THE WEST HAS WINGS! Denver's busy airport ranks eighth in traffic handled by airports of the United States. More than 50 scheduled flights take off daily to all parts of the country. Already the headquarters of progressive Continental, Challenger, and Monarch air lines, and important terminals of Braniff, Slick, and Western air lines, Denver was recently selected as headquarters for all flight operations, maintenance, engineering, communications and passenger handling of United Air Lines, and several hundred UAL personnel have moved to Denver, bringing the total number to 1,200 UAL employees in Denver. Denver's rapid growth as an air transportation center is further evidence of the diversification—the solid economy—of the Rocky Mountain West.

Keeping abreast with the wings of the west is KLZ's Sunday morning "Wing Tips," written by air-wise Frances Carpenter. Wind velocities, ceilings and weather forecasts are familiar listening to Colorado's "Flying Farmers" and private fliers. Another reason, too, why KLZ's service to the area makes it a top favorite in the Rocky Mountain market.

CBS in Denver
Affiliated in Management with W.K.Y, Oklahoma City, and The Oklahoma Publishing Company
REPRESENTED BY THE KATZ AGENCY, INC.
CRONKITE NAMED WASHINGTON CORRESPONDENT FOR KMBC-KFRM

Walter Cronkite, former United Press Foreign Correspondent, has been named Washington correspondent for The KMBC-KFRM Team, Arthur B. Church, president, has announced.

Cronkite has established headquarters in Washington, and will begin his reporting shortly after the first of February.

Each of the two stations will program Cronkite on a short news spot daily. In addition, he will provide two quarter-hour programs weekly for each of the stations. One of them will be a general commentary and interview program of significance to the Kansas City Trade area. The second 15-minute program will be supplied each station on a localized basis, including Washington activities of interest to local listeners, and interviews with Congressmen from Missouri and Kansas.

Cronkite returned in September from two years as Moscow Bureau Manager for the United Press. Prior to that assignment, he was Foreign Correspondent with the wire service, in Europe. He covered the air war over Germany, the Battle of North Atlantic, the Normandy invasion, and established United Press coverage of the Nuremberg trials.

The Texas Rangers Appear on Television

The KMBC-KFRM Texas Rangers, now in Hollywood for movie and radio commitments, on January third inaugurated a new television program series on KTTV, Los Angeles. They will be scheduled each Monday evening on the new series.

The male quartet of the Texas Rangers, then billed as the Midwesterners, then appeared on television 15 years ago...in Kansas City, on W-9XAL, experimental television station programmed by KMBC.

WIDESPREAD COVERAGE...
Shaded map shows mail response in KFRM's December contest, together with KMBC-KFRM contours.

KMBC-KFRM Team Ranks First

DAYTIME AMONG ALL BROADCASTERS IN KANSAS CITY PRIMARY TRADE AREA

The KMBC-KFRM Team made new records in audience building in its first year of operations. After less than ten months of KFRM operation that station attained top ranking in the area it serves. And, teamed with KMBC, The Team first by a wide margin among all broadcasters in the Kansas City Primary Trade area, according to Conlan and Associates, radio survey company.

The Conlan survey, completed in October, and published in three books, is believed to be the largest coincidental survey of its kind ever published. More than 100,000 calls were made during a one-week period in the Kansas City Primary Trade area. This Area Study, extending west from Central Missouri to Colorado, also includes counties in Nebraska and Oklahoma, and covers the

8 a.m. to 6:30 p.m. period throughout the one week period in early October, 1948.

The survey is essentially rural in character, as it excludes the larger cities—Kansas City (both Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, and was limited to these hours as KFRM went on the air as a daytime station.

The KMBC Area Study shows that KMBC is the most listened to station, daytime, within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to station daytime in Kansas within KFRM's half-millivolt contour!

Arthur B. Church, president and founder of The KMBC-KFRM Team, in commenting on this remarkable success story, gives major credit to KFRM's unprecedented audience building record to his program people. Mr. Church insists that the KMBC-KFRM Staff, numbering more than 130, is the greatest and best any U.S. broadcaster can boast.
For COMPLETE COVERAGE —

BUY YANKEE HOME-TOWN STATIONS

When you come into New England you are in Yankee Network territory. With Yankee and only Yankee can you reach effectively all of the city and suburban centers of retail buying.

There's a Yankee home-town station in every important market from Bridgeport to Bangor — a total of 24, each with a local audience for Mutual and Yankee programs. In other words, you can buy New England coverage in one piece and be sure of what you are getting if you buy Yankee's 24 home-town stations.

Wherever Yankee goes it is intensely local, completely penetrates its market. No dead spots. No hit-or-miss. It delivers for the local merchants. It can deliver for you in local impact everywhere. That means New England wide attention and sales.

Buy Yankee — and buy right.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

DESPITE all those big things happening at CBS, network is being plagued these days with constantly recurring reports of bigger things that haven't happened. CBS front office reports: (1) Chairman William S. Paley hasn't and doesn't intend selling out or relinquishing his substantial control; (2) CBS may sometime acquire radio manufacturing company, and has had several preliminary conversations, but there's nothing presently in works; (3) CBS is doing very well with its present executive organization and no changes are contemplated.

ONE RAY of light in otherwise bleak Broadcast Measurement Bureau financial outlook was action last week of New York Collector of Internal Revenue in remanding disputed $100,000 tax claim to Internal Revenue headquarters for reconsideration. BMB claims exemption as nonprofit corporation and has held fund in contingent reserve. If BMB is adjudged tax exempt, as are Audit Bureau of Circulations and similar entities, its outlook would be infinitely brighter.

FOOTE, CONE & BELDING has optioned new daytime audience participation five-weekly half-hour format featuring Vera Vague reportedly for consideration by Toni Co. Packaged by Jack Creamer and Lee Strahorn, program is to be aired from tape instead of platter.

DESPITE Senate subcommittee contention (Broadcasting, Jan. 31) that Communications Act does not contemplate FCC reorganization into panel structure, FCC is still pursuing plan to streamline operations. Realignment may be along functional lines, with directors to head broadcast, common carrier, and safety and special services units and with FCC to ratify actions and decide broad policy.

SPECIAL affiliates meeting of NBC called for Chicago Feb. 28-March 1 under present plans will be segregated into two sessions—first day, program situation; second day, television. FCC Chairman Wayne Coy will address second day luncheon session.

ONE of two midwestern campus sites to be picked for industry's first program clinic in June. Under NAB auspices, clinic will be devoid of fancy hotel trappings, campus board and room rates prevailing along with strictly workshop theme.

NOW THAT Clear Channel Group has named Lou Ruppel, former CBS publicity director as its Washington director, speculation centers around upcoming appointment of his opposite number by Ed Crayne's newly organized anti-clear channel group (as yet without formal name). It's expected that Former Senator...

Upcoming


Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.


Bulletin

FRANK M. FOLSOM, RCA president, announced Friday that at New York board meeting, company declared dividend of 87 1/4 cents per share on outstanding shares of $3.50 cumulative first preferred stock, for the period from Jan. 1 to March 31, 1949. Dividend payable April 1 to holders of record at close of business March 7, 1949.

ABC signed affiliation agreement Friday with WMCT (TV) Memphis. Station, owned by Memphis Publishing Co. and operating on Channel 4, on air commercially since Dec. 11, 1948. Addition of WMCT brings total ABC video outlets to 21.

EARL M. JOHNSON NAMED TO MBS VICE PRESIDENCY

ELECTION of Earl M. Johnson, director of station relations and engineering, to vice presidency in charge of same departments was voted by MBS board of directors at meeting in Washington Friday. He added station relations to his engineering duties Jan. 1 when Robert A. Schmid was promoted to program sales vice presidency.

Mr. Johnson has been with MBS for past two years and was formerly in FCC engineering department. During war he was assigned to Chief Signal Office.

MBS board members paid call on President Truman Friday.

TIME SALES CLINIC PLANNED IN N. Y. BY FM ASSN.

FM TIME Sales Clinic will be held April 1 in New York under auspices of FM Assn. Objective is to fill in "some of the blanks in current thinking and appreciation of FM coverage and of its effectiveness as a sales-producing medium," said William E. Ware, KFMY Council Bluffs, Ia., FMA president.

Time buy and other agency officials and advertisers among those to be invited. Mr. Ware pointed to 35% increase in FM set output last year compared to AM output, with audience growing rapidly. New data from rural and urban areas to be presented. Site for meeting not yet selected.

Business Briefly

NEW BLOCK PRODUCT • Block Drug Co., Jersey City (Amm-I-Dent), new toothpowder, has appointed Cecil & Presbrey, New York, for advertising campaign. Spot announcements will be placed starting Feb. 7.


OLDSMOBILE TV • Oldsmobile Div., General Motors, Detroit, begins sponsorship of Tuesday and Thursday telecasts of CBS television news, weekdays 7-8:45 p.m., on CBS east and Midwest network effective Feb. 24. Agency, Young & Rubicam, New York.

EAST TV TO COAST • KNBH (TV) Hollywood presenting two NBC eastern video shows. Chesterfield Supper Club (Liggett & Myers Tobacco Co.) started last Thursday, Texaco Star Theatre (Texas Co.) starts Feb. 8. Agencies, Newell-Emmett, New York, for L&M; Kudner, New York, for Texas Co.

3 LEAVE PETRY, FORM OWN FIRM

NEW station representative firm, confined exclusively to representation of television stations, being formed in New York under name of Harrington, Righter & Parsons. Officers are: John E. (Jack) Harrington Jr., president; Volney (Turk) Righter, vice president and treasurer, and James O. Parsons Jr., vice president and secretary. All were formerly salesmen with Edward Petry & Co., resigning Feb. 3.

BIG ADMIRAL BUDGET

ADMIRAL Corp., Chicago, will spend $750,000 on television advertising in 1949. TV will absorb major portion of firm's $8 million 1949 advertising-promotion budget, especially in first quarter. Admiral estimates 80% of its 1949 sales volume will come from sale of 400,000 TV and combination receivers. Agencies, Crutenden & Eger and Tatham-Laird, Chicago, Kudner, New York, and Joseph W. Hicks, Chicago (public relations).

WFIL BUYS TIME ON 5

WFIL Philadelphia, under direction of General Manager Roger W. Clipp, has purchased daily sign-off spots on five daytime stations in area to promote WFIL programs. As stations leave air they call attention to top evening programs of WFIL, urge listeners to tune that station. Daytimers are WNAR Norristown, WPWA and WVCH Chester, WRDN Camden, and WJMJ Philadelphia.
HAS MORE LISTENERS
IN DALLAS

Mr. Hooper
Says
for November and December

KRLD RANKS FIRST
8 A.M. TO 12 NOON

KRLD RANKS FIRST
6 P.M. TO 10:30 P.M.

50,000 WATTS
CBS

The Times Herald Stations

KRLD-KRLD-FM
DALLAS Studios FT. WORTH

LET A BRANHAM MAN TELL YOU MORE!

THIS IS WHY
KRLD IS YOUR BEST BUY!

Mr. Conlan
Says
for November

KRLD HAS
MORE
LISTENERS
DURING THE
ENTIRE WEEK
THAN ANY
OTHER STATION.
Our history is showing!
Tears up another calendar. Miss Cooper, now it's 10 years that WIP's DAWN PATROL has been giving its sponsors big sales dividends.

That's five and three-quarters hours a night, seven nights a week, for 10 years

... NEVER UNSPONSORED.

SOME HISTORY!
Here's the UNVARNISHED TRUTH!

KXEL HAS CHANGED LISTENING HABITS IN IOWA

Conlan's newest comprehensive study of listening habits proves conclusively that KXEL has MORE LISTENERS in Iowa's richest market than any other radio station. These authoritative figures are not a poll or a prediction. They are the unvarnished truth showing results of listening habits based upon 34,914 contacts.

Here are just a few of these important facts contained in the latest Conlan 1948 comprehensive study.

* * *

AFTERNOON
Distribution of listening homes among stations in the same area Monday through Friday 12:00 P.M. through 6:00 P.M.

KXEL 50,000 WATTS ABC
Josh Higgins Broadcasting Company, Waterloo, Iowa
Represented by Avery-Knodel, Inc.
Covering the great "KXEL Rural City"

KXEL's National Champion farm programs are tops in production, tops in showmanship, tops in selling and tops in listener response.

KXEL meets the selling and promotional requirements of every sponsor who wants to reach the rich Northeast Iowa market area. See your Avery-Knodel man and get the unvarnished truth pertaining to this great market area and the station that sells it completely.

MORNING
Distribution of listening homes among stations throughout the area Monday through Friday, 7:00 A.M. to 12:00 A.M.

This comprehensive area study was made in the fringe of counties surrounding KXEL, extending as far as 100 miles from transmitter, and did not include KXEL's home county or the five adjacent counties.

30.9% 18.4% 15.6% 2.9% 0.8%
KXEL WHO WMT KAYX KWWL

26.2% 22.9% 15.1% 2.5% 0.9%
KXEL WHO WMT KAYX KWWL
To reach more people, for less money, broadcast your advertising message over the station with Kansas City's oldest call letters—WHB. Powerful WHB blankets 3½ million buyers in 133 counties of 6 states with good, listenable entertainment 19 hours a day. WHB cost less, does more. See your John Blair man.

The Swing is to WHB in Kansas City

THE 1949 SWING GIRL
Miss Vera Ralston

10,000 WATTS IN KANSAS
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

VICTOR ARMSTRONG, formerly advertising and sales promotion manager for Consolidated Vultee Aircraft, San Diego, joins J. Walter Thompson, New York, to work on Ford dealer account. LYMAN AVERY, who worked on Ford account in New York for several years, transfers to agency's Detroit office, and will assume new duties on the account there.


MERRILL SYMONDS Adv., Chicago, announces change of name to Symonds, MacKenzie & Co., Inc. MERRILL SYMONDS remains president-treasurer; ROY MacKENZIE is executive vice president; RUSSELL MILLER, vice president- art director, and ARTHUR RUMRY is secretary-account supervisor. Other new staff members include: RICHARD GWNN, research director; WILLIAM SORENSON, production manager; ROBERT JOHNSON, assistant to the copy chief, GEORGE H. DAUGHERTY.

ROBERT WOOLSON, formerly copy writer and newswriter for MacWilkins, Cole & Weber, Seattle-Portland agency appointed radio director of Seattle office. He will work under W. H. SANDIFORD, account executive and radio director for whole agency.

WILLARD (Bill) BENNER, formerly with radio-television department of Benton & Bowles, New York, joins radio department of N. W. Ayer & Son, New York.

GERALD A. HIGGINS joins John C. Dowd Inc., Boston, where he will specialize in creative planning. Mr. Higgins was formerly with Boston Consolidated Gas Co., where he served as advertising manager.


ROLAND GILLETT, former television producer-director for CBS, joins Young & Rubicam, New York, as a television producer.


MARTIN F. BACHENHEIMER and IRVING LEWIS announce formation of Bachenheimer-Lewis Inc., New York. Mr. Bachenheimer was formerly with Chernow Co.; Mr. Lewis headed Harrison Services, both New York agencies.

WILLIAM ROBSON, formerly on CBS Hollywood production staff, joins Raymond R. Morgan Co., Hollywood, as producer of Maurice Chevalier show in Paris. Also joining agency as engineer on the show is "DOC" BENNETT, former Don Lee engineer. Both are now in Paris.

FREEMAN YOUNG, former executive in advertising department of Lever Bros., Cambridge, Mass., joins Kenyon & Eckhardt, New York, as account executive.

ED ZERN, former advertising executive with Warner Bros. Pictures, joins Geyer, Newell & Ganger, New York, as copywriter.

CHARLES A. MOTT Jr., formerly production manager for Atherton & Co., Los Angeles, joins merchandising staff of Davis & Co., same city.

FRANK M. KNIGHT Jr., formerly of WFIL and WFIL-TV Philadelphia, appointed director of radio and television advertising for Gresh & Kramer, same city.


STRANG & PROSSER, Seattle, announces removal of its offices from Smith Tower, to Room 630 Securities Bldg. Telephone remains the same.

PHILIP KLEIN Adv., formerly of 1910 Rittenhouse Square, Philadelphia, announces removal of its offices to 1928 Spruce St., effective today (Feb. 7). New telephone is Locust 4-2144.
97.4% of the population of WJR's listening area own radio sets.

THAT'S WHY WJR, WITH 50,000 WATTS, IS POWERED FOR RESULTS...

Michiganders Greatest Advertising Medium

Call or write your nearest PETRY office

WJR 50,000 WATTS

THE GOODWILL STATION, INC.
FISHER BLDG.
DETROIT

G. A. RICHARDS
President

FRANK E. MULLEN
Asst. to the President
“Any advertiser can and most advertisers should use SPOT RADIO”
WILLIE THE PENGUIN SAYS:

"SMOKE KOOLS!"
"SMOKE KOOLS!"
"SMOKE KOOLS!"

(Talking Man): Whom are you telling to Smoke Kools, Willie?
(Willie): All the millions of American men and women who can be reached often and effectively with Spot Radio.
(Talking Man): What happens to sales when you use Spot Radio, Willie?
(An owl who just stuck his head out of our inkwell): I never gave a hoot for penguins, but this bird is right! Use Spot! Be Wise! Use Spot!

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

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THE YANKEE AND TEXAS
QUALITY NETWORKS

TELEVISION
ATLANTA ______WSB-TV
BALTIMORE ______WBAL-TV
BOSTON ______WNAC-TV
BUFFALO ______WBEN-TV
LOS ANGELES ______KFI-TV
MILWAUKEE ______WTMJ-TV
M'P'L'S-ST. PAUL____KTSP-TV

February 7, 1949 • Page 11
Open Mike

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

A 'Textbook'

EDITOR, Broadcasting:

Broadcasting is the major "textbook" for seniors in the Radio Department at Ithaca College who are taking a new course titled "Current Broadcasting Developments." The students like the complete coverage that Broadcasting gives to all of the news from the many related fields of radio. While they frequently take exception to the editorial views expressed by Broadcasting, the publication's viewpoint is nevertheless stimulating, and leads to a better all-around provocative discussion and a more intelligent summary and conclusion.

