;

4. Use of radio or wire communications to defraud should be made a federal offense with a new law similar to the postal fraud statute;

5. FCC's review of programs is not censorship and the law needs no changes in this respect.

Early Legislation Unlikely

There appeared no great likelihood of early legislation to implement the report. Capitol Hill sources felt the present plan is to legislate on the clear-channel question only if developments at the NARBA conference require it, despite the pendency of Sen. Johnson's breakdown bill.

Now, it was thought that bills would be introduced to provide the Commission with cease-and-desist authority or to deal with the fraud question. The full Committee has studied the report. When this might be could not be foretold, since the committee has not yet held its organizational meeting.

The recommendations for continuing study of the FCC spurred speculation that Sen. Johnson's new subcommittee, with himself as chairman but retaining both Sens. McFarland and Tobey as members. Named during the last Congress, the subcommittee has been functioning under the chairmanship of Sen. Tobey. Sen. Albert W. Hakes (R-N.J.), who has since retired, was the third member but did not participate actively.

Observers felt little doubt that the Commission would abide by the law and hold up its long-awaited clear-channel decision at least temporarily, as it did in parallel circumstances a year ago. Similarly it was felt unlikely the Commerce committee would proceed now with its plan to reorganize into semi-autonomous divisions which would handle broadcasting, common carrier and postal and special service matters respectively (Broadcasting, Jan. 10).

Suggests New Procedure

While professing that it was neither "approving" nor "rejecting" the division plan, the subcommittee questioned its lawfulness and suggested a different procedure in which cases would be assigned to a "group or subcommittee of Commissioners" but with all Commissioners participating in the decision.

Although it questioned the panel system for the Commission, the subcommittee recommended "panelizing" of the staff—that is, organizing it along functional lines. Instead of legal, engineering and accounting bureaus as such, there would be broadcasting, common carrier and safety and special service bureaus, with lawyers, engineers, and accountants assigned to.

(Continued on page 46)

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REPORT HIGHLIGHTS

HIGHLIGHTS of report submitted to Senate Interstate Commerce Committee last week by Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.), the subcommittee named last year to study communications problems:

- The clear-channel issue, including the question of power above 50 kw, should be decided by Congress, not FCC, and should be resolved in favor of clear-channel breakdowns and retention of present 50 kw power limitation.

- Reorganization of the Commission into semi-autonomous panels, which has been under consideration, would be unlawful.

- A "subcommittee" principle of operation, however, should be helpful.

- The FCC staff should be reorganized along "functional" lines, with the general counsel, chief accountant, and chief engineer operating directly under the Commission itself.

- A legal review board, outside the jurisdiction of the Law Bureau, should be established to help the Commission review and write decisions.

- Legislation should be enacted to give FCC authority to issue cease-and-desist orders to stop violations of the Communications Act or the Commission's rules and regulations.

- No further legislation is needed with respect to the Communications Act's ban on censorship: the FCC is acting within its authority, and not violating the censorship ban, in reviewing the past performance of stations.

- Use of radio to defraud should be made a federal offense.

- The new North American Regional Broadcasting Agreement should impose a 50 kw power limitation on all participating countries, and no signatory should share or duplicate the clear channels assigned to other nations.

- A watchdog committee should be set up by the Senate committee to make a continuing study of the FCC, its operations, and communications affairs in general.

BROADCASTING * Telecasting
THE GLOVES are off in what could become Press-Radio War II. The first war began 20 years ago when radio first entered the news field. It ended when newspapers found they couldn't lick radio. They joined it. Press advertisements in retail stores and stations now are their biggest customers.

Press-Radio War II is being pitched on the business front. There were "cold war" indications following V-J day in 1945 when newspaper printing ended. Newspapers, through the ANPA Bureau of Advertising, began shooting at radio, notably in the retail field. Radio hit back in the view of many broadcasters.

The gun went off last Friday at Memphis. Maurice B. Mitchell, NAB's director of broadcast advertising, let go in an address before the Memphis Advertising Club. It was his second blast within a fortnight, the first having been fired at Jamestown, N.Y., before a group of retailers, agency men and broadcasters from the upstate area.

At Memphis, however, Mr. Mitchell was armed with a block-buster, in the form of an address delivered Jan. 18 by B. Earl Puckett before the Newspaper Advertising Executives Assn. at Chicago. Mr. Puckett controls a sales promotion budget of $16,500,000 for the Allied Stores, largest single retailer in the country. He threw the book at the newspapers, and backed up his criticisms with statistics. He called newspapers arrogant, arbitrary, smug and behind the times.

Then the statistics: In the last decade newspapers have been dropped from 75% to 66% of Allied Stores' advertising budgets. Newspaper expenditures, dollars and cents, have dropped 30%. But radio increased 450%, direct mail 620% and magazines 990%.

What Mr. Puckett said (and you can read about it on pages 21, 24 in this issue) was the perfect springboard for Mr. Mitchell in Memphis.

He cited the reasons for the swing to radio by the retailer, now pegging him as radio's biggest customer. He pointed to the new generations grown and growing up, which are accustomed to being talked to; who were not weaned on newspapers or the printed page. These same new generations in large measure are directing advertising of these retail establishments. To them there has always been radio. They are 10, 20 and 30 years old. Radio serves its listeners free, and entertains them in the process. Newspapers are sold. The radio-advertised product costs no more than the newspaper-advertised ware.

An all-out Radio-Press War II isn't necessary. Clean competitive selling is much to be desired. So far there has been the sort of provocation that broadcasters cannot long continue.

Radio is keeping its powder dry.

Mr. Mitchell told the Memphis Club Mr. Puckett termed unrealistic newspaper standards "the self-satisfied, smug and behind the times attitude that news is a source of 'such intellectual in-breeding.' "He quoted Mr. Puckett as saying, "Publishers and editors should not develop such inferiority complex as to think their living is based on our advertising revenue. It is a business deal. They need not resort to 'defense mechanisms.'"

Puckett's Definition

Mr. Puckett's speech questioned the current editors' definition of newspaper news, citing the greater increase in Sunday papers than in dailies because of the broader approach to current life interest and its acceptance by the reader.

"Fashions for the women, fashions for the children, fashions for dad and fashions for the home are important, most important to a majority of potential newspaper readers," Mr. Puckett told the Chicago group. "Time was when the retailer advertised with radio and held this readership for the newspaper. That was most advantageous for newspapers. The paper charged the retailer for building it up and holding its own circulation. There is little wonder that many fortunes were made in the newspaper business. The customer did half the work and paid generously for the privilege."

Mr. Puckett said his new appraisal of what constitutes news is being reexamined and broadened in interests and on the facts that women do two-thirds of the reading and spend four-fifths of the money.

A one-lesson course in radio advertising was given by Mr. Mitchell in a Jan. 19 address to the Jamestown (N.Y.) Ad Club. Simon Goldhammer, general manager of WTJN Jamestown, said the response was "tremendous and enthusiastic" and the club authorized printing of the speech in booklet form for distribution to 800 ad clubs in the country.

Mr. Puckett

RADIO PRESS WAR II? AN EDITORIAL

Mr. Mitchell asked to be heard, and he was.

Joan Yarborough

BROADCASTING • Telecasting

Retailers

(Continued from page 21)

"Retailers are beginning to realize that newspapers are no longer talking to their audience.

"The retailer always had considered radio his best friend, but has been the slowest to get in. Major retailers have urged small stores to use the medium, providing the little guys. The little stores have pulled radio's local advertising above network expenditures. Major retailers are the only ones who have pulled the little stores with their radio campaigns are cutting into their sales and hurting them.

"Store operators now take personal pleasure in going into other media, especially radio, and the big department stores are getting ready to make the jump. Joakes, provided the first big step. Then National Retail Dry Goods Assn. became actively interested in broadcasting and started its national radio network.

NAB is actively pushing its five-point retail advertising formula, Mr. Mitchell said. This formula really works, he added. "We know it gets results," he continued. The five points are:

1. Have an objective; what do you want from radio and what do you want to talk about? Have a planned program technique, a rifle shot at a target. Make a regular date with the people and script to your program, deliver a service to them for the price paid for your advertising, and deliver to the same people on a regular basis.

2. Advertise in-demand merchandise and advertise it regularly.

3. Direct action copy, talking to people in terms they understand, in the terms in which they think of the use of the merchandise.

4. Coordinate your advertising; make all other media work to make your radio more successful, use your radio to make other media work better.

5. Your advertising; make all other media work to make your radio more successful and use your radio to make other media work better.

Mr. Mitchell continued, "Broadcasting is already a "laid back," attributable to the new living habits, though in the past they were traditionally newspaper advertisers. We believe that soon all retailers will be using radio as a basic advertising medium," he said. "And when they do, they will be buying the most powerful selling force ever created; they will be greatly decreasing the one annoying factor of today's business picture—the high cost of operating a store and the high cost of advertising—because we believe radio reaches more people more persuasively for less money. In short, we believe we're on the threshold of a brand new era in American advertising and retailing."

Small Growth

Referring to the Printers' Ink 1948 newspaper circulation estimate of 15,000,000 compared to the 1947 daily average of 15,075,276, Mr. Mitchell called the increase, less than 1%, the "last twitch in the growth of newspapers in the United States of America."

"Radio has been a bigger factor in the growth of newspapers in the United States of America in the last decade. Newspapers have increased their circulation 25% and Sunday papers by 46%.

"Home magazines have increased their circulation 117% and fashion magazines 186%.

"Newspapers have increased their million rates 28%, while the leading magazines have decreased their cost 12% and increased circulation 4%.

"Newspapers have increased their advertising revenue 30%, while magazine and radio advertising revenue has increased 24% and 16%.

"Magazine advertising revenue increases were particularly large in lines merchandise carried by radio and by stores, averaging over 35%. This represents an increase of almost 30% in the years since men's wear, almost 200% in women's and children's wear, and 25% in home furnishings.

"Mr. Puckett, according to Mr. Mitchell, revealed this surprising trend in the sales promotion budget of Allied Stores, which placed over $15,000,000 of advertising annually, during the last decade. Newspapers did receive 75% of their budget, but that dropped to 65%. It is still eleven million dollars worth. Newspapers have dropped 30% of their budget to radio and have increased 46%.

"Recalling a Pennsylvania survey conducted by Allied Stores, Mr. Puckett showed that 78% of retailers' newspapers refused to give publishers any news publicity. Two-thirds of the stores surveyed said newspapers refused to mention name of the store even though in connection with stories of admitted news value having reader interest."

Mr. Mitchell raised the question about the "radio advertising product costs no more than the newspaper-advertised ware."
THE TRANSFER of talent to CBS last week took on the proportions of a stampede.

Edgar Bergen, Red Skelton, Fibber McGee, and Ozzie & Harriet and at least one other top ranking NBC show were set, or nearly so, to start work at CBS in the fall.

And, one CBS executive exulted, "There are more to come."

Mr. Bergen, it was learned, had been signed to a long-term contract covering both radio and television services for the network. He will begin a radio show next fall in the 8-8:30 p.m. Sunday spot which he occupied on NBC before his "retirement" at the end of 1948. His sponsor will be Coca-Cola.

Additionally, a regularly-scheduled television program starring Mr. Bergen and, of course, his wooden accomplices, McCarthy and Snord, was all but set last week on CBS under the sponsorship of Coca-Cola.

It was understood that Mr. Bergen had suggested that his radio program be kinescopied in Hollywood, and telecast at a subsequent time. The sponsor, however, wanted him to originate a live television program over CBS from New York. Settlement of the television plans hinged upon Mr. Bergen's acquiescence to move his residence from Hollywood to New York.

What would happen to Wildroot's Adventures of Sam Spade, now heard by CBS to 8-8:30 p.m. Sunday time, when Mr. Bergen moved in, was unknown.

Bergen's Salary

Mr. Bergen's "retirement" from NBC was by mutual consent with his former sponsor, Standard Brands, which had advised the comedian it wished to release him because of the high cost of his show, said to amount to approximately $25,000 a week. Although his contract with the sponsor still had more than a year to run, the ventriloquist agreed to the cancellation.

He subsequently figured with Coca-Cola in a proposed capital gains deal which the government had advised against it. His new association with Coca-Cola is the more usual one of sponsor and star. His basic contract is held by CBS.

It was authoritatively reported, although denied by CBS, that Coca-Cola would pay Mr. Bergen less than his old salary. A proposal had been made, it was learned from Standard Brands and that the difference would be made up by the network. The salary guaranteed Mr. Bergen was not announced, but it was believed to be equal to that he was receiving from his former association.

The transfer of Red Skelton to CBS, scheduled also to take place in the fall, was reported to have been a deal between the network and Procter & Gamble, his sponsor on NBC.

Mr. Skelton will be placed in the 8-8:30 p.m. Sunday spot, a move which will again cause a rescheduling of Lum 'n' Abner, sponsored by Frigidaire division of General Motors. Lum 'n' Abner recently moved to that time from their former 10-10:30 p.m. Sunday spot, in a switch with the sustaining, Life With Luigi.

The time for which Lum 'n' Abner would be scheduled next fall was unsettled last week.

Mr. Skelton is now heard 9:30-10 p.m. Fridays on NBC.

It became known that CBS has also virtually completed negotiations with International Silver Co. through Young and Rumsey, to transfer its Ozzie and Harriet, now on NBC 6:30-7 p.m. Sundays, to CBS next fall.

If present plans are executed, the CBS Sunday evening lineup would be:

6:30 p.m., Ozzie and Harriet
7:30 p.m., Jackie Benny
8:30 p.m., Amos 'n' Andy

Additional information on the 1948-49 radio season included:

**GROSS TIME** sales of the four nationwide networks in 1948 totaled $198,995,742, according to figures released to Broadcasting last week by Publishers' Information Bureau.

Total represents an increase of 4.7% over the combined network gross of $190,880,336 reported by PIB for 1947.

For the month of December, the network total was $17,850,632, more than a half-million dollars ahead of the November billings. Major increases were in advertising for agricultural equipment and stationery, and in food advertising of toiletries and smoking materials, each December billings more than a quarter million ahead of those for November.

Smaller increases over the preceding month were also shown by advertising for agricultural equipment, beans and wines, building materials, drugs, foods, gasoline, insurance, jewelry, office equipment and stationery, and sporting goods and toys. Last category showed expenditure of $22,380 for network time in December, after having used network time at all during November.

For the month of December, food advertising was the leading category of network users followed by toiletries, smoking materials, laundry soaps and drugs, in that order. For the year 1948, food advertising was also first and toiletries second, but drugs wound up in third place, last year's leading materials in fifth, and soaps and cleaners remaining in fourth position.

Tabulations

Tabulation of the various types of advertising on the networks and the gross time billings for each class, for December and for the full year of 1948 is shown in adjacent table.

**Network Gross by Product Group**

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<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>1,847,381</td>
<td>$1,175,231</td>
<td>$1,837,231</td>
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<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>118,870</td>
<td>1,431,388</td>
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<tr>
<td>Automotive, aviation, &amp; equipment</td>
<td>772,366</td>
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<td>Aviation, aviation accessories &amp; equipment</td>
<td>95,776</td>
<td>1,101,107</td>
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<tr>
<td>Beer, wine &amp; liquor</td>
<td>190,812</td>
<td>105,808</td>
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<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>629,694</td>
<td>5,190,600</td>
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<tr>
<td>Credit card &amp; installment</td>
<td>846,904</td>
<td>842,906</td>
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<tr>
<td>Consumer services</td>
<td>109,400</td>
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<tr>
<td>Drugs &amp; remedies</td>
<td>81,011</td>
<td>52,165</td>
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<tr>
<td>Entertainment &amp; amusements</td>
<td>4,182,060</td>
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<tr>
<td>Food &amp; food products</td>
<td>91,913</td>
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<td>Gasoline, lubricants &amp; other fuels</td>
<td>525,934</td>
<td>5,483,991</td>
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<tr>
<td>Hardware, metal goods</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Household equipment &amp; supplies</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Household furnishings</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Industrial materials</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<td>Insurance</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Paints, varnishes &amp; supplies</td>
<td>1,247,538</td>
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<tr>
<td>Plumbing, fixtures &amp; furnishings</td>
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<td>1,247,538</td>
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<tr>
<td>Paper, printing &amp; supplies</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Petroleum, lubricants &amp; other fuels</td>
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<td>1,247,538</td>
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<tr>
<td>Picture, musical instruments &amp; accessories</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Retail stores &amp; shops</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Soaps, cleansers &amp; polishers</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Textiles</td>
<td>1,247,538</td>
<td>1,247,538</td>
<td></td>
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<tr>
<td>Transportation &amp; travel resorts</td>
<td>1,247,538</td>
<td>1,247,538</td>
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<tr>
<td>Miscellaneous</td>
<td>1,247,538</td>
<td>1,247,538</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$17,950,632</td>
<td>$198,995,742</td>
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Networks Near $200 Million

by toiletries, smoking materials, laundry soaps and drugs, in that order. For the year 1948, food advertising was also first and toiletries second, but drugs wound up in third place, last year's leading materials in fifth, and soaps and cleaners remaining in fourth position.

Tabulations

Tabulation of the various types of advertising on the networks and the gross time billings for each class, for December and for the full year of 1948 is shown in adjacent table.

**Named Media Chief**

ALBERT E. FOSTER, with Lever Bros. since 1922, has been appointed media director for the company. Until recently Lever's radio manager, he was expected to follow consolidation of firm's space and time business. Michael J. Roche, Lever general advertising manager, who announced the appointment, said W. J. Watts will continue as space buyer and C. P. Lynch, whose previous title was radio spot buyer, will become radio timebuyer. Before becoming Lever radio manager Mr. Foster had been special assistant for research and later special assistant for radio.
GIVEAWAYS

By HERMAN BRANDSCHAIN

GARRY MOORE, who has been asking 846 questions on Take It or Leave It since the fall of 1947, arrived in New York last week with some answers to such 850 questions as, “How good are giveaway shows for sponsors?” and “What’s their future?”

The answers sounded like he was billing the sponsor that feeds him in four figures. He took a dism al view of giveaways.

His own high-Hoopered program (NBC, Sundays, 10-10:30 p.m.) is sponsored by Eversharp Inc., which also buys a piece of Stop the Music, a reigning ruler of the realm of giveaway.

His opinions, in one, two, three order, were something like this:

1. Giveaways are not apt to create the “warm feeling” toward sponsor that makes the listener an enthusiastic customer of the buyer’s product.

2. Giveaways as presently run, with a multiplicity of product mentions, offer poor sponsor identification records.

3. Giveaways are, however, among the cheapest ways of building immediately a big audience. But this may not be the best thing for the sponsor, anyway.

4. Giveaways are a fad, riding the top of a cycle—but who knows what the next turn will be?

5. Giveaways are not good radio.

6. Giveaways are tough on talent.

7. For the long-term pull, a sponsor will build good will and be able to do a better selling job through the ever-popular “girl-tunes-comedy” pattern.

The 34-year-old quizmaster left the office-study and goldfish tanks in his nine-room house in Brentwood, Calif., to come East for huddles on how to de-emphasize the jackpot part of his own Take It or Leave It. He’d like to see the Jackpot eliminated.

Incidentally, he does not consider Take It or Leave It a giveaway show. He reserves the giveaway classification for programs which draw their audiences primarily be cause of the money to be won on them. People listen to Take It or Leave It, he said, to hear the fun, not for a big prize.

JOAN OF ARC in a theatre on one side of the street and put a mediocre deal with a $30,000 jackpot in a building across the street,” he said, “you’ll feel Ingrid Bergman won’t do any business.”

Radio quality has suffered from just this same kind of dangling of a jackpot in front of audi ences, He believed.

“Shows with small money prizes used to have a homey, personal quality. This has been replaced by the $30,000 giveaway shows. The old element of greed has come in and destroyed the happy relaxed quality of radio.”

Mr. Moore said he enjoyed Take It or Leave It because of the quality of friendliness it had. This quality, he feared, is threatened by introductions of a bigger jackpot.

He felt that as jackpots got larger and larger, the win-or-lose shows ceased being a happy game and became a deadly serious battle. When a person loses in a battle for very high stakes, he may try to laugh it off, but he can’t help feel ing resentment, he reasoned. Ultimately, the resentment is directed toward the sponsor, he felt.

“If the person trying for the jackpot loses, both he and the audience feel bad, since the audience identifies itself with the contestant. I’m the villain in the plot, the croupier at the gambling casino—and no one如 the gambler—who has taken this fortune away from the person because I’ve refused to give him a hint and let him win a prize, becomes the enemy of the audience. This way, I’m losing the chance I have for rapport with the audience.”

Sponsor Suffers Ultimately

And when he does that, Mr. Moore believes, his sponsor is the ultimate sufferer.

Pointing out that a giveaway can be the means of handing the sponsor a huge, immediate audience, he (Continued on page 48)
FREE SPEECH BATTLE

By J. FRANK BEATTY

THE BATTLE to extend democracy's basic right of free speech into the 48th state was fought last week in a Baltimore courtroom. Outcome of the fight rests in the eagerly awaited decision of a lone Maryland judge, or perhaps the U.S. Supreme Court, eventually.

Foes and friends of free speech challenged and defended the notorious "Baltimore Gag" last Wednesday and Thursday. The occasion was a hearing by the Baltimore Supreme Bench in the contempt citations of several broadcasting stations and a commentator.

The defendants have lived under a court-imposed cloud since last July 8 when they broadcast official announcements that a man had been arrested and had confessed the sex killing of a little girl.

Juridical history was made in the marble-walled courtroom as the biggest array of legal talent in the city's history confronted a neutral judge, John B. Gray Jr., of Calvert County. Leading up had been brewed the legal stench known variously as Rule 904, the "Baltimore Gag" and "Chesapeake Censorship".

Never in modern American history has so flagrant an example of censorship been imposed, Judge Gray was told by attorneys for WCBM, WBAL, WBM, and WSD Essex, Md.; NAB; American Newspaper Publishers Assn.; American Civil Liberties Union; American Society of Newspaper Editors. WBAL Baltimore, also a defendant, was not heard last week because it had raised procedural issues. Cited with WBAL is James F. Connolly, commentator.

Supporting the court's unique censorship system were two state attorneys general, of Baltimore, Junior Bar Assn. of Baltimore, and the Maryland Civil Liberties Committee, which split with the national organization.

After two days of hearing, a lone issue stood out: Can the city court ignore constitutional and legislative guarantees to impose a censorship system by which individual judges decide what can be printed and broadcast, and then use contempt of court powers as a penal device?

Lash Back at Ruling

The answer from broadcasters and newspapers and the liberties union was a ringing "No." They presented the Court authority, as well as constitutional and legislative basis, and then challenged nine prosecuting lawyers to the defense attorney's doubts on their contention in American law or legislation.

From the beginning the battle of lawyers assumed an international aspect. The case of a wrong English law completely dry as counsel offered citation after citation from his majesty's bench, dating back to 1669.

Against their common law contentions were piled stacks of American court decisions, including the basic Bridges vs. California (314 U.S. Supreme Court 292, 296) and supporting cases. These decisions, the defense contended, completely upset and rejected the old English contempt theory. This theory places in despicable action that has a "reasonable tendency" to interfere with justice.

The generally accepted American audience principle—except in Maryland, the "Free State"—is that "clear and present danger" must exist.

Though Maryland justice suffered a black eye as attorneys worked over what they called the un-American and unconstitutional methods of the city court, general agreement was heard on both sides that Judge Gray had conducted the trial fairly and efficiently.

Everyone in the crowded courtroom, including the 45-foot array of lawyers, sensed the importance of the cases as proceeding Wednesday morning. Fireworks abounded as Judge Gray refused to admit exhibits dealing with a murder case not directly involved in the proceeding.

Only two witnesses were presented, one by each side, but their testimony was worked over thoroughly by cross-examining counsel.

The states attorney's witness was William H. Murphy, Negro attorney for the convicted murderer. Mr. Murphy testified that he chose a bench trial for his client because he feared an impartial jury could not be impaneled due to effect of broadcasts. On cross-examination he admitted the nature of the case influenced this decision.

"Checked Stories Regularly"

Andrew Banks, city editor of the Baltimore Sun, testified that he constantly phoned a lawyer or the local judges before printing stories about criminals after their arrest and before conviction.

Mr. Banks estimated that he had phoned the judges in 75 cases. He said he withheld stories when they ruled that the material violated the court's Rule 904.

Thus the operation of the court's private censorship system was unvailed. Following thousands of pages of expert testimony, an operation sunk in, James Lawrence Fly, former FCC chairman appearing as counsel for American Civil Liberties Union, ignored a bronchial infection that cut his delivery to a whisper as the courtroom remained spellbound.

For 12 minutes he recited his shock at the "railway" with which states attorneys and supporters referred to the English suppression of basic rights of free speech. Mr. Fly called Rule 904 "a drastic piece (Continued on page 44)

BMB DRIVE

THREE FACTORS as yet unresolved may determine the success or failure of BMB's drive to secure 1,000 or more subscribers for its second nationwide station and network—novelty study to be launched in March.

First factor will be the success of the newly appointed engineering committee in developing an engineering formula which, in combination with the BMB survey findings, will indicate where non-listening to a station is due to inability to get a satisfactory signal and where it is due to dissatisfaction with the station's programs.

The second will be provided by the results of the first study, and whether or not they show the anticipated differences between average weekly audience, which was reported in the first BMB study, and average daily audience which is being added to the average weekly audience reports in the upcoming study.

The third factor stems from the decision of the BMB board to make available to subscribers information about non-subscribing stations, for their "restricted" use. Broadcasters in highly competitive markets may well feel that they cannot afford to have their competitors armed with information about their own audiences of which they themselves are uninformed.

Pending more information on these three points, many broadcasters are withholding decisions on whether to become or to continue as BMB subscribers or to go along with MBS in setting this one out.

Budget Motive

Mutual's cancellations, which becomes effective April 1 after the expiration of the 90-day notice period, follows that network's dropping of its subscription to the Hooperings service. Both moves come in the face of budget cuts which have eliminated all but the most productive research services which MBS was buying.

It should be noted that the Mutual cancellations came from BMB, which will decrease the bureau's revenue by about $1,000 a month, is not irrevocable. Part of Mutual's dissatisfaction with BMB data as sales ammunition stems from this network's feeling that BMB has not given enough consideration to the engineering factors influencing listening and its preference for the "listenability" formula developed by Mutual's own statisticians. Should the BMB engineering advisory committee come up with a satisfactory formula for combining engineering measurements with its family reports of listening, it is not impossible that MBS might reconsider and rejoin BMB.

The first task of this committee, which will shortly hold its first meeting, will be to attempt to set the conditions in which they can agree as a standard for acceptable clarity of reception. Then, the committee must find a way to reduce engineering standards to the BMB data on listening as reported on the family ballots.

Essentially, the function of this committee is to devise a formula to show in what low BMB rating derives from a poor signal when and (Continued on page 52)
Given Too Much Attention, Says von Zehle

Mr. von Zehle

RATINGS

By WILLIAM VON ZEHLE

President, William von Zehle Co., New York

THE TIME has come, I think, to run up a danger signal in connection with high radio ratings.

For my money, entirely too much attention is being focused on the importance of the "percentages" of network programs, especially given away shows and those starring comedians and news commentators. Popularity ratings are unquestionably valuable in indicating trends, but the recent presidential election showed that research methods, especially when used to test popularity, are far from infallible.

Generally speaking, the best test for a radio program is whether in addition to producing good entertainment it sells goods.

Good Public Relations

Some high-budget shows are conceived, of course, for the primary purpose of achieving good press and a prestige rating which result in good public relations.

The United States Steel Corp.'s program, which is broadcast on television, radio, and screen and radio stars in condensed versions of outstanding plays is a good example. Everybody knows that the general public does not expect to listen to tremendous stars and high-rated radio program, and that is just what they get.

There is a growing tendency these days, however, toward the use of a low-budget program that will provide a high rating at our agency. We believe it is much better to concentrate on a low-cost program which sells products and also entertains. The rating, however, is a secondary consideration. The essential purpose of advertising is to increase sales, regardless of whether the budget is expended in newspaper or for the purchase of radio time. Media, regardless of its form, is a means to an end.

That end is the cash register. On many high-rated shows, results are hard to check because in addition to radio, other media are used to advertise the product. For that reason we plan our campaigns so that regardless of media, sales can be checked, due to special media breaks.

Coast Guard Show

Last spring we did a show for the Coast Guard through Packaged Shows Inc., called This Is Advertising, concentrating on the sales power and listener appeal of the high-rating bracket, we did not wait for this to happen before concentrating on its "sell." In fact, it accomplished its job and ended up with thousands of recruits required to be turned away, vast numbers unable to qualify.

While this program indicated in its first few weeks that it was headed for the high-rating bracket, we did not wait for this to happen before concentrating on its "sell." However, it accomplished its job and ending up with thousands of recruits required to be turned away, vast numbers unable to qualify.

In producing It's in the Bag, a give-away show sold on a participating basis, we perfected a format by concentrating sales power and listener appeal in a carefully defined shopping area. We also set up a 13-week pre-testing period used for laboratory purposes.

We did not make an error trial and error that products were best adapted to this type of program, what presentation techniques through what was the "give-away" appeal. Jenney had most appeal, how the program could be most effectively timed, and innumerable other production details for which there was no book of rules.

As a result we established the fact that our program could definitely boost sales. In fact, we found 15 different types of household products that have definite "give-away" appeal. Sales for these products, therefore, can be increased, with automatically adding entertainment value to the program because the give-away gimmick becomes an integral part of the show.

Business of Broadcasting

(One of a Series)

TELEVISION networks were urged last Wednesday by Rep. Thomas J. Lane (D-Mass.) in augurate regularly scheduled telecasting of Congressional proceedings. They were assured his cooperation in securing the approval of Congress for such programming.

Congressman Lane's proposal was inspired by the manner in which President Truman's one-man campaign aroused public interest in activities of the Congress.

Calling upon the networks to re- serve daily time for telecasting proceedings of Congress, Rep. Lane explained that it is still difficult for the people to visualize their representative government functions.

In his public statement, the legislator expressed the opinion that the people should be shown a committee works when considering legislation before approving or rejecting it.

"The work of a committee such as Rules in unearthing the traffic of bills," he maintained, "is a remote fact which is not appreciated by the great majority of our citizens."

Rep. Lane said he would seek authorization of such telecasts from Speaker of the House Sam Rayburn (D-Tex.). If legislation is required he will introduce a bill to provide authorization, the legislator said.

Congressman Lane told broad- casting the chances of getting Congressional approval of such telecasts had been enhanced by public reaction to Inaugural coverage by television.

Arrangements, Rep. Lane felt, should be worked out by a commit- tee, appointed by the Speaker of the House, in consultation with network representatives.

His proposal was not restricted to video, but also includes audio broadcasting. Congressman Lane explained. He laid particular stress on television, however, which he felt would be of value to high school and college classes in civics and government, in "bringing such subjects to life and to stimulate interest in current problems of government."
PHILIP FRANK has resigned as secretary of BMB and will leave the bureau Feb. 4. Mr. Frank joined BMB in January 1946, just prior to the start of the organization’s first nationwide study of station and network listening. He went to BMB from ABC, where he had been a member of the sales promotion staff.

Mr. Frank At BMB he has been public relations head and also has supervised the preparation of the organization’s reports and other material for publication, in addition to his administrative duties.

Concurrent with announcement of Mr. Frank’s resignation, Hugh Felts, BMB president, announced appointment of Anne Slattery, Mr. Frank’s assistant, as acting director of news relations. Cort Langley, assistant to the president, will take over Mr. Frank’s administrative functions.

Co-author of This Thing Called Broadcasting, Mr. Frank has contributed chapters to other volumes on advertising and has contributed articles to the radio and advertising trade press. He is a lecturer in the advertising and selling course conducted by the Advertising Club of New York.

‘Ad Woman of Year’ CONTEST to select the “Advertising Woman of the Year” was opened last week by the National Council of Women’s Advertising Clubs in New York. The winner, second to be recognized by the Advertising Federation of America, with whom the council is affiliated, will be announced at the federation’s annual convention in Houston May 29-June 1. Presentation of the first award was made to Mrs. Ella B. Meyers, retired advertising manager of General Foods, at the federation’s convention in Cincinnati last June.

Dillon to FC&B LUIS G. DILLON, with McCann-Erickson for the past 15 years, has been appointed executive vice president of Foote, Cone & Belding International Corp., it was announced last week by Harry A. Berk, president. Mr. Dillon will be in charge of all Latin American activities.

PHILIPS SIGNS For ABC’s ‘Barn Dance’ PHILLIPS PETROLEUM Co., Bartlesville, Okla., has signed to sponsor ABC’s National Barn Dance over 68 of the network’s most popular and western stations.

‘Big Story’ on 162 NBC stations, Wednesday, 10-10:30 through SSC & B.

O’MARA QUITS ABCジョーンス・フーポーク・オン・コース RESIGNATION of Jack O’Mara, KECA Los Angeles and ABC Western Division promotion manager, to become Pacific Coast manager for C. E. Hooper Inc., New York, was announced last week. Mr. O’Mara, who graduated from the U. of Missouri School of Journalism and took his master’s degree with a thesis on the programming policy of KFRR Columbia, Mo., in 1935, joined KVUE Santa Ana, Calif., upon completion of his schooling. Later, as promotion manager of WOWO-WGL Fort Wayne, he was associated with Westinghouse Radio Stations Inc. In May 1943, Mr. O’Mara returned to the Pacific Coast as merchandising manager of KNX Los Angeles and the CBS Pacific Network, assuming his ABC post in 1944.

San-Nap-Pak Campaign THE MAJOR portion of the 1949 advertising campaign on Lydia Dosekin tissues and Dosekin dinner napkins, made by the San-Nap-Pak Mfg. Co., New York, will take the form of a radio spot and participation programs in addition to a newspaper schedule. The radio campaign started Jan. 24 on ten stations in the Middle West and the eastern seaboard. Federal Adv. Agency, New York, is the agency.

CAPITOL HILL Measures Affecting FCC Studied FCC figured prominently in three actions taken last week on Capitol Hill. Congress gave its first consideration to a bill which would provide President Truman with permanent authority to reorganize all agencies in the executive departments, and a subcommittee was assigned to study pay raises for agency heads and other high government officials.

A subcommittee of the Senate Interstate and Foreign Commerce Committee submitted its report on communications to the parent group last Tuesday (see separate story, page 23).

One bill, empowering the President to reorganize departments subject to veto by both Houses of Congress, was considered Jan. 25 by the House Committee on Expenditures in Executive Departments.

Committee members heard Commissioner General Lindsay C. Warren give strong support to the reorganization measure. He recommended that the government put its house in order.

Speaker of the House Sam Rayburn (D-Tex.) explained that a number of agencies such as the Federal Reserve Board, Federal Trade Commission, Interstate Commerce Commission and the Securities and Exchange Commission, will be exempted from provisions of the bill because they are “quasi-legislative” and “quasi-judicial,” as well as administrative.

FCC ‘Fringe’ Agency FCC was identified by Speaker Rayburn as one of the “fringe” agencies, which probably would also come in for exemption.

Bi-partisan support of a companion measure before the House Executive Expenditures Committee was predicted by Chairman William L. Dawson (D-Ill.) as hearings opened Jan. 24.

Former President Herbert Hoover, chairman of the Commission studying reorganization of the government, is expected to appear before the House committee this week.

Rep. Dawson said the Hoover Commission report will serve as at least a partial blueprint for government reorganization. Reorganization powers were requested by President Hill in his message to the Congress Jan. 17.

A subcommittee of the Senate Post Office and Civil Service Committee was appointed Jan. 25 to study all proposed federal pay increases.

The subcommittee, headed by Sen. Herbert R. O’Conor (D-Md.), includes Sens. J. Melvin Broughton (D-N. C.), Russell B. Long (D-La.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.).

Among the proposals the subcommittee will study is a bill (S-498) to raise the pay of FCC and FTC

January 31, 1949 • Page 29
AMA MEETING

NEX IT SIX MONTHS may tell whether television has overtaken the better selling medium than radio in the New York market, Paul Raibourn, vice president, Paramount Pictures, said at the New York Chapter of American Marketing Assn. Tuesday.

He spoke at a panel discussion on television, participated in by eight others, representing various phases of TV and AM broadcasting.

Ted Cott, vice president of W NEW YORK, who felt other panel members were assuming radio already was dead, became the principal spokesman for AM broadcasting.

Others participating: Joseph A. Moran, vice president, associate director of radio and television, Yors & Rubinson; Malcolm Bevillé Jr., director of research, NBC; Dr. Leo Handel, director of audience research, Metro-Goldwyn-Mayer; C. E. Cooper, president, C. E. Cooper Inc.; C. E. Hooper Inc.; A. E. Sindlinger, president, Sindlinger & Co.; Allen M. Whitlock, advertising manager, Jell-O Division, General Foods; Fred Cow, producer-director, NBC.

Mr. Raibourn said that surveys made by Paramount indicate that when a home拥有的television set, movie-going, magazine reading and book reading each decline from 20 to 30%, but that radio listening declines 90%. This finding, he said, plus the findings that TV sets have 4.8 listeners per set as against 2.1 for radio sets and that TV sets are on almost three times longer than AM sets, indicates that 10% of the audience has TV sets that a TV program may have as large an audience as an AM program.

He said he believed that sight and sound was a better selling medium than just sound and if the costs came out about equal “I’m going to buy TV.”

He asserted that a moving picture could best be sold by television and visualized a bigger and better motion picture industry resulting from television rather than television supplanting the movies.

Mr. Cott warned the audience and panel members to assume that television has killed radio. He said the “death of radio has been great exaggeration.”

He blasted the building up of “a shadow psychology” to take money out of radio advertising and put it into television.” He maintained that audiences of the two media do not justify such a psychology.

He did predict, however, that as TV expanded in New York, the 23 AM stations might be reduced to as few as ten “specialty stations,” like WQXR in fine music and WVOY in the Italian language field, being the types most likely to survive.

Mr. Whitlock said he believed now was the time for the big advertiser and local advertiser to get into television. The medium-sized advertiser, he said, might well sit back for a while and watch the experimentation of the bigger and smaller companies.

He explained his company is in television now to build a time franchise, to present a type of program it wants to, to obtain the best possible talent early and to learn how to sell by television.

He predicted that television will more mean to the masses than to a select audience. The select few can go to Broadway and other places, he said, but the main man, who also would like to see Broadway, will do so via television.

He also expressed the belief that television already was a profitable medium where the product is suitable to that type of presentation and where the product distribution pattern follows the pattern of the TV audience. In the interim, where both TV and AM can be used, he said the solution might be to develop a program which can be broadcast simultaneously on both media.

Both Mr. Sindlinger and Mr. Hooper asserted studies show that AM listening suffers in homes having television sets. Mr. Sindlinger also added that his studies show it is possible, different from radio, for a given TV show to capture almost all the audience from competing stations even though the competition might be a very credible performance put out at big expense.

“Television, in that respect, seems to be an ‘all or nothing’ medium,” he said.

Mr. Whitlock said he had been to the television meetings and the salesmen were impressed. “It is possible to have a sales presentation once a week and the result will be a progressive increase of business.”

Mr. Gittinger thought it possible that “radio will be big and blitzen temporarily in some markets (by television), just as phonograph records were temporarily blitzen by radio.”

Mr. Gittinger thought it possible that “radio will survive television as robustly as records survived radio,” he said.

Television, he said, will attract new advertisers who never used radio. There will be enough advertising money available, he said, to keep both radio and television in healthy business.

The agency and advertiser executives were addressed also by Frank Stanton, CBS president; Charles Underhill, CBS TV director of programs; Oscar Katz, CBS director of research; George L. Moskowitz, CBS TV manager of sales development, and William B. Lodge, CBS vice president and director of general engineering. All gave similar versions of their addresses to the clinic for affiliates the weekend before [BROADCASTING, Jan. 14].

TV COSTS

Comparable to Newspapers, CBS Clinic Told

THE COST of television advertising compares favorably with the cost of newspaper advertising—even at this early stage of video development. — J. L. Van Volkburg, CBS vice president and director of television operations, told more than 300 agency and advertiser representatives at a special meeting in New York last Tuesday.

Mr. Van Volkburg spoke at both sessions of two CBS television clinics, one for agency executives Tuesday and the other for advertising Wednesday at New York's Waldorf-Astoria Hotel. The agency-advertiser meetings were capsule versions of the week-end-long clinic held for CBS affiliates Jan. 21-23.

The television vice president cited the cost-per-thousand viewers of three CBS programs as opposed to the cost-per-thousand readers of full-page ads in three New York newspapers. Figures were: On television, Toast of the Town, $2.21; Lucky Pulp, $2.97; and Winner Takes All, $6.45. In full-page newspaper ads, New York Times, $7.15; New York World-Telegram, $7.44, New York Herald-Tribune, $9.10.

In contradistinction to the emphasis placed on television by Mr. Van Volkburg and other CBS executives during the two-day-long meetings, William C. Gittinger, CBS vice president in charge of network sales, asserted that television would not seriously enroach upon radio.

"Radio," he said, "will continue to grow." Mr. Gittinger saw radio and television developing as complementary media and even thought that television would one day respect increase radio listening.

Leisure Time Increasing

According to Mr. Gittinger's analysis, a progressive increase of leisure time is destined. Television will encourage people to spend more of their growing leisure in their homes. Once the stay-at-home habit is formed, he believes, there will be more time for radio listening, more time for newspaper and magazine and book reading.

"Radio did not put other media out of business," he said, "and television won't either." The one unanswerable question about which Mr. Gittinger was uncertain was movies. He said he did not know whether they would be harmed by television.

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AT LEAST half of the Detroit Tigers' baseball games will be telecast this year by WWJ-TV Detroit under sponsorship of Goebel Brewing Co. Contracts, which call for a minimum of 35 games, are surveyed by (to) Charles Carey, Goebel Broadcasting executive; Edwin Anderson, president, Goebel Brewing Co.; and Willard Walbridge, sales manager of WWJ-TV.

AM-TV SCRAP
Rights Suit Is Dismissed
THE HALF-MILLION dollar damage suit filed against ABC and Lester H. Kewus, producer of Hollywood Screen Test, an unsponsored ABC television program, was dismissed Wednesday by New York Supreme Court Justice Aron Steuer.

The suit is regarded as being the first in which a television program is accused of invading the rights of a radio show.

The action was brought by Screen Test Inc., its distributor, and Robert Monroe and Latham Ovens, owners of Screen Test, a radio show which was aired over MBS under M-G-M sponsorship in 1944 for 26 weeks. They claimed that the television program unlawfully used the Screen Test title, was a poor copy of their show and prevented them from selling the AM program.

In the second trial, starting last Monday, North C. Dono- van, attorney for Mr. Lewis and Neil Hamilton, director of the TV show, also made a defendant, moved to dismiss the complaint because of insufficiency of the evidence.

Miss Donov- an also represented ABC in the action, her clients, Messrs. Lewis and Hamilton, being under contract to indemnify the

TELEVISION CYCLE’

By RALPH TUCHMAN

TELEVISION had a day of its own in Los Angeles last Tuesday by official proclamation of Mayor Fletcher Bowron out of respect to the first annual Television Seminar and Awards sponsored by the Academy of Television Arts and Sciences.

Tuesday morning ATAS opened its seminar with the overall theme of “Television Cycle.” Participants were Don Flick, advertising manager of Recall Drug Co.; Leonard F. Erikson, Kenyon & Eckhardt vice president in charge of radio and television; Hal Roach Jr., president of Television Film Producers Assn.; Mike Stokely, Television Producers Assn. (live); Al Wagner, talent agent; Klaus Landsberg, West Coast director of Paramount Television; Donn Tatum, partner in legal firm of Nillplc, Gary & McHose; William R. Watson, Southern California Radio & Electrical Appliance Assn., and Edward C. Stodel, head of Stodel Adv. Co., Los Angeles. Mr. Erikson stressed the fact that despite the cost of television, “The advertiser who immediately eliminates all consideration of television is on the basis of this factor alone is also fooling himself.” To support the change in thinking in one year’s time, he pointed to approximately 235 advertisers utilizing the medium one year ago whereas 680 were spending as of December 1948. He also warned that even with six stations currently operating in New York, “Prime night-time can no longer be obtained just for the asking.” Cable allocations are also a matter of “serious considerations,” he advised. And, as proof of the importance of network time options, he cited the case of at least 12 network time periods in radio which had been held by the same sponsors for ten years or more.

AUSTRIAN

Becomes a TV Consultant
RALPH B. AUSTRIAN, until recently vice president in charge of television for Foote, Cone and Belding, New York, has established his own video consultant practice in New York, it was announced last week.

Mr. Austrian will act as a liaison between the television field generally and entertainment advertising and business groups.

Before his association with FC&B, Mr. Austrian was president of the R.C.A. Manufacturing Co. for four years. He was assistant vice president for more than seven years of the R.C.A. Manufacturing Co.

KPIX SPONSORS
20 New Signed
SAN FRANCISCO’s only operating television station, KPIX, has announced it now is, or shortly will be, telecasting 14 regular weekly shows, supported by 20 sponsors. The sponsor started operation Christmas Eve and is working under an interim affiliation with NBC.

Advertisers now buying time, or scheduled to begin, are: NBC network advertisers — Philco, Dindi Hals, Hatco, American Tobacco Co., Bigelow Sanford; selective advertisers — B.V.D., Perma, Botany, Handmaker-Vogel, Polaroid, Band of America, General Motors; local retail advertisers — Philco, RCA, Grace; distributor: Thompson & Holmes, Philco distributor; Robert S. Atkins, J. W. Allen Co.; Raven-Wagar Motors; W. R. Banford Co.; Zenith distributor; City of Paris, Clyde Wallerich Co., Packard-Dell distributor.

Dolton Joins ECA
APPOINTMENT of Neil Dalton, public relations director of WHAS Louisville, as director of information for the Economic Cooperation Administration was announced Jan. 9. Dated by RCA Administrator Hoffman. Mr. Dalton, who served also as public relations director of Louisville Courier-Journal and Louisville Times, assumed his new duties Jan. 27, succeeding Brian Houston. Mr. Houston resigned two weeks ago to return to the advertising business.

BROADCASTING • Telecasting

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Television Cycle

(Continued from page 31)

its client. Pointing to the time and preparation involved in Ford Tele-
vision Theatre, he reported that a two-week schedule of actual pro-
duction preceded the once monthly presentation, it was said, this
represents the combined work of almost one hundred people. And
he pointed out that this may com-
pare favorably with motion pic-
tures but it far exceeds the radio
needs of a comparable program.

While admitting that "unques-
tonably Hollywood knows how to
make movies," he pointed out that it is important for Hollywood to keep in
mind that television is not motion pictures, that it is actually some-
ting different from either the movies or the stage.

Recognizing that Hollywood will "soon be producing important dramatic films made especially for television," he reminded the semi-

capitated audience that "motion pic-
tures will be involved, and a highly important one will be the question of costs." Finally Mr. Erikson concluded that television should still be approached in an exper-

imental frame of mind to develop its potential as an entertainment
and sales medium.

Summarizes Rexall's Steps

Mr. Frick identified his com-

ments with an appropriate sub-title of "Confessions of a Television Sponsor," & noted that "it's in the medium, he said it was just

about one year since the start.

Starting with participations via the

RTTLA, he said the first question to be

ascertained was which mer-

chandise could be moved.

Since variety of merchandise to be sold was the problem, Mr. Frick
showed how he felt that most sets

should be in upper income homes. This brought no sales result. Next
came several institutional ap-

proaches, via film. In this area

no measurement of results could be reported. This

wandering has developed a two-way rule for television spend-

ers, he said. The result, according to

Mr. Frick:

(1) Sponsor identification and

(2) Presentation of merchandise.

For the first, BBDO has de-

veloped a short animated film to

sell the idea of Revall's. Secondly he

warned "that in the proper selec-
tion of merchandise, the key to successful selling by

way of telecasting.

On phone call selling through

tlevision, he cited the case of a

large insulated metal box with se-

parate air-conditioner container holding enough chipped ice to keep the con-
tents cold for several hours. Being a left-over item, with new models

cutting in, he said the price was
cut from $10 to $6.95. This offer

produced 88 phone orders plus

heavy calls at all stores. This was

a sell-out and necessitated wires to

warehouses in other regions.

In reviewing the lessons learned by

Revall, Mr. Frick concluded that

television had paid off in cases

of "merchandising with either a bar-

gain appeal, a novel new appeal or

seasonal demand." There

was considerable differ-

cence of opinion on the question of live versus film between Mr.

Mr. Roach.
The for-

mer, an advocate of live, contended it was cheaper and as effective.

And in reply to whether he could

say "no" to a writer, he pointed out that the talent must be catered to for maxi-
mum appeal will go by the boards. Pointedly he said, "We'll

never forget that the ugly movie ac-
tors in television." Mr. Roach exuded bountiful con-

fidence over film producers' ability to lower costs to meet telecasting's

ability to pay. "Labor will come

at a price," he said, by putting the

fact that actors, writers and directors are used to more than one

income level.

Mr. Landsberg gave a pencil-

and-paper breakdown of the mini-

mum cost for a half-hour dramatic program which he set at close to

$1,000. Broken down, this meant

$500 for time, $75-100 for a writer,

producer with 10 hours of prepara-
tion time, including three hours of rehearsal, $100; cast of six, $150; set

and properties copies.

Mr. Wager commented that wage

standards had not yet been set-

tured in the medium and empha-

sized that the price of talent is

well in the present.

Mr. Tatum, commenting on the

legal aspects, felt that there are

many problems with three standing out in importance at present:

rabies, invasion of privacy and

telecasting's

commercial transmission. While

Little

predecessor exists today, he

looked for INS-AP case to be the

base of rulings in regard to "own-

ership of content.

16-HOUR VIDEO

CBS is preparing for 16-hour-per-

day television operations, to begin by the end of spring. J. L. Van

Volkenburg, CBS vice president and Executive of television opera-

tions, said last week.

Addressing more than 100 advertising agency executives attend-

ing the CBS television meeting in

New York, Mr. Van Volkenburg

said that the network already had advanced plans for the daytime
telecasting operations. Later, he

announced that although at this stage CBS sees no reason to institute
data programming only on WCBS-TV, New York, it was entirely

possible that it would feed daytime programming to the tele-

vision network.

Network telecasting on the longer

schedule depends upon the com-

pleting of additional facilities and

facilities, which AT& T promises by July. The greater availability of

network lines, Mr. Van Volkenburg

guaranteed, would eliminate the

East-West facilities bottleneck.

RTD-WPIX

Contract Meeting Set

MEETING to discuss proposals and counterproposals is scheduled

for Thursday, Feb. 3, between Radio and Television Directors

Guild and WPIX (TV) New York.

RTD has asked for $286 weekly for directors, $50 for affiliates and $60

for floor managers, with a 15-hour work week and for

five-hour additional on straight time.

Also demanded is the prin-

cipal of commercial fees, permitting the

men covered to negotiate for themselves additional fees on

sponsored shows.

Counter-proposals, it is said, would set minimums of $80 for di-

rectors, $50 for affiliates and $60

for floor managers. The proposals as

presented by management is a 40-hour week over a six-day period.

The RTD's negotiations at

ABC for WITZ-TV, where a strike

authorization still is in effect, will

be resumed tomorrow. It is un-

derstood that discussions there are

in progress of director, associate

directors and floor men.

Set for Wednesday are talks be-

 tween the union and agencies and

counterproposals for free lance

package. In the ABC case and

such talks, too, are in such early stages that definition of what constitutes a

free lance is still among matters to be thrashed out.

KFre to CBS Feb. 20

MOVING its CBS affiliation to an

earlier date, KFRE Fresno, Calif.,

will become the 24th 50 kw CBS

affiliate on Feb. 20, instead of on

June 15 as previously announced

according to Herbert V. Akerberg,

vice president in charge of station

relations for CBS.

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Success story:

A furniture store in Richmond advertised radio sets over WLEE for a year. They sold more radios that year than in the previous two years combined. And radio sales were off in other stores all over town!

After this successful campaign, these smart merchants concentrated one-half of their entire advertising budget with WLEE. They say station WLEE produces the best results they ever had from any advertising media.

More and more national advertisers are following the lead of local Richmond merchants by using WLEE. They're doing this because WLEE gives advertisers the kind of quick, immediate results that really count. Call in your Forjoe man and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, President • IRVIN G. ABELLOFF, General Manager • FORJOE & CO., Representative
A "REASSURING" appraisal of ABC was given 150 representatives of the network's district 2, 3, and 5 affiliates Thursday in Chicago by ABC president Mark Woods. Those attending this third in a between network and station officials, in the Central, Middle and Southwestern states.

Hailing 1948 as ABC's greatest year, with billings $750,000 above those of 1947, Woods is reported to have inspired the station officials, in closed session at the Ambassador East Hotel, with a report on ABC's recent successful presentation of "Our American Story," a United States Steel Corp. He said the network held its own against a "superb," all-out effort by NBC to sign the steel concerns.

One of those attending the meeting, declared Mr. Woods, "reassured us with his frankness."

"For example, he admitted having sold some ABC stock in recent months because he believed the network was not eliminating aural acreage and distribution. He warned us, however, that salesmen the network's failure to try to sell sponsors as Rexall, General Electric, E. Mullen, WJR Detroit, WJZ Cleveland and KMPC Los Angeles."

The network's sale of ABC salesmen, who are responsible for making the network's network for motion and publicity by affiliated stations, terming this "vital" to ABC's health.

NEW EXECUTIVES
Columbia Records Ups Two

APPOINTMENTS to two newly created executive posts at Columbia Records Inc., New York, were announced last week by Paul E. Southard, vice president in charge of merchandising.

Ken McAllister, former co-ordinator for long-playing Microgroove record activities, was named manager of distribution and promotion. Jeff Willson, former manager of Masterworks records merchandising, has been elected manager of distribution and merchandising.

Both executives will report directly to Mr. Southard. Mr. McAllister joined Columbia in 1941 and Mr. Wilson joined in 1940. Both are employed by CBS, and will be located in the 36th Street office.

Hennessey Named
Storecast Executive V.P.

GEORGE N. HENNESSY, who has been with Storecast Corp. of America as its vice president, since February 1947, has been named executive vice president of Storecast, it was announced last week by Stanley Joesph, president. Mr. Hennessey, a New York, prior to joining Storecast.

Mr. Hennessey's appointment is in line with Storecast's expansion plans for 1949, Mr. Joesph said. The latter will concentrate his own activities on a national expansion program of the Storecast super market chain to its current operations in New England, Philadelphia, and Chicago.