The students seem to particularly appreciate the increasing amount of space devoted to television.

Harold Jansen, Director Ithaca College News Bureau (Ithaca, N. Y.)
[Editor's Note: Thanks for your vote of confidence.]

WKAL-TV Progress

EDITOR, Broadcasting:

An item appearing in Broadcasting (Jan. 24), having to do with WKAL and WKAL-TV, is definitely in error and has already caused considerable comment. The article states that WKAL has surrendered its FM construction permit. This is true. The article also states that WKAL has not applied for a TV grant. This is definitely erroneous. The facts are these: WKAL, owned and operated by the Copper City Broadcasting Corp., is actively at work constructing its television station in Utica, N. Y. It is now known as WKAL-TV, and application has been made to the Commission for a change in call letters pursuant to the FCC new ruling. WKAL-TV has already constructed its television transmitter building atop Smith Hill in Utica, and August should see us in full operation.

Michael C. Fusco
WKAL Rome, N. Y.

[Editor's Note: Our apologies to WKAL and WKAL-TV. Difference in addresses of the two stations led to the mix-up.]

Larger BMB Samples

EDITOR'S NOTE: The following letter, addressed to Justin Miller, President of the NAB, was also released to Broadcasting. Because of this we deviated from our usual policy of not printing letters addressed to others, and use parts of Mr. Hodel's letter below:

Dear Mr. Miller,

This station recently subscribed to the BMB surveys and at that time I gave Hugh Felts a bit of opinion. Mr. Felts, in replying, asked if I relay the same both to you and Sol Taishaff at Broadcasting Magazine.

In my letter to Mr. Felts, among other things, I told him the following:

"I might add that, to me, the recent upheaval with which your organization has been faced seems a little ridiculous. The establishment of BMB along with that of BMI are the only concrete accomplishments of the NAB as I see it. They should certainly give your organization time enough to show what it can do and how it can best be revised. I am sure that the establishment of the ANPA Bureau of Advertising and the Audit Bureau of Circulations for newspapers...

(Continued on page 85)
The RCA-8D21 Push-Pull Power Tetrode

used in the famous RCA TT-5A 5-KW Television Transmitter

...an important contribution to television broadcasting

As revolutionary as television itself, the RCA-8D21 push-pull tetrode has set new records for stability, gain per stage, low grid current, linearity, and bandwidth in more than 50 RCA TT-5A 5-KW Television Transmitters.

Used in both picture and sound power amplifiers, the RCA-8D21 employs advanced principles of screening, cooling, and electron optics to offer you these important benefits:

1. Low grid current results in simple, inexpensive modulator.
2. Requires fewer, lower-powered, r-f driver stages.
3. Allows modulation in the output stage.
4. Requires only one broad-band r-f circuit in entire transmitter (between tube and antenna transmission line).
5. No critical linear amplifier stages are required.
7. Efficiency of tube permits use of simplified, economical power supply.

For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 37BP-1, Harrison, New Jersey.
ARE YOU GETTING WHAT YOU’RE HUNTING FOR ON THE PACIFIC COAST?

This is no bull... If you're really shooting for maximum sales by radio on the big Pacific Coast, use the big 45-station Don Lee Network and get what you're after. To make the most sales possible, you need the biggest network possible on the Pacific Coast, for radio listening here is different. People listen to their own local network station rather than to out-of-town or distant ones, because mountains up to 15,000 feet surround many of these markets and make long-range reception unreliable.

It takes a lot of local network stations to release your message from within every important buying market—and Don Lee is the only network big enough to do it.

LEWIS ALLEN WEISS, President  WILLET H. BROWN, Exec. Vice-Pres.  WARD D. INGRIM, Director of Advertising
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA  Represented Nationally by JOHN BLAIR & COMPANY

Of the 45 Major Pacific Coast Cities

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<th>Only 10</th>
<th>3</th>
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<th>25</th>
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<td>have stations of all 4 networks</td>
<td>have Don Lee and 2 other network stations</td>
<td>have Don Lee and 1 other network station</td>
<td>have Don Lee and NO other network station</td>
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Page 14 · February 7, 1949
Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has twice as many stations as the other three networks combined. (In the "outside" market, Network A has eleven stations, Network B has three stations, and Network C has two stations...compared to Don Lee’s 32 stations.)

To meet 1949’s increasing competition, you need radio. You need the big Pacific Coast, with its more than 13½ million people who spend over 14½ billion dollars a year in retail sales. Use the Don Lee Network of 45 stations and bag your maximum sales on the big Pacific Coast!

The Nation’s Greatest Regional Network
**WE DON'T RIDE AT ANCHOR (Ky.)!**

Avast, mate, if you want Anchor (Ky.), you can ride, heave or drag your own. We don't batten down at Anchor. WAVE sails for the Louisville Trading Area — a 27-county Spanish Main in almost every part of which our BMB chart shows 50% or better. No Sargasso Seas of empty space. Instead, a thriving and prosperous area in which the average family has an Effective Buying Income $1300 higher than in the rest of Kentucky!

So how about it, mate? Let's drop Anchor, and ride the WAVE!

---

**LOUISVILLE'S WAVE**

**NBC AFFILIATE**

**FREE & PETERS, INC.**

**5000 WATTS . 970 KC**

**NATIONAL REPRESENTATIVES**

---

**New Business**

PROCTER & GAMBLE, Cincinnati, appoints Compton Adv., New York, to handle advertising for its new product Bonus (granulated package soap with a Morgan Lock-Knit dishcloth packed in each box). Radio is being used in current campaign in Eastern markets.

PIERCE Bros., Los Angeles (mortuary), extending January spot campaign on 13 Los Angeles area radio stations and one television station through month of February. Spots will total 100 for month on KMPG; 60 on KFAB; 50 on KLAC, all Los Angeles; and 25 on KFGJ, KRKD and KHJ, Los Angeles; KWWK KXLA Pasadena, KIEV Glendale, KGER Long Beach, KGIL San Fernando, KOWL Santa Monica, in addition to four quarter-hours weekly of recorded music on KHJ; and seven television spot spots for month on KTLA (TV) Los Angeles. Agency: Philip J. Meany Co., Los Angeles.

BLAIR CORSET Co., Chicago (Fashion Hour foundation garments), appoints Jones Frankel Co., Chicago, to handle television advertising. Company will sponsor Fashion Hour by Blair, weekly television show on WGN-TV Chicago, beginning Feb. 25.

ALLIED FLORISTS ASSN. OF GREATER BALTIMORE Inc., appoints Ruthrauff & Ryan, Baltimore, to handle advertising. Initial campaign will use one minute spot announcement on all leading local radio stations. Plans are also being made to use television in near future.

SEE'S CANDY SHOPS Inc., Los Angeles, Feb. 9 starting four day television film spot campaign for Valentine's Day promotion, on four Los Angeles (TV) stations.—KTTV KTSF, KTLA KNBH. Campaign result of great response received from company's first television use on New Year's day with spots on KTLA. Agency: Ross, Gardner & White, Los Angeles.

ZION INDUSTRIES, Zion, Ill., appoints Goodkind, Joice & Morgan, Chicago, to handle advertising for its fig bars, cookies and candies. Radio may be used. CROUSE & BLACKWELL, Baltimore, appoints Erwin, Wasey & Co., New York, to handle advertising for its kippered herring and herring in tomato sauce, Kellner's marmalade, cake and shortbread. Radio may be used.

ERIE CLOTHING Co., Chicago, sponsoring half-hour weekly Telechatsides on WBBB Chicago, for 20 weeks. Agency: Gourfain-Cobb, Chicago.

GADGET GUILD OF AMERICA, Los Angeles, appoints Briaacher, Wheeler & Staff, that city, to handle advertising. Radio will be used.

**Network Accounts**

ALLIS-CHALMERS Mfg. Co., Milwaukee, sponsoring repeat broadcast of the National Farm and Home Hour (NBC, Saturdays, 12-12:30 p.m. CST) from 1:30-2 p.m. CST for Mountain and Pacific time zones. Sponsorship became effective Feb. 5. Agency: Bert S. Gittins, Milwaukee.


**DEBUT of Pepsodent's new Rayve Home Permanent kit was marked by a party held in New York's Stork Club. Among those in attendance were (l to r): Henry F. Woulfe, president of the Pepsodent Division of Lever Bros. Co.; James A. Barnett, Pepsodent's vice president and general manager; Kenneth J. Ward, account executive for Rayve Home Permanent at the Chicago office of J. Walter Thompson Co., and W. Gardner Barker, Pepsodent's director of new products.**

**BROADCASTING • Telecasting**

Page 16 • February 7, 1949
Yeah, but can he lift a sales curve?
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**EXPLANATORY NOTES**

LISTINGS IN FOLLOWING ORDER:

SPONSOR NAME: OF PROGRAM

LISTINGS OF PROGRAMS, SOME INSTANCES, STARTING LINEUP, & STATION INFORMATION.

**ABC**

10:00-11:00 AM Monday-Friday: *The Tonight Show* sponsored by General Foods.

11:00-12:00 PM Monday-Friday: *The General Motors Show*.

12:00-1:00 PM Monday-Friday: *The General Motors Show*.

**CBS**

8:00-9:00 PM Monday-Friday: *The General Motors Show*.

9:00-10:00 PM Monday-Friday: *The General Motors Show*.

**NBC**

10:00-11:00 PM Monday-Friday: *The General Motors Show*.

11:00-12:00 AM Monday-Friday: *The General Motors Show*.

**WGN**

8:00-9:00 PM Monday-Friday: *The General Motors Show*.

9:00-10:00 PM Monday-Friday: *The General Motors Show*.
We don’t wish to underestimate the power of a Hindu horn-blower, but if you’re looking for power where it counts most CBS is your man. The total authorized nighttime and daytime power of its listed stations makes CBS the most powerful network in all Radio—and the best choice for advertisers who want to lift their sales curves.

CBS — where 99 million people gather every week!
In the Public Interest

A Further Report on Radio's Role in The March of Dimes

Entries in the contest to find a new slogan for the state of Minnesota received one of the pennies. The contest was so successful that it raised more than $18,000 for the fund.

Phone Pledges

Over $300 in pledges were called in to the Saturday Night Bandstand program over WCSI (FM) Columbus, Ind., to be added to the Indiana March of Dimes campaign. WCSI staffers offered to do stunts in order to raise funds for the drive. Ted McKay, program director, as a result of a $20 pledge, rode through the main streets of Columbus the following Saturday noon on a motorcycle, clad in long, red underwear.

A real gift from the heart was reported by WLAN Lancaster, Pa. Jack McKinney, an eight-year-old infantile paralysis victim, won the jackpot prize of $20 on WLAN's Man on the Street show. Jack promptly donated the money to the Lancaster chapter of the National Infantile Paralysis Foundation.

WCBS New York listeners pledged some $10,000 in small contributions to the drive through two all-night shows presented by the station Jan. 26 and 27. Programs were aired 11:15 p.m.-4 a.m., and were held in connection with the Jack Benny tour.

The "boom was lowered" on Elko, Nev., for five solid hours Jan. 29 by KEKL Elko for the benefit of the March of Dimes. Early in the day station started playing Dennis Day's recording, "Clancy Lowered the Boom," announcing that the same record would be played continuously until the listeners who wanted it smashed outbid those who wanted it continued. Five hours later the polio drive was ahead $715.80 and station staff members had headaches from "Clancy" and phone calls. The record was then auctioned off to the highest bidder.

KTRI Sioux City and KELO Sioux Falls joined in staging a vocal "air-gummit" which raised more than $11,000 for the March (Continued on page 83)

The Patroon of the Week

BILL WEDDELL

Vice President, Radio and TV Director,
LEO BURNETT CO., INC., Chicago

In addition to growing beautiful roses and shooting an excellent game of golf, Bill handles capably the reins of Burnett's Radio Department. Bill is responsible for buying time for such famous accounts as American Meat Institute, Minnesota Valley Canning Co., Pillsbury Mills, Pure Oil Co., Brown Shoe Co., Club Aluminum Products Co., Carling's Beer & Ale. Welcome to the Patroons, Bill.

*PATROON — Aristocratic Landholder of the Hudson Valley
GLENN SNYDER  
Vice President and General Manager

WLS, now celebrating its 25th Anniversary, delivers more listeners per dollar than ever!

Building a reputation and an audience has kept WLS busy for 25 years. Under the watchful eye of Glenn Snyder and his associates, farm-service programs and barn dance shows were pioneered. Homemaking programs for women listeners were introduced. And plenty of outstanding live talent was uncovered to keep both country cousins and city folks in a happy, listening mood!

The WLS audience is as responsive as it is big. There have been 20,000,000 listener letters to answer during the past 19 years. There have been well over a half-million fans to greet each year at "in-person" shows throughout the Midwest. There have been 1,791,504 tickets to collect in Chicago from folks who paid to see the WLS National Barn Dance!

This kind of activity just suggests what sales figures prove: that WLS sells the Middle West! Your John Blair man knows from 14 years' experience how WLS can work for you and your product. Ask him to show you today.

ART PAGE  
Farm Program Director and conductor of "Dinner Bell Time," a feature of 25 years standing. Art also appears on Farm Commentary and other WLS shows.

CHARLES M. FREEMAN  
Sales Manager of WLS. "Chick," and his John Blair man, will tell you that WLS has practically no program duplication from other stations in the Midwest -- an important fact for advertisers!
by WLS... A John Blair station for 14 years!

LULUBELLE & SCOTTY
Favorites of the National Barn Dance. Like other WLS talent, they have appeared before countless thousands of fans at State Fairs and other gatherings.

MARSHA CRANE & HELEN JOYCE
Stars of "Feature Foods," a WLS program for 14 years. WLS introduced its first homemaking show a quarter century ago and has had one on the air regularly ever since.

WLS — like all John Blair stations — deserves and gets the best in national representation!

John Blair men are three-way experts: experts in marketing, merchandising and radio. Their valuable advice in all three of these specialized fields has meant bigger sales and bigger profits for countless advertisers everywhere... and it has built big Spot Radio volume for fine stations like WLS.

Next time you have a special sales problem, ask your John Blair man for some of his valuable knowledge. Chances are he can help you in all three important ways. Ask him!
**Music**

**Miami goes for Music**

**Miami** listens to Art Green
Dean of Disc Jockeys

**WMIE** 1140 kc.

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**Feature of the Week**

WTMC's antenna, crowning Minneapolis' famous Foshay Tower, has taken on a new versatility in recent months.

When WTMC-FM's four-bay Federal antenna was erected last year it served FM listeners only, but supplementary addition of three-bay RCA TV equipment now makes possible six simultaneous radio operations.

Following are the services now rendered:

1. High-power FM service, WTMC-FM, Channel 246 (97.1 mc)
2. High-power TV picture, WTMC-TV, Channel 4 (66-72 mc)
3. High-power TV sound, WTMC-TV, Channel 4 (66-72 mc)
4. Reception of WTMC's FM mobile unit KNGL (153.55 mc)
5. Transmission of "talk-back" and cue to KNGL on AM relay band (1606-2578 kc) with power of 50 w using call WAFY
6. Receptions of WTMC-TV mobile unit microwave relay of remote pictures from relay station

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**On All Accounts**

Long before the phrase achieved the dubious eminence of a mediocre song and a bad joke, a certain Richard was opening doors to numberless worthies on the wrong side of the Main Line in Philadelphia.

The Richard in question, a Quaker City institution, is the Poor Richard Club, and among its more celebrated alumni is Nicholas Keesely, recently named vice president in charge of radio and television of Lennen & Mitchell, New York.

Mr. Keesely, born in Philadelphia on Sept. 20, 1910, joined N. W. Ayer & Son in Philadelphia at the age of 17 in the production detail department. At the same time he spent weekends working in a drug store and enrolled for evening classes at the Poor Richard Club to further his knowledge of the advertising business.

Mr. Keesely's proficiency as a student shortly thereafter brought him a promotion to the post of assistant head of the department at N. W. Ayer. He was probably the youngest person in the agency ever to ascend that rank.

Three years later Nick Keesely was advanced to the agency's New York office as timebuyer and assistant radio director. While serving in New York he conducted the first National Survey of Station Coverage.

During his stay with N. W. Ayer—15 years in all—Mr. Keesely introduced and pioneered commercially such shows as Tell Us Your Story, forerunner of modern daytime serials. He also introduced Can You Top This; Give and Take; Al Pearce and His Gang and the Fred Waring evening show, among many others. When Mr. Keesely left N. W. Ayer he was an account executive for General Electric, American Telephone & Telegraph, Colgate's, and Webster Cigars.

In 1943 he joined CBS as program sales manager. While with the network he was instrumental in sale of Crime Photographer and created and sold Give and Take, two of the more notable of his achievements.

Three years later he moved to MBS as program sales manager. There the shows he sold included Twenty Questions, still on the air.

In June 1948 he accepted an offer from Lennen & Mitchell to manage its radio department. Six months later, on Dec. 31, 1948, he (Continued on page 42)
The Biggest Year in its 26-Year History . . .

WSYRACUSE

. . . in 1948 carried the greatest volume of advertising ever broadcast by a Syracuse station —

**FIRST** in Network

**FIRST** in National Spot

**FIRST** in Local

**FIRST** in Total Advertising

**FIRST** in Popularity with Syracuse and Central New York Listeners

**FIRST** in Merchandising & Promotion

**FIRST** in Coverage Area

WSYRACUSE

570 kc—5000 watts

Headley-Reed, National Representatives

NBC AFFILIATE IN CENTRAL NEW YORK

**LEADERSHIP IS EARNED**

February 7, 1949 • Page 21
This photograph of downtown Tulsa, looking west to the Arkansas River and the West Tulsa industrial area, is illustrative of two important factors which have made this modern city the center of Oklahoma's Greatest Market: Beauty and efficiency in city planning and building; Industrial know-how performed by a happy team of planners and workers!