New TV Tube
GENERAL Electric Co. has announced a larger television picture tube designed for use in "in - the - armchair" receivers. The new tube, which will handle a 35-square inch picture, will provide 50% more viewing area than the 7-inch tubes it will replace. It is 1 3/4 inches in diameter and will cost no more to build than the 7-inch tubes now used in television sets, according to GE. Heavy production will get underway during the year.

ABC MEETING
In San Francisco Feb. 25

CALIFORNIA State Broadcasters Assn. annual meeting will be held Feb. 25 at San Francisco in one of KQW's studios in the Palace Hotel, Paul R. Bartlett, organization's secretary-treasurer, announced Monday evening and afternoons and a luncheon in the hotel's French Room are planned.

Association of state legislation proposed by the association and of plans for promoting radio as an advertising medium will be among important subjects at the meeting, Mr. Bartlett said. Officers and directors will be elected.

Block of 50 rooms has been set aside by the Palace for broadcasters attending the meeting. Those planning to attend should book their room reservations directly with the hotel, Mr. Bartlett said.

In a circular letter mailed to California broadcasters under date of Jan. 11, CSBA reported on a meeting which its board held with Gov. Warren at Sacramento Jan. 7. Conference was held with the subject of libel legislation.

The broadcasters were advised that Sen. Clarence Ward, representing the Santa Barbara district, had volunteered to introduce a libel bill drafted by CSBA's general counsel, Donn Tatum. Hearings on the bill are to be held after the legislature's February recess.

ABC MEETING

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E. T. HARKER (seated) v.p. of Hertzberg's, San Antonio jeweler, initiates sponsorship of Guy Lombardo Show on KTSA San Antonio. Looking on are (1 to r) Elmer Buser, Ziv Co., program producer; Claude Aniol, pres. Claude Aniol & Assoc., agency, and Bill Kelley, KTSA.

AT Congress on Industrial Health in Chicago are (l to r) E. G. Gerbic, Johnson & Johnson; Joseph Moran, Young & Rubicam v.p.; Dr. Thomas Parran, dean, School of Public Health, Pittsburgh U., and Ben Park, producer of Johnson & Johnson's It's Your Life on WMAQ Chicago.

HERE is the top segment of the six-bay super-turnstile antenna of WTVR (TV) Richmond, Va., being lifted into place atop the new 417-ft. tower. With completion of the antenna the station will operate with its full authorized power of 12.16 kw visual, 6.4 aural.

RELAXING with their catches are R. K. Hanger (r), Texas State Network v.p., and daughter, Vivian. Frank Coats, Houston attorney, joined pair on trip off coast of Acapulco.

WESTINGHOUSE veterans Harold Randal (r), WBZA Springfield chief engr. and Gordon Swan (l), WBJ Barton prog. mgr., see W. H. Hauser, WBZ chief engr. get 20-year button from W. C. Swartley, WBZ mgr.

PHIL ALAMPI (r), WJZ New York radio farm director, shows Mr. and Mrs. Harry Souder, publishers of Poultryman shown in blow-up at Great Penna Farm Show, picture taken of himself at White House turkey presentation.

GREETING Phil Harris (center), who co-stars with wife, Alice Faye, on NBC Sunday night comedy show, are Niles Trammell (l), NBC president, and Arthur Pryor, BBDO radio v.p.

AT Nat. Photo Finishers Assn. banquet in Los Angeles are (l to r) Phil Stewart, Roche, Williams & Cleary; J. A. Stafford, star of Revere Camera's ABC show; James McGookin, Revere.

NEW KNBC-NBC San Francisco program director, Paul Speegle (r), meets Harry Bubeck, former program director moving to Hollywood [BROADCASTING, Jan. 24].
THE LATEST WCKY STORY

WCKY SET THE PACE IN 1948!

IN AUDIENCE - 12% INCREASE

Average audience, 8:00 AM - 8:00 PM, 7 days weekly, November-December, 1948 over November-December 1947

WCKY NOW LEADS ALL CINCINNATI STATIONS IN AUDIENCE 8 AM-8 PM, Sunday through Saturday, except one*

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>22.8</td>
</tr>
<tr>
<td>STA A</td>
<td>18.4</td>
</tr>
<tr>
<td>STA B</td>
<td>22.3</td>
</tr>
<tr>
<td>STA C</td>
<td>29.9</td>
</tr>
<tr>
<td>STA D</td>
<td>18.8</td>
</tr>
</tbody>
</table>

A CONSISTENT YEAR ROUND AUDIENCE

And remember WCKY carries no baseball or football. WCKY’s audience is a consistent year round audience built with outstanding block programming and news.

*Pulse Report

INVEST YOUR AD DOLLAR WCKY'S-LY
WCKY SET THE PACE IN 1948!

IN MAIL - 33% INCREASE

WCKY, the No. 1 Direct Sales Station in the country, pulled 832,000 pieces of mail (with orders!) in 1948—from 39 states, with 81% coming from the intense night time listening area of 13 Southern States.

IN ADVERTISERS - 21% INCREASE

WCKY had a total of 186 Advertisers selling their products to the WCKY-Land audience in 1948.

WATCH WCKY IN 1949!

Thomas A. Welstead
Eastern Sales Manager
55 E. 51st. St. New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

C. H. “Top” Topmiller
Station Manager
Phone: Cherry 6565
TWX: CI 281

S. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Solar Plexus Punch

NOW COMES a subcommittee of the Senate Commerce Committee with a solar plexus blow at the FCC in which it all but proposes to preempt authority over allocations and policy-making. It comes when the FCC is still smarting from the sting of the House Select Committee report which accused it of utter disdain of the statutes.

If the FCC succeeded in brushing off the House action as the handiwork of Republican partisans now out of power, it can't duplicate the feat with the Senate group. The report bears the signatures of a two-man subcommittee—Toley of New Hampshire, Republican, and McFarland of Arizona, Democrat. But it has full endorsement of Democratic Chairman Ed C. Johnson. That puts administration pants on a hanger.

The Senate report is as astonishing as it is serious. It could lead to stripping the FCC of its most important function—allocations. It all but decides the clear channel issue by virtually commanding the Commission to duplicate clear channels and limit power to 60,000 w. Of course, to complete the job, Congress as a legislative whole would have to sustain it. But we doubt whether this FCC, or any other, would then defy the subcommittee.

We think the subcommittee's report is fraught with danger. We do not condone past actions of the FCC and we agree that the FCC has been inconsistent, and results entangled in "extra-legal" conduct. We think too much policy-making has reposed in the hands of the FCC's legal staff. Certainly some allocations have been bungled.

The report, like the action of the Senate Committee nearly a year ago, implies a vote of "no confidence" in the FCC. If Congress wants another FCC it can enact a "ripper bill". If it wants to take over the policy-making and allocations authority, Congress might as well abolish the FCC and set up a one-man administrator, thereby saving the taxpayer the salaries of seven commissioners and their staffs.

Certainly this flaming report and the House Committee indictment which preceded it, point up the need for action. The proposed panel plan of the FCC, which the Senate committee considered, has been "inelegant" by the present law, presumably now goes into deep freeze. Yet the subcommittee favors a division or panel principle. It reaffirms the White Bill provisions and holds that the FCC can look into programs, which we regard as back-door censorship. It calls for a continuing study of the whole communications structure.

There could be legislative action at this session. Chairman Johnson has more than dabbled the mantle of former Senator Wallace H. White Jr., as radio leader. He's swinging with high fates against large interests in radio and TV. In Chicago last Friday he urged independent affiliates to rally behind Ed Craney.

The task of convincing Congress that it should become a super-FCC isn't going to be easy. But it shouldn't be any tougher than the job of convincing Congress that its regulatory creature—the FCC—shouldn't meddle in programming and business operations of stations.

Here we have the unique situation of a Senate committee holding that the FCC is incompetent to handle allocations, but that same Commission should have broader powers of censorship.

Broadcasters, as specialists, know infinitely more about programming to the public taste than do most members of the FCC. And even commissioners, or nine or 11, as specialists, should know more about allocations than 381 members of Senate and House.

Our Respects To—

GLENN MCCARTHY

TEXANS, a clan not easily impressed even by other Texans, may well pause and take note of the new KXYZ Houston owner, Glenn McCarthy. A man who friends will tell you had trouble borrowing $10,000 on his personal signature at one time, Mr. McCarthy has now wildcarded his way to fame and fortune as one of Texas' best.

A self made man, the obviously Irish Mr. McCarthy started his amazing life on Christmas Day 1907. Whether his birthplace has had anything to do with his luck and success in the oil business is debatable, but he was born beside the fabulous Spindletop oil field near Beaumont.

His father, whose family originally came from County Cork, Ireland, was a driller in the field. His mother's family (Toussend) were of Scotch and Irish extraction and were early settlers of Texas. Her family fought in the battle of San Jacinto and had an active part in the history of the Texas Republic.

A graduate of San Jacinto High School in Houston, Mr. McCarthy took his college training at Tulane, Texas A. & M. and Rice Institute. During vacations he worked as a roughneck and roostabout in the oil fields, gaining practical knowledge in the business which was to bring him fame and fortune.

The cleaning and pressing and service station businesses were the first to attract Mr. McCarthy. After short but successful ventures in each, he turned his attention to oil and began wildcassing in 1933.

Combining a native business acumen, ingenuity and a capacity for hard work, Mr. McCarthy was able to finance his operations with a small amount of capital, saved from his previous ventures.

He brought in his first well at Big Creek after drilling a dry hole at South Strang. Although several disappointments followed, Mr. McCarthy had cleared enough on a well at Conroe to enable him to bring in his first real discovery well. It was here that he made his first million, and he brought in a well on a 1,000-acre tract at Anahuac.

Mr. McCarthy's oil activities suffered more than the usual ups and downs. Accidents and disasters in the field ate away profits and forced him deep into debt on several occasions. He was, however, able to fight his way back and recoup his losses each time.

Since 1940, when he brought in the League (Continued on page 51)
Take the GUESS out of Buying

with WOV's 5 Audited Audiences

YOU DON'T HAVE TO TRY THEM ALL. WOV's continuing market studies give you vital up-to-the-minute market information on specific listening groups.

To TAKE THE GUESS OUT OF BUYING see and get WOV's complete analysis of each of 5 Audited Audiences. It tells you age, sex, income, likes and dislikes, buying power and buying habits ...real information that opens the door to known individuals. At WOV the alert advertiser keys his message to known individuals, not to an unknown mass audience.

Audited Audiences, a WOV exclusive, is a help to helping you to TAKE THE GUESS OUT OF BUYING.

Ralph N. Well, General Manager • The Balting Co., National Representation

★ WAKE UP NEW YORK with Max Cole
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Williams
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.

WOV
NEW YORK

BROADCASTING • Telecasting
January 31, 1949 • Page 39
PROPOSED GRANT

Issued for Wis. Local

DESPITE findings of minor interference which would result to several existing stations, FCC last week took preliminary steps toward approval of Richland Broadcasting Co. for new AM station at Richland Center, Wis. Facilities are 250 w fulltime on 1450 kHz.

Commission found that Richland Center (1940 pop. 4,364) receives no primary broadcast service, has no daily paper and no medium "for the rapid dissemination of local news." FCC said 88.6% of all farms in area have a radio but only 45.5% have telephones.

Minor interference would be caused to WDLB Marshfield and KFIZ Fond du Lac, Wis., and KCRG Cedar Rapids, Iowa. The proposed station itself will suffer 24.7% population loss within its interference-free contour because of outside signals.

Firm is owned by Arthur Overgaard, president, and 128 shares, and Thomas R. Kelley, senior electronics instructor at Industrial Training Institute, Chicago, vice president, and 116 shares. Secretary is Donald E. Gill, certified public accountant in Madison, Wis. Mr. Overgaard has net worth in excess of $400,000.

New WORL Manager

ASHLEY ROBISON has been promoted from assistant general manager to manager of WORL Boston, when the station announced last Thursday. He succeeds George Lasker, now sales manager of the Friendly Group stations, with headquarters at Steubenville, Ohio [Broadcasting, Jan. 10]. Mr. Robison became assistant manager of WOCP Boston and WORL in 1938. He continued in that post until 1944 when he resigned from WOCP.

Agency Formed

LEE WYNNE and Vincent Alexander have formed WYNE-Alex Adv. Agency at 953 South Fair Oaks, Pasadena, Calif. Phone is Pyramyd 1-2319. Mr. Wynne had been with KGER Long Beach for past 13 years, the last as general manager. He has served as a director of Southern Calif. Broadcasters Assn. for five years, and is one of founders of California State Broadcasters Assn. Mr. Alexander was formerly announce-writer-producer for several stations.

Miller Speaks in Chicago

CODE VS. FCC

Recent changes in the membership of the FCC and the "tremendous pressures of work which have fallen upon it, will make the Commission happy to discontinue its adventures into the field of producing Blue Books" NAB President Justin Miller said Wednesday at a Chicago Radio Management Club luncheon.

Judge Miller stated that the Blue Book and FCC had "a great deal of influence in establishing a background for adoption of the Standards of Practice." Broadcasters were very much disturbed and some of them considerably frightened by the attitude of FCC and by the strictures and unsupported allegations of the Blue Book," he declared. "These fears made them realize the need for self regulation far more than ever before."

Noting that the standards relating to contractual timing of commercials and content of commercials are "directly traceable to Blue Book, and FCC influence, Judge Miller emphasized that NAB is working toward "a realization on the part of both broadcasters and the FCC that advertising per se is in the public interest."

Although FCC's position was subject to the interpretation that advertising itself is not in the public interest, recent considerations have persuaded the Commission to concede ground on this point," he observed. Citing the recent Hearst Radio case as a "setback," he recalled that the U.S. Court of Appeals for the District of Columbia reversed the FCC in the Blue Book case and its release by the Commission was "outside the function of the FCC."

Self Regulation Needed

"There can be no doubt that the fear of FCC practices, the Blue Book and other related operations will provide a continuing influence through which the need for self regulation will be met with by broadcasters," Judge Miller asserted.

He added that newspaper and magazine editorial and commentary played a "substantial part in creating a background favorable to adoption of the standards and in creating an attitude favorable to their observance and implementation."

"The critics on metropolitan papers seem to have an influence on broadcasters," he said.

The NAB president deplored use of the word "enforce" as applied to the standards. "We have no intention of enforcing the standards in the sense of applying coercion, pressures or punishment," he explained. "Realizing that broadcasters are licensees of the government, subject to control by several governmental agencies, the NAB recognizes that the enforcement methods practiced by other groups may be entirely inappropriate in the case of such government licensees. Our problem is to find ways and means to go as far as we can in securing implementation of the standards without inviting prosecution under the anti-trust laws for operations in restraint of trade."

"We realize also," he added "that (Continued on page 48)
TV FILMS PAY OFF

N.Y. Conference Told

FILM PRODUCTION for television can pay off now, if the producer is willing to scrap the high standards and high costs of Hollywood productions and adopt assembly line methods, John Mitchell, television director of United Artists, told the television film conference held in New York last Monday.

What is needed, Mr. Mitchell said, are programs representing out-of-pocket production costs between $600 and $10,000 per program. He added that there are today producers willing to finance production at this cost level. When that statement was questioned, Mr. Mitchell explained that the figure of $500 applied to a five-minute show. Quarter-hour programs, he said, would range in cost from $1,750 to $6,000.

R. J. Rifkin, Ziv Television Inc., urged television producers to develop new production techniques for this new medium and not to go on imitating radio techniques as is now the custom. In pointing out the limitations of today's live TV programs, he stressed the advantages of film and its growing importance in video programming.

Ed Evans of WPIX (TV) New York described the film handling problems of TV stations, decried the poor quality of prints furnished by some producers and distributors as his principal complaint.

Elaine A. Phillips, WSPD-TV Toledo, outlined the film requirements of a TV station so that it may program regular series of film of the same type and so build up a faithful audience for a particular period each week.

Ed Woodruff, Telecast Films Inc., urged stations to check carefully on film offered at very low prices, citing the dangers of improper clearances which might lead to suits for copyright infringements.

Presents Other Side

From the other side of the picture, Myron Mills of Equity Film Exchange stated that many stations mishandle films, fail to return prints on time, etc. He urged careful handling of films, for the benefit of TV stations as well as the distributors of film.

Irving Leos, Official Films, attributed most of today's problems to video's growing pains, predicting that time will cure most of them. Noting that he received contracts from stations which do not include date or time of showing and other pertinent information, he said that adoption of a standard contract form would be of great value.

Seymour Peyer, attorney, discussed the many legal problems arising with television, the difficulty of clearing rights when contracts were drawn before television was thought of as a medium, the problem of controlling the reception of a video program in a movie theatre or elsewhere where the act of receiving a TV broadcast may constitute a performance for profit, etc. The best practice in the face of today's legal uncertainties, he said, is to be sure that all contracts are as complete and as precise as possible, providing for all contingencies which might arise.

Melvin Gold, president, National Television Film Council, concluded the meeting by reading a draft of the proposed standard exhibition contract for the use of films on television. He urged those attending the meeting to think over the contract and send their suggestions and criticisms to the council for consideration prior to the contract's adoption as an industry model.

Irwin A. Shane, publisher of Television magazine, was general chairman of the meeting, which had a total attendance of 238. Conference was held at New York's Hotel Biltmore, under the auspices of Televiser.

Upcoming

Feb. 14-15: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 28: WHAS Transfer Hearing, FCC, Washington, D. C.
March 1: Wander Co. hearing before FTC continued, Durham, N. C.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel, Chicago.
April 6-12: NAB Convention, Stevens Hotel, Chicago (April 6-8, Engineer-
ing sessions; 11-12, Management sessions).
April 21-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
May 6-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 26-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

Want to Get a Client "Set" in Memphis AVAILABLE

To Make Sales
8:45 to 9 a.m. CST, Segment

BILL GORDON'S "No Name Show"

Mondays Thru Saturdays

W H H M

4.7

Sta. B. 3.5
Sta. C. 2.9
Sta. D. 2.2
Sta. E. 1.2
Sta. F. 0.9

Latest Memphis Hooper Continuing Measurement

For Joe & Co., representatives

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WHAS CASE

Hearing to Start Feb. 28

COMPETING applications of Crosley Broadcasting Corp., The Fort Industry Co., and Hope Productions Inc. (Bob Hope) for $1,025,000 purchase of WHAS-AM-FM-TV Louisville were designated by FCC last week for a competitive hearing to commence Feb. 28 in Washington.

WHAS-TV's request for additional time to complete its construction proved futile, and the hearing will be held at the same time. It is expected that a hearing examiner will be named to preside.

One of hearing issues is question of whether Crosley's WLW Cincinnati has coverage overlap with WHAS and, if so, whether such overlap would contravene the Commission's rule banning duployp (Sec. 3.35). Another issue concerns whether or not a transfer to Fort Industry would conflict with regulations limiting the number of FM stations one may own or control (Sec. 3.240). FCC rules now do not limit AM holdings, but do restrict FM outlets to one per city. If the Commission has proposed new rules covering FM and TV limits and adding an AM limit of seven [BROADCASTING, Aug. 22, 1948, Jan. 24].

Other issues concern inquiry into price, contracts and manner of payment, and plans of each bidder for staffing and programming of the stations. The order for hearing on the television extension request indicated FCC wishes to determine whether WHAS has been diligent in proceeding with the construction of "WHAS-TV. Permit was granted in September 1946.

Crosley filed the initial application for purchase of the Louisville Courier Journal and Times radio properties last fall [BROADCASTING, Oct. 18, 1948]. WHAS, a clear channel station, was assigned by the FCC to the city with no license on 840 kc. In addition to WHAS-AM-FM-TV, deal includes a facsimile station, a developmental outlet and six remote pickup stations.

Crosley is owned by AVCO Mfg. Corp. and in addition to operating WLW TV, owns other broadcast interests. These include WINS New York, WLW-TV (TV) and WLWA (FM) Cincinnati, WLWC (TV) and WDPF (FM) Cleveland. WLW TV (FM) and WBLD (FM) Dayton, Ohio. Crosley has TV request pending in Indianapolis.

Fort Industry owns WSPD Toledo, WGSW Lima, WAGW Atlanta, WWVA Wheeling, WJBK Detroit, WMNN Fairmont, W. Va., and WLOK Lima, Ohio. Each has affiliated 10-station operation except WMMN. Firm also operates WJKB TV, WSPD TV and WAGW-TV and has applications pending for TV in Miami and Wheeling.

Hope Productions Inc. is solely owned by Bob Hope, NBC comedian and movie star.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES-and including TELEPHONE AND NON-TELEPHONE HOMES)

REPORT WEEK DEC 19-25, 1948

TOTAL AUDIENCE

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STATION SALES

Three Apply to FCC

APPLICATION was tendered for filing last week at FCC for acquisition of control of KSAI, Salina, Kan., by John P. Fred M. and Sidney Harris through retirement by Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of KSAI. Bailey receives $207,000 for his stock. The Harris family controls Hutchinson Pub. Co., other major stockholder in KSAI.

Transfer applications also were filed with the Commission for consent to transactions involving KDLK Del Rio, Tex.; WDIG Dothan, Ala., and KCOI Coalinga, Calif.

The KSAI case is an intercorporate transaction in which the Harris group acquires control solely as result of Mr. Bailey retiring of his stock and they pay no consideration.

Details of the transfers follow:

WDIG Dothan, Ala.—Assignment of control of 1500 kc, sole owner, to Albert F. Blaun (56%), Richard E. Newman (15%) and E. Douglas Hughes (10%) d/b/a as KCOI Broadcasting Co. Mr. Blaun, part owner of KVIC Visalia, Calif., stated he plans to transfer a substantial block of stock to Mr. Newman. He also has 30% interest in Sierra Broadcasting Co., Visalia TV station. Mr. Blaun is sales manager and part owner of FMA and Mr. Hughes is KVIC chief engineer. Mr. Newman is Sanilac Laundry, Tait, Calif. KCOI is authorized 500 kw day to 6000 kW.

KCOI Coalinga, Calif.—Assignment of control of 500 kc, sole owner, by John P. Fred M. and Sidney Harris through retirement of Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of KSAI. Bailey receives $207,000 for his stock. The Harris family controls Hutchinson Pub. Co., other major stockholder in KSAI. The KSAI case is an intercorporate transaction in which the Harris group acquires control solely as result of Mr. Bailey retiring of his stock and they pay no consideration.

Canadian Inquiry

INQUIRY into Canadian broadcasting and television was announced in Ottawa, Wednesday, coincident with the opening of Parliament. The activities of CBC and other governmental cultural agencies being investigated by the Royal Commission, according to the announcement.
TELEVISION broadcasters were reassured last week that, in the belief of FCC Chairman Wayne Coy, "the need for additional channels will be met before the current year is finished," and that the VHF video freeze may be lifted within a few months.

In a speech before a joint luncheon meeting of the Radio Executives Club and the Advertising Club of Boston last Tuesday, he substantially reiterated his statement of a few days earlier that FCC hopes the UHF video channels may be opened before the end of the year [BROADCASTING, Jan. 24].

But, he warned, it's not yet known definitely whether FCC now has sufficient propagation data to write UHF video standards. A further hearing on this subject may be necessary but is "by no means certain," he added.

He said his own "present thinking" is that 50 to 70 additional channels may be required for "a nationwide competitive system" of television. At present there are 12 channels. The UHF TV band, extending from 475 to 590 mc, would accommodate 96 channels, but considerably fewer if 12, 14 or 16 mc channels were necessary.

In discussing the lifting of the VHF freeze, Mr. Coy did not go quite as far in the prepared text of his Boston speech as he went at the CBS Television Clinic in New York the preceding Friday. In New York he predicted the freeze would be removed by April or early May. In the Boston text he renewed his original estimate of six to nine months, pointed out that March 30 will mark the end of six months, and said, "I am sure the 'freeze' cannot be lifted before then, but it is still a good target date."

He also said he expected a report "within a few weeks" from FCC-industry engineers studying technical data relating to VHF television standards.

"It is my belief that there is substantial agreement on the correctness of the data," he said. "If I am correct in that assumption then it can be expected that the Commission may within a few weeks be able to submit proposed revisions of Standards of Good Engineering Practice for television."

Chairman Coy noted that industry spokesmen seemed agreed that most or all of the UHF band should be used for the present TV system and that high-definition black-and-white or color would have to wait for future development. "It is almost unnecessary to observe that such a position is compatible with their present interests," he said, adding:

"The Commission must, however, look at the problem from the point of view of the public interest. If

We're having a Baby at 630!

Y ES... any minute-now KMAC will be the proud possessor of a nice fat 5,000 watts, unlimited, at 630... and we're all sweating out the big event. And along with us, there's an audience of one and one-quarter MILLION awaiting the new arrival... here in the nation's 27th market. Let Pearson give you the details!

MUTUAL IN SAN ANTONIO

Howard W. (Papa) Davis, owner
Represented Nationally by John E. Pearson Company

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Free Speech Battle
(Continued from page 27)
of legislation having the effect of law and backed up by the most sinister method of punishment in our system of law.

Most of the facts in the case were stipulated in an agreement among counsel, with stations (except WBAL) conceding they had made the broadcasts that aroused the court's ire last July.

Judge Gray and counsel agreed that use of the terms "publication" and "freedom of press" and similar words applied to broadcasting as well as newspapers.

Several times suggestion was made that Gov. William Preston Lane Jr. should have been cited for contempt because he congratulated Baltimore police for capturing the murder suspect. Similar action against police officials who announced the prisoner had confessed was also proposed.

Opens Prosecution

Opening the prosecution, Ancelin Sodaro, assistant states attorney, said the court's contempt power is inherent under common law. He introduced Attorney Murphy as his only witness. J. Harold Grady, another assistant states attorney, contended that trial by newspaper seriously impaired the right of accused persons to an impartial trial and must not be allowed to interfere with the administration of criminal law.

Charles G. Page, appearing with George Couchman Dull for the Senior Bar Assn. of Baltimore, cited right to a fair trial under Maryland's Bill of Rights and said trial by newspaper is nonexistent in England. He felt the power of the courts must not be impaired by legislation.

Shriver Appearance

J. Nicholas Shriver presented the case of the Junior Bar Assn. of Baltimore. Associated with him were James B. Maginnis, E. Paul Mason Jr. and James R. Crock Jr. Mr. Shriver traced the English common law history of contempt powers and asked the court to take judicial notice "that you don't listen to out-of-town stations but to your local stations." He apparently referred to statements that WTOP, Washington, for example, had Baltimore coverage and carried news about the murderer without being subject to the Baltimore court's censorship.

Joseph L. Paper, associated with John H. Skeen Jr., in representing the Maryland Civil Liberties Committee, too, took issue with the national organization's position and argued on behalf of the court's powers. He contended Rule 904 restricts freedom of the press and cited the Hauptmann case as an example of a trial in which newspapers "decided they were king.

Hilary W. Gang, for WITH and Mr. Connolly, reduced the case to two issues—validity of Rule 904; but assuming its validity, did the court's contempt citations?

He pointed out that both sides concede Rule 904 is based on the "tendency" concept, specifying that it is invalid since predicated on a standard no longer part of the law, he argued. "We can't be held in contempt of a rule which is invalid," he held.

All jurors will be influenced somewhat by publication of news about criminals but this doesn't prevent a fair trial, he contended. "I. E., if by newspaper, the argument contended that if this proceeding involves the "right of a radio station to squawk," then everyone might as well go home. Free speech protects the vast reading and listening public, he continued. "This is an awfully grave case," he added. "I don't think there was anything like this in the country. I'm not surprised that our friends (prosecution) had to go to England to support their position; it gives us a chilling feel of our democracy is in danger. The only thing certain is that you have a substantial abridgment of liberties guaranteed by the First and 14th Amendments."

WCWM Testimony

W. Frank Every and Paul D. P. Spearman represented WCWM Baltimore. Their brief described Rule 904 as vague and ambiguous, denying usual process rights under the 14th Amendment. The rule has no control over broadcasts and news dissemination originating outside the state, they remanded. The restraint on the court was to control the time of making the material public, not the nature of the matter.

NAB cited Section 326 of the Communications Act as forbidding censorship. Don Petty, for NAB, covered court decisions on the contempt rule and said the court was acting as a "board of censors."


William L. Marbury and John W. T. Webb, for WFBR Baltimore, pointed out that the Baltimore judge had often disagreed on whether individual stories violate Rule 904, with one newspaper getting an adverse ruling while its competitor was receiving a favorable opinion and printing the material. The Maryland State of 1853 forbids courts from inflicting summary punishment for contempt, they argued in their brief, reminding that contempt powers arose from the need of maintaining order in the courtroom. They cited constitutional guarantees and insisted publication of press releases by court officials cannot be treated as contempt.

In his oral argument on the case, Mr. Shriver contended that there was no adequate protection for the broadcast to be held in contempt for contempt, he argued.

Perfect Circle

Sponsoring Speed Classic

FOR the fourth consecutive year, Perfect Circle Corp., Hagerstown, Md. (pistons), will sponsor the 500 mile Indianapolis Speedway Races over the MBS network on Memorial Day.

More than 500 stations will carry the May 30 event, with race descriptions to be reported during four different broadcast periods. Bill Slater, Mutual's ace commentator and sportscaster, will act as chief announcer. Agency for the sponsor is Henri, Hurst & McDonald Inc., Chicago.

Mr. Spearman said regulation of interstate and foreign commerce is up to Congress, which has preempted the right to control broadcasting. FCC has the specific right to control "all" interstate and foreign transmissions, he said, reminding that under Federal law "there is no such animal as an interstate broadcast." As a result, Rule 904 "has to be thrown right out the window," he claimed, being a threat to the burden on the broadcasting of news in interstate commerce. WCWM signals are transmitted to other states, he said, a fact stipulated in the case.

Arguing for with, John J. Neubauer said the station is outside Baltimore city and out of the court's jurisdiction the same as the Eastern Shore and other parts of Maryland. Even if its broadcasts in the murder case had been heard in Baltimore, WSID is not guilty because the prosecution failed to prove they were actually heard in the city; it was contended.

Judge Gray wound up the Thursday afternoon session by asking counsel to submit further argument Friday on constitutional questions.
TV PICTURE

Merits of AM, FM Tested at Laurel

FCC last week unveiled its laboratory tests of an FM television picture to a group of industry engineers. The demonstration was staged at the Commission's offices at 315, Laurel, Md., about half way between Washington and Baltimore.

The experiments are designed to show relative merits of AM and FM pictures from an interference standpoint (BROADCASTING, Jan. 17).

Though the FM pictures showed less interference effect in some portions of the tests, the opposite was true at other times. This led some of the engineers present at the experiment to question the value of FM pictures as compared to the present AM images.

Most of the engineers present spoke favorably of the experiments as another step in the long-time visual art, but there seemed to be a feeling that FM transmission of pictures could not be developed in time for allocation of the ultra-high frequency band within a year.

FM made its best showing at Laurel in demonstrations of co-channel and adjacent-channel interference. When multipath or ghosting effects were produced artificially, FM didn't show superiority.

The demonstration was in charge of Edward W. Chapin, chief of the FCC Laboratories Division. Operating the equipment and explaining various aspects of the tests was Willmar K. Roberts, assistant chief, aided by Frank D. Craig, engineer.

Three Receivers Used

Two TV receivers were set up in the laboratory, 12-inch DuMont Chatham models. One was modified as an FM receiver, containing a limiter and discriminator but not including sound. The two receivers were driven by a third receiver, which picked up TV stations in Washington and Baltimore.

First test showed FM and AM video modulation from a local monoscope source, using desired to undesired signal levels of 1 to 1, 4 to 1, 10 to 1, 20 to 1 and 50 to 1. A WNBW Washington test pattern was on the screen.

Most of the time there was little difference in picture quality.

Two test methods of interference were demonstrated: between AM and FM signals on Channel 4 and two FM video signals on Channel 3. At 4 to 1, the FM picture had a beat distributed over the frequency. With AM, the synchronization suffered from interference.

At 10 to 1, FM was better, showing slight moving vertical bars as AM was marred by heavy bars and background interference.

At 20 to 1, FM interference was fine in detail without herringbone or stripes whereas AM had a large beat. At 100 to 1 the moving component was apparent on FM but to the average viewer the difference between AM and FM was not noticeable.

Interference from signals other than TV (CW) was demonstrated. Both FM and AM were harmless at 1 to 1. At 10 to 1 FM was good, with AM showing moving diagonal bars. In FM the beats did not line up in regular patterns. At 2 to 1, FM was quite superior to AM. It was pointed out by Mr. Roberts that there always is a point on an FM set where interference can be minimized at some sacrifice in definition.

Multipath Tests

FM failed to show up so well in the multipath or ghost tests. Here a 900-foot cable and attenuator were used to create ghost effects artificially. At 1 to 1, the AM picture had a ghost of about 4-inch displacement on the screen. The FM screen showed brilliant white halo outlines around the images. AM synchronization was off somewhat.

With 5 to 1 signal ratio, AM was brighter, with black and white ghosts. It appeared at least as good as FM which had flashing diagonal lines some of the time.

RCA representatives recalled their FM picture tests nearly a decade ago in which laboratory results were extremely promising. In the field, however, the results of 1 kw transmission from the Empire State Bldg. in New York were extremely disappointing, it was explained. These tests played an important role in the later recommendations of National Television System Committee and Radio Technical Planning Board against use of FM picture transmission. Those tests showed barely noticeable effects in AM, with FM faring badly by comparison. Similar results were obtained in wartime Project Ring, in which AM and FM picture transmission were compared in airborne tests.

Those observing the demonstration included: Dr. T. E. Goldsmith, DuMont Labs.; Dr. M. Craven, Ronald R. Cuver, George M. Lohme and Lawrence N. Kowit, of Craven, Lohme & Cuver; Ray D. Kell, Dr. George H. Brown, Raymond E. Simonick, RCA; Dixie B. McKey, consultant; Oscar C. Miskell, Donald E. Whitten, WNYW, Cape Girardeau, Mo.; George D. Adair, consultant; Fay W. Wright, CBS; Dr. Frank G. Kear, ABC; K. R. Cooke, WGBH; W. H. Scranton, Mo.; John P. McLodrick, WQAN Scranton; Cy Braun, chief, FM Division; K. R. Winters, FEC; Royal V. Howard, Neal McNaughten, Charles A. Basset, Harold Fair, Ben Miller, NAB.

QUNONES

THE PRECEDENT of a government-owned and operated commercial station is being established in Puerto Rico now, U. S. broadcasters were warned last Thursday by Jose Ramon Quinones, president of WAPA San Juan, an NBC station in a Puerto Rico Day address before the Radio Executives Club of New York.

He said he came before American broadcasters to plead his case, which, he asserted, involved unfair competition by government against business. He further warned that if a government-owned commercial station could happen in Puerto Rico, an American territory, it could happen anywhere.

He traced the establishment of the government-owned AM station in San Juan and of two FM stations, all licensed to FCC to the Island's Communications Authority. He said the 10-kw AM station was not, for the time being selling time, but was permitted to do so.

Its existence, with this right to sell time, was a threat to Island broadcasters and ultimately to U. S. stations, he indicated. He said it was built with taxpayers' money, some of which was paid by private radio stations, and was permitted to operate under these conditions which are unfair to private broadcasters.

1. The government station is excluded from the 19.8% internal revenue tax on radio or electrical equipment imposed on privately-owned stations.

2. Non-resident artists on the government station must pay 12% income tax but on private stations 29%.


4. Government-owned stations pay no interest on debts.

5. Government advertising expenditures will now go to the government station to the hurt of private radio.

Mr. Quinones then said: "I want to call your attention today, that if this situation is allowed to develop, in an American territory where American citizens live, where American law prevails, and a precedent is definitely set, how can there be objection to any state government constructing or owning one, two, ten or fifty radio stations in their respective states and operating commercially in competition with the rest of the state's private stations? How can it be said that the national government has no control over the stations owned by private persons or entities in said state? If this precedent is permitted and accepted, why should the federal government not own control two, ten or fifty stations in different parts of the nation, with 50 or 100,000 watts power and operating commercial business, to compete with the nation's private broadcasters?"

Thomas Muniz, president of the Puerto Rico Broadcasters Association, also spoke. He was presented with the original of the proclamation opening Puerto Rico ports to world trade in 1815 by Carl B. Haverlin, president of the Radio Executives Club. Mr. Haverlin greeted the Puerto Rican visitors in their native tongue.

For over 24 years, WDBJ has maintained FIRST place in PRESTIGE, COVERAGE, SERVICE and LISTENERSHIP in Roanoke and most of Southwest Virginia. Ask Free & Peters!
The report sounded a "note of caution" with respect to the proposed panel system, noting that the chairman directs himself to administrative duties and serves on the panel. The chairman, said the report, "is the responsible head of the agency and it cannot, by its own rules, lift from him the responsibility that the law lays upon him."

Creation of an FCC "legal review board" apart from the law bureau and assigned solely to aid the Commission in reviewing proposed decisions and writing final decisions was also recommended. This, the subcommittee felt, would obviate "miny" criticisms of FCC.

Blaming FCC's administrative faults basically upon an "archaic and clumsy organization of its administrative machinery," the report said: "We are aware that the Commission, even today, frequently ignores and by-passes its own rules in arriving at decisions; that it commits the extra-legal conduct of judicial law-making which is repugnant to sound regulation; and that on occasion it arrogates to itself powers and authority which we fail to perceive in the basic Act."

Would Offset Criticism

The subcommittee felt "an internal reorganization" could eliminate or modify "a great deal of the very valid criticism made against the Commission." But of the panel system of organization it said: "We must observe that the panel system itself. We believe it is one of the axioms of judicial procedure that those created to render decisions is expected to render those decisions as a whole. The panel, of course, have a right to expect that a decision which may have been passed upon by the entire Commission created to say-desist orders."

Many Members of Congress feel, and we are, no doubt, that creation of a panel system may result in bypassing of the Commission as a whole with settled cases being let to three Commissioners, which could mean under certain circumstances that one Commissioner finally decides the issue.

On the other hand, we are aware that the Commission must face a method of speeding up its work and reducing the current backlog of cases, which are informed represents as much as 15 months' work.

The subcommittee felt that contested cases in particular need the attention of the full Commission. It suggested that such a case might be assigned to a subcommittee or group of Commissioners to write the final decision, but with "the fullest consideration" by all members. In uncontested cases the subcommittee's decision "would naturally become the final decision of the whole Commission unless objected to by the majority."

With respect to its proposal for say-desist orders, the subcommittee pointed out that the law now provides the same penalty—revocation—for all types of violations. "Obviously," the report said, "the Commission would be reluctant to revoke a license for a minor offense and therefore minor offenses may be committed almost with impunity." The report continued:

Your subcommittee recommends, therefore, that the enactment of a section of the act, which would authorize the issuance of affirmative say-desist orders for minor violations. The revocation penalty would remain in effect for the second class of violations: (1) For cases in which the Commission has found facts or conditions after the granting of a license which would have warranted it to refuse a license originally had it known those facts; (2) for violations of a cease-and-desist order. Both the revocation and cease-and-desist procedure would remain, of course, subject to judicial appeal.

The fraud statute recommended by the subcommittee would be designed primarily to plug a loop hole. In most cases, the report noted, licensees are so-called clear-channel stations, but with perpetrated fraud schemes using radio, so that there is no basis for proceeding against them. Consequently, the perpetrators cannot be reached by present law unless their schemes also employ the mails.

Doubt FCC's Authority

Messrs. Tobey and McFarland held that "in the absence of affirmative legislation authorizing the granting of an enlarged radio power in excess of 60,000 w, we doubt the Commission's legal authority to grant power in excess of 50,000 w." They pointed out that it was passed from the so-called Wheeler Resolution of 1938, which held it to be the sense of the Senate that no station should use more than 80 kw power.

The subcommittee took the Commission to task for not having continued "the policy it began years ago of licensing so-called clear-channel stations in the interest of better use of scarce radio frequencies."

Text of the subcommittee's recommendations on the clear-channel and high-power question, on the outcome of which depends the fate of the clear-channel stations and their bid for power in the 500-750 kw range:

(a) Since the question of increasing power for operation of AM radio stations above the present limit of 50,000 w involves a basic fundamental policy of the highest national importance concerned with the economic and political health of the U. S., it is a question which can legally be determined only by the Congress through the enactment of legislation (the Commission obviously has reversed its interpretation of the law and has abandoned its own precedent of duplicating clear channels); that such legislation should not be considered until after the North American Regional Broadcasting Conference is held; thereafter the Commission should be invited to make recommendations for such legislative changes as it deems advisable with respect to these matters;

(b) That if it is deemed essential to circulate this country's views on the clear-channel superpower question among the signatory party of the NABPA prior to said Conference, the U. S. should declare that since the Congress has never authorized operation of domestic AM radio stations with power in excess of 50,000 w, the U. S. will advocate such 50,000 w to its signatories with each signatory having the authority to prescribe the use of its own clear channels as best serves its own interests and the public interest (but no signatory shall share such power on the clear channel heretofore assigned to any other signatory); and that the Congress be promptly advised of these recommendations.

The subcommittee said "we reject completely the argument that the FCC should render a decision forthwith in the clear-channel case.

FCC's Panels

Report Doubts Legality

THE TOBEY-McFARLAND communications report to the Senate Interstate Commerce Commission (see story, page 23) sent observers scurrying to look up the Communications Act when it discussed the legal authority for establishment of the panel system which FCC has been considering [BROADCASTING, Jan. 10].

The report held that "adoption of the panel system without enactment of legislation specifically dealing with the subject is not contemplated by the existing law, which contemplates that all decisions must be made by the whole Commission."

Here, in part, is what Sec. 5 of the Communications Act provides with respect to the division system:

The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Each division of the Commission shall have power and authority to determine, order, certify, report, or otherwise act as may be necessary in the performance of the duties of the Commission, and in respect thereof the division shall have all the jurisdiction and powers, now or hereafter created by law, subject to the Commission, and be subject to the same duties and obligations.

The report doubts that this section permits the panel system without the necessary legislation.
so that U. S. policy on this question would be established for the purpose of informing the other countries now of what our position is to be at the forthcoming Conference. It would be a new departure in Government, in our experience, for a regulatory agency decision involving private litigants to become binding as formulating what this country’s policy should be in an international treaty.

Messrs. Tobey and McFarland said they knew of a number of other NARBA nations “do not look with favor” on U. S. use of 500 to 750 kw. The U. S., they added, should oppose the “be power” in other countries, “for our own good.” They noted that “such high-power operation in Mexico at the present time already provides serious interference with stations ranging from Florida to California.”

The subcommittee said it was aware of contentions that the clear-channel case involves engineering questions which should be left to the FCC. “We reject that contention as unrealistic and inaccurate and not in accord with the formulation of the Communications Act and the legal precedents hereunder,” they declared. They regarded the issue as a policy matter of national importance which should be decided by Congress.

The report said:

“We deem it essential to point out here that the most effective and available means of bringing additional broadcast radio service to underserved areas is to duplicate in those areas the present clear-channel stations. There is no sound reason, either from an engineering or public standpoint, why the same channel now occupied by a New York or Chicago or Louisville station could not also be assigned to a station located in Texas, or Arizona, or Utah, or Colorado, or Idaho, or eastern Washington to provide additional radio service to those areas.

In fact, we suggest that under the Communications Act, the Commission has a legal and equitable-distribution-of-facilities section to make a better assignment of frequencies than now exists; we do not base our understanding of a frequency by a single licensee is in accord with the clear meaning of the law.”

The report harked back to Sen. Tobey’s probe of FM progress in hearings preceding those on the 1948 Johnson Bill. Obviously referring to FM Inventor Edwin H. Armstrong’s fight with FCC over its reallocation of FM, the report accused the Commission of sometimes being “overawed and too much impressed” by the engineering views of representatives of “major commercial interests in the industry.”

The report continued:

“We earnestly recommend that this committee continue its investigation into this phase of Commission and industry operations with the purpose of complete exploration of every influence that has been exerted to help about various decisions.

We recommend this course because only by such a policy can we hope to make certain that yet-to-be-made decisions of the greatest and most paramount importance to the American people in the field of electronics generally and radio and television specifically will be really in the general public interest and not for the benefit of vested interests.

The subcommittee upheld FCC against charges of censorship through program review, declaring:

“...To us it appears ridiculous to hold that a person operating under a federal license shall not be answerable to a constituted authority for his performance under that license ... In view of the repeated court decisions which confirm our interpretation of the Act, we see no need for and recommend no legislative changes in the Act in this respect.”

BASEBALL RATE

Revision Sought by WU

NEW RATES permitting subscribers to sell Western Union’s direct-wire baseball play-by-play service to other stations are being prepared by Western Union for filing with FCC.

The proposed new charges were disclosed by the company last week in the release of a telegram answering the complaints of Edward Breen, president and general manager of KVFD and KFMY (FM), Fort Dodge, Iowa.

Mr. Breen, also a CAB board member, said that small stations, had wired FCC and Western Union that he understood the rates were to be raised for subscribers to the direct-wire service if they feed re-creations of games to associated stations. He said this would “result in death of many small baseball networks including one of which I am president.”

Western Union Vice President W. S. Fowler replied that the present contracts “include the condition that the service is furnished to individual subscribers who may not sell or give away the reports to others.

“In order to permit dissemination of the service to others a new tariff is being prepared for filing which will give radio stations subscribing to the service the privilege of selling it to other stations in the same network,” Mr. Fowler continued.

The new rates, in addition to the present charge to the “control” station, will be $5 each for the first five additional stations, $2.50 each for the next five, and $1.50 for each station over 11 in any network, WU reported.

Capitol Hill

(Continued from page 29) Commissioners from $10,000 to $17,500 per annum.

Quick subcommittee approval of the measure was expected with possible full committee action by tomorrow (Feb. 1). It may reach the Senate floor by Feb. 3.

No hearings on this legislative proposal were scheduled last week by the House Post Office and Civil Service Committee, which has a similar bill before it.

During an organizational meeting Jan. 28, the House Interstate and Foreign Commerce Committee agreed to the establishment of subcommittees.

Formation of a communications subcommittee reportedly was not authorized but the possibility of its creation at a later date has not been dismissed.

A seven-month extension of the voluntary allocation program under which scarce materials are rationed among industrial users was unanimously approved Jan. 26 by the Senate Bank and Currency Committee. A companion measure was favorably reported Jan. 27 by the House Banking Committee.

Census Bill

A second bill (HR-1688) seeking inclusion of a housing census in the 1950 decennial census was introduced Jan. 20 by Rep. George P. Miller (D-Calif.).

In this measure and in a similar one (HR-1215) introduced by Rep. John F. Fogarty (D-R.I.) [BROADCASTING, Jan. 24], lies the only hope for a radio census question in 1960.

Both measures have been assigned to the House Post Office and Civil Service Committee.

A companion census measure (S-688) was introduced Jan. 27 in the Senate by Rep. O’Conor. It was referred to the Senate Post Office and Civil Service Committee.

Rep. Robert Crosier (D-Ohio) introduced a measure (HR-1711) Jan. 24 to provide for the dissemination of technological, scientific and engineering information to American business and industry. Congressmen Crosier’s proposal is designed to clarify and define the functions and responsibilities of the Department of Commerce as a central clearinghouse for such data.

Tax Repeal Measures

Additional agitation for repeal of taxes on telegraph, radio and cable services was evidenced last week.

Rep. Wesley A. DeWart (R-Mont.) introduced a measure (HR-589) Jan. 27 to repeal the wartime increase on these taxes. A similar measure was offered in the House that day by Rep. James J. Dollier (R-Iowa).

Previously two other measures for outright repeal of the taxes were presented to the 81st Congress.

In Altoona, Pa., It’s ROY F. THOMPSON and WRFA

A prize radio combination in the rich industrial market of Central Pennsylvania. Represented by ROBERT MEEKER ASSOCIATES

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DURHAM North Carolina 5,000 WATTS 620 KC

PAUL H. RAYMER, REP.

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Johnston Prods
(Continued from page 88)

self on record as being "firmly and unapologetically opposed to this or any other compromise on this question."

Transmittal to Congress of the view that "the overwhelming maj-

ority of the radio station owners in this country oppose superpower

and clear channel operation" failed, he said.

They failed, also, in bringing the issue home to the people in your

own communities and states," according to the legislator.

There is a place for AM radio and the clear channel fight should not

be abandoned in view of the apparent proximity of mass television,

Sen. Johnson told the broadcast-

ers. He said:

I also understand that some of the in-

dependent broadcasters believe that

this fight doesn't make much difference since superpower and clear

channel restrictions are going to be

nullified, anyway, by you all.

Don't you believe it? No, the clear channels are planning on suspend

ing because of television. If there is a place for them, there is a place

for you. Television is a great de-

velopment; people like it and it is bound to grow. But it will be many,

many years before a television station will be available in every town and

hundreds of thousands of hamlets and ranches across this country.

For years there will be room for FM clear channels.

But conceding that television is the coming development, isn't it true that

you quit now you will have taken a big step toward making yourselves from television

as it improves and expands.

The definition of some of the independent broadcasters is exactly the

Knowing that the big stations and

networks want you to have. They want you to indecisively fold your AM and FM

operations so that when they are ready, clear channels and any other

is a place to take over television.

...The most equitable and stabilizing thing that could be done for the radio in this period of conversion (from aural radio) to a combination of aural and video is to assure AM and FM licensees that they will not be denied the opportunity to get in on the ground floor when additional video channels are made available by new scientific developments already well past the ini-

tial stage.

The issue of higher power and clear channels was labeled "the most

important issue in AM radio broadcasting today" by Sen. Johnson.

It is important to broadcasters from an economic standpoint. If and when

20 stations in this country are tried to operate with 150,000 watts of power;

1,906 stations are going off the air, what do you do with the 300,000

on the vine . . . I regard this startling situation as alarming not only

because the radio tail will wag the radio dog but because super power means domination of the air waves—domination of programming—domination of a few powerful corporations of what is left of America must be heard. There will be no middle class of broadcasting. Either radio will be

world and powerful or small and strictly local. Super power plus clear channels plus four networks plus a shower moment of business spell disaster to your group.

The question of upper power and clear channels, Sen. Johnson main-

tained, can be properly settled only by the Congress and not by the

judicial arm, the FCC, which Congress created to administer radio

policies and radio law.

On this matter, Sen. Johnson held:

...when three vital sections of the

law are considered together—the pub-

lic interest, the sections which require competition in radio broad-

casting and the equitable allocation of frequencies—section the Com-

mission does not have the total right under the

law to make a decision granting power above 50,000 watts, it is

ment fully realizing that the Commis-
sion is given the power under Section 309, but the Commission was cor-
rrect, and that it was functioning in ac-
decisions to the law when for years it

sessed that the Commis-

sion has reversed itself on the

policing of clear channels and that it should grant any power in excess of 50,000 watts it would act out of regard for the welfare of the people of the country. For the contrary action it would be acting in the interests of a special privilege in violation of the clear intent of the law.

Sen. Johnson told the anti-clear

hand that his position was "strongly fortified" by a report of a

communications subcommittee of the Senate Interstate and Foreign

Commerce Committee (see separate story, page 25)." Informated that a clear channel

decision was forthcoming from the Commission a few weeks ago, Sen.

Johnson discussed the matter with Chairman Wayne Coy.

At that time, Sen. Johnson ex-

plained "I made clear to him that I would regard it as unfortunate if the

Commission were to render a decision prior to the Canadian Regional

Broadcast Conference, scheduled for next fall." Sen. Johnson insists that the

United States should not and must not commit the United States to a policy affecting all of North America a few months prior to the September NARBA conference in Canada.

No Interference

It was the contention of the legis-

lators that the country was at the approaching NARBA conference should be that no AM radio station in any North American country be operated with more than 50,000 watts of power to the end that we do not interfere with them and they do not interfere with us, as is the case today with Mexican and Cuban stations.

The Commission should recommend to Congress whatever legisla-

tion is needed if basic legislation is needed after the NARBA agree-

ment to implement the principles agreed upon then.

Giveaways

(Continued from page 68)

questioned whether a 20-Hoopered giveaway would sell as much as a

14-Hooper (which, by peculiar coincidence, is the Take It or Leave It rating) show having a warm, per-

sonal relationship between audi-

cence and performers.

Even if a giveaway show does result in satisfactory sales, Mr. Moore said, it can at best be considered a short-term vehicle, stopping when the giveaway fad ends, as he believes it will.

"The sponsor who has placed his money on this type of show may find, when the cycle ends, the need of finding something entirely new by the costly trial and error method," he said.

He felt that the Jack Benny type of show, the comedy-tunes-girls ve-

hicle, while taking longer to build a loyal audience, will always be a more dependable, low

run selling vehicle if the sponsor can make the initial investment.

Code vs. FCC

(Continued from page 40)

arbitrary or extreme measures de-

signed to enforce the standards might very well wreck NAB itself and

thus destroy the organization which is now engaged in the pro-

cess of education, looking toward understanding, compliance and

implementation of the standards." He noted that in the medical and

law professions much work has been done to secure self regulation and

thus convince people that there is little need for governmental disci-

pline to control them."

"Hands Off"

Asked his opinions as to the use

by FCC of the standards when stas-

ions are applying for license re-

newals, Judge Miller expressed

the "hope" that FCC will keep its

hands strictly off the standards and

make no reference whatever to

them in any of its proceedings—

either in support of its decisions or in derogation of the wisdom of the

standards."

"In my personal opinion, the comments of my old friend Charles

Denny, then chairman of FCC, at the 1947 Atlantic City NAB Conven-

tion, to the effect that FCC would use the standards for this purpose, was one of the most un-

wise statements that has ever been made by a representative of the

FCC. It failed completely to take account of the difference, in purpose, of penal sanctions, govern-

mentally approved, and of profes-

sional standards, self-imposed. It will be my endeavor to persuade the chairman of the FCC and the several members of the Commis-

sion to give us an opportunity to make our standards effective, rather than to create distrust and resentment against them by gov-

ernmental interference."

Edward R. Murrow, CBS com-

mentator, has been appointed chair-

man of the committee soliciting funds in the New York radio field for Sal-

vation Army's 1949 appeal.

BROADCASTING • Telecasting
SALE APPROVAL
Given Four Stations

CONSENT was granted by FCC last week to sale of KBST Big Spring, Tex., for $268,000 by Big Spring Herald Broadcasting Co. to a new firm which includes individuals associated with that organization. Approval also was given to partial change in ownership of KUGN AM-FM Eugene, Ore., and to assignment of license of KFXD-AM FM Nampa, Idaho., from Frank E. Hurt and son, a new partnership, to new corporation of same ownership.

Purchaser of KBST is Big Spring Broadcasting Co., whose ownership is: William J. Wallace, KBST general manager for five years, president and 40% owner; Howard Barrett, manager and 40% owner, KXL San Angelo, Tex., and 10% owner of Big Spring Herald Broadcasting, vice president 20%; Lewis O. Seibert, manager and 10% owner; KXL San Angelo, Tex., secretary-treasurer 20%, and R. H. Whipkey, publisher of the Big Spring Herald for past five years, 30% owner;辱key held 1.33% in the KBST license and 1% interest in the Herald. Mr. Seibert also is 25% owner of WEAR Pensacola, Fla., and KELP El Paso, Tex.