KVOO is proud to be a part of this success story in action since 1925!

Advertisers who share in KVOO programming share also in our valued friendship with hundreds of thousands of our loyal listeners. This is a plus which is not included in any rate card, for friendship and loyalty are beyond price.
Advertisers don't jump around from station to station... in Cleveland. They STAY on WHK... where they get results! They reach the largest audience at the lowest (network station) rates!

One of our local advertisers has a 2-hour talent program now in its 13th year! It has maintained an average Hooper of 10.6... and has been seen by studio audiences totaling over 3/4 of a million people.

More proof that WHK is the Retailers' Choice in Cleveland!
Halleck Sees 'Spoils' Licenses

The legislator explained that he agreed there should be reorganization but couldn't believe "that any president would want to take into his hands direct responsibility, for instance, of the great functions of the ICC, but if that should ever come to pass, I envision what might happen if the FCC, instead of being an independent commission, was put into the Executive branch of the government, where the members of the Commission served without term . . . at the will of the Executive. It is conceivable, under those circumstances, that licenses granted to radio stations might change with the Presidents."

'Sabrent Situation'
Rep. Halleck went on to explain that "what we would generally believe to be established rights under the granting of licenses might be withdrawn at the will of the Executive."

Such an eventuality, he said, would be "just a completely abhorrent situation." He couldn't believe that the Congress would tolerate any such proposals.

"In any event," he continued, "if we enact this legislation as it is written, I think we should do so in recognition of the fact that, if one branch of the Congress, as it is constituted at any given time, were to come into an agreement with the Executive on such a proposal as that, that it would become the law and with all of the evil consequences that might flow from it."

Earlier during his testimony, Mr. Hoover had expressed the view that so far as he knew "it is not proposed that the President should interfere with the quasi-judicial or quasi-legislative functions of the major regulatory agencies." He described Halleck's reorganization agencies as the Interstate Commerce Commission, the Federal Trade Commission and others, but did not specifically refer to the FCC.

Discusses Exemption

More specifically on the matter of exemptions, the former chief executive maintained that if all "administrative agencies" were to be exempted "this bill is going to fall flat.

"I doubt either all or nothing at the present time or you're lost," he admonished.

Rep. William L. Dawson (D-Ill.), chairman of the committee, announced that he hoped to have the reorganization measure ready for consideration by the House this week.

Chairman Halleck and two committee members last Wednesday discussed the measure with President Truman during a White House visit.

The Presidential conference, Rep. Dawson said, "did not go into details but concerned general objectives."

"There is nothing in factual broadcasting which transgresses the rights of individuals before the committee."

I believe it has been suggested that your committee wishes to avoid noise or disturbance within the committee room. May I point out that as far as standards broadcasting is concerned no noise is involved and no distracting equipment or personnel. If there is a loud-speaker system in the committee room, there is little that can be done about it. Each member has Five microphones are a part of every day congressional use.

In a clarifying statement Feb. 2 Chairman Wood said the ban did not apply to radio news reporters and that "any reporter, radio or otherwise, will be permitted to sit in the committee room and take notes."

A similar ruling was made in the preceding Congress, but forgotten after a flood of protests.

In his Jan. 28 radio address Mr. Warner pointed out that broadcasting is a better check upon any unfair reporting than "any third person account in the press who writes on the air."

The television segment of the industry, he said, feel that their coverage should "at least be subject to discussion and not prohibited by sudden announcement of the committee."

"If the people can hear and look in upon a solemn occasion such as the President's inaugural, they have no objection to television and radio.

(Continued on page 60)

HOOVER PLAN

STATION LICENSES could become one of the prizes of the political spoils system unless amendments are made to government reorganization measure now under consideration by Congress. Rep. Charles Halleck (R-Ind.) intimated Jan. 31.

Congressman Halleck's warning was sounded at a hearing of the House Un-American Activities Committee, featuring testimony of Former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of the Government.

The bill would empower the President to reorganize departments, subject to veto within 60 days by the Congress. Speaker of the House Sam Rayburn (D-Tex.) earlier had explained that a number of agencies would be exempted from provisions of the bill but warned they are "quasi-legislative" and "quasi-judicial," as well as administrative [BROADCASTING, Jan. 31]. FCC, according to Rep. Rayburn, is one of the "fringe" agencies, which probably would also come in for exemption.

Mr. Hoover identified the measure as "just the first and a necessary step, in the grievously-needed reorganization of the Executive branch of the government."

First step, according to Mr. Hoover, is to get "these 1,800 bureaus, commissions, divisions, departments, administrations, and offices into some orderly relation before we can even begin on the further steps."

During a question period at the end of Mr. Hoover's testimony, Rep. Halleck, addressing the former president, recalled the "terrible struggle" over reorganization proposals in 1937.

Cites Difficulty
The difficulty at that time, Rep. Halleck said, hinged upon the continuing independence of the Comptroller General and the "great quasi-legislative and judicial independent branches of the government."

Congressman Halleck told Mr. Hoover that he had personally been "disturbed" by the problem and thought that Congress should not tackle the matter of separating the executive from the legislative and judicial functions.

It was recalled by Mr. Hoover that over the years there had been "a great many" quasi-legislative and quasi-legislative functions conferred on executive departments.

"If you start to make those discriminations," he retorted, "you will have great difficulty in applying it all around."

Capitol Cauldron

(Continued from page 5)

being beamished.

One highlight at the weeks' activities was when Rep. Joerg S. Wood (D-Ga.), chairman of the House Un-American Activities Committee, announced Jan. 31 that the committee had voted unanimously to bar broadcasts, recording, newsreel and television and photographers from future hearings of the committee.

This move, he said, was to spike criticism that the committee had more interest in publicity than investigations.

Congressman Wood said he believed "we have enough support to make it stick."

He also announced appointment of a three-member subcommittee to discuss with Attorney General Tom Clark cooperation between the FBI, the Central Intelligence Agency and the committee in future investigations.

The committee, headed by Rep. Francis E. Walter (D-Pa.), included Reps. Burr F. Harrison (D-Va.) and Richard M. Nixon (R-Calif.).

Lusty protests from the industry were left off immediately by Mutual Commentator Albert L. Warner, chairman of the House Radio Correspondents Assn., "Radio has a fight on its hands," Mr. Warner warned.

His rallying call was echoed by George M. Dorsey, head of the White House News Photographers Assn., for that group.

Mr. Warner, in a letter to Chairman Wood Feb. 1, asked for reconsideration of the decision banning radio and video and sought an audience for representatives of his association.

It was pointed out by Mr. Warner that millions of people depend upon radio for much of their information on current events and that it was his impression that the public hearings of congressional committees were held, at least in part, to inform and educate the general public.

"There seems to me to be no more accurate and faithful way of reporting a proceeding than by broadcasting the affair verbatim," Mr. Warner argued. He added:

"Our soap client wants to give away a fully-equipped advertising agency and all his advertising."

Page 26 • February 7, 1949

BROADCASTING • Telecasting
DOLLAR STRATEGY

By J. FRANK BEATTY

NEW WAYS to get broadcast dollars as inter-media and intra-radio competition get tougher will provide the theme for the NAB Management Conference in Chicago April 11-12.

Sales and revenue problems, with emphasis on AM, will dominate the meeting despite the crisis in BMB and the proposal to reorganize NAB, judging by feeling among broadcasters. This feeling was reflected in discussions of the NAB board's Convention Sites & Policy Committee at a Thursday meeting in Washington, D.C. Other key Convention topics emphasized by the committee were public relations, television and employe relations.

The committee had tentatively adopted a three-day convention schedule, closing with a Wednesday morning FM session, but this action was reversed Friday with decision to hold an FM session Monday morning. Present plans, subject to revision, now call for President Justin Miller to open the convention at a Monday luncheon.

Preview of the convention's dollar-mark theme will take place next week when the NAB board meets in New Orleans. The sessions will be held Monday through Wednesday at the Roosevelt Hotel, preceded by Sunday committee meetings.

Originally the board's tentative agenda listed BMB for the first day's discussion. The directors' review of BMB in November led to adoption of severe remedial steps in the research organization. These steps are felt in some industry circles to have met many of the basic objections to the second coverage study starting in March (see BMB story, page 31).

Plans to reorganize NAB also are slated for serious board discussion. The board's special realignment committee met Friday at NAB headquarters in Washington to explore the whole problem. Another committee meeting will be held Sunday in New Orleans prior to the full board session.

With decision of the board's convention committee to devote primary attention to sales and advertising at the April Management Conference in Chicago, the board itself will be faced with dollar-mark problems vital to the industry's future.

The new concept of the whole sales question involves many angles for management study. Some of these are:

- What to do when TV comes to a city.
- Telling radio's basic story via the American Radio Presentation.
- Meeting stiffer competition from white-space media.
- Brand new technique to bring retailers into radio in a big way.
- Finding a formula in which AM, TV and FM can get along together.
- Special problems of unaffiliated stations.

Convention week in Chicago will become a seven-day event, starting with registration Wednesday, April 6, with inspection tours and reception for delegates to the Engineering Conference. This program ends Saturday the 9th.

New feature of convention week will be the Sunday conference for unaffiliated stations. This event has the approval of the board's convention committee. Delegates will register separately for the unaffiliated meeting. A full day's program is planned, including a luncheon business session. Ideas for the meeting originated with the Unaffiliated Stations Executive Committee, of which Ted Cott, WNEW New York, is chairman.

Sunday's program also includes registration for the Management Conference. In approaching the sales problem, need of increasing revenues to finance improved programming will be stressed. Television will also, too, get more attention than at any previous convention week. NAB is discussing plans for greatly expanded TV activity as part of its reorganization.

THOUGH broadcast time sales passed $400,000,000 last year, an all-time record, the cake is being sliced thinner as new stations take the air and TV gets a continually expanding cut. Printed media competition is getting tougher, confronting broadcasters with a serious sales problem. NAB is preparing to take the lead in meeting this problem, with the board taking it up next week. The April convention will have a decided sales flavor.

NAB Maps All-Industry Sales Drive

By ED KEYS

RADIO suffered a hectic week on Capitol Hill and the storm flag has been hoisted over the industry.

The industry was urgently picked to pieces by Sen. Tom Connally (D-Tex.) before the Senate Rules Committee; was threatened with a continuing communications study by the Senate Commerce Committee; was facing the loss of the protective Taft-Hartley Law and was told the government reorganization plan could result in a station license spoils system.

But the industry may find some consolation — even if scant — in learning that Stratovision's growth will not be stunted . . . at the moment, anyway. But this project will continue under a watchful eye from the Capitol and legislation may be offered later to block any Stratovision licenses.

There was a note of cheer, too, from the House side, where radio found a protector in Rep. Charles Halleck (R-Ind.).

The kicks were administered in this fashion:
- Discrimination was leveled at the industry when the House Un-American Activities Committee barred radio, television, movie and still photographers from its future public hearings, but left the door open to reporters.
- Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, revealed that a continuing probe of communications was under consideration. He also indicated he would delay introducing a bill to prevent licensing of Stratovision.
- The Administration's bill to repeal the Taft-Hartley labor law would replace it with the more anemic Wagner law of the past.
- A bill to empower the President to reorganize the Executive Branch of the government was considered. Rep. Halleck pointed out that loopholes might project station licenses into the gift trough of the political spoils system. (See story, page 26).

Brews Radio Trouble (Continued on page 25)

CAPITOL CAULDRON

By ED KEYS

Also see Hoover Commission story, page 26

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- Sen. Connally claimed the existence "crooked radio" which resulted in the names of Senators (Continued on page 26)

February 7, 1949 • Page 25
GOP RADIO

GOP LEADERS are reforming their battle lines, with radio as "the spearhead of a revitalized fighting force," preparatory to launching an all-out public relations and vote-inspiring drive.

The giant public relations project launched by the Republican National Committee is the spearhead of a revitalized fighting force. The campaign was being planned last week by the Conference of Broadcasters, "holds the fate and fortunes of a political party."

A preliminary examination of the Republican party's campaign activities, he said, "clearly indicates that in the critical areas where the party lost, radio either was not adequately utilized or its dynamic power was dissipated through ineffective use."

Party leaders and workers on all levels will be fully indoctrinated on what measures must be taken "to reap the fullest benefits from radio and, of course, television," according to Mr. Ingle.

Radio Results

Mr. Ingle maintained that in areas where victories were scored by the GOP it had been established that properly utilized, the air waves can furnish the surest way to the hearts of the voter and to public office.

"We intend to use radio as the spearhead of a revitalized fighting force," the radio director told Broadcasters.

Mr. Ingle indicated that full details on the GOP use of radio in the critical and victory areas are not now available, as a complete analysis has not yet been completed.

Rep. Martin explained that the public relations drive, designed to advise voters on the activities of Republican Congressmen, had been endorsed by a conference last week of all House Republicans. He will select a publicity committee, of which he will be an ex officio member, to carry the Republican message to the people. Other committee members will be named by Rep. Martin, probably this week. Another ex-officio member of the publicity committee will be Rep. Leonard W. Hall (N.Y.), chairman of the National Republican Congressional Committee.

A well-paid staff will prepare the committee's messages to the people, according to Congressman Martin.

President Truman's sharp criticism of the 80th Congress was not adequately answered in the last campaign, in the opinion of Rep. Martin and other GOP leaders on Capitol Hill. Rep. Martin emphasized that his comments could not be construed as criticism of Gov. Thomas E. Dewey, the GOP Presidential nominee, or anyone else.

Looks to '52

He was determined, however, that the same mistake would not be made during the Congressional race in 1950 or in the 1952 Presidential contest.

Rep. Hugh D. Scott announced last Tuesday that henceforth "the Republicans are going to put a new look into politics." Congressman Scott, who is chairman of the Republican National Committee, applied a new interpretation to the party label GOP, he said, now stands for "Great on Progress."

Congressman Scott was on the West Coast to confer with party leaders in Pasadena and Santa Barbara, Calif.

Medium Planned as 'Spearhead'

The 1949 advertising campaign for Beech-Nut Gum, made by the Beech-Nut Packing Co., will get underway in February with the use of spot announcements on over 250 stations across the country in addition to magazines and Sunday supplements. Contracts for spots are for 52 weeks. Newell-Emmett Co., New York, is the agency handling the account.

The campaign was carried by radio spots only.

In a report issued last week, Sherman & Shore announced it spent close to half a million dollars on radio spots last year and in each case found such advertising paid the largest dividends for its clients. Spot radio campaigns for Girard's French Dressing over KLAC, KMPC and KFWB in the Los Angeles area increased business 25% for the company without supporting campaigns in any other media.

A similar campaign over Los Angeles and San Francisco stations jumped business 50% for California Central Airlines, another of the agency's accounts.

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AB'S PROGRAM STRESS

ABC is going in for programming in a big way in 1949. President Mark Woods said in Hollywood last Tuesday, joining CBS in pursuit of name talent.

Mr. Woods said that rather than cutting back its programming budget this year, ABC will spend more for AM programming than it spent last year. This is necessary to finance the dollar-draining appetite of television, he added. Corporately, he explained, "ABC is very able to handle its financing."

Meanwhile, in San Francisco for an affiliate meeting, Mr. Woods said ABC expects to do a $45 million gross business this year, as against $44.3 million in 1948. Most of the new business will be poured back into television, "which at the outset will be one of the quick-est ways to lose money," he said.

Mr. Woods said he expects CBS to become the most popular network for a year or so because of its recent talent acquisitions.

"But it won't retain its lead for long," he said. "We are dickering with four top comedy and dramatic stars right now, and there are new programs and talent coming along all the time. We lost Bing Crosby, but we still have "Stop the Music," and its popularity is growing."

Arriving late at a news conference in Hollywood, ABC's president said he was delayed "by a conversation with the star of another network."

"We're not selling ABC to 20th Century-Fox tomorrow or the next day," he said in answer to questions. In fact, he continued, the negotiations have been broken off and there is no present likelihood of a sale. At the same time he left the sales door open with the passing comment, "Anything is always subject to reopening."

Asked to explain sale of ABC stock by himself and others, Mr. Woods explained, "What happened was we needed a little money," and added that it's difficult to keep banks waiting. Next asked to explain the "coincidence" between the sale of stock and the almost simultaneous signing of five-year personal service contracts, he rephrased the wish of Board Chairman Edward Noble. Mr. Woods said that he had proposed the idea of such contracts but was always willing to accede to such a request "of the boss."

He termed the ABC KECA-TV television studio site as "the largest plant of its kind" in the world and said the network planned to spend approximately $1 million on its 20 acre Television Center in Hollywood. Mr. Woods believes radio will be very much alive 25 years hence even in the face of television. Conceding that radio may suffer from TV, he felt it will perhaps be strongest in the daytime.

Film, he said, will be a larger factor in television than at present. He said negotiations were underway with 20th Century-Fox for the release of film and that independent producers were also being considered including Hal Roach and United World.

KECA-TV, Hollywood owned outlet of ABC, will be on the air sometime in May, according to Mr. Woods. And he added that KGO-TV, San Francisco owned outlet, will likely be on the air within two weeks of KECA-TV.

Owing to time differences, Mr. Woods said that except for top special events possessing a quality of immediacy, a nationwide coaxial cable will be used "as frequently as possible." This he felt forces the importance of film in television's development. And once Hollywood is television-operated with its station, Mr. Woods said, programs will be put on there for kinescope distribution to the East just as well as eastern programs will be available in the West. He said ABC will always be interested in "new young talent" for he feels that will be one of the prime areas of television's personalities.

May Teletac Giveaways

Mr. Woods said ABC is considering the telecasting of giveaway programs over its television affilates.

He thought color television is at least 10 years away because, he felt, present processes are too expensive and too complicated.

On the loss of Bing Crosby, Mr. Woods also said he never anticipated to have lost Mr. Crosby, adding, "we knew nothing of the development nor did the sponsor until it was virtually sealed."