Principals in Big Spring Herald Broadcasting include: Houston Harte, 232 of total 750 shares; Isabel Harte, 63 shares; M. R. Hanks, 232 shares; Eva Mae Hanks, 63 shares; Bonnie Davis, 75 shares (10%). Group is identified in ownership of Herald. KBST is assigned 250 w on 1490 kc.

KUGN was granted assignment from C. H. Fisher and B. N. Phillips d/b a as Valley Broadcasting Co. to KUGN Inc., new firm owned by Mr. Fisher and two new stockholders. Mr. Phillips sells his 50% interest for $60,000 to Olley E. Berke, KUGN Inc. vice president, and Pete R. Burke, secretary. The Berkes each hold one-third interest in Berke Bros. Construction Co., Portland, KUGN is assigned 250 w on 1400 kc. KFXD is assigned 1 kw day, 500 w night, on 920 kc.

EMMY VIDEO AWARDS
Presentation Telecast by KTSI Los Angeles

HOLLYWOOD has long known its own Emmy awards were introduced to Emmy awards developed by the Academy of Television Arts & Sciences. A day of seminar sessions was capped by an award banquet attended by 700 people. Four Emmys and two other special awards were presented Tuesday night at the Hollywood Athletic Club.

For the station award representing "overall achievement in 1948" Paramount's KTLA received a plaque. It was presented to Klaus Landsberg, West Coast director of Paramount Television.

The technical Emmy went to Charles M. and Don Lee's KTSI for "outstanding advancement" in the development of the phase fader which permits change of white on black to black on white in use of title cards.

"Outstanding personality of the year" Emmy went to Shirley Dinsdale for her voice and partner dummy, "Judy Splinters," which have been in Los Angeles over KTLA. Program is scheduled to shift to KNBH shortly.

Top film produced for television was "The Necklace," which is one of series, Your Show Time, produced for the American Tobacco Co. by Grant-Realm Productions. Honored as "most popular television program" was Mike Stokey's Pantomine Quiz, also aired over KTLA.

Special award for KTSI ballet series of television half-hours was presented to Lewis Allen Weinz, MBS board chairman, and Don Lee president, on behalf of station.

Presentation ceremonies were telecast by KTSI, with Walter O'Keefe as mc.

FCC FORM
Revised for Estimates

REVISED form for summary estimates of broadcast revenues and expenses for preceding years was adopted by FCC last week with first report (1948) due to be filed with the Commission March 1. Proposal to incorporate data on expenses had been reported in late December [Broadcasting, Dec. 27, 1948].

Inclusion of expenses was ordered by the Commission in recognition of "the rapid upward movement of broadcast expenses during recent years" and in order to provide a "more accurate appraisal of the broadcast industry's financial experience." AM, FM, TV and international stations are covered.

The final forms "incorporate" components made upon the proposed forms by Westinghouse Radio Stations, ABC and a group of 75 stations, FCC said.

To provide for the new forms, the Commission amended Part I of its rules and regulations to require the submission of estimates of expenses as well as revenues in the annual FCC Form 324A, ordinarily due Feb. 1.

WIKH GIVEN CP
4 FMs Get Facility Grants

CONSTRUCTION PERMIT was granted by FCC last week for new Class A FM station to WIKH Shaker Heights, Ohio, previously conditionally granted FM outlet. Four other FM stations were given CPs covering new facilities.

WIKH, owned by Science Education Foundation Inc., received CP for Channel 261 (100.1 mc) with effective radiated power of 640 w and antenna height above average terrain of 300 ft.

WAYS-FM Charlotte, N. C., was granted CP to change ERP from 20 kw to 7.7 kw and antenna height from 498 ft. to 415 ft. WRQC-FM Atlanta received CP to switch from ERP 20 kw to 14.5 kw and antenna 330 ft. to 410 ft. KVQL-FM Laporte, La., was authorized to switch from 14 to 15 kw ERP and KGLF-FM Mason City, Iowa, was granted power change from ERP 250 kw to 16 kw and reduce antenna from 990 ft. to 230 ft.

Van Car Firm

VAN CAR Productions, a new television package company, has been formed from the television department of Van Diver & Carlyle Inc., New York advertising agency.
NEW IMPROVED CALIFONE
Universal Transcription PLAYER

with 10 POUND PORTABILITY

- Reproduces higher quality sound from regular or microgroove transcriptions.
- Quickly changes from either 33-1/3 or 78 rpm with Califone's proven fool-proof speed changer.
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- Features a wow-free, slip-free, rumble-free, microgroove turntable for greater accuracy.
- Handles up to 16-inch transcriptions.
- Features amplifier power and speaker capacity fully comparable to Califone's 250 pound model.

The exclusive Califone 10-pound portability provides plenty of high quality portable sales power.

Model 6U, 364.95 list, plus federal excise tax.
(With 15% radio trade discount 258.50, including federal excise tax.)

Model 6UDC, 384.95 list, plus federal excise tax.
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city field, the McCarthy fortune has been on the rise. He discovered Chocolate Bayou field and the South Stowell area; brought in Winnie, one of the major producing areas in Texas; and discovered Blue Lake, Anchor, and Bailey's Prairie, Lovell's Lake and Coletto Creek, all signal names in the oil history of Texas.

After wildcatting in a few of these fields and making several million dollars, Mr. McCarthy turned his Midas touch to other activities. At present—and the figure may well grow at any time—he is active head of 16 important corporations.

As by product of his activities in the oil business, Mr. McCarthy has played a leading part in the development of natural gas resources in the Gulf Coast area. Ten years ago he pioneered in the selling of low cost gas in the Beaumont-Port Arthur-Orange region. With the availability of low cost fuel, the tremendous industrial growth of the area is in part a tribute to his foresight.

Today his oil and gas interests are among the most highly coordinated of any independent operator. By taking advantage of all phases of the business, his operations now include exploration, drilling, production, manufacture, transmission and sales.

He, also, has built a plant to produce chemicals from residue gas from the absorption plant. Residue gas from both plants is transmitted and sold by Mr. McCarthy's company to industrial, commercial and domestic users for fuel.

To provide many of his steel materials in the field, Mr. McCarthy recently purchased the Detroit Tube and Steel Co. The large mill is located near Detroit and formerly operated as the Sharon Steel Corp. Co-purchaser in this new line of endeavor was International Rolling Mill Products Co. of Chicago. The organization is now operating as the McCarthy-International Tube Corp.

With completion of the purchase of KXYZ last summer from Harris County Broadcasting Co., for a reported $875,000, Mr. McCarthy made plans to move the station from its present location in the Gulf Bldg. to his McCarthy-Center. Television facilities for the station which are now on the drawing board—the application is cooling in the FCC's deep freeze—will also be included in the new location. Shamrock Broadcasting Co., the name under which Mr. McCarthy operates his radio interests, has applied for Channel 7 at Houston.

The Shamrock Hotel, a $12 million structure which forms the focal point of the $18 million McCarthy Center, will be open on St. Patrick's Day, March 17. It is one of the few hotels to be built since the war. The 1,100 room structure forms an impressive tribute to Mr. McCarthy's real estate activity in Houston.

A royal send-off is planned for the hotel with a large roster of stage, screen and radio celebrities. Mr. McNell will originate his ABC Breakfast Club from Houston that day and Lou Costello is planning to bring his Kid's Show. Screen stars Dorothy Lamour, Hugh Herbert, Walter Brennan, Alan Hale and Pat O'Brien are among the Hollywood contingent who will be in attendance. Earl Wilson, Broadway columnist, also plans to attend with other notable representatives of the press.

In addition to the KXYZ facilities and the hotel, McCarthy Center includes a Post Office, exhibition hall and large garage. Original plans had called for a number of small specialty shops along the hotel's approach. This idea, however, has been discarded in favor of landscaping for the area.

An Eye to Video

In another field of endeavor, and possibly with an eye to his contemplated television interests, Mr. McCarthy now heads his own motion picture producing organization. Operating in Hollywood as Glenn McCarthy Productions, the firm expects to release its first offering, "The Green Promise," within a short time.

Despite the delay in establishment of his own video outlet, Mr. McCarthy has already demonstrated interest and resourcefulness in the field.

With three planes entered in the 2,500 mile Bendix Air Race last year, Mr. McCarthy was interested in getting video coverage of both the start and finish of the air classic the night of the race.

To accomplish this purpose he had cameramen shoot necessary background material before the race. Then, as the first plane, with a McCarthy pilot took off from Long Beach, the cameras covered the scene. The film was taken out of the camera and put aboard the second McCarthy plane, which was in turn photographed as it started the race. This film then went east with the third plane of Mr. McCarthy's.

Cameramen at the Cleveland finish line recorded the end of the speed dash. When the winner landed, he had films of the start of the race. The films were made available to CBS and were shown almost as soon as the winner was announced. Prints were mailed back to California and shown the next day.

In this race the McCarthy entries took first, second and fourth places.

The year before, in the Bendix Races, the McCarthy entry, the Shamrock, won widespread publicity when it was christened by Lynn McClain, the "Miss Texas" of that year.

Eighteen months ago Mr. McCarthy entered the publishing business with the purchase of Houston's largest weekly, The Citizen. Today this business venture has been expanded so that from the improved printing plant he publishes 16 weeklies, covering every section of the city and its immediate suburbs.

During the elections last year, coverage of Houston public affairs reached a new high when The Citizen and KXYZ combined to report the returns. During primary, city, run-off and general elections, the team exerted every effort to bring fast returns to the radio audience.

Aviation is not only a hobby with Mr. McCarthy—he is director of Eastern Airlines and the National Aeronautic Assn. In addition he has several planes of his own and flies almost every place on business. Mr. McCarthy also is a leader in the movement to provide adequate airport facilities for Houston.

A Civic Leader

As a civic leader, he is a director of the Houston Anti-Tuberculosis League, a trustee of the Methodist Hospital and has served on the executive committee of the Sister Kenny Foundation. Mr. McCarthy is active in Masonic charities and the Community Chest. He is a member of the Houston Chamber of Commerce and several independent oil men's associations.

Mr. McCarthy has been a leader in the fight against the Anglo-American oil treaty and has constantly opposed price fixing and other governmental control in the oil business. He is a strong advocate of hemispheric development as an international security measure for the Americas.

Mr. McCarthy is married to the former Faustine Lee and is the father of four daughters and a son. Their home is located in the Braeswood addition of Houston.

When not actively engaged in the management of his other interests, Mr. McCarthy likes to spend as many weekends as possible relaxing on his 15,000 acre ranch in Uvalde and Real counties.
NBC SPAC POSTS
Campbell, Essex Are Named

MARTIN B. CAMPBELL, general manager of WFAA Dallas, was elected chairman of NBC Stations Planning and Advisory Committee at the opening session Monday of a two-day meeting in New York. He succeeded Paul W. Morency, vice president and general manager, WTIC Hartford.

Harold Essex, vice president of WSJS Winston-Salem, was named secretary.

Other SPAC members, all welcomed by Niles Trammell, NBC president, are: Harry Bannister, general manager, WWJ Detroit; Walter J. Damm, vice president and general manager of radio for the Journal Co., Milwaukee; Ed Yocum, general manager of KGHJ Billings, Mont.; Harold C. Burke, general manager, WHB Baltimore; John M. Outler Jr., general manager, WSB Atlanta; Clair R. McCullough, WGAL Lancaster, Pa.; Wiley P. Harris, director, WJDX Jackson, Miss., and Edwin C. Kelley, general manager, KCR Sacramento.

EIGHT seminar students at Montana State 's School of Journalism studied radio propaganda first hand, when they made tape recordings of political speeches and newscasts with their own analysis and interpretation. The finished product was played to other students as an "oral" report.

from poor programming. The task is complicated by the subjective nature of the problem. A signal may not be good enough to bring the listener a symphony concert with acceptable clarity but yet not too weak for him to hear a comedy program well enough to listen throughout. Signal may be too poor for a run-of-the-mill-program to be listened to, yet strong enough for a favorite program which the listener will go to extra effort to hear. Also, a signal which a listener in one part of the country might find unsatisfactory may be considered all right by listeners elsewhere where they have never had anything better.

Analysis of the pilot studies of average daily audience and a comparison of these figures with the average weekly audience data is not yet completed. Preliminary data indicate, however, that the average daily audience measurement is much more sensitive than the weekly measurement and that it shows a greater variance between competing stations than the weekly figures do.

Beneficial Results
If, as it is hoped they will, the average daily audience figures provide a better picture of the way in which American listeners divide their listening time between low power, local stations and high power, clear channel stations some distance away, the results should be beneficial to broadcasters, advertisers and agencies alike by giving them more accurate, more usable information.

The decision to permit "restricted" use by BMB subscribers of data revealed by the BMB study about the non-subscribing stations is similarly foreseen as a valuable addition of BMB service to advertisers and agencies, as well as to its subscribing stations. While the ultimate value of these data will of course depend on the extent of the restrictions, a number of broadcasters have already expressed the opinion that they will be able to use this information to good sales advantage. The BMB executive committee is expected to define the extent of "restricted use" at its next meeting.

WNEW Honored Again
HONOURED for the sixth time for service in the cause of democracy, WNEW New York's prize-winning Little Songs on Big Subjects last week won the Willkie Memorial of Freedom House 1949 Civil Rights Award. WNEW was the only station to be so honored, according to Ted Cott, station's vice president in charge of programming, who accepted the award at a meeting in Carnegie Hall, New York. Presentation was made by Robert F. Patterson, former Secretary of War.

Recording?

in chicago

BROADCASTING • Telecasting

Page 52 • January 31, 1949
The face on the living-room screen is 16% clearer on WNBT than on the next best New York station... and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers... and the audience to NBC.

three to one

Images clearer on NBC, programs more popular, audiences larger... in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a three to one preference for NBC over the second ranking station.*

With a lead like this, it's no wonder that four times as many network advertisers are on NBC Television as on any other network.

*Complete details on request

NBC Television

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America
Speaking of Progress in Television...

About this time last year, we took a few minutes out for a look at the previous twelve months and all they had brought to Television Station WPTZ. What we saw was good. But what we see this year looks a whale of a lot better!

A year ago our sales department was mighty enthused over the fact that we had 38 sponsors on the books. As this is being written 76 different advertisers are buying time on WPTZ every week! There may be other television stations with more customers but off-hand none come to mind.

Moreover, the very first broadcast scheduled for 1949 (the Mummers' Parade) brought another brand new sponsor into the fold—Strawbridge & Clothier, a great department store, as Philadelphian as the parade itself.

1948 was a year of major technical improvements at WPTZ, too. Our 552-ft. tower went into operation in March to put our antenna higher than anything else in or around Philadelphia including the price of steak. Add to that our new up-to-the-minute transmitter (as we did in September) and the result is a superb television signal.

We also added a third complete two-camera mobile unit; full studio-orthicon and associated equipment; several new relay links; an additional relay site atop the Penn-Mutual Building—and at the moment they're putting what we hope are the finishing touches on our new studio facilities on the 5th and 6th floors of the Philco-Westinghouse Radio and Television Center. All new motion picture projection equipment will be part of the new studios. We also revised Philco's own New York-Philadelphia relay system to full micro-wave, two-way operation.

These improvements add up to one of the best equipped television stations in existence—and at a pretty penny too, we might say.

A lot of new programs were developed at WPTZ during the year; Dr. Marshall and "The Nature of Things" for instance, to prove that science can be a fascinating and entertaining subject. During the year we uncovered Ted Steele as a television personality and won kudos from the industry for our operatic and dance programs.

All in all, there is a fairly general feeling around town that WPTZ has at least done its share in keeping Philadelphia the Number 2 television market in the country, with well over 100,000 home receivers in operation.

There's a lot more to the WPTZ story for 1949 and our plans for 1949—the eye opening success stories we have developed during the past twelve months, for one thing. Our sales department, or NBC Spot Sales, would like nothing better than to tell you about the station, its operation and facilities and how you can use it.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building
Philadelphia 3, Pennsylvania

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
EXECUTIVES of Sterling Drug study the figures at an advertising conference. Seated, l to r: Mr. Hill and Harvey M. Manns, vice president in charge of The Bearcat Division; Sterling, l to r: E. I. McClintock, vice president, foreign trade; Stanley I. Clark, vice president in charge of The Centaur-Caldwell Division; and Dr. J. Mark Hiebert, vice president, assisting the president.

MR. SPONSOR EVALUATES

By JAMES HILL JR.
President
Sterling Drug Inc.

THE TROUBLE with television, from the viewpoint of advertising, is that it has disturbed the peace—of advertisers. Not that we find too many peaceful moments, at any time, in the conduct of our advertising programs. This phase of our business function is so important that we must give the most careful consideration to appropriations, media, campaigns — right down to the last commercial. At the same time, the introduction of a new medium now requires us to start learning anew many of the fundamentals of the business.

Our position advertising-wise can be compared to that of the 20's when radio came along to add a new dimension and to jar us out of routines. Those of us who had spent years learning about space and believed we had a pretty good idea of values and potentials suddenly found ourselves under the necessity of adjusting ourselves to the medium of radio or of suffering the consequences of sales anemia.

We're going to have to do the same with television. Maybe, as some people say, television is nothing but radio with sight added. We can't afford to accept this assumption, however, because television may not be merely radio plus sight.

Other people, the writer among them, believe television will prove as different from radio as radio is from white space. Following this concept, we might plunge into television fully determined to discard everything which has proved popular in radio. Yet if we clung stubbornly to this view, we'd find it mighty expensive if we turned out to be wrong.

Smugness Is 'Out'

So we're not going to be smug about anybody's ideas, including our own. We intend to move slowly while keeping our eyes and ears and, I hope, our minds reasonably open.

Yes, we've got some ideas to start with, although their nature is such that they can be changed on a moment's notice if it seems wise to do so. Personally, I incline to the belief that television will find its own expression, just as radio did. One look at radio today shows the extent of its evolution from primitive beginnings. Today, whether or not broadcasting, taken as a whole, meets the taste of this or that individual critic, it assuredly satisfies the public.

It took a generation for radio to mature. My guess is that television will move a lot faster. Nobody can say with certainty that any of the presently popular video shows will be alive five years from now; but even if a couple are, we have a right to expect that the face of television will be quite completely changed.

Television will surely develop its own forms, as did the theatre, radio, the silent and sound films and the other performing arts. In other words, I suspect television presentations will be, eventually, distinctive unto themselves rather than simple adaptations of radio.

That is why our present program, as regards television, consists in taking soundings and in experimentation. We've started with a five-week daytime video show in the face of assurances from presumably wise men that daytime television will be a dud. Maybe so. We agree that the homemaker can't look at television and, at the same time, stir the soup or juggle the mop. But it also occurs to us that the human species has shown a remarkable ability to adapt itself to conditions.

If the homemaker wants badly enough to catch the afternoon television programs, she'll find a way to accommodate her desire. I remember when the smart money bet against daytime radio. Sterling was among the companies which pioneered in this field, with profit.

Television is subject to the same criterion as are the other media of advertising: It must pay. We're definitely interested in the effectiveness of advertising per dollar of expenditure. That's why, in this period of transition, we are concerned with the extent of our continuance in radio as well as with the nature of our first efforts in television.

Sterling's present plans for 1949 involve taking approximately $1,000,000 from radio and putting it into other media, including newspapers, magazines, as well as television. Developments might require more drastic change, but as of now we see no such indications. But we also know that more and more television sets are being manufactured and more and more listeners are telling Hooper that they are not only looking at television but are refusing to tune in radio. Will this fact be reflected in reduced rates for radio time?

It is already clear that advertising appropriations for television will have to be very high. To offset these fears, as an advertising medium, television is going to outpull radio by five times, by ten times, even by a hundred times. That's fine.

But output and for what? What type of products will advertise well through television? We know, or think we know, certain types of merchandise that do particularly well with radio promo-

**** Video's Future for Sterling Drug

...
TV IS 'EVOLUTION'

By LARRY KURTZE
Service Unlimited, New York

As one of the young-old timers of radio I want to say a few thousand words about the addition of video to the broadcasting medium.

For that's just what it is.

Merely the addition of the visual element to the already-existing techniques of audio broadcasting. Believe me, gentlemen, it is nothing new. It will not redesign the thinking of the world, nor will it yet cause any more sensation among the receptive public than the addition of sound to motion pictures. The coming of the age of television, just as the establishment of sound pictures, is evolution—not revolution.

Aural Radio's Contributions

For over a quarter of a century, now, aural broadcasting has entered the home bringing entertainment, disseminating news, extending information and offering enlightenment.

Can television hope to do more?

The ten basic types of radio programs, namely musical, news, dramatic, commentary, variety, comedy, quiz, interview, audience participation and sports, have been effectively used to encompass religious, educational, farm, home and public service; cultural and entertainment broadcasting, not to mention the needs of the advertiser.

Is there an eleventh or twelfth type of program that television can contribute? I think not.

There is no reason for television personnel to beat against an iconoscope attempting to create a new "art form." In the first place, so called "art forms" are not the result of deliberate creation, but rather the unfoldment of substantial craftsmanship.

In the second place, it should be painfully evident to the people that by taking advantage of the aural medium and increasing their effectiveness by exploring the visual possibilities they can put a finish to half the programming battle.

A note here, "exploring the visual possibilities" does not mean painting some scenery, getting some costumes, and turning a camera loose on the show.

No, it means probing into the basic program idea itself, discovering how video can heighten the overall effect, then carefully incorporating the audio and visual, so as not to destroy the basis of enjoyment of the broadcast medium.

And what is the basis of the enjoyment of the broadcast medium? Well, all media of entertainment have a certain quality that is the psychological basis for their enjoyment. Enjoyment of the theatre, because of the physical proximity of the audience, is often attributed to the compelling personalities of the players. Motion pictures, both silent and sound, depend upon movement to make their audiences enjoy the films. And the actual enjoyment of broadcasting, both aural and video, depends upon intimacy.

The good director attempts to make each individual listener feel as though he were actually eavesdropping on the scene taking place.

The point to remember is that in radio or television we are not dealing with one audience of thousands or millions but rather hundreds or thousands of audiences that average two to six individuals.

Intimate Group

Those individuals are an intimate group and only as far away from the actual broadcast scene as they are from the receiver. Thus the broadcast fare served them must be designed and directed to make them a part of the play, bit, sequence or they are viewing.

Incidentally, Mr. Jack Weir Lewis [Broadcasting, Nov. 29, 1948] points to this when he mentions, as among the finest television programs he has encountered on his trip, WFIU's "Soap Shop" and KSTO-TV's "It's a Hit," both of them adaptations of standard radio devices based on intimacy of participants and listeners or viewers. Then he contradicts himself when he sums up his article: "Last, writers and directors had better stop thinking in terms of translating existing AM shows to TV. It won't work."

He doesn't say why.

Now I want to agree with Brother Lewis. He accuses television people of neglecting sound. He's right—they not only neglect it and ignore it, they usually lack it where they need it.

Television, almost as a body, refuses to admit that, unlike motion pictures, the prime element of a telecast is the spoken word. Even in discussing commercials they use "visuals." The ultimate objective of today's commercial is to get some misconception in the consumer's mind that will carry over into the store. That's why we call it a "commercial".

There is no need for television people to look down their noses at radio. There is a place for both. Private AM listening is a favorite pastime of millions of people, and it is not likely to suffer as long as there is a good entertainment program on the air. But television has the edge of a new frontier.

The American public is anxious to see what the new medium can do, and when the public is hungry for something different the advertiser is always ready to try new bread. And television is the one medium that can satisfy a hunger for something different.

LARRY KURTZE classifies himself as a "young-old timer of radio," backing the statement up with over 13 years of experience in the industry.

Prior to opening his own radio-television advertising production firm—Service Unlimited—in New York six months ago, he was radio and television director at Kuttner & Kuttner, New York, for over two years. In this connection he wrote, produced and directed for radio, video and motion pictures and handled publicity for the agency and its clients. Previously he was a writer, producer and director for WBBM-CBS Chicago; civilian consultant for the U. S. Army in Los Angeles and Washington; handled production and casting positions in Hollywood, and held various posts with WLS Chicago from 1935 to 1939.

The old tooth of the saw about one picture being worth a thousand words.

They forget that the Chinese philosopher who dreamed that one up lived back in the days when brand names were unknown.

To make people ask for your product you have to make your brand name a familiar sound. And you teach them to pronounce it by constant aural repetition. That's one of the axioms that's made standard radio the terrific personalized selling force it is. Television can't be any different.

Texaco Success

Proof! According to the reports the Texaco commercial takes the sponsor identification sweepstakes on the East Coast network. And who does the commercial? A pitch (Continued on page 11 of Insert)
The EYES of CHICAGO'S FAMILIES are on WGN-TV!

Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for all members of the family. They know WGN-TV's fare for the family includes something for everyone—no one is slighted.

Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on
THIS new television field car has just been delivered to WOW-TV Omaha, Neb. Built to specifications of the station’s engineering department by Henney Motor Co., Freeport, Ill., the top deck has special clamps to hold camera and relay transmitter tripods and a port hole for camera and power cables. When not in use, the rolling folds flat and the transmitter reflector can be bolted to the deck. A hydraulic leveling device levels the body of the car from any position and prevents motion while using the camera deck.

Davies, foundation president, a Philadelphia; Carlos Echeverria, treasurer, Moorestown, N. J., and S. R. Lasloky, of the board of trustees, Riverdale, N. J.

In announcing the project at the fourth general meeting of the Television Assn. of Philadelphia, Mr. Davies said a large radio manufacturer (whose name he would not disclose) already has underwritten one wing of the building which he will make into a fully equipped television studio. Mr. Davies said that broadcasting stations, the Dick Strom television firm and Philadelphia advertising agencies will be invited to detail their television men to the foundation for seminars on camera work, production, directing, film studies and color studies.

Emphasizing the importance color will play in television, Mr. Davies said nationally known artists will be on hand to instruct. He also stated the whole project will be conducted on a college level, with degrees to be awarded.

Influential New Yorkers, as well as Philadelphians, are interested in the project, according to Mr. Davies. He also said that duPont is planning a project on the island and may support the foundation. Long Beach Island, whose leading town is Beach Haven, is 35 miles north of Atlantic City and 60 miles from Philadelphia. Site of the foundation will be in an area between Harvey Cedars and the famous Barnegat Lighthouse.

Dr. Blair’s Idea

Dr. Boris Blair, dean of the Tyler School of Fine Arts of Temple U., conceived the project and is vice president. Charles A. Ramb, Beach Haven, is executive secretary, and Julius Robinson, legal counsel. The board of trustees includes Philip Klein, head of a Philadelphia advertising agency; Mrs. Thomas Graham (daughter of Ellis Gimbels, of Gimbel Brothers); Mrs. Maria Blai, Mrs. Thelma Melrose Davies, both former opera singers; S. W. Sargeant, painter; Druc Allman, water colorist; Max Katzman, artist and architect; Sari Mendehal and Ruth Pleasonton, both artists.

Kenneth W. Stowman, WFLF-TV Philadelphia director and assistant general manager, presided at the meeting of the Television Assn. of Philadelphia, of which he is president. He introduced as guest speaker Slocum (Buzz) Chappin,

ABC Eastern television sales manager.

Mr. Chappin, discussing what television is doing network-wise, said he is of the opinion that TV hookup with the West Coast is at least three years away.

Mr. Stowman appointed the following to the planning committee: Al Bernsohn, RCA Camden, chairman; Joe Cox, J. P. Cox Adv., Boston; Bob Jawer, WPTZ; Hal Lamb, Geare-Marston Inc.; Marilyn Lazar, Stewart-Jordan Adv.; Martin Katz, WCAU-TV; Charles Hoben, WPTZ; Noel Charles, Assn. Television Products; Ray Bowley, WPTZ; Roger Courtland, Seiberhagen Inc.; Roy Meredith, WCAU-TV production manager, and Messrs. Farren and Davies.

WRITERS

Group for TV Scripting

WRITERS’ Theatre for Television has been incorporated in Hollywood by a group of screen writers for purpose of writing and producing scripts for television.

Headed by Emmet Lavery, president, other officers include Paul Radin, vice president of William Kester & Co., studio manager, as vice president and business manager; John Larkin, vice president; Jerry Horwin, treasurer; Allen Rivkin, secretary.

Group presently consists of 17 members, with membership open to all writers whose submitted scripts are acceptable. According to plan, corporation holds television rights to all properties produced with writers retaining all other rights. Minimum payment will be given writers for scripts used, based on number of stations on which plays are heard, with additional payment for each reuse. Three-fourths of corporation profit will be divided among the writers; with the balance retained by corporation.

Currently negotiations are under way with CBS for half-hour television series. William Kester & Co., Hollywood, represents the package.
Sure, Television’s amazing

—and it’s practical, too!
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* Footnotes:
1. L is live; F is film; K is Kinetic; N is Network.
2. All programs are subject to change.
3. Programs are subject to change.
with the best
in TV films . . .

NOW . . . serving 95% of all TV stations daily.

Our sponsors include: Philco Dealers, R.C.A. Victor Distributors, Fischer Baking Co., General Foods, Leafmint Gum and many other nationally prominent television advertisers.

We serve you with the largest TV film library in the industry.

NOW AVAILABLE
The Man from Scotland Yard. New TV Film Mystery Series. First 13 Programs now available.

Send for our illustrated film lists
To keep in good spirits, advertisers will do well to look into the CBS-TV program schedule. It now has three of the four biggest-audience programs in television today. What makes CBS-TV programs so eminently practical is that they come in all sizes of advertising budgets, pre-tested and ready for work.

CBS-TV

NOW OPERATING IN 23 MAJOR MARKETS
TV REACTION
Schwerin, NBC Plan Tests

WITHIN 60 days television audience reaction tests will be undertaken by Schwerin Research Corp. and NBC, according to a joint announcement Jan. 19 by Carleton D. Smith, NBC director of television operations, and Hugh Bevill, NBC director of research.

"Television programming is well beyond the experimental period," said Mr. Smith. "Now we're ready to apply the acid test of audience reaction to our programs and program ideas."

Electronic recorders will be used to measure instantaneous reactions of individuals to video programs. A new device now under construction by Schwerin not only will maintain a continuous record of each individual's reaction but will also produce a group profile for immediate study.

Questions Planned
Among questions the research will attempt to answer are: How should sequence of programs be arranged? Which camera techniques are most acceptable? How long can scenes be held before irritating diminishes? Are film or live shows preferred? How long will an audience television show last? What shows can be simulcast effectively? How effective are various commercials? What is the daytime audience and what does it want? How can specific programs be slanted toward their primary audience?

Meanwhile, Horace Schwerin, president of the research organization, announced that his corporation would be ready to begin TV-testing for advertiser clients by midyear. Due to limited facilities, however, this testing during the remainder of 1949 largely will be limited to present radio clients.

CAMEL'S TV Sports Coverage Expanded

R. J. REYNOLDS Tobacco Co. (Camels), Winston-Salem, N. C., sponsor of college basketball games on the CBS TV network during the current season, has expanded its TV sports coverage on CBS to include indoor track-meets and the Golden Gloves amateur boxing matches.

Track meet schedule is: Jan. 29, 30, Melrose Games; Feb. 7, 12, New York Athletic Club; Feb. 19, National Amateur Athletic Union; Feb. 26, IC-AAAA; March 5, Knights of Columbus; matches to be held in Madison Square Garden, New York.

Golden Gloves bouts, to originate in Chicago, will be telecast on CBS-TV on Feb. 21, 22, 23, March 4 and May 18 (date of the international finals), starting at 9:30 p.m. EST. William Esty Co. is the agency.

GEORGE WIEDEMANN Brewing Co., Newport, Ky., is again sponsoring telecasts of WKRC Cincinnati Golden Gloves Tournament of Champions on WLWT (TV) Cincinnati. Inspecting Chicago Tribune Golden Gloves team trophy for 1948, won by WKRC, are: (l to r) E. R. Strauchan, Strauchan & McKim Advertising; Hubert Tuft Jr., managing director of WKRC, representing Golden Gloves; H. Tracy Balcom Jr., president of Wiedemann Brewing Co., and M. F. Allison, TV sales manager of WLWT.

TV Is Evolution
(Continued from page 4 of Insert)

man. Not a particularly spintillant visual personality, but a spellbinder with the spoken word. "And now who'll be the first to save themselves money, time and trouble by the purchase of this handy little thing?" "TI"—and I'm speaking for most current and prospective television sponsors—"TI" take two.

There's no doubt about it, the combination of aural and visual broadcasting has already hung up some impressive sales results. Let's emphasize "combination."

Color television might improve the position of the picture somewhat, but I still feel the aural message is the intimate device that brings the actions of the picture home to the consumer's noddle.

The above applies to all types of telecast shows, too. Television is fast coming out of its novelty stage when everyone dims the lights and faces the screen to see what's going on.

More and more producers will begin to realize that the spoken word must be constantly used to attract the eye to the screen. And this can't be done by omission of dialog, but rather by terse, interesting, specific continuity that tells the complete story yet implies that there's additional enjoyment in the picture. It's interesting to note, too, that conveyance of a specific mood is nearly always an auditory function.

I'm happy to have gotten this far in this article without having used a capitalized AM or FM or TV or any other of the standard symbols which designate the various activities in the business of broadcasting, which I willingly capitalize.

Eventually, I think, network and super-power AM broadcasting will be swallowed up by TV broadcasting, and that FM broadcasting will be used profitably for a variety of things, but it will still be broadcasting. That's what I mean by evolution, a constantly expanding and improving broadcast service.

Mr. Sponsor Evaluates
(Continued from page 3 of Insert)

turn to stockholders and of the continuing service we render to the public and to the professions. We can't do that for long on deficits, and we hope to continue to follow our consumer price policy through which we have not raised the price of any of our products.

Advertising has been an integral part of our business since its inception 49 years ago. Our first advertising appropriation went into newspapers back in 1902, and for years we placed sole reliance on this medium. In good time, magazines were added to the schedule. When radio came along, we moved into it on an important scale; and at one time virtually our entire advertising appropriation was devoted to radio. Since 1948, we have added newspapers and magazines on an increasing scale without, however, cutting down on radio. In each case, our decision was based on dollar return.

That will be our criterion for television. Recognizing that the new medium will have tremendous social and cultural significance, the advertiser must and will weigh its value as an advertising medium on its ability to earn a reasonable profit on the advertising dollars invested.
By ROBERT P. MYERS
NRC Assistant General Attorney

SOME of the principal problems that are currently causing telescatters concern are music rights, literary rights, motion picture rights and rights of privacy and defamation.

You must be sure in every case where you obtain rights that you are dealing with the owner of the right or with the owner's authorized representative and, second, you must be certain that the license agreement that you obtain from him is clear and complete and covers the specific use that you want to make.

Among the principal rights which are causing trouble are music rights, as always. There are three principal music rights in television as there are in AM broadcasting, but which we are particularly concerned.

The right to make non-dramatic public performances for profit is probably the one with which we will deal most often. We will also be making dramatic performances of musical compositions.

We will be using the so-called recording right either in the form of kinescope recording or in the form of motion pictures or in the form of pre-recordings.

All of these rights are exclusive rights granted to the owner of the copyright on a musical composition and must be cleared if we are going to use them.

There seems to be a new tendency developing among some of the copyright owners to require a special treatment of a rolled-up use of a composition.

Special Fee
Strictly, there is no justification for such a distinction under the copyright law, but nonetheless there is a tendency among some of our licensees to insist that when you dress up your production in certain ways it will require a special license and possibly a special fee.

Our first problem with regard to ASCAP the television subcommittee of the NAB Music Advisory Committee, Mr. Myers is spearheading the television broadcaster's attack on some of his toughest legal problems. As video specialist of NBC's legal department, he tells constantly on cable television and he gives opinions on the legality of TV matters for which the precedents are dubious, if not non-existent. Here are highlights from a longer paper advising telescatters on some of these legal problems. They are required reading for anyone even remotely concerned with video

music is: What are our sources? They are the same sources that we have in AM broadcasting. There is the great public domain, the "Jazzies With the Light Brown Hair" of one sort or another. There are the Wagners and there are the Gilberts-Sullivans. There is a tremendous amount of material available here with which you can do anything that you want to. There are great hordes of private licenses which most of us have from various individual publishers or composers. There is ASCAP with which most of you are familiar.

Then there is our own organization—that is, the broadcasters' own organization—BMI.

BMI TV License
Let me say that as to BMI its television license is identical with its AM broadcasting license. It includes the right to adapt, to arrange, to translate, to change the composition, to dramatize it and to perform it by means of television.

There may be a few compositions in which some individuals hold the mechanical rights and cannot give us some of those rights, but in general we have the broadest type of licenses from BMI. They make no problem of scenery, costume or dialogue.

The real problem on scenery, costume and dialogue arises with ASCAP, which has by far and away the largest catalog of musical performing rights in the country.

Since 1941 we have all had free television licenses from ASCAP. These licenses have recently been terminated. All of you television broadcasters will be without a formal ASCAP license (in early 1949).

ASCAP has made a very fair gesture, however, when they agreed that the ASCAP licenses will be continued commencing Jan. 1 they will negotiate with us, as to television broadcasters, as to the terms upon which we may continue to use their music for our purposes.

They have agreed that if an agreement is reached within that 60-day period it will be made retroactive to Jan. 1. If we do not reach an agreement during that period, we will be considered to have had a gratuitous license.

What do we do? The first thing to determine is what rights ASCAP has to grant to us.

Membership Agreement
This problem is caused by a new membership agreement which ASCAP is just now having executed by its members. Under that agreement there are a good many uses which we will clearly be able to make under a special license and not described as straight instrumental uses, uses by vocalists not in costume, uses by small groups of vocalists in costume if the performance is not accompanied by dialogue, by scenery or by dancing routines.

That is the type of thing it seems we will be able to obtain from ASCAP under a blanket license. But the problem arises with regard to the exclusive agreement which is contained in the ASCAP membership agreement. Let me give you a few of them.

ASCAP must obtain a special license and charge a special fee for any use of a production number. That is a number which originally was written for and contained in a dramatical musical work, on operetta or a motion picture. If that use is made in costume and is accompanied by scenery, dialogue or dancing, that type of use would require a special license and a special fee.

Also, special licenses would be required for the use of any composition by five or less costumed vocalists where the performance is accompanied by scenery or by a set which spells out the title of the play, any one of the lyrics or which dramatizes the idea of the original production.

A special license would be required, where any composition is performed by five or less costumed vocalists accompanied by dancing which dramatizes the title or the lyrics or by dialogue.

You would need a special license for the performance of any number by more than five costumed vocalists.

In summary, that is television, and it may mean that we will all be faced with a very substantial problem in clearing rights with ASCAP if each of that type of use requires a special license.

Scope of General License
That is a bridge which we can cross when we come to it. Our present problem, the thing that we are working on today with ASCAP, is to determine the scope of the general license which they will offer to television broadcasters.

In order to do that we must obtain a definition of costumes. We must know what scenery is. We must know whether a plain backdrop is scenery. Is scenery when you push two palms in from the side of the stage? We have undertaken here in New York to do some of the preliminary work on your behalf in this connection. The five New York television broadcasters have all monitored every single engagement of their facilities for a period of a week.

We have each taken a specimen work, a single program and described each of those uses to ASCAP. ASCAP is surveying those uses in an attempt to reach a decision as to those uses that will clearly fall under a general or blanket license and those uses which will clearly require special licenses.

After they have completed their study of these uses, it is our plan to sit down with them to attempt to write a definition, to write in words what it is they propose to offer us under a blanket license. When that has been done we will then be ready to negotiate a license agreement, but not before.

Let us go briefly now to recording rights.

The copyright law provides only one mechanism for dealing with a statutory royalty of 2c per copy. It has been the practice in the business to pay more than this for electrical transcriptions and motion pictures.

In fact, one fairly recent case indicates that possibly motion picture synchronization rights, as they relate to television, do not fall within the statutory royalty provisions of the copyright law, and we question whether kinescope recording would fall within the scope of that particular decision.

Kinescope Recording
We believe that a kinescope recording is only another recording. It is a mechanical reproduction in the copyright law. We should be able to do it for 2c per print or pressing.

So far as BMI is concerned, we have the recording-music very clearly. BMI has passed it on to us just as all other licensees have passed it on in AM broadcasting.

It is our position that in making a network broadcast we must have the means of getting that program to the stations. It can go by radio relay; it can go by cable or it can go by microwave. That is a necessary part of the performing right and we must have it as part of our performing right license.

There is something which we will consider when we finally negotiate ASCAP agreements.

The next category in which we are interested is literary rights. In non-dramatic literary works there is no radio performing right. However, I suggest that you all look carefully at any performances you expect to make of non-dramatic books or poems because it is possible (Continued on page 14 of Insert)

TV SET FIGURES reported to BROADCASTING during the past week:

- New London-Providence—40,000 as of Jan. 1, reported by WBZ-TV Boston.
- St. Louis—17,500 as of Jan. 1, reported by Union Electric Co. of Missouri.
Now... Floating Action!

The "BALANCED" TV TRIPOD
for all TV Cameras
(Pat. Pending)

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

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

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

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

Write for further particulars

CAMERA EQUIPMENT CO.

Page 14 * January 31, 1949
BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—widely diversified from classics to be-bops—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

For Appropriate Television Music

BRIDGES • MOODS • INTERLUDES

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don’t have to be a musical expert to make the most of this BMI service. For “Bridges, Moods, Interludes” is based on recorded music readily available to any telecaster.

Write to BMI for your copy and for regular monthly supplements

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD
First it was... WABD  NEW YORK'S WINDOW ON THE WORLD

NEXT it was... WTTG  WASHINGTON'S WINDOW ON THE WORLD

AND NOW it's...

WDTV  PITTSBURGH'S WINDOW ON THE WORLD

Pioneer station linking the East Coast and Mid-West networks!  
All Owned and Operated by

THE

du mont

TELEVISION NETWORK

... first in television to offer all-day programming in the New York area... WABD, Channel 5.

DU MONT TELEVISION NETWORK, 515 MADISON AVENUE, NEW YORK CITY

Page 16 • January 31, 1949  •  TELECASTING
**Management**

MARK ETHRIDGE, publisher of the Louisville Times and Courier-Journal (WHAS), has accepted the appointment as U. S. representative on the UN Palestine Conciliation Commission, the White House announced last week.

BERNARD S. MORLEY, formerly sales manager of WPRO Providence, R. I., has been appointed manager of WNSN Coshocton, Ohio.

JOHN DEMPSEY has been appointed general manager of WNOE Norwich, Conn. Other new staff appointments announced by ROSS PERRINS, owner, include: NOEL C. BREAULT, as sales manager, and JACK PURRINGTON, as program director.

MILTON B. GARBER, for 10 years general manager of KCRC Enid, Okla., has been appointed editor of the Enid Morning News and Daily Eagle. Mr. Garber also has been named to the publishing company’s board of directors. GEORGE L. TARTER, formerly commercial manager of KOCY Oklahoma City, is new general manager of KOCY.

WILLIAM E. RINE, managing director of WWVA Wheeling, W. Va., has been elected illustrious Potentate of Osiris Temple, Aafonms, at the annual election held on Jan. 16.

FRANK KELLY, assistant manager of WBEN Buffalo, is the father of a girl, Rosemarie.

JOHN F. HURLBUT, promotion manager for WSVF Syracuse, N. Y., was given a special service pin by the Oneida Council of Girl Scouts. Mr. Hurlbut has been conducting weekly radio workshop classes for the scouts.

**FM Via TV**

WBRC-FM Birmingham’s sports staff, learning they could not set up the Georgia Tech-Yale basketball game, resorted to a bit of ingenuity. All of Alabama’s games had been sold to a sponsor. The game with Tech had to be aired. With the cooperation of John M. Outler, Jr., WSB-TV Atlanta general manager, the WBRC-FM crew was provided with a television set, and the play-by-play account was sent to Birmingham listeners from the WSB-TV picture.

**WJBK DETROIT**

In New Studios, Offices

ANOTHER step in the expansion program of WJBS Detroit was reached last week when the station moved into new studios and offices atop Detroit’s Masonic Temple Bldg. Included on the sixth floor of the building are executive offices for the Fort Industry Co.’s WJBK-AM-FM-TV, two large AM studios, two AM control rooms, two television studios containing GE equipment, a TV studio control room and a TV master control room.

The seventh floor, which will be used for television production, has been designed to house a studio theatre with a seating capacity of 1,200. Plans for its completion are now under way and will include facilities for stage and dramatic productions, audience participation shows and sports events. WJBK-TV is on Channel 7 and carries programs of from CBS and DuMont video networks.

**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, S. L.

**BROADCASTING • Telecasting**

January 31, 1949 • Page 53

DURING a special KOA Denver broadcast from the arena of the National Western Stock Show, Ruth Harkness receives the Mile High Farmer Trophy for the Grand Champion Junior Beef Showman of the 1949 show. Taking part in the broadcast were (1 to r) Don Peach, KOA director of agriculture; Herb Rogers of Ranch-Way Feeds, sponsor of KOA’s Mile High Farmer Program; Miss Harkness, and Lloyd E. Yoder, KOA general manager.
January 24 Decisions

When you think of REPLACEMENTS

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

January 24 Decisions

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YOUNGSTERS’ dreams and ambitions have become a “reality” on WPTZ-TV (Television) Philadelphia. Each week station invites children from 6 to 13 years to participate in What Do You Want to Be. New program depicts a scene from some phase of business or profession and the children are invited to act the parts. With opticals, trick camera shots and coordinated sound effects and background music a sense of reality is created. On the first television set of one of its transports reproduced, the youngsters portraying the parts of “pilot,” “co-pilot” and “stewardess.” Special camera shots done with mirrors that were rocked gently created the illusion that the plane was “taking off.” What Do You Want to Be is sponsored by the Chevrolet Dealers Assn. of Philadelphia, through Gray & Rogers Adv., that city. Dealers select children to appear by auditions in their showrooms each week.

Progress in Medicine DOCTORS and pharmacists of Albany Medical and Pharmacy Colleges will discuss progress in medical science on WEPR Albany-N.Y., of new series, Adventures in Medicine. Air each Sunday at 12:15 p.m., program is under direction of Albany Pharmaceutical Assn.

‘Over-the-Chuckwagon’ NEWS, views and interviews concerning the Texas out-of-doors is format of WOAI San Antonio’s newest program, The Roving Banker. Lucian Jones, vice-president in charge of agricultural and livestock division of Alamo National Bank of San Antonio, sponsor of program, is the “Roving Banker,” and with Bill Shomote, WOAI farm and ranch director, visits surrounding communities and participates in discussions of interest to listeners whose occupations and activities are allied with out-door life. Live and transcribed interviews with bank presidents, farmers, ranchers, sportsmen and agricultural authorities are featured on the series.

Citizen to Tributes DEDICATED to and paying tribute to people in its listening area, WCOA Pensacola, Fla., is airing new Good Neighbor program, thrice weekly. Show features the “Good Neighbor” letter of the day and prizes for the “Good Neighbor” of the day. Also included are poems of friendship and humorous adages with appropriate background music.

‘Voice of the Blind’ INFORMATIVE talks by a blind person on how public can help the blind are being heard on a new public service broadcast, Voice of the Blind on KFJJ Hollywood. The program, heard a quarter-hour weekly, is conducted by James B. Garfield, blind for the past seven years, who gives helpful hints on how the blind should be treated, tells of various traffic laws made to protect them, and other important but little-thought-of-facts on how one can help a blind person.

“Washington Town Hall” UNDER auspices of League of Women Voters, WOI, Washington is presenting Washington Town Hall on alternate Fridays at 10:30 p.m. Program is devoted to topics of public interest and features guest speakers who are authorities in their fields. First broadcast, Jan. 21, was devoted to subject: “How Far Can the Rights of Individuals Be Guaranteed Internationally.”

TV SALES PULL Booklet Issued by Cairns

SALES IMPACT of television is the reason for using the medium, according to Telecasting Today’s 24-page brochure prepared by John A. Cairns & Co., New York. Television advertisers, the booklet reports, already have succeeded in reaping unprecedented returns. It notes that telephoning organizations underscore the fact that sponsor identification is high—with a one-time shot identification reaching 35% and responses on small offerings totaling as high as 40% (radio, it says, considers 1% good). The booklet’s approach, the agency claimed, is factual and statistical, with editorializing kept to a minimum. It traces TV from its debut to the March 18, 1947 FCC ruling against color-television and notes that since then it “has expanded with the momentum of a gold rush.” It sets forth the present station, network and agency picture, discusses advertising costs and briefs case histories in spots, participation programs and co-sponsorship programs.

It calls 1948 the first full year of commercial television and said $10 million in advertising revenue was scheduled for the year. With TV’s potential revenue predicted to be four times as great as radio’s today—eventually a $6 billion industry.
THE "NO SALE" SIGN was rung up last week over the most bitterly contested transfer case FCC has faced since it put the AVCO public-bidding policy on transfers into effect in October 1945.

The Commission was informed that the $250,000-plus sale of KMED of Medford, Ore., by Mrs. W. J. Virgin to Luther E. Gibson's Gibson Broadcasting is all off. With the information FCC got a politely respectful letter of explanation noting that all the so-called transfer had brought Mr. Gibson was an out-of-pocket expense of some $400,000.

The case has been pending almost as long as the AVCO advertising policy has been in effect. It went through the open-bidding procedure required by the AVCO rule, with FCC subsequently approving transfer not to Gibson Broadcasting but to Medford Radio Corp., a local firm which had filed a competing bid [Broadcasting, Nov. 3, 1947].

But Mrs. Virgin and Medford Radio were not able to come to terms, and Medford Radio finally withdrew [Broadcasting, Sept. 6, 1948]. Mrs. Virgin and Gibson Broadcasting then asked FCC to reinstate and grant their original application.

The Commission granted reinstatement—but ruled that the application was in effect a new one and therefore would have to go through the public advertising procedure again. This action, dis-

sum of money that had been pledged to this particular venture for almost three years, to no result except an out-of-pocket cost to himself of some forty thousand dollars.

Mr. Gibson is licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif. Under the expired contract with Mrs. Virgin he would have given her $250,000 plus a one-third interest in Gibson Broadcasting, in return for KMED. KMED is on 1440 kc with 5 kw day and 1 kw night.

Mrs. Virgin's refusal to sell to Medford Radio, the FCC-approved purchaser, was based on her claims that the new company's offer was not the same as Mr. Gibson's and therefore did not meet the "same terms" provision of the AVCO rule. Comr. Robert F. Jones, who dissented from FCC's approval of transfer to Medford Radio, sided with Mrs. Virgin on this point.

NAB ADDITIONS

Pischke, Tower Join

ADDITION of two staff assistants has been announced by NAB since the first of the year. Vail Pischke has joined the general counsel's office as an attorney [Broadcasting, Dec. 12]. Charles H. Tower joins NAB Feb. 1 as assistant to the director, Employee-Employer Relations Dept., serving under Richard P. Doherty.

Mr. Tower has attended Boston U. Law School for the past two years, lecturing on industrial relations and personnel management at the School of Business Administration as well as conducting private arbitration work. He formerly was field examiner for the National Labor Relations Board in Pittsburgh, and was with RCA 1943-46 in industrial engineering and personnel work. He received his AB in political science at Williams College in 1940 and graduated from the Harvard Graduate School of Business in 1943.

Mr. Pischke was head of radio activities of the law firm of Norman, M. Littell, Washington and prior to that had been with the firm of Kirkland, Fleming, Green, Martin & Hills.

MICHAEL HULL
President of the National Assn. of Educational Broadcasters, is scheduled as one of the principal speakers at the fourth National Michigan Radio Conference March 4 at Michigan State College, East Lansing.

The conference, titled "Radio Serves in a Democracy," is designed to effect closer cooperation between stations and schools. The all-day session will be attended by radio executives, school administrators, teachers and representatives of stations. It is under the direction of J. D. Davis, assistant professor of speech at the college.

Other speakers include D. Hale Brake, state treasurer; Lee Thurston, state superintendent of public instruction; M. L. Greenbaum, president of the Michigan Assn. of Broadcasters; Stanley Barnett, WOOD Grand Rapids, and Dr. Willis Dunbar, WKZO Kalamazoo.

SALES MANAGEMENT and the mounting costs of station operation were main topics at annual meeting of managers of the mutually operated stations of All-Canda Radio Facilities Ltd., held at Hotel Palliser, Calgary, Jan. 10-12. Annual meeting of production and sales managers of the organization's stations is to be held at Hotel Saskatchewan, Regina, April 25-27, with Guy Herbert of the Toronto office as chairman.

Attending the managers meeting were Frank Elphicke, CKWX Vancouver; M. V. Chesnut, CIVI Victoria; Bert Cairns, CFAC Calgary; Gerry Gaetz, CJCA Edmonton; Bill Guild, CJOC Lethbridge; Stuart MacKay, CKRM Regina; Harold Crittenden, CKCK Regina; Bill Spears, CKRC Winnipeg; Bill Cranston, CKOC Hamilton; Art Balfour, CFGP Grand Prairie, and Mr. Herbert.
manager, was in charge of publicity for the benefit.

Sparking the March of Dimes in Coshocton, Ohio, WTNS aired a unique, money-getting program three times a week for one hour during the campaign. Talent included leading business men, bankers, political figures, etc. At the request of listeners who sent contributions, a quartet of bankers harmonized on "Money Is the Root of All Evil," the chief of police sang the "Prisoner's Song," and other such songs. The campaign culminated with a two-hour rally conducted by WTNS.

"Dawes-for-a-Day" con test helped to swell the collections of WCKY Cincinnati. Bill Dawes, m.c. of Makebelie Ballroom, offered to take over the household duties of the Greater Cincinnati lady able to collect the most for the March of Dimes in her neighborhood. Mr. Dawes' program for today (Jan. 31) was to be broadcast from the home of the winner. In addition, Mr. Dawes raised funds by playing request tunes on his program at the rate of a dime a tune.

WTBC Show

Special one and a half hour March of Dimes show was aired by WTBC Tuscaloosa, Ala., Jan. 17. The entire show was composed of local talent—20 participants in all. WTBC donated the time and the entertainers contributed their talent.

Second annual "March of Dimes Jamboree" was sponsored by WAMI, Laurel, Miss., Jan. 28 at the Civic Center. Well publicized in advance with posters, air plugs and newspaper advertising, the show featured local radio talent plus contests with prizes furnished by local merchants.