Asked whether there was any "coincidence" in the fact that Bob Hope has announced his intention of switching WHAS Louisville to ABC affiliation if successful in purchase, Mr. Woods replied, "we'd like to have WHAS" and "we're very friendly with Mr. Hope."

Although Mr. Woods declined to reveal the identity of any of the stars he was wooing, there is speculation as to whether any of the five unidentified might be Eddie Cantor and Lumm 'n' Abner. It is also understood that one star called Mr. Woods while he was in Hollywood, perhaps someone spoken to by William S. Paley, CBS board chairman.

The ABC president said that his network had already expended approximately $5 million and would spend approximately one and a half more on TV before being totally operative in five cities. He felt it might be five years before the network is operating in the black, in television.

Commenting on television's effect on events such as sports or movies, he said, "You can't keep people at home all of the time even with television." And he also recalled that Tex Rickard once left radio outside the boxing arena's door about 25 years ago as result of one poor gate, and that after 3½ years, radio's mile was restored to the ringside advantageously for boxing. And as to movies, he said that television would help to build larger audiences for better movies but can't help but compete with inferior ones.

Woods Maps Talent Plans

LOUIS HAUSMAN last week was appointed director of advertising and sales promotion for CBS. Mr. Hausman, who has been associate director of CBS advertising and sales promotion department since October 1947, joined CBS in 1940. Prior to his association with CBS he was advertising and sales promotion manager for the Electric Shaver division of Remington Rand and before that in the advertising and sales promotion department of American Safety Razor Co.

In his new position he will report to Victor M. Rattner, CBS vice president in charge of advertising and sales promotion.

HAUSMAN NAMED
CBS Adv., Sales Prom. Dir.

FCC January Report

FCC MONTHLY report for January shows that as of Jan. 31 the status of broadcast station authorizations and applications was as follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Authorized</td>
<td>2,218</td>
<td>592</td>
</tr>
<tr>
<td>Total on air</td>
<td>1,275</td>
<td>895*</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>1,293</td>
<td>893*</td>
</tr>
<tr>
<td>Construction permits</td>
<td>290</td>
<td>697</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,219</td>
<td>868</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>881</td>
<td>868</td>
</tr>
<tr>
<td>Deletion of licensed stations in January</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

*Includes 12 conditional grants and 459 construction permits.
ET NETWORK

FORMATION of a transcription network service under the name, Transcription Broadcasting System, was announced Wednesday by Ray Green, executive vice president.

The new service is a wholly-owned package producers, which will produce the shows for the new organization. TBS, as the transcription network is to be known, will start operations Feb. 15. It already has signed 116 stations to receive its complete service, Mr. Green said.

Five shows are to be delivered immediately to member stations. These are: Hollywood's Open House, featuring Jim Ameche as emcee and Ray Bloch and orchestra; Robbins' Nest, with Fred Robbins, disc jockey; It's a Great Show, starring Jackie Gleason backstage at hit shows; Anything for Laughs, with Comedian Prager-Scully, and The Radio Theatre of Famous Classics, dramatic show.

The five shows comprise eight and three quarters hours weekly in advertising and publicity set-up which will provide each station with press and promotion material on each show. A monthly mailed news service also will be sent to each newspaper in markets served by TBS members.

Selection of new shows will in part be determined by station members. Three times yearly, TBS will submit a questionnaire to members of five or six new shows available for immediate production.

According to Mr. Green, it is the goal of the transcription network to build up a system of about 500 stations carrying anywhere from 15 to 20 hours of TBS shows weekly for local, national and regular sponsorship.

Officers of TBS

Officers of TBS are: William J. McCambridge, president, who also is president of K-R and formerly was general manager of Press Association, AP's radio subsidiary; Mr. Green, executive vice president; David Piel, vice president; Theodore Green, treasurer; Howard Epstein, secretary; Arthur Simon, general sales manager, and former manager of Bulova stations; Stephen Girard, director of station relations, and formerly of World Broadcasting Corp.; David Finn, director of advertising, formerly of American Artists Group, and William Puder, director of publicity, formerly exploitation director of Samuel Goldwyn Productions. The Chicago office is to be headed by Arthur Beckwith, formerly with Joseph Hershey McGilvra, station representative. The Los Angeles office, to handle both production and sales, is under direction of Harold (Scrappy) Lambert, formerly of MCA.

Mr. Green

Mr. Green was cited for introducing his programs, including he developed a news transcription network, TBS, as the executive vice president of the newly formed BROADCASTING, as the major national half-hour rate weekly. As additional shows are added to TBS, further charges will be assessed, but these will be nominal, it was said.

TBS has elaborate plans to sell time to national advertisers on behalf of every client station. No promise of time sold, however, was made as a basis for selling membership in the network, it was said. The fact that the five shows were made available at the low rate was regarded as the main reason for most stations joining.

To Open New Offices

Stations were promised, however, that TBS would solicit national advertisers. For this purpose, it is the firm's plan to establish offices in New York, Detroit, Chicago, Los Angeles, Cleveland, Dallas and Atlanta. TBS will claim no fee for selling time, however, its only compensation being from the sale of memberships, it was said.

Each member station, while selling the programs to its local advertisers, will also report its availability of TBS shows to the New York office, which will distribute this information to the six branch offices. A program bulletin to all timebuyers at advertising agencies will be sent out monthly. TBS will also take place on a regularly scheduled basis in trade and advertising papers to make known these availabilities.

As part of its service, TBS will maintain in its New York office an

Kirby TO NBC

To Be Program Consultant

APPOINTMENT of Edward M. Kirby, former chief of the Army Radio Branch, as special program consultant of NBC at New York headquarters was disclosed Friday.

Mr. Kirby will report to Administrative Vice President Ken R. Dyla, now in charge of NBC program operations. The appointment, it was presumed, is in line with NBC's project to revitalize its schedules in the wake of the CBS "raid" on its top-rated programs.

Col. Kirby joined NAB in 1938 as public relations director, after serving on the executive staff of WSM Nashville. He was in the Army from 1940 until 1946 during which time he developed a number of network programs, including The Army Hour on NBC.

Mr. Kirby announced that he had disposed of his minority interest in WMAK Nashville. Since his retirement from active service he has engaged in general radio consultation. Mr. Kirby was a Peabody Award Winner in 1940 for his military radio work and was cited for introducing "Yankee ingenuity on a global scale" into military programming.

NEWLY formed Tennessee Assn. of Broadcasters affected the first statewide radio pool in Tennessee history when it covered the inaugural of Gov. Gordon Browning (r) at Nashville. A. B. Neil, state supreme court judge, administers the oath. All of the state's 50 stations are reported to have carried the broadcast.

Louis Ruppel

Chosen Director of CCBS

SELECTION of Louis Ruppel, former publicity director of CBS, as director of the Clear Channel Broadcasting Service (CLOSED CIRCUIT, Jan. 31), was announced last week by Edwin W. Craig of WSM Nashville, CCBS chairman, and Vernon A. Sholley of WHAS Louisville, chairman of the committee to choose the director.

Mr. Ruppel was expected to arrive at CCBS headquarters in Washington late last week. He had been slated to commence his CCBS duties Feb. 1 but was delayed temporarily by a cold. He succeeds Mr. Sholits, who resigned as director almost two years ago to become director of WHAS.

Now 45, Mr. Ruppel has a background of news, publicity, war service, and photography. After serving with the New York American and the New York Journal he became a political writer for the New York News in 1929, covered Gov. Roosevelt's first presidential campaign in 1932, and the following year was named U. S. Deputy Commissioner of Narcotics, serving in Washington until 1935.

He was managing editor of the Chicago Times from 1933-38, leaving the Times to become CBS publicity director. With the network from 1939-41, he moved next to Crownell-Collier Pub. Co. as assistant to the president. He resigned in late 1942 to join the Marine Corps, where he served as a last man and won the South Pacific Medal with one star.

Released by the Marines after about two years' service, Mr. Ruppel became executive editor of the Chicago Herald-American. He resigned in September 1945 to establish a photography business.

February 7, 1949 • Page 29
NEWSMEN LAWS

News Source Protection Is Sought

BILL providing protection for newspaper and radio newsmen from contempt of courts or other penalties for refusal to divulge news sources is on the Oregon Legislature. It was introduced by Senator R. D. Holmes (S-66), and is titled the "Radio-Newspaper-Television Protection Act."

In New York State, Senator Thomas C. Desmond described a bill he has introduced along similar lines as a means of promoting law enforcement. He made the statement after a survey of attorneys general of all the states.

Senator Desmond said protection of reporters, whether for newspapers or radio, from compulsory disclosure of news sources, safeguards the public interest.

"Anyone familiar with the history of reporting in our country," Senator Desmond wrote, knows that newsmen and newswomen have been in the forefront in the battle against corrupt judges, bungling politicians, black marketers and the stodgy saboteurs of democracy through the legislative power of exposure. That is why my bill to extend to reporters for newspapers and radio the right to keep secret their stories is so important—not only to newspaper and radio people, but to the public in general.

1. Free newsmen to expose waste and corruption in public office without fear of being hounded by citations for contempt and by threats of jail sentences.
2. Protect the sources of information which otherwise might be closed to reporters because of the informers' fear of being exposed or because of their identities are known.
3. Give legal recognition to the newsmen's code of ethics which bars revealing sources of information.
4. Implement, in a practical way, the Constitutional guarantee of free dissemination of news.

As radio reporting suffices expand and coverage of news by radio becomes even greater, the protection offered by my bill will become increasingly important. For the more vigorous and public-minded newsmen is the means of small-minded officials, who harass radio reporters, are the only tools they have to divulge the names of informants. This bill is a practical way to prevent the use of such tools to force radio newsmen to divulge their information.

When Augustus, Ga., reporter re-

SLANDER LAW

Sought in Georgia

LEGISLATION protecting owners of broadcast and television stations from liability for defamatory statements made by others was introduced in the Georgia Senate last week by Senators Land and Overby. It specifically exempts owners or agents from liability for defamatory statements made on behalf of a candidate for public office. Complainants would be allowed only "actual consequential or punitive damages as proved."


The House measure would repeal a present provision in libel laws which permits newspapers to retransmit "an honest mistake."

**PACKAGER**

Syde Is Head of New Firm

FORMATION of Fine Arts Productions & Television Guild has been announced in Hollywood by Milton Syde, president. The firm will package radio and television programs. Offices will be at 5927 Sunset Blvd.

The firm is building adjacent to its offices a 125-seat theater, ex-

**NBC BAN**

On Transcribed Shows Lifted

NBC last week officially approved the use of transcribed programs on the network, thereby becoming the last of the four major networks to break the one-time steadfast exclusion of such program fare [Broadcasting, Sept. 27, 1948].

Although NBC has occasionally used transcriptions in recent months, the admission of such shows on a large scale was, until the announcement of the new policy, pending.

Ken R. Dyke, NBC administrative vice president in charge of programs, said that transcribed shows would be shown when talent, agency, advertiser and network agreed that improvement would be obtained by the use of transcriptions.

Mr. Dyke said that high fidelity transcriptions would insure that there would be "no impairment to the quality of the transcribed programs."

NBC's Stations Planning and Advisory Committee, meeting in New York a fortnight ago, was advised of the network's intention to open its air to transcriptions and was said to have agreed to the plan.

**Camos-Pabst-Camay**

THREE radio advertisers ran a cooperative ad last Friday in more than 200 newspapers promoting their program, for Philco Corp., on ABC. Although it has not been definitely decided whether Mr. Crosby will continue to transcribe his programs when he moves to CBS next fall [Broadcasting, Jan. 24], it was presumed that CBS would not enter serious objection to such a procedure.

CBS several months ago announced it would use for summer programming transcribed repeats of the "Cameo ad" radio programs broadcast last fall, winter and spring—if advertisers desired to follow that plan.

Mutual has made considerable use of transcriptions for some time.

**Fram MBS Series**

THE FRAM Corp., Providence, R. I., will be the country's largest automobile filters manufacturer, will sponsor Fram Sports Thrill of the Week over 111 MBS stations, Jess Barnes, vice president in charge of sales, announced last week. Featuring Ed Thorgersten, the five-minute program, to be aired Saturdays, 9-65-10 p.m., beginning March 12, represents the company's first network venture to date. VanSant, Dugdale & Co., Inc., Baltimore, is the agency.

**WINNERS of first annual Emmy awards, presented by Academy of Television Arts & Sciences after recent Hollywood seminar sessions [Broadcasting, Jan. 31], are all smiles as they receive congratulations from Lewis Allen Weiss, Don Lee president and MBS board chairman. Winners and awards (1 to 12): Charles Mesak, KTLA, for technical achievement; Mike Stockey, KTLA, most popular program; Mr. Weiss; Shirley Dinsdale, KTLA, most popular personality; Stanley Robin, Marshall Green Productions and Radio-Television Productions, best film made for TV, and Klaus Landsberg, KTLA general manager and Paramount West Coast TV director, for outstanding station achievement. Proceedings were telecast by Don Lee's KTLA.**
GEORGIA MEET

WEIGHT of the Georgia Assn. of Broadcasters was thrown behind libel legislation, introduced in the State Legislature, at the Jan. 28-29 meeting of the association held at the Forrest Hotel, Rome.

Dean Griswold, general manager of WROM and State Representative from Floyd County, reported that House Bill No. 271 had been introduced. The legislation would free radio stations from libel suits for statements made by those who buy time on the stations. Belief was expressed that the bill will pass and become law.

The association voted to adopt Boy's Estate, a 350-acre plantation home for underprivileged boys at Brunswick, Ga. The home becomes a primary project for the year. GAB President John Fulton, WGST Atlanta, named this committee to direct the project: Robert W. Rounsaville, WXQI Atlanta, chairman; Edwin Mullinax, WLAD La Grange; M. Woodall, WDAK Columbus; Kenneth E. White, WMOG Brunswick. The association resolved that all member stations make a planned drive this year for the benefit of the home.

Fulton Presides

Some 70 Georgia broadcasters attended the meeting, with Mr. Fulton presiding. Thad Holt, WAPI, WAFM (FM) Birmingham, spoke on FM broadcasting. Following a panel discussion on selling, Mrs. C. C. Fuller, of Tusker Wayne Agency, Atlanta, reviewed time-buying problems. Frank Gaitlin, WGST, discussed problems of 50 kw and TV stations, with Mr. Rounsaville going into the outlook for small stations.

The national representative's viewpoint was presented by James Ayers, of Taylor-Borror, Atlanta. Mary Lou Coffman, assistant manager, Broadcasting, spoke on "Radio's Outlook for 1949."

Cocktail and buffet supper were held at the Collier Springs Club. Hosts were Rome station managers, Happy Quaries, WRGA; Mr. Coffman and Robert Leach, WLAQ Rome.

Those who attended were:

Ed Bernd, AP Atlanta; Bill Shepherd, WQCI Troy; Herman Whitmore, WQW Greenville; S. C.; Dan Schmidt, Geo. F. Hollinger Co., Atlanta; Tom Carver, WGLS Decatur; P. B. Walters Jr. and Fred W. Hill, Black, WMDY Rome; W. H. Waddy, WLRA Rome; Virgie E. Craig, WLTY Tuscaloosa; W. E. Newton, WLBJ Carrollton; Jimmy Matthews, WLLB; Bob Brown, WLW Cincinnati; Dr. Edward G. Newman; Thad Holt, WQPM (FM) Birmingham; Paul S. Martin, Tucker Leach; Atlanta; Jim Ayers, Taylor-Borror, Atlanta; Maury Long, Beacon; Lewis W. Hatcher, Lang-Worth, New York; W. E. Sowell, WWSL, Moultrie; Steward Ady, Atlanta; H. E. Johnson, WDFF, Americus; Lewis W. Hatcher, WLWA, Valdosta; EDN Volland, WQW Vidalia; M. Ed Whitmore, Greenery; WQO Columbus; William B. Jones, WAGA, Columbus; WQW Vidalia; Red Ledford, WRQN; Bill Armwood, WNDB, WNSA, Atlanta; Ed Mullinax, WLAD Newnan; Tim Latsis, WDAM, Savannah; Mrs. Robert S. getchell; WQW Vidalia; Frank Galpher, WSB Atlanta; Dean Covington, WROM Rome; Ed Woodall, Taylor-Borror, Atlanta; Louise Hardin, WBFM

BROADCASTING • Telecasting

ATTENDING the WEGA Rome, Ga., "new studio" party, held in conjunction with the GAB meeting were (seated, l to r) Don Naylor and Mr. Fulton, WGST Atlanta; Mrs. Fuller, and Mr. Quarles. Standing: Bevo Whitmire, WFBC Greensville, S. C.; Mr. Ayers; Charles Godwin, Mutual, Atlanta, and Don Schmidt, George Hollinger Co., Atlanta.

BMB STUDY

Frequency Breakdown Urged

BMBS technical committee, meeting Wednesday at the bureau's headquarters in New York, recommended a revised plan of reporting audience figures when the returns of Study No. 2 are tabulated and published.

Committee resolution, addressed to the research committee of the BMB board, calls for reporting not only the total weekly audience of each station in each county and measured city, but also the composition of that total in terms of listening—weekly, once a week, two or three times or five, six or seven days or nights a week. The resolution also recommends that the board research committee consider the elimination of average daily audience figures from the report.

These recommendations, the committee explained, are contingent on further study of data already assembled from a 24-hour test of the ballots to be used in Study No. 2. One matter to receive special study is the use of any day, one, two, or three, or all days of the week, and of the three frequency - listening segments. The board committee will probably withhold its final decision until it has had an opportunity to examine all data returned from the field in the forthcoming study.

The plan of the technical committee "can make BMB's data even more valuable and, equally important, more reliable to both buyers and sellers of broadcast time," according to Kenneth R. Baker, NAB director of research, who is on loan to BMB to conduct its second national survey.

"In our first study," Dr. Baker said, "we took all of the statistics gathered for a weekly period and reduced them to one figure—the total weekly audience per station per county or city. In the next study, we would not only make this reduction, according to the technical committee's plan, but in addition to the total weekly audience, the statistics from which this figure is derived would be reported and, as a result, we would come up with a picture of the audience in terms of the frequency of its listening. Ever since the publication of Study No. 1 in 1946, subscribers and others have been asking for a finer breakdown of the figures than a once-a-week report would allow."

Following the release by the U. S. Census Bureau of a revision of the population figures, on which BMB based its estimate of families and radio homes, a similar revision in the BMB figures is called for. On this point the technical committee asked BMB to decide as rapidly as possible whether it is more advisable to base the upcoming study on a re-estimate of 1946 families and radio homes, or to find means for making a valid estimate of 1949 homes which would have a closer chronological relation to the audience study.

A report was given the committee on the previous week's meeting of the engineering advisory committee and its plans for providing engineering data to aid in the interpretation and use of the BMB audience figures.

ATTENDING the meeting were:


Article by Mullen

LEADING article in the February issue of The Quill, published by Sigma Delta Chi, journalism fraternity, is by Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland, and WPIC Pittsburgh) on "How TV Can Both Rival, Stimulate Other Media." Mr. Mullen takes the view that television, far from becoming a dangerous rival to the press, will prove instead a stimulating one that can result in better newspapers.
THE COMPANY whose sale inspired it asked last week for repeal of FCC’s AVCO rule on station transfers.

Crosley Broadcasting Corp., facing a fight over its proposed $1,958,000 acquisition of WHAS Louisville because of the AVCO rule, asked the Commission to repeal the rule and to eliminate the bidding offering—Fort Industry Co. and/or Hope Productions Inc.—the petition charged.

To go through with FCC’s announced plan of holding a comparative hearing on the three purchase applications, the petition said, “will deprive [Crosley] of its property without due process of law contrary to the provisions of the Constitution.”

Meanwhile FCC was asked by Hope Productions to postpone the hearing, now scheduled for Feb. 28, for 60 days and to hold it in Louisville rather than Washington.

The importance of the facilities involved demands that time be provided for full preparation for the hearing, the Hope petition declared. Further, the petition asserted, the radio and screen commissioner’s current commitments, including “unremunerated public service” appearances, would not permit him to make adequate preparations by Feb. 28.

The Class 1-A WHAS and its associated FM and TV authorizations “will constitute the largest concentration of broadcast facilities” in Kentucky and exceed any facility in Indiana, “a large part of which state is served and will be served” by WHAS, according to the Hope petition, filed by the Washington law firm of Cohn & Marks.

The petition brought prompt opposition from the Courier-Journal and from Crosley.

Contest Postponement

They contended Mr. Hope had not advanced sufficient reasons for either postponing the hearing or changing its location. The Courier-Journal claimed a postponement “would eliminate any possibility of completing the sale before the Sept. 26 deadline specified in the contract, and said the time schedule in this case coincides with “past Commission practice.” Crosley claimed that Hope Productions, “if its application means anything,” had had since Dec. 15, when its application was filed, to prepare for the hearing.

While the application itself was hopelessly incomplete upon filing,” Crosley said of the Hope application, “no form has been taken since the said Dec. 13, 1948, to complete it.”

The reference to the Hope application as incomplete apparently related to Mr. Hope’s announced plan to enlist the support of Louisville people as minority stockholders, and to his statement that details of the program and technical matters would be developed fully at the hearing [BROADCASTING, Dec. 20, 1948].

Inquiry on Construction

In addition to the transfer hearing, FCC has ordered an inquiry to determine whether WJAI Louisville exceeded “diligently” with construction of its TV station, and whether its application for time to complete construction should be granted [BROADCASTING, Jan. 31]. This investigation was scheduled as a part of the hearing called for Feb. 28.

The WHAS-Crosley request for repeal of the AVCO public-bidding rule is not the first FCC has received. A Federal Communications Bar Assn. committee recommended it a few months ago, and there was speculation, even before the latest repeal petition was filed, that the WHAS case might be the last major transfer to which the rule was applied [Closed Circuit, Jan. 31].

Non-Union, Too!

WOE BETIDE New York’s commercial artists if potential clients fall in line with WOR New York’s lead. Scraping about for a suitable illustration to Ballyhoo its Pete-Kid Quiz (Mon.-Fri. 5-6:15 p.m.), the station came up with a drawing by one Peter Crawford of Scarsdale, New York, age three. When Crawford, a WOR account executive, little Peter sold his sketch, which roughly resembles four rough circles reputedly representing the show’s emcees, Dan McCullough and Bruce Eliot and two young listeners, for the remarkably low price of $15. The advertisement appeared in New York’s Herald Tribune.

WHAS BIDDERS

Crosley Asks AVCO Repeal

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DURR TO PRINCETON

Continues Law Practice

IT PAYRS to advertise, and don’t worry if the results sometimes seem a bit slow.

Over a period of many months, starting some years ago, reports circulated—and were duly relayed by broadcasting—that Clifford J. Durr, then on the FCC, would turn to teaching when he left the Commission.

He left with the expiration of his term last June 30. He opened a law office in Washington. He did not start teaching.

But last week it was announced that Clifford J. Durr has been appointed lecturer in Princeton U.’s Dept. of Politics for the spring term. He will lecture on “American Legislatures” starting Feb. 11 and conduct weekend classes thereafter, continuing his law practice in the meantime.

BALTO. APPEALS

3 Stations Contest ‘Gag’ Ruling

THREE Baltimore stations found guilty of contempt of court for violating the “Baltimore Gag” limiting publication of crime news have filed notice they will appeal [BROADCASTING, Jan. 31].

WBFF, fined $500 and costs by Judge John B. Gray Jr., filed notice of appeal last Monday in Maryland Court of Appeals. WFBF, similarly fined, filed its notice Tuesday and WITI filed Wednesday. WITI was fined $500 and James P. Connolly, commentator, $100, the court placing particular emphasis on a broadcast by Mr. Connolly.

Should the convictions be affirmed by the appellate court, the stations have indicated they will carry the case to the Supreme Court. National Newspaper Publishers Assn. plans to support the appeals as friends of the court.

Judge Gray ruled that the fundamental rights of free speech under the First and Fourteenth Amendments conflict with the right of an accused person to trial by an impartial jury, “at least in Maryland.”

He disallowed one paragraph of Rule 904 of Baltimore’s Supreme Bench on the ground that it is based on the old “reasonable tendency” concept, a rule which the Supreme Court has replaced with the rule of “clear and present danger to justice.” The paragraph violates the First Amendment, he held. It forbids “publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tend in any manner to interfere with the administration of justice.”

As to the defendant contention that the material broadcast was based on official statements by public officials, Judge Gray said their voices were low when they uttered the remarks but the broadcasts “literally blanketed the city.”

Defense Contention

In referring to defense argument that a vicious form of censorship exists under the Baltimore practice whereby newspapers phone judges before printing news about accused persons, Judge Gray said the newspapers do not have to call up any judge but that the judges have “taken upon themselves” the work of advising newspapers as to the rule. “I commend them for it,” he said. They were interested in the free flow of justice. I don’t see how the most ardent advocate of freedom of speech and of the press can distort that practice into censorship.”

Judge Gray said he approached the decision “with considerable comfort in the thought that we can find no publication of any matter which may prevent a fair trial, improperly influence the court or jury.”

CHECKING the camera before recent one-time telecast of Truth Or Consequences are (l to r): William Craig, night-time head of radio, Procter & Gamble; Stuart Ludlum, Compton Adv. television department; Ralph Edwards, m.c.; Harold J. Bock, western network manager of NBC television operations; Floyd Holm, Hollywood manager of Compton Adv.; Gil Ralston, Procter & Gamble television executive.

BROADCASTING / Telecasting
WHO is of course proud of its network (NBC) live programming, which gives our audience up-to-the-minute, world-wide coverage of special events, as well as the talent of outstanding entertainers, etc.

Local live programming, however, is equally important. Local live programming gives our station individuality in its program material, individuality in its performers, and a greater opportunity for community and regional Public Service.

The illustration above shows some interesting statistics on our Programming Department. The results of all this manpower and all these carefully-planned locally-produced programs, however, are far more spectacular than the mere figures:

FIRST, many of WHO's locally-produced shows get higher Hoopers than competitive network features;
SECOND, 42.4% of all the daytime radio families and 61.0% of all the nighttime radio families in Iowa "listen most" to WHO, according to the 1948 Iowa Radio Audience Survey.
Write for the complete Survey — or ask Free & Peters, Inc.

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

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
Scoops Competitor

KIST Santa Barbara scopped competing stations and newspapers on a hot story recently through the efforts of its ace reporter, Mr. Butcher, owner and president. Mr. Butcher was in Washington when he noted smoke billowing from a vent in the newspaper building. He called a friend at the paper and reported the fire, which was unknown to building occupants. Owner of the paper, Tom Storke, was in the dentist chair having a tooth extracted at the time, according to Mr. Butcher, when he heard the report—via KIST. Minus a tooth, he rushed back to WMCV to own fire, while KIST continued to air an on-the-scene report of a competitor's difficulty.

WMCA CASE

Award to Flamm Set Aside

Mr. Flamm Mr. Noble

Award of $490,419 to Donald Flamm, WMCA New York, in a suit against Edward J. Noble, chairman of the board of ABC, was set aside by the Appellate Division of the New York Supreme Court last Monday.

In a unanimous opinion, the court said the jury might have found either way on the basis of the evidence but that the trial was attended by so many out of order and prejudicial incidents on both sides that the higher court was not "confident the verdict was fairly arrived at."

1946 Verdict

Mr. Flamm, seeking $850,000 in damages, charged in the suit that he had been coerced, under threat of losing his license, into selling the station on Jan. 17, 1941. The jury returned a $350,000 verdict on March 1, 1946. This was increased to $490,419 by interest and court charges.

Philip Ludwig, attorney for Mr. Flamm, said he would seek a new trial as soon as possible. "We will be very happy to retry the case," he said.

WMCA is presently owned by Nathan Straus, who bought it in 1942 from Mr. Noble for a reported $1,250,000. Mr. Noble paid $850,000 for the outlet.

CHARLES H. BICKERTON (second from 11), with KKDA Pittsburgh's technical department since station's first broadcast in 1920 and an employer of residence since 1941, retired to private life Feb. 1. Among the gifts he received was this Westinghouse radio being presented by Frank Baudino (r), KKDA manager. J. B. Conley (l), general manager of Westinghouse Radio Stations, and Mrs. Bickerton watch presentation.

NAB DIRECTORS

Balloons Sent Listing 122 Nominees

Balloons for election of eight district directors (odd-numbered districts) and eight directors-at-large were mailed to the NAB membership Saturday by Ernst & Ernst, New York accountants handling the association's nominations and elections.

The ballots include names of 122 nominees for the 16 board vacancies and must be in the mails by midnight of Sunday, Feb. 20. Certified results of the ballotting will be announced shortly after March 1. Newly-elected directors will take office April 13 at the conclusion of NAB convention week in Chicago.

Number of nominees was small in the case of district directors, with John F. Meagher, KYSM Mankato, unopposed in District 11. Under NAB-by-laws members of District 11 must go through the form of filling out election ballots. No provision exists in the by-laws for write-in votes on election ballots.

All present district and directors-at-large were renominated. Henry P. Johnston, WSGN Birmingham, present District 5 director, was renominated and also was nominated for medium stations. He declined the district nomination in favor of the medium station ballot.

The list of nominees on the ballots is final, all persons nominated for more than one directorship having exercised their choice.

No election will be held in District 9, Charles C. Caley, WMBD Peoria, having been reelected at the district meeting last summer.

In the recent nominations at least three votes were required to qualify for the election.

Those nominated for board vacancies follow:

DIRECTORS AT LARGE

LARGE STATIONS: Don Davis, WBSB Kansas City; John H. Witt Jr., WSBA Nashville; E. K. Hartenower, KCMO Kansas City; Harold Hough, WHAP Fort Worth; Howard Lane, WWJ Chicago; C. T. Lucy, WRIA Richmond; Ya. M. Paul, WTVT Hartford; John M. Butler, Jr. WSGN Atlanta; John P. Fatt, WGR Cleveland; Victor A. Shois, WHAS Louisville; James D. Shouse, WLW Cincinnati; Glenn Snyder, WLW Chicago; Theodore N. Goodhue, WOR New York.


DISTRICT DIRECTORS

DISTRICT 1: Carleton D. Brown, WTVL Waterville, Me.; C. Glover DeJarney, WPTP Hartford, Harold Fel-lows, WEEX Boston.

DISTRICT 3: George D. Coleman, WGBI Scarsdale, Pa.; Victor C. Diehm, WAZL Hazleton, Gordon Gray, WIP Philadelphia; T. W. Metzger, WNFV Wilmington, Del.

DISTRICT 5: James M. LeGate, WMMI Cleveland; William H. Whipple, WJBC Tampa; Dwee' Urdiege, WQAM Miami; Allen M. Woodall, WDAK Columbus, Ohio.

DISTRICT 7: R. A. Bogle, WBNR Columbus, Ohio; John J. Cerv, WHOT Canton, Ohio; Gilmore N. Num, WLAP Lexington, Ky.

DISTRICT 11: John F. Meagher, KYSSM Mankato, Minn.


DISTRICT 15: B. Floyd Farr, KEEN Colfax, Calif.; William W. Moulton, WLS San Francisco.

FTC'S FERGUSON

Recommended for 4th Term

President Truman was asked last Wednesday to reappoint Garland D. Ferguson as a member of the Federal Trade Commission the past 21 years, for another seven-year term. The recommendations were made by the Democratic Senator-s from North Carolina (Mr. Ferguson's home state)—Clyde R. Hoey and J. Melville Broughton.

Com. Ferguson's Senate term expired last year. Senate approval of his reappointment failed to materialize in the waning days of the last session, presidential reappointment and Senate approval of Mr. Ferguson, a Demo-cr, are anticipated, according to Congressional sources. Mr. Ferguson, who continues to serve on the Commission since expiration of his term.

President Truman is also expected shortly to fill an FTC vacancy by the resignation of Robert E. Freer, effective Dec. 31 [Broadcasting, Dec. 27, 1948]. His successor will be named from the Republican ranks. Prospective positions on the Commission will be open for Robert John W. Gwynne (R-Iowa) and former Senator John J. Cooper (R-Ky.). Both were defeated in last year's elections.
This'll fool you!

They call this a "screen backdrop" in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!
KEEPING pace with the rapid expansion of television, Television Broadcasters Assn. will initiate three new services for its members within the next 30 days, Will Baltin, TBA secretary-treasurer, announced on Friday.

At the same time Mr. Baltin announced that Dan Regan, former newspaperman and public relations executive, has joined the TBA headquarters staff as public relations aide. He will serve as liaison between TBA and trade and daily press editors and assist in the preparation of the organization's reports to members on TV development.

New TBA services will be:
1. A monthly program exchange service to provide a complete list of new programs on member stations, including information on type of program, studio and film requirements, personnel needed, sponsorship possibilities, etc.
2. Quarterly "status of the industry" reports, to include data on set manufacture and ownership, coaxial cable and radio relay facilities for TV networks, number of advertisers and classes of sponsor-ship, quarterly average ratings of top programs made by The Pulse, Hooper and others.

The television reports loose-leaf binder which TBA introduced two years ago will be expanded to include additional information on applications and construction permits for TV stations, as well as on personnel at stations now operating. TBA also contemplates the creation of new committees to deal with industry problems: A legal committee to advise members of copyright, music and literary clearances, etc., and an advisory committee of advertising agencies and station representatives to work with the TBA commercial operations committee, with the standardization of rate cards and formats as an immediate problem.

Chairmen Named
J. R. Poppele, TBA president, has named the following committee chairmen for the coming year: F. J. Binghley, WOR-TV New York, engineering; Lawrence W. Lowman, CBS, program, finance; G. Emerson Markham, WRGB (TV) Schenectady, commercial operations; Allen B. DuMont, DuMont Labs, membership; O. B. Hanson, NBC, station operations and standards; Paul Rainbourn, Paramount Pictures, publicity and promotion; Kenneth Bartlett, Syracuse U., educational; Ernest A. Marx, affiliates division.

Regional chairmen, appointed last year to direct regional membership drives and other activities continue: Walter J. Damm, WMJ Milwaukee, and western; Charles H. Crutchfield, WBT Charlotte, N. C., southern; Klaus Landsberg, KTLA Los Angeles, western.

Mr. Regan had worked with United Press and Transradio Press and in the Washington newrooms of ABC and NBC prior to World War II. During the war he was a correspondent for Stars & Stripes and following the war's end he was Berlin bureau chief of the Stars & Stripes magazine, Weekend, and public relations director of the American Red Cross in Italy. Last year, as a staff member of Warwick & Legler, he prepared radio material for the Democratic National Committee.

Board Approves
The TBA board has approved four new members, three active and one affiliate. New active members are: EPRC Houston, with Jack Harris and Harvey Wheaton; representatives to TBA; WPBM Indianapolis, with Harry M. Bitner and Harry M. Bitner Jr., as representatives.

EISENHOWER
ABC last week wrapped up television's biggest documentary package when it became the exclusive owner for 21 months of the television film production of Gen. Dwight D. Eisenhower's "Crusade in Europe."

In doing so, it invested a reputed $600,000 and took a chance on getting its stake back through finding sponsors for the series of half-hour, two-reel episodes.

It was learned that ABC has had several approaches by prospective sponsors for the series, which is to be given its premiere in early March.

The network is holding each of the chapters for sale at $15,000, with time and line charges to be additional. This adds up to a $390,000 talent charge for all 26 episodes, but the sponsor will be given the right to re-run the series at no further talent costs, paying only time and line charges.

All rights to the Eisenhower book belong to Doubleday and Co., publishing house. Doubleday sold the television film rights to 20th Century-Fox Film Corp., which is using March of Time to prepare the series.