Riddle contests, always a good source of money raising, were used heavily again this year. WORZ Orlando, Fla., in conjunction with local merchants, sponsored a contest in the form of a riddle read by a famous radio personality. To win the $5,000 in merchandise offered, the winner was required to identify the personality and solve the riddle. And, of course, entries were accompanied by contributions.

In Richmond, Va., WMID and the Richmond-Henrico Chapter of the National Foundation for Infantile Paralysis sponsored a "Mr. Whisper" contest. Each Friday night during January, WMID aired clues to the identity of "Mr. Whisper," a well-known local citizen. Listeners writing the best letters on why we should support the March of Dimes and sending contributions were given a chance to identify the voice.

A "finish the sentence" contest was conducted by WWGP Sanford, Fla., and the Junior Chamber of Commerce. Listeners were urged to try for attractive prizes by contributing to the drive and completing the sentence: "We all should join the March of Dimes because . . ."

Jan. 17 was designated as "M Day" for the March of Dimes on WLHN Laconia, N. H. The local broadcast day was devoted entirely to the campaign. Highlight of the day was the appearance of Laconia's Mayor Albert A. Parmelee, who took over the m.c. duties of a disc jockey to promote the cause. Requests were honored only if accompanied by an "I support" statement.

Scranton, Pa., stations WSCR WGBI WABM and WQAN-FM combined forces Jan. 26 to present a Disc-Jockey dance. The idea was conceived by Michael Woloson, WSCR announcer. Record m.c.'s from each of the stations contributed the music for the dance, each spinning records in his individual style. To begin the dance, Mayor James Hanlon played the first record as honorary disc jockey. Admission to the dance was by donation to the March of Dimes.

To provide a kickoff for the District of Columbia's 1949 campaign, WOL and the Washington District of Columbia United Nations cooperatively engineered a week-long promotion drive which was climax ed on Jan. 14 with an 18-hour March of Dimes day on the station.

POLIO SHOWS

Cleveland Tries New Plan

Each of Cleveland's five fulltime AM stations presented a midnight show on behalf of the March of Dimes campaign—with no other Cleveland outlet on the air at the time—Victor Pignolet, publicity director for the drive in the Ohio metropolis, announced. Shows were presented before the close of the campaign Jan. 31.

On the night assigned to each station to broadcast its March of Dimes show the other stations signed off early and asked their audiences to listen to the fund-raising jamboree. Mr. Pignolet said:

"Heading the committee responsible for originating and activating the special March of Dimes broadcast is C. M. (Pink) Hunter, WHK. Others on the committee are: Reginald Merridew, WGAR; Jake Hines, WMAM; Lawrence Webb, WJW, and Samuel R. Sague, WSRS (Cleveland Heights). Radio editors of the three Cleveland dailies, Plain Dealer, Press and News, are assisting in the promotion, and both the American Federation of Radio Artists and the Musicians Union of Cleveland have pledged their cooperation.

"Polio Show"

The Public Interest

(Continued from page 13)

Jack TRUELL, stricken last summer with polio, records his thanks to the people of Lexington, N. C., for the over $3,500 donated by them for the support of him and his family. WBKY Lexington raised the money through a series of special programs featuring leaders of civic clubs. Mr. Truell's wife, Marie, and Bob Ray of WBKY are included on the recording.

Tea-Tips from WLW T

The TV Magazine

"Editor" of this video version of a smart, slick sheet is telegenic Rita Hackett who knows what's in the world. Shifting from her office to "Club '49," where suave Bob Duveen is "manager" and Nancy Wright is vocable Rita's tete-a-tete's with celebrities for the edification of televiewers. This type show has a growing appeal for WLW-T's growing audience.

Coin Video

TELECOIN Corp., New York, will introduce shortly Tele-Video, large screen commercial television receiver, to be adaptable for coin operation if desired by those installing it. Tele-Video screen sizes will be varied, as will the number of coins necessary to operate the machine where coin operation is desired by the owner. The receiver will operate without the use of coins if so desired. Jay California Fiction Corp. of New York has been appointed distributor for the new receiver throughout the greater New York area.

McCLATCHY

Buys New Sacramento Site

PURCHASE of a block-square site in Sacramento for radio, television and newspaper operations has been announced by the McClatchy Newspapers. Firm's interests in the California capital include KFBK (50 kw on 1580 kc), KFBE-FM (Channel 245, 96.9 mc), The Sacramento Bee, Bee Engraving and a projected television station.

The new site was acquired for $276,000 from Joseph T. Grace Farms Inc. and Buffalo Brewery Inc., corporations owning the brewery. McClatchy will take over part of the property in four months and the balance two months later, and eventually plans to erect there a building housing all of its Sacramento radio, television and newspaper activities. Brewery now occupying the site will continue doing business there until approximately April 1.

McClatchy is an applicant for two television stations, one at Sacramento, which would operate on Channel 10 (192-198 mc), the other at Fresno (Channel 7, 174-180 mc). McClatchy operates KMJ Fresno and is an applicant for FM there. Other McClatchy stations are KOH Reno, Nev., KERN Bakersfield, Calif., and KGW Stockton, Calif.
ROGER BROWN, general manager since 1940 of Earle Ferris Co.,
New York public relations firm, has been elected president of the firm.
EARLE FERRIS, founder and former
president, becomes chairman of the board.
A. C. NIELSEN Co., Chicago, has an-
nounced that Kenyon & Eckhardt and
Ruthrauf & Ryan, both New York,
have purchased its new National Niel-
sen Radio Index. Eso Standard Oil
Co. and Standard Oil of New Jersey
also have signed a joint three-year
agreement for Class A service, in-
cluding non-network and extra-week
ratings.
JOSEPH B. ELLIOTT has been ap-
pointed vice president in charge of
RCA Victor Consumer Products, Ra-
dio Corp. of America, Camden, N. J.
Other new RCA appointments include:
L. W. TEGARDEN as vice president in
charge of RCA technical activities; HENRY G. BAKER promoted to gen-
eral manager of Home Instrument
Dept., and RICHARD T. ORTH to
general manager of Tube Dept.
HERBERT H. WIXSON, sales man-
ager for KMPC Hollywood for past
six years, has resigned to enter radio
package field. Mr. Wixson is currently
working on syndication of two al-
ready developed radio shows, one of
which KMPC has contracted for.
PALMER BRINK, vice president and
general manager of Morris & Cain
agency, Los Angeles, and
HUNT, his assistant, have resigned
to form their own advertising and
radio publishing firm. They are now
producing five-weekly hour participa-
tion show, Your Breakfast Date, on
KGIL San Fernando, Calif.
C. E. HOOPER Inc., New York, has
announced that WAPF Chattanooga,
Tenn., and WJR Detroit, have signed for
area coverage index reports.
WILLIAM W. BOYNE has been ap-
pointed general manager of Zenith
Radio Corp., New York, replacing
HARRY J. WINES, resigned. Mr.
Boyne joins firm in 1943, and has been
general manager of Radio Dis-
tributing Corp., Chicago subsidiary, for
past two years.
CHESTER RHODES has joined Dud-
ley, Anderson & Yutz, public rela-
tions counselors, New York, as a ra-
dio producer and writer. Mr. Rhodes
was formerly assistant program di-
rector of WAGT Gay Spring, Md.
CHELL SWITAL Los Angeles pub-
lric relations man, has been retained by
Rex Transamericasic Television
Corp., to direct public relations and co-
ordinate P. R. programs into one over-
all effort.
DR. A. V. ASTIN, formerly assistant
chief of Electronics Division of Na-
tional Bureau of Standards, Washing-
ton, has been promoted to chief. He
succeeds the late HARRY DIAMOND,
who died last June.
EDGAR H. FELIX, formerly Wash-
ington representative, Transmitter Di-
vision, Allen B. DuMont Labs, has
been promoted to Northern district
supervisor for the division, with head-
quartesrs at 176 Franklin Ave., Mal-
verne, N. Y. He will have charge of
territory comprising New England, up-
state New York, Michigan, Wisconsin,
Minnesota, Nebraska, Washington,
Oregon and California.
KEN McAllister has been ap-
pointed manager of distribution and pro-
motion for Columbia Records Inc.
New York. JEFF WILSON has been
appointed manager of distribution and
merchandising for firm.
E. D. WHITLESLEY, director of pub-
lric relations at U. of Denver, has
resigned, effective March 1, to head
Research Services Inc., Denver, where
he will handle market surveys, em-
ployee attitude studies and opinion polli:

The newly remodeled studios of WSAP and WSAP-FM Portsmouth, Va.
[Broadcasting, Nov. 15, 1948], are entered through this modern lobby.
The stations are licensed to Portsmouth Radio Corp.

TV MASKING

LACK of standard size and shape for the "masks" which television set
makers use to hide the edges of their viewing tubes imposes the need
for caution on TV broadcasters, F. J. Bingley, chief video engineer
of WOR-TV New York, said Jan. 22 at a one-day seminar on television
held in New York by the Institute of Radio Engi-
neers.
If the broad-
caster is not
careful, he may trans-
important information,
such as the com-
mercial, so that
it runs into areas
of the picture
which will not be visible to many
set-owners, Mr. Bingley said. He
urged TV broadcasters to get to-
gether on a standard area of trans-
mission in which they will confine
all important visual information,
such as titles, commercial sig-
tures and the like. Then, he said,
set-makers should also agree to
design their tube masks so as not
to cut into this area of vital in-
telligence.
Donald Fink of Electronics com-
mented on "mildness" of Mr. Bing-
ley's remarks. He pointed out
that "spectrum economy" is a

Mr. Bingley

Uniformity Is Urged

By IRE Speaker

Mr. Bingley

Reason Why

People in Kansas and adjoining states
depend on farming for a living. That's
why we've programmed to their needs
for 24 years. And it's why they buy
WIBW-advertised goods.

WIBW the Voice of Kansas

in Topeka

Reason Why

Page 58 • January 31, 1949

Broadcasting • Telecasting
each change of camera. He cited a recent basketball telecast in which each change of camera seemed to change the uniforms of the players, so that even the lights and trunks at one moment became those in the light trunks in the next, to the confusion of the viewing audience.

Another pressing problem is that of picture geometry, he said, urging that more rigid standards be adopted for scanning velocities to prevent the changes in picture quality the viewer gets not only in tuning from one station to another but even in camera switches from a single station.

Other speakers at the all-day Saturday meeting, held in the Engineering Societies Bldg., were: Irving E. Lempert, Allen B. DuMont Labs, speaking on "Trends in Television Receiver Design"; Frank R. Norton, Bendix Aviation Corp., on "Noise Figures of Television Receivers"; Robert F. Romero, RCA Industry Service Lab., on "Television-Tuner Analysis and Design Considerations"; Kurt Schlesinger, Motorola Inc., on "The Locked Oscillator in Television Reception"; B. M. Oliver, Bell Labs, on "A Rooter for Video Signals." D. D. Israel, Emerson Radio & Phonograph Corp., was moderator of the morning session; Garrard Mountjay, Stromberg-Carlson, moderated during the afternoon.

Newfoundland Radio

ON MARCH 31 Newfoundland becomes the 10th province of Canada, and Newfoundland broadcasting stations will come under the Canadian Broadcasting Act. There are at present three stations in the island country, where the United States has long-term leases on naval, air and weather bases. Two of the stations are operated by dark-owned, and is represented in Canada by H. N. Stovin & Co., Toronto.

ROOF ANTENNAE

WHLI Head Proposes Bill

ADOPTION of a bill in New York State to decline landlords from denying the right to install FM and TV antennae has been urged by Elias I. Godofsky, president of WHLI and WHLI-FM Hempstead, L. I. Calling on state legislators for immediate action in the matter, Mr. Godofsky addressed his appeal to Irwin Steingut, Democratic leader of the New York State assembly. Text, in part, of the WHLI president's proposed bill follows:

"No landlord shall unreasonably deny a tenant of any multiple dwelling the right to install, at the tenant's own cost, expense and liability, an antenna for FM and television reception, on the roof of said dwelling, if the landlord fails to provide, within three months after passage of this act, a central FM and television antenna for the use of all tenants in the building.

"The landlord shall be limited in apportioning to tenants the costs and maintenance of the said central antenna system to such sums of money as may be approved by the office of the housing expediter."

TV AT UTAH U.

KDYL-TV Assists in Course

TELEVISION production course is to be offered by the U. of Utah, Salt Lake City, in cooperation with Intermountain Broadcasting Corp.'s KDYL-TV. Students successfully completing the course, known as Speech 100, will receive one hour of university credit, Dr. C. Lowell Lees, head of the university's speech department, said.

Nine students have selected to start the course. One or two will work each night as stage managers in the KDYL-TV studios. Students will be rated on their aptitude and ability by the station's production heads, and the reports will be forwarded to the university.

Course will be under the supervision of Prof. Robert T. Crawford, acting head of the radio division of the speech department.

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 WSAV

BROADCASTING * Telecasting

VICKIE SMITH, formerly traffic manager at KYA San Francisco, has been appointed network sales representative for ABC.

MEL W. MERRZ has joined KSGM Ste.

NORMAN BERGMOLM, on WMDN

HENRY A. CURTH, former executive director of Junior Achievement Inc., has joined sales staff of WSB and WSB-TV Atlanta.

Mr. Curth served Junior Achievement on assignments in Connecticut, Rhode Island, Louisiana and Georgia.

RAY DONLY and H ARL D ROBERT have joined the ranks at Columbia, Ind., regional sales agents.

ROY H. PHILSON Jr., formerly on sales staff of WWTV Pittsburgh, has joined KQV Pittsburgh in same capacity.

TOM GAVIN, formerly with WEBC

Mr. Gavino has joined WHKJ in Pittsburgh in same capacity.

HARRY A. WAPSHARE, office manager of WJNR Newark, N. J., and Virginia Marks Hashbrouck, have announced their marriage.

KOPP Ogden, Utah, has appointed the Friedenberg Agency, New York, as its national representative.

PAUL GIRARD, formerly of Girard Productions, New York, has returned to Texas to open Paul Girard Co., station representative for regional business, primarily in Texas and Oklahoma. Firm will also offer a consultant and production service.

WNHC-TV New Haven, Conn., has appointed The Katz Agency, New York, as its national representative.

HAROLD L. HAND has been appointed director of merchandising of WSAI Cincinnati. Mr. Hand plans to launch a merchandising and promotion campaign for food advertisers on Feb. 14, with a radio program and specialized training to sales staff of WSDN.

Mr. Curth

Mr. Curth

Mr. Curth

Mr. Curth
GRANT TO EUGENE

1 kw Fulltime on 1280 kc

NEW FULLTIME standard station was granted by the FCC last Monday to Eugene Broadcasters Inc., Eugene, Ore., associated in ownership with local daily Register-Guard.

Facilities awarded are 1 kw full-time on 1280 kc with directional array at night. Estimated cost of construction is $32,570.

Guard Pub. Co., publisher of the Register-Guard, is 54.5% owner of Eugene Broadcasters. President and 1.4% owner of the grantee is Alton F. Baker, president and 63.5% owner of the publishing firm. Mr. Baker also has minor interest in Tribune Pub. Co., Tacoma, Wash., which owns KTNF (FM) there.

William M. Turgman, Register-Guard managing editor, is second vice president and 1.4% owner. Like interest is held by Sam Bronaugh, paper's business manager, as treasurer. Earl R. Metzger, owner, United Supply Co., Portland, Ore., and radio engineer, is first vice president and 25.8% owner. Roger J. Houglin, instructor at Eugene Vocational School, is secretary and 15.5% owner.

WJFB (FM) Providence, R. I., has extended its operating schedule from an 11 a.m. sign on to 7:30 a.m. weekdays, and 9 a.m. on Sunday. Sign off is at 11 p.m.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Sterling 3636

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace
Cove Cnr., Ill.
Phone 5.9846—Peoria, Ill.

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 radio-station owners and managers, chief engineers, programmen, for AM, FM, television and facsimile facilities. Write or wire . . . BROADCASTING

FRENCH RADIO

Operations May Be Cut 20%

FRENCH National Radio (Radio-diffusion Française) is in for a 20% cut in its 1949 operations unless Parliament undergoes a quick change of heart, it was reported Wednesday by Robert Surdruvant, ABC Paris correspondent. Unless additional funds are made available, it is expected that either reconstruction projects, including television, will suffer or program expenditures will be cut. The latter alternative appears more likely, said Mr. Surdruvant.

Meanwhile, Radio-diffusion announced a six-day “Carnival of the Airwaves” in Nice at which it will propose creation of an International Radio University. Forty foreign radio men, including representatives of ABC, NBC and CBS in Paris, will attend the event, scheduled Feb. 19-26 in connection with the regular “Carnival of Nice” held each year at the Riviera resort.

Member AECCE *
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<tr>
<th>Name</th>
<th>Address</th>
<th>Contact Information</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office, National Press Building, 1359 Wisconsin Ave., Washington, D.C. Adams 2414</td>
<td>Member APCCB*</td>
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<tr>
<td>CRATCH &amp; WRATHALL</td>
<td>906 Natl. Press Bldg., 1407 Pacific Ave., Washington, D.C. Santa Cruz, Cal.</td>
<td>Member APCCB*</td>
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<td>WARNER BLDG., PORTER INTERNATIONAL</td>
<td>1011 Commercial Radio 1703 ROBERTSON</td>
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<td>JOHNSON</td>
<td>Craven, Lohes &amp; Culver, Munsey Building District 8215, Washington 4, D.C.</td>
<td>Member APCCB*</td>
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<tr>
<td>ROTHROCK &amp; BAIERY</td>
<td>Worthington C. Lent Consulting Engineers, Office &amp; Laboratories, 4813 Bethesda Ave., Bethesda 14, Md.</td>
<td>Member APCCB*</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Weldon &amp; Carr, Washington, D.C., 1605 Connecticut Ave., MI 4151 Dallas, Texas</td>
<td>Riverdale 3611</td>
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<tr>
<td>DIXIE B. MCKEY &amp; ASSOCIATES</td>
<td>1820 Jefferson Place, N.W. Washington 6, D.C.</td>
<td>Republic 7236</td>
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<td>KEAR &amp; KENNEDY</td>
<td>A. EARL CULLUM, JR., Consulting Radio Engineers, Highland Park Village, Dallas 5, Texas</td>
<td>Justin 8-6108</td>
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<tr>
<td>NATHAN WILLIAMS</td>
<td>William E. Bennis, Jr. &amp; Associates, 3738 Kanawha St., N.W., Ordway 8071 Washington, D.C.</td>
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<tr>
<td>SILLMAN &amp; BARCLAY</td>
<td>Priesman &amp; Biser, AM, FM, Television, Allocation, Station Design, Management Training Associates, 3308 14th St., N.W., Washington 10, D.C. Adams 7399</td>
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Help Wanted

Managerial

Sales manager needed. Must be expert in advertising and willing to work. State qualifications and salary, please. Box 940, BROADCASTING.

Texas station has opening for capable manager with sales ideas. Box 946, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. Good opportunity for the right man. Address Box 816, BROADCASTING.

Regional network station in large metropolitan area needs combination station manager - sales manager, minimum age 36. Box 945, BROADCASTING.

Wanted: Salesman, experienced, industrious, successful for Maasai station network affiliate. Excellent market. Send entire background, references, availability first letter. Box 550, BROADCASTING.

Salesmen

Salesman—Opportunity to write two to four thousand monthly at $45 extra. Write for details. Experienced mature man minimum age 30, preferably Michigan. Box 605, BROADCASTING.

Salesman capable of taking over as commercial manager for ABC station in mountain downtown. Excellent secondary market. Associated with newspaper. Excellent opportunity. Box 943, BROADCASTING.

Help Wanted (Cont’d)

Help Wanted (Cont’d)

Regional network station in large metropolitan area needs combination station manager - sales manager, minimum age 36. Box 945, BROADCASTING.

Wanted: Salesman, experienced, industrious, successful for Maasai station network affiliate. Excellent market. Send entire background, references, availability first letter. Box 550, BROADCASTING.

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Help Wanted

Managerial

Sales manager needed. Must be expert in advertising and willing to work. State qualifications and salary, please. Box 940, BROADCASTING.

Texas station has opening for capable manager with sales ideas. Box 946, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. Good opportunity for the right man. Address Box 816, BROADCASTING.

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### Situations Wanted (Cont’d)

#### Salesmen

**Salesman**, 12 years, wants sales manager opportunity. No wonder boy, but a top business man, honest, business and keen it. Congenial, honest, hard worker, experienced salesman, but engineering. Nothing station that pays its value. **Can invest yourself if necessary.** Box 971, BROADCASTING.

#### Announcers

**Announcer—**Experienced 40-1/2 board, **wanted progressive station.** Box 526, BROADCASTING.

**Announcer—**Don’t look here if you can’t use an experienced announcer. 2 veteran, single, college, 7 years experience. Don’t look any further for newscaster, headline man, or DJ in Chicago. Has experience with writing, production and control engineer of your offer. Box 937, BROADCASTING.

**Announcer—**Experienced sportscaster, play-by-play transcription preferred. Timed call, delivery preferred. Box 944, BROADCASTING.

### Situations Wanted (Cont’d)

**Seeking permanent, 1 offer 19 years experience.** Will travel. Photo phone, see resume. **Excellent references.** Box 947, BROADCASTING.

**Prominent morning personality seeking offer from station on permanent basis for box 951, BROADCASTING.

**Announcer—**Specializes in news. Wife’s health demands job in southwest. Was associate editor, 12 years experience. Will work with newscaster, voice, good publicity, with newscaster, voice, good publicity, in large city. Awaiting national call. Box 951, BROADCASTING.

### Situations Wanted (Cont’d)

**Top announcer, PD or both, 9 years experience, regret to sell, will travel.** Photo call, see resume. **Can gather, edit and write local news.** Box 953, BROADCASTING.

**Established disc jockey available. Excellent personality. Is ready to move.** SEE resume. Box 954, BROADCASTING.

**Newsmen, please give delivery, University graduate, 14 months experience. Would like a position in a progressive station that appraises value of news.** Experienced in play-by-play basketball, can gather, edit and write local news. **Location: 955, BROADCASTING.

**Just a second! Announcer—**2 years experience. Will travel. **Contact: 1194, BROADCASTING.**

**Newsmen—Announcer, new experience, excellent opportunity. South Florida years newspaper background. Intelligent, writer, 8 years experience. Will write, edit, rewrite, type, run ads, work under conditions. Ross, Young, Fond du Lac, Wisconsin.** Box 957, BROADCASTING.

**Baseball announcer, Wire and Live. Veteran, 21, single, college. Some experience.** Good voice, good delivery, will travel. **Contact: 11914, BROADCASTING.**

**Short, but varied announcing experience, 3 years in television, would like experience in ad-lib, remotes and self-contained work.** Must have some musical education orFlorida, must include deejaying. College educated. Write for details. **Box 927, BROADCASTING.**

### Situations Wanted (Cont’d)

**Looking for mail audience puller? Top flight all-rounder announcer available. High in music, low in price.** Dependable. **Hillbilly or popular music lover** has been trained at the Grand Ole Opry Studio. **Call anytime.** Box 955, BROADCASTING.
FOR SALE

**Equipment**

FM transmitter 250W RCA type BT-290A, In excellent condition and perfect in operation. In only seven months, WHDF, Alexandria, Virginia. FM antenna, 6 bay federal square loop, complete with 24 /2 & 36 ft. lattice steel A sections, transmission line harness with 30 reaps and 1 job, plus cost $4,900. Will call for $2,400.00 with engineering assistance. WTCN, Minneapolis, Minn. 4, Minn.


1000 watt transmitter, RCA type TCF. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet for racks. Price reasonable. Will arrange for crating and shipping. Write or phone TAbbott, KHOD, El Paso, Texas.

New latest model FM transmitter 10 kw complete with 36 ft., 2 wire and modulator monitor plus 8 bay antennas. 600 ft. on the primary line into One Trucnic 320 ft. tower. Write Chief Engineer WMBO, W.W. N. 3rd St. Milwaukee, Wisconsin.

Magnetron power, wire recorder, model 302-1, frequency range 70-1000 M. From 50 to 1000 circles, 32 minute playback. Now being used on record and playback network programs. 600 ohms balanced input and output. Twelve full and several short spools of wire. Spel-bell and inductance included. WTCW, Wooster 1, Mass.

Gates 25A frequency control unit, 120 volt AC, and never used, 1400 degree Billey oven, 1400 deg. Crystal. Make offer. KUGH, Eugene, Oregon.

Lehigh tower, 200 feet with side and top lights. Now in service and in excellent condition. Will sell or lease about March 15th. Purchaser to dismantle. WEAB, Atlantic City, New Jersey.

Fresto K-6 recorder in perfect condition. Value $325 new, will take $250 or better offer. Box 954, BROADCASTING.

An excellent ruggedly constructed, easy to operate, 250 watt AM transmitter. Out of use only because we went to 1 kw—two sets of tubes, crystal oven, space power transformer. In original cabinet, complete. With schematic diagram and instructions will sell to anyone for 


WEAM, now 5000 watt fulltime, has for immediate sale 1 kw Raytheon transmitter, 2000 watts output. 6000, In excellent condition, has spare parts still at 6500, Shav-flower tower. 225 feet, tapered, self-supporting group. American Tower Corporation. Contact Howard Stanley, WEAM, Arlington, Virginia.

WANTED TO BUY

Wanted: Good used transcribed Christmas shows that can be sold for Christmas 1949. Box 942, BROADCASTING.

WILL BUY RADIO STATION. Price must be right. Box 974, BROADCASTING.

WANTED TO BUY—10 kw AM transmitter. Reply to Box 981, BROADCASTING.

Miscellaneous


HELP WANTED

SALES

Help Wanted (Cont'd)

Help Wanted (Cont’d)

Help Wanted (Cont’d)

A SPLENDID OPPORTUNITY for TRANSCRIPTION SALESMEN

If you are calling on radio stations, advertisers and agencies in the United States or Canada—here is an opportunity to substantially increase your income by representing two of the fastest selling syndicated programs in the Industry:

THE DEEMS TAYLOR CONCERT and TELLO-TEST

We are interested only in top calibre individuals familiar with sales problems related to local and regional station operations and who have the confidence of station personnel.

Here is an opportunity for increased income and increasing opportunities in the program field.

In replying please supply any and all information which will aid us in considering your application.

Radio Features, Inc., 75 East Wacker Drive Chicago 1, Illinois

Help Wanted

Salesmen

WANTED

Transcription Sales—Jovial phone program, already well known with successful growth. Present station is known. Generous commissions. Tell us what you can do. Call the manager. and the manager will cover you. Write Box 985, BROADCASTING.

WANTED

GENERAL MANAGER OF KNOWN 5 KW RADIO STATION in eastern major market. Contests, commercials, sales, etc. $2,000 plus. Driver's license essential. Experience in station ownership required. Will consider lease or partnership. Box 986, BROADCASTING.

ANNOUNCERS

CAN I HELP YOU? Widely experienced, man seeks position progressive station major market. ALL types of programming, sports, some programs, TV. Must be willing to travel. Inquire. Box 987, BROADCASTING.

PRODUCTION-DIRECTOR-PRODUCER associated with progressive station in metropolitan area. Requires producer-dj, experienced in writing and production; preferably owned and directed at assistance of over 200,000. Looking for opportunity to learn TV production.

Current management is aware of this application. Responses desired for station. Will furnish highest references. Have accumulated 18 kw with present organization a year and a half after putting station on the air. No available, really in original staff, wanted immediately. Associated. Married beautiful blonde after graduation. Box 988, BROADCASTING.