Announcement of the series was made jointly by top executives of all the companies involved: Edward J. Noble, chairman of the board of ABC; Richard de Rochemont, producer of "March of Time"; Spyros P. Skouras, president of 20th Century, and Douglas M. Fairbanks, president of Doubleday.

Mr. de Rochemont, who has been conferring with Mr. Skouras and Peter Levathes, head of 20th Century-Fox television activities, declared that the series "will constitute the biggest output of motion pictures by a film company specifically designed for television to date."

The television series will run while the Eisenhower book is leading the country's best-seller list. Series may be a test of what television can do to book sales.

The book company will get a fixed fee for the rights it sold to 20th Century.

Three New Services Planned

WASHINGTON — The TBA has announced establishment of three new services for its members, effective next Monday.

To Be Formed Next Monday

AUTHORS League is calling a meeting of television writers Feb. 14 in New York for the purpose of setting up a television writers guild. The new guild would become a brother organization of the Radio Writers Guild, which also is a member of the parent Authors League.

Decision to form a separate video writers organization, instead of taking care of TV contractual and other problems through existing guilds like the RGW or the Screen Writers Guild, was made because it was thought the conditions of television demanded a separate organization.

It also is believed that in back of the minds of the organizers is the desire to avoid any jurisdictional clash among existing guilds through the creation of a completely new organization.

The meeting will be held at the Holland House, New York. The ALA's television organizing committee, headed by Rex Stott, is making the arrangements. Evelyn Burke, secretary of the committee, is compiling a list of Authors League freelance and staff television writers to whom invitations will be sent. More than 100 writers are on the list.

The problem of how to handle television has been the subject of ALA committee action for some years. The league's council last August authorized the formation of a guild.

High TV Rating

The Kid Galavan-Ike Williams boxing bout on Jan. 28 received the highest New York televiewing ever given a fight, according to The Pulse Inc., New York. Its 10:30 p.m. rating was 50.7, topped that evening only by the premiere of Admiral Radio Review, carried on both WABD (TV) and WNBT (TV) New York, 9-10 p.m.
THE TWO LARGEST markets in the electrical field for 1949 will be television and FM, H. C. Bonfig, vice president of Zenith Radio Corp., predicted in an address Wednesday at the Western Winter Market in San Francisco.

"Nearly all set in our more populous areas is ripe for replacement by FM," he said. "FM is a continuing, growing business, for each top quality set sold will of itself create a market for several more."

Mr. Bonfig told the California audience that television "has become a banana skin to those who began in your state 100 years ago."

The zenith official cautioned, however, against becoming so excited about TV that the radio business is forgotten. He doubted if the time will ever come when all sections of the country are blanketed by television. He said: "Even in the most TV-conscious areas, manufacturers and dealers who underestimate radio are doing themselves a grave injustice."

Mr. Bonfig noted a trend away from small manufacturers toward a newer number of large ones "who have the capital, and the research and manufacturing facilities required for the blue chip operation that radio-television has become."

He said Zenith's Phonievision will make TV stations possible in small cities that could not possibly support them by advertising revenue alone, thus broadening the market for receivers.

VIDEO ETICS

Strengthened at WWJ-TV

IN a memo to the staff of WWJ-TV Detroit, Harry Bannister, general manager, has reiterated the station's self-imposed standards covering morals, propriety and the social amenities. He pointed out that "the television audience is more sensitive and more vivid and compelling than radio, it must be stricter and severe in its ethics."

"Our television programming at all times must be so meticulously correct that no portion of our schedule will give offense in the slightest degree to any time. A list of all taboos would be too lengthy. In all cases, good taste, propriety and the avoidance of offense must be the ultimate guide."

It was charged the producer with responsibility in carrying out the standards and points out that "he is further removed from the air—summarily—any offender, no matter what the consequences may be."

WELL WISHERS at recent opening of KNBH, Hollywood television outlet of NBC (I to S): S. Fox, president and general manager of KDYL Salt Lake City AM-TV operations; Sidney N. Strotes, NBC administrative vice president; John Elwood, manager of NBC San Francisco; Harry Butcher, owner of KIST Santa Barbara.

BROADCASTING / Telecasting
By GEORGE B. STORER

As OF NOW, we have found that it is possible to operate a television station in a trading area of half a million people on approximately $15,000 per month, exclusive of depreciation and amortization charges.

The experience of Fort Industry Co. in three markets—Toledo, Detroit, and Atlanta—indicates that this can be done.

Currently, we have established this budget for one of our TV stations. The $15,000 budget for the station is based on operations without network programming via coaxial cable. Hours of operation are limited to test pattern and program periods, between 2 p.m. and 10 p.m., six days per week.

Pledging upon certain assurance from the sister AM station, we are confident we can continue to operate this station under such a budget.

And, at this point, we also are able to determine the indicated break-even point in future operations.

GEORGE B. STORER, president of The Fort Industry Co., delivered a talk before the CBS Television Clinic, Jan. 21 on the operation of a television station in a market of a half-million on a budget of $15,000 monthly. Although the clinic was a closed meeting, his address occasioned considerable comment.

BROADCASTING invited Mr. Storer to summarize the points made before the clinic in this article. Fort Industry, under Mr. Storer, in the past year has been forced to seek ways of cutting costs by putting three television stations on the air—WJBK-TV Detroit, WAGA-TV Atlanta and WSPD-TV Toledo. Fort Industry also owns six AM stations; four on CBS; WWVA Wheeling, WAGA Atlanta, WGBS Miami and WMMN Fairmont (W. Va.); WLOK Limo, Ohio on NBC, and WJBK Detroit, independent.

of the TV station. We believe that when such a station attains an income of about $18,000 a month, a break-even point, omitting depreciation and amortization charges, will be reached.

However, reaching $18,000 per month income in such a trading area at present time is not an easy accomplishment.

In one of our markets, for example, through an intensive selling campaign before going on the air, we developed monthly time sales of $9,330. Five months later, after a continuation of selling efforts, we have attained only $10,739 a month in sales.

It is now indicated that the solution to more time sales means lengthening the broadcast day. We don't see how, with the present limited set circulation, rate increases would be justified. So, extending hours on the air will involve expenditures, requiring still further expenditure.

Detailed financial operations of the kind of station here described I outlined before the CBS Television Clinic in New York last winter. The decision to make public such an outline was reached for two reasons:

1. To counter reaction to reports that from $22,000 to $58,000 a week were being lost in television by a station and that therefore such losses were to be expected, in a moment frightening to prospective television station operators.

2. To make public what we believe is the true financial picture of conservative wide operations to other CBS affiliates. By doing this, we hoped to remove the pall of fearsome financial fog which has hovered over the radio broadcasting industry for some months past.

In making these figures public now, to wider audiences, we feel it necessary to be somewhat guarded in details in order not to hurt our own competitive position in our markets. Station rivalry is already intense.

Our first television station cost us $448,435.20. Here's the summary of our transmission costs:

TRANSMITTER:

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Transmitter and transmitting equip</td>
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<tr>
<td>Mobile truck and equipment</td>
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<tr>
<td>Building</td>
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STUDIO:

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<th>Cost</th>
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<tr>
<td>Lighting</td>
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</tbody>
</table>

The costs of $448,435.99 can be substantially reduced if an existing high building is utilized to house transmitter and act as the tower base, in so doing, as much as $125,000 can be shaved off the construction costs.

A breakdown of these construction costs is given at the end of this article.

To operate a similar property, the monthly budget can be summarized as follows:

<table>
<thead>
<tr>
<th>Department</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating department</td>
<td>$2,600.00</td>
</tr>
<tr>
<td>Productive department</td>
<td>$5,048.31</td>
</tr>
<tr>
<td>Total</td>
<td>$7,658.31</td>
</tr>
</tbody>
</table>

Mr. STORER

But not depreciation and amortization and interest. Our costs are based on the $15,000 monthly budget and the $10,000 monthly revenue, our out of pocket or cash loss would be about $60,000 per year. Depreciation and amortization charges, but not including interest on our investment, add to our loss the sum of at least $80,000, making an anticipated loss of $140,000 per year. To this should be added a generous sum for "starting up" extraordinary expenses in an amount of not less than $25,000.

It would be wise to anticipate, then, that a station such as we have outlined will lose approximately $150,000 a year for an undetermined period of time.

We further believe, however, that a break-even point, exclusive of amortization and depreciation, can be achieved at the $15,000 point, as mentioned before. For the moment, we are making no estimate as to the break-even point including these charges.

But we do forecast that profitable operations are possible in the television field. That time will come when we are able to do what was necessarily made to be profitable radio operations—do full time.

Any veteran of the radio business may recall that station operation was a tough problem in the days of short operations. The entire picture changed when time was sold practically around the clock. We feel that this will be necessary for television at a profit.

Now, in further detail, here's our monthly operations budget:

OPERATING DEPARTMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, engineers and camera</td>
<td>$2,955.00</td>
</tr>
<tr>
<td>operators</td>
<td></td>
</tr>
<tr>
<td>(includes half-time chief engineer,</td>
<td></td>
</tr>
<tr>
<td>transmitter technician, one studio</td>
<td></td>
</tr>
<tr>
<td>technician, two remote engineers,</td>
<td></td>
</tr>
<tr>
<td>two camera operators, one projectionist, and one audio operator)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Admin expense</td>
<td></td>
</tr>
<tr>
<td>Engineering services</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Heating, lights, power</td>
<td>$900.00</td>
</tr>
<tr>
<td>Remote antenna installation</td>
<td>$114.00</td>
</tr>
<tr>
<td>Remote line expense</td>
<td>$150.00</td>
</tr>
<tr>
<td>Rental and maintenance</td>
<td>$300.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>$50.00</td>
</tr>
<tr>
<td>Total</td>
<td>$5,864.00</td>
</tr>
</tbody>
</table>

MISCELLANEOUS (Overtime, etc.)

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$5,864.00</td>
</tr>
</tbody>
</table>

PRODUCTION DEPARTMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, commissions and commis-</td>
<td>$1,348.33</td>
</tr>
<tr>
<td>sion to agency national representa-</td>
<td></td>
</tr>
<tr>
<td>tions (includes program manager,</td>
<td></td>
</tr>
<tr>
<td>ass. to program manager (part time), stenographer (half time), two part time studio hands, photographer, film and secretarial (half time, inexperienced), Cartage, freight and express, Film rentals, telephone, film and supplies, Music license fees, Photos, film and supplies, Rights, Studio stage supplies</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$5,864.00</td>
</tr>
</tbody>
</table>

SALES DEPARTMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, commissions and com-</td>
<td>$1,348.33</td>
</tr>
<tr>
<td>mission to agency national repres-</td>
<td></td>
</tr>
<tr>
<td>tations (includes program manager,</td>
<td></td>
</tr>
<tr>
<td>ass. to program manager (part time), stenographer (half time), porter, water man, cart man, Sales promotion</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$5,864.00</td>
</tr>
</tbody>
</table>

ADMINISTRATIVE AND GENERAL

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, business manager (half-</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>time), bookkeeper and secreta-</td>
<td></td>
</tr>
<tr>
<td>rionist (half-time), porter, water</td>
<td></td>
</tr>
<tr>
<td>man, cart man</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Total</td>
<td>$5,864.00</td>
</tr>
</tbody>
</table>

Taxes

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll</td>
<td>$150.00</td>
</tr>
<tr>
<td>Rent and personal</td>
<td>$350.00</td>
</tr>
<tr>
<td>Rent</td>
<td>$275.00</td>
</tr>
<tr>
<td>Total</td>
<td>$750.00</td>
</tr>
</tbody>
</table>

CONSTRUCTION COST

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter and Transmitting equip</td>
<td>$75,500.00</td>
</tr>
<tr>
<td>TV transmitter</td>
<td></td>
</tr>
<tr>
<td>Sideband filter</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Monitoring equipment</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Waveform demodulator</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Power supply unit</td>
<td>$4,015.00</td>
</tr>
<tr>
<td>Megawhiz</td>
<td>$125.00</td>
</tr>
<tr>
<td>Limiting amplifier</td>
<td>$850.00</td>
</tr>
<tr>
<td>Loudspeakers (2)</td>
<td>$580.00</td>
</tr>
<tr>
<td>Display</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Oscilloscope</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Distortion meter</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Dummy load</td>
<td>$850.00</td>
</tr>
<tr>
<td>Service engineer for installation</td>
<td>$741.00</td>
</tr>
<tr>
<td>Video sweep generator</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Pushbutton audio oscillator</td>
<td>$350.00</td>
</tr>
<tr>
<td>Visual frequency monitors</td>
<td>$245.00</td>
</tr>
<tr>
<td>Frequency meter</td>
<td>$265.00</td>
</tr>
<tr>
<td>Animal station monitor</td>
<td>$125.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$104.31</td>
</tr>
<tr>
<td>Total</td>
<td>$104,017.77</td>
</tr>
</tbody>
</table>

MOBILE TRUCK AND EQUIPMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camera field pickup equipment</td>
<td>$32,500.00</td>
</tr>
<tr>
<td>Field relay receiver and relay</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Field equipment</td>
<td>$1,300.00</td>
</tr>
<tr>
<td>Light mixing cabinet</td>
<td>$710.00</td>
</tr>
<tr>
<td>Signal control cabinet</td>
<td>$710.00</td>
</tr>
<tr>
<td>3 telephone lenses</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>Power regenerator</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Oscilloscopes</td>
<td>$250.00</td>
</tr>
<tr>
<td>Halogen lamp</td>
<td>$75.00</td>
</tr>
<tr>
<td>Telechron</td>
<td>$350.00</td>
</tr>
<tr>
<td>Miscellaneous equipment</td>
<td>$2,810.00</td>
</tr>
<tr>
<td>Total</td>
<td>$44,750.85</td>
</tr>
</tbody>
</table>

(Continued on page 57)
In Maryland it’s WMAR-TV for Services

It takes more than a transmitter to make a first-class television station. The status of a television station can be measured by the completeness of the services it offers its clients and community.

In Maryland, it’s WMAR-TV for completeness of services offered to its clients and audiences. Two completely equipped mobile units give on-the-spot service. A completely equipped motion picture camera unit offers the services of local film shows; film commercials, local film clips and animated show introductions. And, of course, a completely equipped studio offers all the necessary services for a finished studio show.

In addition to these three basic services, WMAR-TV offers the services of its television art department and promotion department. All these, plus a deep understanding and appreciation of the community it serves, makes WMAR-TV program service complete.
DETAILS of a musical scholarship audition program are drafted by (l to r) Harmon Hyde, WPJB (FM) Providence program director; William Kos- ter, station manager, and Prof. Arlen Coolidge, Brown U. music dept.

LOUIS G. COWAN (r), package producer, congratulates Paul Nay of Jane Lew, W. Va., winner of "Oscar" on Mr. Cowan's R. F. D. America, for being nation's "Farm Champion of the Year."

NEW building for Atlanta Journal-WSB Atlanta licensee, is discussed on WSB Views of the News by (l to r) George Biggers, Atlanta Journal Co. pres.; Wright Bryan, editor, and James Cox Jr., v.p. and son of owner.

DEMONSTRATING radio introduced Amaze Instant Dessert to Pittsburgh Radio and TV Club are (l to r) George Tone, KDKA Pittsburgh; Gladys Borne, WISR Butler, and Carl Dozer, WCAE Pittsburgh.

JOINT meeting of Boston Ad Club and Radio Executives Club Jan. 25 heard FCC Chairman Wayne Coy (second from l) shown with (l to r) Charles Kolster and Walter Butterworth, both FCC, and William McGrath, Executive Club president and WHDH Boston managing di- rector.

LOWELL Watts, KLZ Denver farm rep- porter, interviews "Arthur Godfrey," a champion steer in Denver's Nat. Western Stock Show, held by his owner, Ruth Ann Harkness.

WHEN one KSD-TV St. Louis spot produced over 4,000 requests for free pencil, Leonard Lipic, head of offering firm, appeared on air to explain the unexpected problem of shipping delay.

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NAB Standards are reviewed at Chicago Radio Management Club by (l to r) Hal Rorke, J. Walter Thompson; Judge Miller, NAB; Arthur Harre, WJJD Chicago; William McGuiness, club pres., WGN Chicago; Kay Ken- nedy, club treas., Olian Adv.; Auguste Mathieu, Off the Street Club dir.
Year after year, they keep coming back

Here are some of the veterans on WFAA:

- Twelve firms that have used WFAA for 15 years or longer. Thirteen others have been with WFAA between ten and fifteen years; and 26 for more than five years.
- B & B Cafe — downtown restaurant
- T. W. Burleson & Son — honey
- Interstate Cotton Oil — Mrs. Tucker's shortening and margarine
- Fant Milling Co. — flour and baking powder
- W. A. Green — department store
- Linz Brothers — jewelers
- Lone Star Gas Co. — public utility
- McGaugh Hosiery — hosiery manufacturer
- "Doc" Jackson's Garage — auto repairs
- Bulova Watch Co. — watch manufacturers
- General Mills — food products
- Proctor & Gamble — soap products

It takes "Know How" to keep sponsors happy, and WFAA is mighty proud of its renewal record, with 51 sponsors who have kept coming back for five, ten, fifteen years or longer.

Renewals depend on results! And these old-timers on WFAA's list of advertisers know that results are the combined product of programming know-how, fine production facilities, as well as comprehensive coverage and established audience. It takes them all to build the kind of sales that WFAA advertisers demand and get!

Represented Nationally by
EDWARD PETRY and COMPANY

WFAA

DALLAS

820 NBC • 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both frequencies.
CHARGES of monopoly and delay last week as the fight over American on "interconnection" of its network pre-decision round before FCC.

The telephone company on one hand and the broadcasting and telecommunications industry on the other summarized their respective views in proposed findings and conclusion submitted for study by FCC in reaching its own decision.

The question, explored in several weeks of hearings before FCC examiner J. Fred Johnson Jr. (Broad- casting, Oct. 4, 11, Nov. 8, Dec. 6, 1948), involves AT&T's policy against connecting its intercity television facilities with those of other companies except where the telephone company has none of its own available. This phase is Part I of an investigation of the network television operations of both AT&T and Western Union.

AT&T defended its policy as being vital for "efficiency of operation and the maintenance of quality of service." Broadcasters who filed briefs reiterated that it would retard television, while Western Union and AT&T intercity service and install its own facilities will be permit to link them with AT&T equipment for "at least 30 months," and it said that the puts in facilities to his city in the meantime. This is true if the broadbanding needs Interconnect for service over such as New York's Amateur Hour, and Old Gold Party Time, both sponsored by L. Lovill & Co., as well as the quarter-hour of ABC's Stop the Music sponsored by Lo- rillard. In addition, he superseded the production of television commercials for Lustre Cream and Lead. A member of the Westchester Country Club, Mr. Keesley has been married since 1931 to the former Frances Hayden. While his advertising skill is in his after-hours proficiency as a landscape artist. He created the admirable setting for his own Westchester home.

On All Accounts

(Continued from page 30)

was appointed to the vice presi- dency of the agency in charge of all radio and television.

In his present capacity he supervises various such as WABD (TV) New York's Amateur Hour, and Old Gold Party Time, both sponsored by L. Lovill & Co., as well as the quarter-hour of ABC's Stop the Music sponsored by Lorillard. In addition, he supplements the production of television commercials for Lustre Cream and Lead. A member of the Westchester Country Club, Mr. Keesley has been married since 1931 to the former Frances Hayden. While his advertising skill is in his after-hours proficiency as a landscape artist. He created the admirable setting for his own Westchester home.

To television were raised and denied Telephone & Telegraph Co.'s policy that television facilities entered its final - proposed findings were Television Broadcasters Assn.; Allen B. Du- Mont Labs, which relays direct pickups from its WABD (TV) New York to WRHT-TV New Haven, Conn.; Philco Corp., which operates a radio relay between Philadelphia and New York. Western Union also has a New York-to-Philadelphia line.

Discussing its intercity TV fa- cilities, which television spokesmen claimed to be inadequate, AT&T said extension of the present net- work "to complete the link between the Midwest and the West Coast will come, after 1950.

The telephone companies' investment in network video facilities, the brief reported, approximates $20 million, "and it is obvious that the nationwide network which would result would require the invest- ment of sums many times as great."

AT&T Contention

AT&T contended that "unre- stricted interconnection" would "increase the cost of service and ad- verse affect the rates." The company's policy promotes "orderly and rapid development" of nation- wide intercity networks, the company declared. Its findings were prepared by John T. Quisenberry, now general counsel of Chesapeake & Potomac Telephone Companies; S. Whitney Landon, general attor- ney of the AT&T Long Lines Dept., and Ernest D. North, Long Lines attorney.

Western Union, in findings pre- pared by William Wendt, noted that AT&T's own intercity rates are presently inoperable because of the AT&T restrictive tariff pro- visions.

WU held that (1) refusal of a common carrier to interconnect with another common carrier is unreasonable and unlawful, but (2) refusal to interconnect with a private carrier is not.

Western Union agreed with AT&T in interpreting FCC's poli- cies as meaning that the field of intercity television relaying should be pre-empted by the common car- riers.

The TBA claimed that "the (TV) facili- ties of the telephone company are inadequate, its plans tentative, and its (interconnection) rule coercive.

The TBA findings, prepared by T. E. Brown of Roberts & McInnis, Washington, held that "actual application of the rule in the past has resulted in absurd im- portunities and will be contrary to the public interest and to a stable television industry."

The rules create a "monopoly," the TBA contended.

A television broadcaster "should have the right of election as to the video relay facilities which he will use in meeting the requirements of the Commission and the public interest," TBA asserted.

Philco Corp., in a brief prepared by Henry W. Weaver of House, Weaver, Washington, state that "the government" policy of AT&T should be frozen at its present stade by delivering this entire field [intercity video facilities] to one company."

Philco said FCC should "encour- age anyone who is prepared to make facilities available. This phase is Part I of an investigation of the network television operations of both AT&T and Western Union.

AT&T defended its policy as being vital for "efficiency of operation and the maintenance of quality of service." Broadcasters who filed briefs reiterated that it would retard television, while Western Union and AT&T intercity service and install its own facilities will be permit to link them with AT&T equipment for "at least 30 months," and it said that the puts in facilities to his city in the meantime. This is true if the broadbanding needs Interconnect for service over such as New York's Amateur Hour, and Old Gold Party Time, both sponsored by L. Lovill & Co., as well as the quarter-hour of ABC's Stop the Music sponsored by Lorillard. In addition, he supplements the production of television commercials for Lustre Cream and Lead. A member of the Westchester Country Club, Mr. Keesley has been married since 1931 to the former Frances Hayden. While his advertising skill is in his after-hours proficiency as a landscape artist. He created the admirable setting for his own Westchester home.

On All Accounts

(Continued from page 30)

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Orders... Cash Orders... From 31 States!

When a single radio station pulls cash orders from nearly three-quarters of the states in the entire nation... brother, that's selling.

And that's what happened on KDKA.

A midnight announcement for plastic aprons, repeated six times, attracted more than 1,800 customers... from 105 counties in 31 states. Each customer sent a dollar, or more!

If that's the kind of sales action you want for your product, get on KDKA now! Check Free & Peters for availabilities.
two are always better than one.

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel. For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has only one broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways
...you can publicize your talent both ways
...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.
Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved so strong that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both...

**WBAL**
1090 KC  50 KW
NBC Affiliate

**WBAL-TV**
Channel 11  36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!
Ghosts With Blue Noses

TELEVISION is today's target of the counter-clockwise critics. This little band, whose members are called "the public likes radio long," has long known that a vigorous denunciation of the public's current fancy is a sure route to headlines and featured spots on forums. But the spectacularly enthusiastic reception video has received makes it a certain target for attention of the reverse-English boys. Within the last week Dean Kenneth Bartlett of Syracuse U. stated that Americans are becoming "more and more sit-downish," placing the blame on TV. If that is true, television can easily correct it by more programs like the setting-up exercises telecast by WABD (TV) New York. The charge of American laziness has a too-familiar ring. Remember Hitler's "decadent democracies"?

Most critics of video attack it for its mental rather than physical effects. Dr. Reinhold Niebuhr, noted theologian, has predicted a "further vulgarisation" of the nation's cultural standards because of television's debasing influence. He is just one of scores of "out of the radio family" critics. Arthur Godfrey is the latest to join the bandwagon. And having displayed a boy toilet on his show. Without attempting to justify his breach of taste, we might point out that Mr. Godfrey's brazen disregard of radio's traditional labors is a major factor in his toils.

Telecasting is new to all—practically as well as actors. It is no surprise that such a lusty infant sometimes kicks the slats of convention out of its crib.

To judge an infant by the standards of maturity is unfair and somewhat ridiculous. The video art is now only old enough to be taking its first hesitant steps. It frequently starts in one direction and ends up somewhere else, meritling praise if it has managed to keep on its feet throughout the journey.

Because television is an infant art, those in charge of its development have responsibilities beyond those applicable to one that has come of age. They are responsible in law and fact to see that what goes into the American home is in keeping with the atmosphere of the home. Entertainers must be reminded that what evokes the loudest laughs from a night club crowd, may be unfit for home consumption. Radio has been kept fit for the family because of the broadcasters themselves. They can and must do the same job in television if they do not want to surrender their editorial control to an outside censor, like those who now control movie producers.

Our Respects To—

HAROLD JOHN BOCK

HAVING been associated with just about every other phase of the entertainment industry, it was not exactly unexpected that Hal Bock would wend his way to television.

As KNBH (TV) Hollywood went on the air last month under his direction, as NBC manager of western network television, Mr. Bock brought to it at least three years of learning, planning and building. And with his background as a reporter and publicist, the operation is certain always to boast an "open door" news policy.

He is one of those California "natives" who was born somewhere else—Avoca, Wis., on May 17, 1909. Thirteen years later, his family migrated to Long Beach, Calif. His news bent led to cub reporting for the Long Beach Sun, while attending Long Beach Junior College.

After graduation in 1928, Hal Bock went to work on the paper fulltime, doing theatre reviews and covering lunch clubs among his several chores. And it was while covering "the chicken and pea circuit" as he describes luncheon clubs, he learned a valuable point applicable to speech-making and show business—"keep it short and sweet."

Late in 1929, Mr. Bock went north to San Francisco as bureau manager of Inside Facts, a theatrical paper covering all phases of show business. During this time he wrote what was probably the first radio column in a theatrical paper.

Radio seemed like a good spot to head for, but he had to wait two years before being able to get a job with NBC. And he finally did with what was known as the Press-Radio Bureau. For a year he was newswriter and news-caster until the function was eliminated.

At this time Mr. Bock became correspondent for Broadcasting in San Francisco and continued in that job after becoming publicity director of KFRC San Francisco. During this period, he worked alongside of many others who have since become known in the radio industry—Cecil Underwood, Meredith Wilson, Al Pearce, Walter Bunker, Arnold Maguire and Jack Van nostrand.

While with KFRC, a waterfront strike developed into a general strike. And Hal Bock was pressed into service as a newsman. As such he was first a reporter and leg-man. Then he hot-footed it back to the studios to write and broadcast his own material.

Following this, he put together a 30-minute dramatic narration on the strike situation which was aired on the regional CBS network (Continued on page 48)
Was he prophet or poet who wrote of music, almost two centuries ago, "There is in souls a sympathy with sounds... the ear is pleased... and the heart replies..."? We think William Cowper was both. For he foretold with uncanny accuracy why advertisers on WQXR do so well. Good music, selectively programmed and constantly beamed, brings them a choice audience of more than half a million New York families... lovers of good things who have also the means to buy them. So constant are these listeners to WQXR that no other station in this biggest and richest of all markets reaches them so effectively. Day in, day out, "the ear is pleased... and the heart replies." A thought worth pondering if your tastes run to poets... or to profits.
Respects
(Continued from page 46)
and finally on the full network. BBC also carried it. Mr. Bock received a call from the London Times for details before the situation was ended.

Finally NBC beckoned in May 1935, asking Mr. Bock to go to Hollywood as publicity manager, servicing the one or two programs then originating from there. The BBC Hollywood staff included one engineer, one studio manager, one junior manager, and one manager.

When the network's western headquarters shifted to Hollywood from San Francisco, Mr. Bock continued as western publicity manager. In 1938, he became western network press manager and served as such until 1946 when he became director of public relations.

In February 1946 he became western television manager in addition to his public relations duties. Early in 1948 when NBC was given a guaranteed half-hour Los Angeles channel, Hal Bock ceased to operate in any channel other than television. Officially his public relations duties ended, but the locations left behind with him in his every daily move. He has reached one definite conclusion about the medium: When anyone asks him, "What's a TV expert has one reply, "Yes, provided you aren't." Mr. Bock is a member of the L. A. Junior Chamber of Commerce. Organizationally he's a director of the Author's Club of Hollywood and the Academy of Television Arts & Sciences, and is a member of the Los Angeles Advertising Club, Hollywood Ad Club and Sigma Delta Chi.

In 1926, Hal Bock first met Sybil Chiam, then an organist at the Strand Theatre in Long Beach. When he got back to Los Angeles after his stretch in San Francisco, the two decided to plan a get-together. They did on July 4, 1936.

They live on the Sunset Strip in Hollywood on a hill overlooking Ciro's. Mr. Bock has been to that city twice in three and a half years.

Night clubs are definitely not his hobby but pipes are, and he can

White Visits HT

FORMER SENATOR Wallace H. White Jr. (R-Mo.) visited the White House Jan. 31 to add President Truman's photograph to his collection of autographed pictures of American presidents. Mr. White, former Senate Republican leader and chairman of the Senate Interstate and Foreign Commerce Committee, has autographed photographs of every president since Grover Cleveland. President Truman's inscription on the picture he received from Mr. White, "To My Good Friend and Colleague With Every Wish for His Health and Prosperity."

ELISHA GOLDFARB, formerly associated with Lauterstein & Brown, general manager for the Children's Television Workshop for past four or a half years, has been appointed MBS counsel. Lauterstein & Brown firm continues as general counsel.

W. FERRON HALVORSON, former director of sales and advertising at KYNJ-FM Fargo, N. D., has been appointed station manager of WCAT Rapid City, S. D., owned by the South Dakota School of Mines and Technology. Mr. Halvorson was previously director of radio training and assistant professor of speech at St. Olaf College, Northfield, Minn., where he also supervised some activities at WCAL, the college station. During the war Served as a Navy radioOfficially his public relations duties ended, but the locations left behind with him in his every daily move. He has reached one definite conclusion about the medium: When anyone asks him, "What's a TV expert has one reply, "Yes, provided you aren't." Mr. Bock is a member of the L. A. Junior Chamber of Commerce. Organizationally he's a director of the Author's Club of Hollywood and the Academy of Television Arts & Sciences, and is a member of the Los Angeles Advertising Club, Hollywood Ad Club and Sigma Delta Chi.

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Management

EDMUND SOHUAMI, NBC attorney, has been appointed labor relations assistant to Mr. O. J. OSBA, di-

rector of network personnel. Mr. Souhami has been representing NBC's legal position in labor relations for the past two years, and is a member of the Copyright Commit-

tee of the Star Assn. of the City of New York.

BERNARD L. YOUNG has been ap-
pointed general manager of WLOG Logansport, Ind. He has been with sta-

tion for past three years, serving as announcer and more recently in sales department.

DALE TAYLOR, general manager of WNYE Elmira, N. Y., has been elect-
president of the Arctic League Inc. League directs all fund raising pro-

jects in the area.

RALPH PATZ has resigned as gen-

eral manager of WDDO Chattanooga, Tenn. NORMAN THOMAS and EARL WHITaker, formerly announcers of the station, will direct its administration, while BRYAN J. BUSH, former local sales-

man, will be in charge of sales. Mr. Patz has announced no future plans.

MORGAN CRAIG, general manager of WCQD Chester, S. C., has been elected by the local Junior Chamber of Commerce as the city's "Outstanding Man of the Year."

IDEAL PICTURES

Purchased by Esquire Inc.

IDEAL Pictures Corp., has been purchased by Esquire Inc., publisher of Coronet, Esquire and Ap-

pearce and producer of Coro-

net Films, David A. Smart, chair-

man of the board of Esquire, an-

nounced last week.

Ideal has branches in this country and Canada, and according to Mr. Smart, is the largest library operation in the 16mm film field. It services non-theatrical films to roadshow operators, television stations and schools, clubs and individuals. Paul R. Fought will be Ideal's new general manager. Marion Harvey, chairman of the board of Ideal, and S. J. Spereberg, its vice president, who sold their interests, will continue to be asso-

ciated with Ideal.

Miles W. Vaughn

Miles W. Vaughn, 87, United Press vice president and general manager for Asia, was drowned in the Tiber River when the sampan carrying him and a party of duck hunters capsized.

MUNICIPAL TV

Evans Named to Supervise

SETTLING for the proverbial half-a-loaf, and setting up a modified television operation in lieu of a costly and currently impossible city-operated video station, New York's Mayor William O'Dwyer last week appointed Clifford Evans, former newspaperman, as supervi-
sor of television for the Munici-

pal Broadcast Commission.

According to Seymour N. Siegel, director of the city radio system, city officials have for some time been discussing the establishment of a complete television station to operate with WNYC and WNYC-FM New York. However, because of the prohibitive initial cost (some $292,000) and approximate $150,000 annual operating cost, and the current FCC freeze on the available frequencies, expected to be maintained until higher frequencies are assigned, the present setup was organized so that the city system could "get its feet wet" in video operation.

Mr. Evans will supervise a modest television film unit, for which the City Board of Estimate has appropriated $17,822. Programs will be scheduled on such civic interests as public health, public water conservation and community cultural activities, and will be made available free of charge to commercial television stations in New York. The city officials have already requested the city-produced programs for the following reasons, as outlined by Mr. Siegel:

1. Public service.
2. Program material which is hoped to be of exceptional high standard, at no cost to the station airling it.
3. Helping the city.

Six employees will be active in the new television unit, including Mr. Evans, who will receive $7,000 a year, a station engineer at $5,000 yearly, and an electrician in charge of lighting at $4,000 annually. Sixteen millimeter cameras will photograph city government activities and other events, with voices and music either to be dubbed in via tape recordings, or picked up simultaneously by sound camera.

Mr. Evans was formerly a reporter and feature writer on newspapers in New York and Washington, and worked in recent years as a program director for WLIB in Brooklyn, and as an assistant to chairman in charge of public affairs for WHLI and WHLI-FM Hempstead, Long Island.
Just off the Press

NEW EDITION OF A. A. R.'S FAMOUS "QUIZ ON RAILROADS AND RAILROADING" PROVIDES AUTHENTIC DATA, WITH EASY-TO-USE, COMPREHENSIVE INDEX COVERING OVER 700 TOPICS.

Here's a valuable, authoritative source of railroad information in handy question-and-answer form, completely indexed to give you up-to-date information about American railroading.

Assembled in easy-to-read groupings are compact answers to more than 250 questions covering American railroads, their history, physical properties, operations, accomplishments, and the role that they play in every phase of American life.

This is the seventh edition of this popular, useful book. It's particularly valuable to editors, writers, and commentators because of its capsule breakdown of each subject and detailed subject index.

To get your copy of this new edition of "Quiz on Railroads and Railroading," or extra copies for your staff, just mail the coupon.

FREE

Press and Radio Section, Association of American Railroads,
Room 928, Transportation Bldg., Washington 6, D. C.
Please send me copies of "Quiz on Railroads and Railroading."

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Broadcasting • Telecasting
AM-TV PAPERS

**To Highlight RMA-IRE April Meeting**

**TECHNICAL** developments in television and broadcasting will be scanned by industry engineers at the spring meeting of the Engineering Dept. of Radio Mfrs. Assn. and the Institute of Radio Engineers. Meeting will be held April 26-27 at the Benjamin Franklin Hotel, Philadelphia.