School

The

THE SCHOOL OF

NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School, Devoted Exclusively to Broadcasting Comprehensive Professional Day and Evening Courses in all phases of Radio and Television. Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire! Send for free booklet. Approved for G.I. Training

For Sale

FOR SALE 600 FOOT TOWER At greatly reduced price one 600 foot Blaw-Knox galvanized steel guyed tower. Uniform cross-section up to 400 feet changes tapering to top 1000 feet, in perfect condition, ready to ship. All steel, hollow, fabricated to conform with CAA regulations. Can be used for AM or to support FM or television wireless with net height of 575 feet or less, with slight modification prepared by Blaw-Knox Company. First come first served. Wire or write for additional details.

STATION WMC MEMPHIS, TENNESSEE
For Sale: RCA 250 watt transmitter. Modified from 1000 to 2500 with RCA conversion kit. Used as an auxiliary on 880 kc. One crystal oven with provision for another. Excellent condition. $800.00. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

TOWER
SPECIAL PRICE
IMMEDIATE DELIVERY
FM or TV
Tubular Steel
Triangular
Guyed
Many Now in Use
Write-Wire-Phone
Houston Radio Supply Co., Inc.
Clay LaBranch
Houston, Texas
Phone C-9009

CHARITY DRIVE
Salvation Army Uses TV

THE POWER of television as a fund-raising medium was put to test for the first time Jan. 12, when the Salvation Army launched its 1940 Annual Maintenance Appeal in Greater New York with the cooperation of WJZ-TV New York, ABC's key eastern outlet.

The $1.1 million drive's inaugural meeting was held in the Rainbow Room atop New York's RCA Bldg. Five ABC television cameras were used to pick up every phase of the meeting.

Speakers included New York's Police Commissioner Arthur W. Wallander; Commissioner Donald McMillan, territorial Salvation Army commander; Ivor Kenney, ABC vice president, and Nick Kenny, columnist and song writer.

* * *

DURING WJZ-TV telecast, Clark Apnese (r), noted illustrator of Lumen & Mitchell art department, showed the poster he created for Salvation Army fund drive to Comr. Donald McMillan (l) of the Salvation Army and Ray Vir Deo, L & M president, who is serving as 1940 campaign chairman.

On All Accounts

(Continued from page 10)

Regional Managers (2)

Fastest growing National Organization, whose promotional campaigns are aimed at, and ENDORED BY MORE THAN 300 STATIONS' COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL.

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, Broadcasting

U. OF CHICAGO, TULSA

Work With NBC Show

THE U. OF CHICAGO and the U. of Tulsa have joined the NBC University of the Air in development of home study courses.

Other institutions of higher learning already associated with NBC in the project are the U. of Southern California, U. of Louisville and Washington State College.

The U. of Chicago will offer courses in world politics and economics, using its Round Table broadcasts on NBC (Sundays, 12:30 p.m. CST) as their core, said Sterling W. Fisher, manager of the network's public affairs and education department. Participation will involve listening to selected Round Table broadcasts, reading significant books and articles, studying selected problems, writing reports and receiving criticism from U. of Chicago instructors, he explained.

Certificates will be awarded on completion of the course.

At the U. of Tulsa a home study course in Anglo-American literature, with the NBC University Theater as its core, will start Feb. 5. Study guides are available through the university, having been prepared by Dean E. H. Criswell of its college of arts and sciences.

Thanks, Mr. Autry

GENE AUTRY, who did his first work as a radio artist at KV0O Tulsa, got a thank- you letter recently from station's vice president and general manager, William B. Way. Commenting that several artists who have made the big-time started their careers at KV0O, Mr. Way told Mr. Autry that "through the years you have never failed to mention KV0O in any article concerning your first days in radio." The letter was signed by Mr. Way and Gustav Brandborg, KV0O commercial manager.

Southwest Network Station

Located in one of the southwest's most healthful climates, this fulltime network outlet covers a trading area of approximately 300,000 persons.

Physical equipment is above average and this station has favorably established itself as an important factor in this very attractive market. Priced for quick action at $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Blvd.
Sterling 4941-2

DALLAS
Philip D. Jackson
Tower Petroleum Ctr.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
Empire Bldg.
Exebrook 3-3672

January 31, 1949 • Page 65
RON TUTEN has been appointed program director of WJHP Jacksonville, Fla.

PAT ELLIOT has joined WLEA Horhull, N. Y., as woman's program director. She will conduct daily, Women's World, program.

BOB HILL, formerly production and program manager of Base Broadcast Co., Scott Field, Ill., has joined KSGM St. Genevieve, Mo., as staff announcer and special promotions manager.

FAY CLARK has been appointed head of Women Broadcasters of United Nations. Miss Clark is with WBIS Bristol, Conn.

ETHEL I. PARKER, who lost her sight 29 years ago and who for past eight years has served as commentator on WLAW Lawrence, Mass., weekly program, News and Notes for the Blind, has been awarded a certificate of outstanding merit by the American Foundation for the Blind, for rehabilitating the blind with her training program.

RAY STARR, formerly of KXV Pittsburgh, has been appointed program director at WAYX Waterloo, Iowa, where he has worked as publicity director since June.

CHARLIE LYNCH has joined WKZO Kalamazoo, Mich., as staff announcer. Other staff additions include ESTHER STULBERG as music librarian.

DICK HARVEY, formerly with WSAP Portsmouth, Va., has joined WVRC Hampton, Va., as m.c. of station's 1959 program.

PAT DOYLE, formerly assistant traffic manager of WWDC Washington, D. C., has been appointed continuity editor. BOB BRAND, former assistant music librarian, has been promoted to assistant traffic post.

JIMMY HINSON has joined announcing staff of WQGQ Chester, S. C. He was formerly with WROW Rochester, N. Y.

PHYLLIS KNIGHT, formerly with WDWS Champaign, Ill., has joined WBLH Mattoon, Ill., as woman's director and continuity chief.

WALTER MITCHELL, winner of the Drew Pearson "I Speak for Democracy Award," has joined continuity department of WZBL Columbus, Ga.

LAN SINGER has joined WMDM Atlanta, N. J., as program director.

RALEIGH POWELL Jr. and FRITZ GIBSON Jr. have joined announcing staff of WTIC Rock Hill, S. C. Mr. Powell was formerly with WDEC Americus, Ga., and Mr. Gibson was formerly with WAIN and WCAC-FM Annapolis, Md.

MICHAEL KECKI, announcer, actor and director of Polish programs, has signed to do a daily two-hour recorded and transcribed Polish program on WLJW New York. News, drama, comedy, and special features in the Polish language will be presented.

HOWARD FLYNN, for past three years on KMPC Hollywood news and announcing staff, has been appointed chief announcer for station.

A. E. JOSCELYN, director of operations for Columbia Pacific Network, has been appointed radio chairman for 1949 American Red Cross fund campaign in Los Angeles.

DANIEL E. ANDERSON has been appointed station relations director of Broadcasters' Guild Inc., Hollywood. Firm also announced appointment of PR Inc., Beverly Hills, Calif., to handle all public relations and sales promotion for the Guild.

PAUL G. FUENTES has joined art staff of KFI-TV Los Angeles. He was formerly with Ad-Art Co., Los Angeles.

BILL DILLNER, producer-m.c. of Midnight Flyers, has left the all-night record request show at WDEC Chicago.

ISOBELLE JOB of KFI Los Angeles, and William A. Mitchell have announced their marriage.

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**TRANSCASTS**

**'Prospect' List Growing**

**TWO MORE** major markets, Des Moines, Iowa, and Tacoma, Wash., have joined the rapidly growing ranks of cities where transcasting is offered regularly to riders of public vehicles. Frank E. Pellegrin, national sales director of Trans Radio Inc., revealed last Tuesday.

In addition to 12 to 16 other important markets are on the "hot list," Mr. Pellegrin disclosed at a luncheon of the Washington, D. C., Advertising Club.

Among the prospects is greater New York, where an estimated 114 million rides are taken on 5,622 public vehicles each month.

Only technical difficulties, Mr. Pellegrin said, are delaying installation of FM receivers in public vehicles of the great metropolitan area. Transit officials there were described as being "keen" for the new medium and anxious to get installations underway.

Bill Ensigh, New York sales representative of Trans Radio Inc., which maintains its home office in Cincinnati, expressed the opinion that two or possibly three stations might be required to furnish broadcasts to all the transit vehicles operating in the Greater New York area.

**Two Added**

Cooperating stations in the two latest markets to be placed under contracts are KCOB Des Moines and KQNTW Tacoma.

Approximately 4,200,000 rides are taken monthly on the 300 plus vehicles of the transit firm in Des Moines and nearly 2,500,000 rides each month on the 156 busses of the line in Tacoma.

Contracts for transcasting have now been signed to provide the service in 10 of the nation's largest markets. These contracts ultimately will insure approximately 105,700,000 musically-soothed rides in more than 4,000 public vehicles. Furthermore, there is a major market in the nation in which negotiations have not at least been started, Mr. Pellegrin told ad club members.

Mr. Pellegrin termed the more than 90% acceptance of transit FM in cities where it has been tested "an astounding fact," which could not be rivaled by anything in the annals of advertising.

Bus drivers were identified by Mr. Pellegrin as transcasting's "best boosters." Their fondness of the medium, he said, stems from improved dispositions and cooperativeness of riders.

**MUSIC ON TAPE**

**St. Paul Co. Makes Machine**

A MACHINE for the mass production of recorded music on sound tape has been developed by Minnesota Mining and Manufacturing Co., St. Paul, it was announced Thursday by W. L. McKnight, president of the firm.

Mr. McKnight called the machine a revolutionary new development in sound recording and described it as the first machine for the purpose to be perfected. From a master tape transcription, it can reproduce 48 hours of recorded music on tape in one hour. These pre-recorded reels of tape will be designed to compete with disc records for use in homes, broadcasting stations, schools and theatres, it was said.

**GATES RADIO COMPANY**

**QUINCY, ILLINOIS, U.S.A.**

**BROADCASTING • Telescasting**

**In '49 It's 50 for Central California**

**KCRE**

FRESNO'S FIFTY

More than a million people, over a billion dollars in retail sales. There's the big, lucrative Central California market you'll cover on a KCRE 9AM to 6Pm, February, 1949.

More than a million—over a billion. It's a 'break' city for every salesman, too. They've been selling gates in Fresno for years and years, and those gates keep on selling, year after year.

50,000 PRIVATE 940 KILOMETERS

Page 66 • January 31, 1949
CHARLES H. FERGUSON, BBDO, San Francisco, appointed chairman of business committee of Advertising Assn. of the West. ROSWELL COCHRAN, McCann-Erickson, San Francisco, appointed head of public activities committee, and GEORGE KLEISER Sr., Post & Kleiser, named to board of trustees.

MARYLIN S. EBNER, formerly assistant production manager of J. Walter Thompson Co., San Francisco, joins service department of Foote, Cone & Belding, same city.

E. Y. McNAMARA, former St. Louis and Jefferson City, Mo., newspaperman, joins public relations staff of Kelly, Zahndt & Kelly, St. Louis.

HARRY LERNER resigns from Clem Whitaker public relations firm, San Francisco, to open his own public relations, campaigns and advertising office in same city.

ROD MACDONALD, formerly media director and account executive with Botefor, Constantine & Gardner, San Francisco, joins Robert H. Young Adv, same city, as account executive.

TOM A. ROSS, formerly account executive with Lockwood-Shackelford Adv., Los Angeles, joins Irwin-McHugh Adv., that city, in same capacity.

JOHN ROBB, formerly with NBC and ABC, New York, joins Mayers Co., Los Angeles, as director of merchandising.

DON C. JOHNSON, formerly with McCarty Co., Los Angeles, joins BBDO, same city, as account executive.

WALTER JENSEN, formerly with Packard & Packard Adv., Los Angeles, as account executive, joins Barton A. Stebbins Adv., that city, in same capacity.

SALLY WARD, formerly in production department Young & Rubicam, San Francisco, joins John O’Houke & Assoc., same city.

JAMES KING, assistant producer of CBS C. E. House Party for Young & Rubicam, Hollywood, announces his engagement to Helen Oakey.

RICHARD G. ROTHLIN, traffic manager for Young & Rubicam, San Francisco, promoted to assistant account executive.

ZONABELLE SAMSON, formerly with Honig-Cooper Co., San Francisco, appointed radio timebuyer for Blow Co., same city.


RHOADES & DAVIS, San Francisco, moves from DeYoung Bldg. to larger quarters at 79 Post St., fifth floor. Telephone remains Exbrook 2-4468.

ELLIOTT-DALY & SCHNITZER, San Francisco, moves to larger quarters on fourth floor, 256 Cutter St. Telephone remains Yukon 6-8874.

"POSTER CHILD" of the 1949 March of Dimes campaign, Linda Brown, is interviewed on Club 1300 over WFBF Baltimore by Henry Hickman, m.c. Linda, age four, is from San Antonio, Tex. [See "March of Dimes" story, page 13]

NAPRA MEMBERS Discuss News Problems PROBLEMS arising in the collection and distribution of news held the spotlight in a meeting of members of the Nebraska Associated Press Radio Assn. at North Platte, Neb., Jan. 21.

William J. Newens, state chairman of the group and general manager of KOIL Omaha, presided. A report of the association’s news study committee was discussed by representatives of seven stations attending the meeting. E. E. Makeisy, correspondent in charge of the Omaha AP bureau, cited examples by which stations could increase their contributions of local news to the AP state report.

Those attending the meeting, in addition to Messrs. Newens and Makeisy, were:

Harry Peck, manager, KFOR Lincoln; Russ Stewart, manager, and Bob Hyde, news director, KNEB Scottsbluff; John Alexander, manager, KODY North Platte, and vice chairman of NAPRA; Charles Craig, news director, Joe Di Natale and Ed Langer, news editors; all of KODY; Ted Haas, news director, KOIL; Ron Minich, news director, WOW Omaha; E. E. Neble, news director, KOWB Omaha; Lee Berg, news staff, KRON Omaha, and L. P. Yale, Des Moines, AP chief of bureau for Iowa and Nebraska.

AFM Intervenes AS RESULT of American Federation of Musicians crackdown two San Diego stations, KYOR and KCBO (formerly KSDJ) henceforth will pay instrumental soloists for appearances on sustaining as well as sponsored programs. Two guitar-playing folk singers, Clark Allen and Sam Hinton, and an organist, Danny Topaz, had been "donating" their services on KYOR and KCBQ sustainers and were paid on commercial shows. AFM, through its San Diego local head, Edward B. Wheeler, intervened. Stations are now "cooperating" by paying a quarter-hour fee of $6 sustaining and $9 commercial. None of the San Diego stations has a contract with AFM.
**FITZGIBBONS PLAN**

Television Broadcasters Assn. has rejected the "Television Guild" plan of cooperative advertising by video set manufacturers on TV stations. [Broadcasting, Jan. 3].

**KLER ROCHESTER**

Personnel is announced.

**CHICAGO FM**

Listening Survey Made

FM Listeners in the Chicago area tune in their sets 69.4% of their total radio listening time, it was revealed in a special survey conducted by Mary Fell, senior in the Department of Speech at Northwestern U., Evanston, I1.

In querying 1,000 persons in the area, Miss Fell found that 98 persons devoted 90% of their time to FM, 57 give 80% and 46 listened 70%. Only two listened 5% of the time, with 13 tuning in 100%.

**MANUFACTURING**

Firms' Profits, Sales Up

U. S. manufacturing corporations showed an estimated aggregate net income after taxes of $2.9 billion during the third quarter of 1948, according to the quarterly report released Friday by the Federal Trade Commission and Securities and Exchange Commission.

Compared with the preceding quarter, the report shows an approximate $60 million profit rate increase.

Total sales of all corporations for the July-September period were placed at $42.1 billion, a 3% rise over the previous quarter, while costs and expenses amounted to $37.4 billion. Of the $4.6 billion net before taxes, $1.7 billion was provided for Federal income taxes, $1 billion for dividends, and $1.9 billion was retained as corporate earnings.

Total assets of all manufacturing corporations were estimated at $106.7 billion at the end of September 1948. On stockholders' equity, industries showing highest rates of return were motor vehicles and parts, lumber and wood products, and petroleum and coal products.
Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 27

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
<th>Condl</th>
<th>Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>784</td>
<td>282</td>
<td>288</td>
<td>34</td>
<td>66</td>
<td>314</td>
</tr>
</tbody>
</table>

TV APPLICATION

Toledo, Ohio — Community Broadcasting, Inc., for new channel reservation. Filed Jan. 22.

AM APPLICATIONS

Charlotteville, Va.—The Charlotte-ville Broadcasting Co. 1350 kHz, 1 kw, daytime; estimated cost $15,000. Applicant is partnership of F. Russell Chambers, Washington, D.C., sales engineer for WITZ, and John W. Rollins, eastern sales manager for WNIN, Decatur. Application by June 21.

Cleveland, Miss.—Cleveland Broadcasting Co., Inc., for new AM station at Cleveland, Miss. (See above.) Filed Jan. 22.

Field Lewis Jr. for renewal of license of WNCN. Applicant is general manager of broadcast station, Inc., and partner of A. E. Miller of A. E. Miller Broadcasting Co., for renewal of license of WNNR, Albany, N.Y., licenses held by WSNY.

By COMMISSION EN BANC

FM Authorizations

Approved all Class-B FM stations to AM counterparts and make ant. changes.

FM MODIFICATIONS

WJHJ-AM Philadelphia for new directional arrangement. Filed Jan. 27.

License Extensions

Placed on temp. license pending extension of license. Includes all FM stations. Includes all FM stations.

Assignment of License

KGBI-AM, Boise, Idaho, to ASB, Inc., to AM station with scheduled broadcast time of 7 AM to 12 noon. AM station.

ANNUAL LICENSES

SUMMARY TO JANUARY 27

FCC Actions

(Continued from page 54)

Assignments of CP


WAXY San Antonio, Tex.—Assignment of CP from Van W. Stewart, Carl Ellis and F. B. Sumner, owners of North Plains Bldg. Co., to AM station.

Control of Transmitter

KYSA San Antonio, Tex.—Transfer of control of station to Radio and TV Engineers, Inc., of 1150 kHz, to Col. Wm. T. Goss, receiver, and David Bar-

WEXY Milwaukee — Acquisition of control of WEXY by Leo K. and David Bennett, Gerald Bar-

WKFM Minneapolis—Transfer of control of station to Leo B. and Martha Gra-

The hearing will be held at the U.S. District Court, District of Columbia, Washington, D.C., at 10 a.m. on the 20th day of February, 1965, for the purpose of hearing the case and determining the issues in the case.

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**At Deadline...**

**BALLOTS FOR SECOND BMB STUDY GO OUT IN MARCH**

DR. KENNETH BAKER, NAB research director, said Friday 650,000 ballots for second BMB study will go out first week in March. Executive Committee of BMB met in New York Friday to discuss administrative problems, including top personnel, but no action was taken, according to unofficial word.

BMB announced two new FM subscribers (WFCO Buckely, W. Va., KWKH-FM Shreveport) and one new AM subscriber (KBOO Butte, Mont.) since Jan. 20. Total of 814 subscribers includes 608 AM, 136 FM, 15 TV, four national and four regional networks.

BMB's newly formed engineering advisory committee held six-hour exploratory session Thursday in New York. Committee chairman, Royal V. Howard, NAB director of engineering, presided. Others attending: William Dut- tera, NBC; Earl C. Johnson, MBS; William Lodge, CBS; Frank Marks, ABC. Neal McNaughton, second member representing NAB, was excused. John Preston, ABC; William Wright, CBS; E. C. Page, consulting engineer; E. P. H. James, MBS vice president and BMB board member.

**DAYTIME STATION GROUP RENEWS FULLTIME BID**

DAYTIME Petitioners Assn., renewed bid Fri- day for fulltime instead of daytime-only operation on Mexican channels [BROADCASTING, Nov. 29, 1948], asking FCC to amend its rules and, meanwhile, to grant special authori- zations so that stations on those channels may start nighttime service immediately.

Six channels, with total of 106 U. S. stations, are involved: 750, 800, 900, 1050, 1220, and 1570 kc. Under U. S.-Mexico agreement, they aren't used in this country at night. But DPA claims agreement has expired and that it pre- vents "full and efficient use of frequencies in the U. S." Petition of DPA, representing 31 stations, was filed by Leonard H. Marks, Washington counsel.

**CLEVELAND GRANT UPHOLD**

FOR SECOND time, FCC Friday handed down final decision granting Cleveland Broadcasting Inc., application for new 5 kw Cleveland station on 1300 kc and denying Scripps-Howard Radio's request for same assignment. First decision, almost two years ago, was later set aside for further hearing. FCC preferred Cleveland Broadcasting (WEVE-FM Cleve- land) on basis of local ownership, integration of ownership and operation, and non-newspaper association.

**BOGGS HEADS WMCA**

NORMAN BOGGS, president and general manager of WLOL Minneapolis, joins WMCA New York Feb. 14 as general manager. Ralph L. Atlass, Chicago executive and owner of WLOL, becomes consultant to WMCA. Mr. Boggs is v.p. and left by resignation of Charles Stark last June.

**HENNOCK TO ADDRESS AWB**

FRIEDA B. HENNOCK, FCC member, slated to address sixth annual national convention of Assn. of Women Broadcasters of NAB, to be held March 10-12 in Drake Hotel, Chicago.

**NUMBER OF STATION GRANTS BY FCC EXCEEDS 4,000**

BROADCAST stations authorized by FCC topped 4,000 during 1948, FCC reported Fri- day. More than 677,000 authorizations of all categories were outstanding at year's end, in- crease over 65,000 over 1947. Year end station totals in broadcast field were: AM, 3,518; FM, 1,668; down 40; TV— 184, up 51; experimental TV—163, up 91; educational —40, up 10; facsimile—2, up 2.

Commercial operator licenses were estimated to total 366,000, up 25,000. Nonbroadcast services gained nearly 2,000 aeronautical, 4,000 marine, 1,400 indus- trial, and 1,000 land transportation authorizations. Total nonbroadcast, not including associated mobile units, exceeded 150,000.

Some 7,500 broadcast applications and 98,000 nonbroadcast applications were disposed of by FCC during 1948. Total of 106,000 were received, exclusive of operators.

**AD COUNCIL BOARD OKAYS AID TO INDEPENDENTS PLAN**

PLAN for cooperation between Advertising Council and some 400 independent stations to stimu- late radio support for public service cam- paigns was approved by council's board of directors.

Council would make available to non-affili- ated stations, services and materials similar to those provided major networks, advertisers and agencies. Plan was proposed by NAB's Independent Stations Committee, Ted Cott, WNEW New York, chairman. Before present- ing proposal committee surveyed independent stations to ascertain if they would devote time to sub- jects allocated by the council.

**RADIO SET COUNT IN 1950 CENSUS URGED**

COUNT of radio receiving sets—AM, FM and TV—in 1950 decennial census was proposed by Rep. James J. Dolliver (R-Iowa) (HR 1988). Bill would give Secretary of Commerce authority to include these questions. Rep. Dolliver told BROADCASTING Friday he realized Census Bureau ordinarily decides whether questions should be included in hous- ing census but considers matter important enough to merit Congressional consideration.

Two House bills ask housing census but don’t specify radio questions [BROADCASTING, Jan 29]. Senate has similar bill (see story page 29).

**KEEGAN LEAVES WCVF**

HOWARD KEEGAN has resigned as station manager of WCVF, Chicago Federation of Labor station, to devote time to Chicago television. Ken Carpenter leaves station sales staff.

**Upcoming**

**JOE, 31:** ASCAP Field Force convention, New York.

Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.


Feb. 3: ABC Mountain and Pacific Area District Executives meeting, St. Francis Hotel, San Fran- cisco.


"AIMS" STATION GROUP PLANS TO FORM CO-OP

FOURTEEN managers of 21 member stations in Assn. of Independent Metropolitan Stations took preliminary steps Friday to set up co-oper- ative station group and TV competition. Possibility of selling stations nationally as representing selected markets was discussed. Two-day session, first formal meeting of or- ganization, took place at Stevens Hotel Chi- cago.

Delegates convened at call of Pat McDon- ald, WHHM Memph.; Steve Cleiter, WKYV Louisville and Dave Baylor, WJMO Cleveland. Also discussed was release of joint promotion pieces on independent radio success stories, as well as problems concerning personnel, pro- gramming and engineering.

Frank Pellegrin, sales manager of Transit Radio, was scheduled to talk Saturday morn- ing. AIMS is chiefly an "idea exchange," said Mr. McDonald. Twenty-five additional mem- bership applications being considered. Next meeting April 10 in conjunction with NAB Convention in Chicago.

**Closed Circuit (Continued from page 4)**

(see page 23) seasoned observers see portents of additional blasts that will be atomic in par- ticular, relating to allegations of bungled TV and FM allocations, and of purported monopo- listic pressures which resulted in suppression of color TV and in relegating FM to secondary status.

ALTHOUGH no two observers are in agree- ment on substance of subcommittee report, unanimous view prevails its phrase-turning and rhetorical set precedent. While report au- thorship officially is credited to Senators Tobey and McFarland, those close to com- mittee evidences that Edward Cooper, committee communications expert, did something more than edit report before it went to public printer.

ALTHOUGH it isn't publicly announced, new NBC policy would not preclude duplication of clear channels which it occupies through owned and operated stations but would not go along with Johnson Bill (S-491) proposal for 60,000 w ceiling on power.

NEGOTIATIONS of ABC for the video rights to the film of Gen. Eisenhower's life to be made by 20th Century-Fox Film Corp., begun last fall, and the idea that Edward Coe- veny, committee communications expert, did something more than edit report before it went to public printer.

Contrary is atsaging sign for spon- soring of Preview with Jinx Falkenburg and Tex McCrary on CBS-TV by Philip Morris Cigarettes through Blow Co., New York. Show will be presented Mondays 8-10 p.m. on CBS television network, with tentative starting date mid-April.

SSC&B, New York, preparing television com- mercial for its client, Pall Mall Cigarettes, with campaign possibly to start in spring.

KWRZ Flagstaff, Aria., has been sold for $20,000 to Agnes McGilivra and S. J. Kirby, subject to FCC approval. Mrs. McGilivra has been in commercial department of KOOL Phoe- nix and previously in station representative field. Mr. Kirby is engineer.

FROCTER & GAMELE, which already has agreed to move Red Skelton from NBC to CBS next fall, considering similar move for Life of Riley and Truth or Consequences.
These are the network favorites.

Year after year they serve more broadcast and television audiences than any other microphone. Yet, despite their overwhelming popularity, RCA's engineering continues to make both even better than before.

The 44-BX is the bi-directional type—designed for AM, FM, and TV studios where highest quality reproduction is desired. It provides high-fidelity output over the entire audio range—and is free from cavity or diaphragm resonance and pressure doubling.

The 77-D is the polydirectional type... quickly adjustable to any pick-up pattern you want. A 3-position voice-music switch enables you to select the best operating characteristic for voice and music. Hum pick-up level, -126 dbm!

RCA 44-BX and 77-D microphones are yours for immediate delivery. Simply call your RCA Broadcast Sales Engineer. Or write Dept. 19 JB, RCA Engineering Products, Camden, New Jersey.

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You'll be proud of the extra power CBS listening gives to your sales message.
We're proud of our coverage ... proud of the power and the frequency that give it to us.
You'll be proud of the extra spread this coverage gives to your advertising.
We're proud of our audience ... proud of our 21 years' service that have made it both big and loyal.
You'll be proud of the extra response this audience gives to your KTSA schedule.
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