**Augusta, Bell Labs:** commercial OTM telephone microphone, by N. J. Gottfried, Federal Telecommunication Labs., and W. J. Logan, Maritime Telephone & Telegraph Co. Lunch and inspection trips continue the program.

Over 1,500 radio engineers are taking part in a continual study and review of engineering standards in the radio manufacturing industry under direction of the RMA Engineering Dept., headed by Dr. W. R. G. Baker, General Electric Co. The department is reviewing all pre-war standards and has recommended adoption of more than 40 new or revised standards since World War II, according to Dr. Baker. As many more are being closely reviewed by 175 committees comprising 1,897 members, many of the members serving on more than one committee.

**To Speak**

Speaking on television recording at the second morning's meeting will be R. V. Little Jr., RCA. M. Cawein and J. A. Good, Farnsworth Television & Radio Corp., will speak on the Utiloscope. New TV visual modulator will be described by A. J. W. Rhodesam, General Electric Co., and E. Finley Carter, Sylvania, will describe "The Reality of Invisible Forces." Lunch, committee meetings and International Resistance Co. cocktail party will follow, with the dinner meeting in the evening.

Third day includes paper on tube cooling by M. D. Lemesheka and A. G. Nekut, RCA; audio power amplifier, by John M. Miller Jr., Bendix Radio; longitudinal interference in audio circuits, by H. W. WRTB(TV) START

Even If FCC Denies Transfer

WRTB (TV) Waltham, Mass., would be on the air this fall, even if FCC fails to approve pending transfer applications, President Charles Francis Adams Jr. of Raytheon Mfg. Co., the permittee, testified Wednesday.

His testimony came during a hearing called by the Commission to determine whether Raytheon had proceeded diligently with construction of the station and whether additional time should be allowed for completion. The original grant for WRTB—Channel 2 —was issued in May 1946.

The station, if it is disclosed, has signed an affiliation agreement with CBS.

The network has bought WRTB for $242,122, pending FCC approval, and under the Commission's AYCO Rule Meredith Engineering Co., owner of WHEN (TV) Syracuse and subsidiary of Meredith Publishing Co., was offered $139,600 to match the CBS bid [BROADCASTING, Nov. 1, 1948.; Jan. 17].

The hearing, held before FCC Examiner Hugh B. Hutchinson, produced testimony that Raytheon had submitted a four-year plan for WRTB. The book cost, including general television developmental work, was placed at $474,944, while the market value of WRTB equipment alone was reported as $254,401.

**NEW TUBE**

For Inter-City TV Links

A NEW TYPE of electron tube, expected to triple or even quadruple the program-carrying capacity of inter-city video relay links, was described Wednesday evening by Dr. Jack A. Morton of Bell Telephone Labs., at the Institute of Radio Engineers' meeting in New York (see earlier story, page 68).

Dr. Morton said the new very high frequency tube, no larger than the average tube in a home radio set, is to be used in the radio-relay circuit now under construction between New York and Chicago. He and his associates are the inventors and perfectioners of it.

The tube is referred to as a "close-spaced triode." The name derives from the small distance—a span of about one-fifth the diameter of a single glass tube between the tube's grid and cathode. The spacing is about one-sixth that found in any triode tube now available.

To be manufactured by the Western Electric Co., it will be used as an amplifier, modulator, oscillator and frequency multiplier in repeaters and terminal equipment. Dr. Morton said Repeaters using the new tube will use about half as much power as earlier types and provide greater bandwidths over which amplifications can be achieved.

**FOOTBALL**

NCAA to Further TV Study

H. JAMISON SWARTS, U. of Pennsylvania athletic director, reported that the Eastern Collegiate Athletic Conference has recommended to the National Collegiate Athletic Assn. that funds be provided for continuing the Crowley television survey.

Mr. Swarts said the survey, conducted last season in the New York-Philadelphia-Boston area, provided football attendance figures because of television, particularly at smaller school games. Mr. Swarts so reported at the NCAA convention at San Francisco, Jan. 9 [BROADCASTING, Jan. 17].
Hooper Reports:

**W GAR** 31.9%

**STATION B** 25.3%

**STATION C** 18.8%

**STATION D** 14.4%

The November - December Hooper Station Listening Index shows that W GAR continues to stand out as Cleveland's listening habit. And this was before Jack Benny and other new 1949 features were added to the program schedule of Cleveland's Friendly Station.

**W GAR** 50,000 Watts

CLEVELAND

**MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION in Cleveland...in Akron...in Canton**

Represented Nationally by EDWARD PETRY & COMPANY
WASHINGTON, D.C.
Programs Are On State-Wide

BROADCASTS produced by the U. of Washington are reaching an ever increasing number of listeners in the state, according to an announcement last week by Prof. Edwin H. Adams, executive officer and program director of the University's radio education department.

Fourteen broadcasts a week are heard on Seattle stations with five programs being carried on other stations in the state including KXLE Ellensburg, KSEM Moses Lake, KOMW Omak, KHQ Spokane, KUJ and KWKB Walla Walla, KWSC Pullman and KXXR Aberdeen.

Production and placing of the programs is done by Prof. Adams, with William Ladd responsible for state-wide distribution. Bruce Calloun is in charge of production. Broadcasts emanate from Radio Hall on the University's Seattle campus and are supervised by an audio-visual board.

UHF TV TUBES
Use 'Not Unusual'—Sorg

BELIEF that the provision of transmitting tubes for adequate power in the UHF television region is "not a serious problem" was reiterated last week by Eitel-McCullough Inc., radio tube manufacturer, of Bruno, Calif.

Harold E. Sorg, Eimac director of research, called attention to "some recent reports" which, he feared might make the public "unduly concerned" about UHF transmitting tube operation.

"As a matter of fact," he said, "there is not all unusual in transmitting tubes being used at ultra-high frequencies, as evidenced in other types of service. For example, Eimac tubes are being currently used in communications transmitters at frequencies over 1000 mc."

His statement, contained in a letter to FCC, was occasioned by reports that the 500 mc experimental station which was operated during the fall and early winter in conjunction with NBC's WNBT in Washington had experienced tube failures due to high heat. [Broadcasting, Dec. 20, 1948].

Mr. Sorg called attention to Eimac testimony during hearings on opening of UHF television band (475-890 mc), at which time he told FCC that Eimac already had done the basic tube design work for high-band transmitting tubes as predicted at that time that transmitting tubes with 50 kw peak output could be made available for the low end of the high band within six months to a year, depending on demand, and that similar tubes for the 650-890 mc region can be had in one to two years. [Broadcasting, Sept. 27].

NEW ORLEANS televiewers got a glimpse of city's Iris Carnival ball recently. The telecast was first coverage by WDSU-TV New Orleans of an event involving such large-scale production. Station has announced that it plans complete coverage of the Mardi Gras.

AWB AGENDA
March 10-12 Meeting Plans Are Announced

AGENDA for the sixth annual convention of the Assn. of Women Broadcasters, feminine branch of the NAB, was announced Thursday by Pat Griffith, NAB director of women's activities. With Chicago as site, the March meeting is expected to attract broadcasters who have been unable to attend eastern conventions.

Miss Griffith forecast an attendance of about 450 delegates. Meeting theme is "The Business of Broadcasting." Sessions will be held at the Drake Hotel in Chicago. Frieda B. Henkoff, FCC member, and A. D. (Jess) Willard Jr., NAB executive vice president, will be principal speakers. [Broadcasting, Jan. 31].

AWB was formed in 1942 and has an active membership of 1,500. Members are staff members of stations, or broadcast over NAB member outlets. It includes associate members in executive phases of radio who work outside stations.

Opening day's proceedings include registration, committee meetings and unscheduled radio activities in the morning. First membership meeting will be held 2-4 p.m. Friday, March 11, in Washington. AWB president, in the chair. General chairman of the convention arrangements committee is Elizabeth Marshall, WBEZ Chicago.

Reception Planned
A reception will be held for newcomers followed by a buffet supper and entertainment.

The March 11 program opens with a tentatively-scheduled breakfast party at the Merchandise Mart. Business meeting, 10-12 a.m., will include a panel by NAB department directors on "Coordinating NAB-AWB."

Voice of Democracy contest results, free-time projects, and presentation of new sales manual on women's programs are planned.

At the luncheon Mr. Willard will be guest speaker. A fashion show will be a part of the program. In the afternoon a business session will be held for active members. A separate meeting for associate members will be addressed by Linea Nelson, chief timebuyer, J.

WASHINGTON the Voice of Defense


Evening plans include a cocktail party followed by a dinner at which the National Assn. of Greeting Card Mfrs. will be host. Steve Shannon, president, will be toastmaster.

Saturday's agenda opens at 9:45 a.m. with a work session to be held by Anne Hayes, KCMO Kansas City, will be moderator of a panel of station managers and women broadcasters. Topic will be, "The Woman Broadcaster and Her Station Manager."

Another panel at 11:15 will be "New Ideas for Women's Programs," with Beulah Karney, WENR Chicago, president.

Luncheon guests will include Gov. Adlai Stevenson of Illinois and Mayor Martin Kelly of Cleveland.

The post afternoon will be for a tour of Grand Central Terminal and World's Fair, followed by a dinner at the Waldorf Astoria.

Awards will be given by the ABC Mr. President program by 10th district California Congress of Parents and Teachers.

ATS FORUM
Vallee, Others Give Views

TIME will prove the superiority of film over live shows for video, according to Rudy Vallee, who last Tuesday attended American Television Society film forum at the Museum of Modern Art, New York. Filmed television shows, he believes, will represent up to 90% of the total video production. The erstwhile vagabond lover, who is head of the Television Film Producers Assn. of Hollywood, has his own video production firm, Vallee-Video Inc.

Howard Bailey, assistant managing editor of The Evening Star, which is a member of the WSSL TV Washington, outlined the problems of a newspaper that owns its own TV station. Such a station would be a separate entity rather than a department of the publication. Mr. Bailey said, "A newspaper and its television station will never be able to support the advertisers dollar," he added.

George Bonwick, president of Pathe-Pictorial Films, New York producers and distributors of pack-shot shows, warned the forum group on liability. He said: "Rental, lease or sale of a film for television usage is a potential atomic bomb of liability—unless proper legal clauses have been established all along the line."

Paul Allen, director of the NBC Newsroom, showed highlights of the recent Presidential Inauguration in Washington, and a film of President Truman's speech at the Electoral College parade. New techniques now being planned for presentation of news on television will revolutionize the newscast industry, he said. He referred to plans for presentation of a new live news show on NBC-TV starting later this month.

Forum opened with presentation of one of ten American Tobacco Co. prize-winning network film series, Your Show Time.

WKDN LP Routine

WHEN WKDN Camden, N. J. acquired a Columbia LP record player, it huddled its engineers to decide on how best to feed the gadget into a Raytheon console. After tossing in various radio tinkers, the thing worked like a charm, according to Phil Steen, chief engineer. Steen's routine: The pickup was matched to the pre-amp input through a 400,000 OHM to 250 OHM transformer; then fed into the console through a three-circuit jack and plug. When the quality was not up to standard, an RF condenser was placed across the pickup's output. Objectible pops and frowning sounds were eliminated and listeners reported excellent reception and fidelity, according to WKDN.
LOOK AT IT Practically
Fits any standard desk... easy to see over... all functions at your fingertips... clear, clean control identification... large easy-grip knobs, in orderly sequence, spaced for comfort... extremely flexible in use... handles two studios, one announce booth, two turntables, up to eight remote input lines and two output lines—an engineer's dream of operational simplicity!

LOOK AT IT Technically
Either program amplifier output can be switched to either output line... you can "ride gain" on each program channel... the flip of a switch transfers the VU meter to either of these channels...

"Attention-getter" over-ride circuit, plus convenient program or talk-back cue, makes each remote line do double duty—program and order wire... interlocked connections are provided for G-E high-fidelity monitoring speakers or studio wall speakers.

LOOK AT IT Economically
Simple, low-cost installation... quick accessibility and maintenance... General Electric design permits you to conduct auditions during program time—(your Sales Department will like this)... also, you can supply the same or different programs to two output channels—local transmitters or networks.

Look Again—THEN ORDER
FREE BULLETIN—This colorful booklet, giving full details about the G-E Consolette, is yours on request. Write for it today. General Electric Company, Room 102, Bldg. 3, Electronics Park, Syracuse, New York.

You can put your confidence in—GENERAL ELECTRIC
By JEREMIAH COURTNEY
SWEEPING the country in a remarkable if limiting tribute to television growth are a variety of bills, introduced within the last month either to prohibit or restrict the use of television in motor vehicles.*

Although this year's legislatures have been in session about a month, bills which would have this effect have not been introduced in 12 states—California, Connecticut, Indiana, Maryland, Massachusetts, Michigan, Missouri, Nebraska, New York, Ohio and Rhode Island. The tendency to date has been for the introduction of these bills to occur generally in states where television facilities are now in operation, 9 of the 12 states where such bills have been introduced falling into that category.

The bills are of two principal types with minor variations of language. One would prohibit absolutely the installation of television receivers in any motor vehicle; the second type would limit installations to those so placed that the driver cannot see them when operating the vehicle.

Typical of the first type are the Massachusetts and Rhode Island bills which the Massachusetts bill specifically provides: "No motor vehicle in which a television set, so called, is installed shall be operated on any public highway within the commonwealth."

More elaborately, the Rhode Island bill provides:

"Sec. 16. No person shall operate or cause to be operated any device commonly known and described as a television or video receiver within any motor vehicle upon any public highway.

"Sec. 17. No person shall install within any motor vehicle equipped with any television or video receiver located thereon, any device commonly known and described as television or video receiver."

The California bill is similarly worded:

"No person shall drive any motor vehicle equipped with any television viewer, screen or other means of visual reception of any television broadcast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

The majority of the bills introduced are of the New York-California type, as is the proposed amendment to the Uniform Traffic Control Act of the National Conference of Uniform Traffic Laws and Ordinances which is now balloting. The proposed amendment submitted to this governmental body would prohibit any television receiver "which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

The impact of the bills proposed for the absolute prohibition of television in motor vehicles upon set manufacturers and the announced plans of Transit Radio to consider such use is apparent. It would also appear that the absolute prohibition type bills are not necessary for highway safety purposes, as the placement of the receivers beyond the driver's range of vision would be accomplished in any event. Moreover, no such bill has ever been enacted with respect to AM mobile receiver installations.

None of the bills so far introduced has been enacted, although the Indiana bill has passed the Senate. The majority of the 42 legislatures now in session will continue into March and April, but there are state legisla
tures, those of Florida and Louisiana, convene. Opportunity for amendment of all the pending bills will exist although the rash of bills already introduced strongly suggests that before the 1949 legislative sessions close, most of the states will have under consideration a bill oroperating to affect mobile unit television receiver installation.

* California, House Bill No. 827; Con
necticut, House Bills Nos. 25 and 87; In
diana, Senate Bill No. 7; Maryland, House Bill No. 6; Massachusetts, House Bill No. 172; Michigan, House Bill No. 92; Missouri, Senate Bill No. 17; Montana, House Temporary No. 132; Nebraska, House Bill No. 47; New York, House Bill No. 121; Rhode Island, House Bill No. 365.

NEW WBIG MGR.
Hutchison Named to Post

PROMOTION of Gilbert M. Hutchi
son, commercial manager, to general manager of WBIG Greensboro was announced last Thursday by Mr. W. L. Banks, president and chairman of North Carolina Broadcast-
ing Co. Mr. Price is also president of Jefferson Standard Life Ins. Co., third-wothirds owner of the station.

Mr. Hutchison, a veteran of 11 years with WBIG, succeeds the late Maj. Edney Ridge in direction of the station, for Ridge, who died Jan. 13, was president, treasurer and general manager of WBIG. His widow, Lorraine P. Ridge, was elected to the board of directors. Third director is J. M. Bryan, execu-
tive vice president of Jefferson Standard.

Miss Aileen Gilmore, secretary of the corporation and secretary to Major Ridge, was elected secreta-
ty-treasurer. She will continue her executive secretarial duties.

Mr. Banks, who has been involved in radio career at WKRC Cincinnati in a sales capacity. He became commercial manager of WBIG in 1942.

Mount Vernon has launched the first electronic television station in the nation with the dedication of its new $500,000 station, to be known as "WMTV." The station is owned by the Mount Vernon News Corp., a subsidiary of the Mount Vernon Publishing Co., the publisher of the Mount Vernon News.

This station has been in operation for several weeks, and is the first electronic television station in the United States to be licensed by the Federal Communications Commission.

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The station is a vital part of the nationwide network of television stations that is being built up by the government and private companies for the purpose of transmitting educational, entertainment and news programs to the public.

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THE BRANHAM COMPANY

CHICAGO

NEW YORK

DETROIT

DALLAS

ATLANTA

CHARLOTTE

ST. LOUIS

MEMPHIS

SAN FRANCISCO

LOS ANGELES

TELEVISION was surveyed in detail at the CBS Television Clinic Jan. 25-26 at the Waldorf-Astoria, New York. Photographer found these groups discussing video informally (1 to 1): Left photo—Carlos Franco, director of station relations for Young & Rubecon, and John Karol, CBS sales manager; center photo—William Whitmore, advertising manager, American Telephone & Telegraph's Bell System; T. T. Cook, vice president in charge of radio and television, AT&T; Ralph McKinnic, CBS-TV account executive, and William B. Lodge, CBS vice president and director of general engineering; right photo—George L. Moskovics, CBS-TV manager of sales development, and Charles Durbin, assistant advertising manager, U. S. Rubber Co.

CORRESPONDENTS

Carter Heads Radio Dinner

RADIO Correspondents' Assn. was scheduled to hold its annual dinner last Saturday (Feb. 6) at Washington's Statler Hotel in honor of President Truman. In addition to association members, government and congressional officials were expected to attend. Tickets were $10 per plate.

The entertainment lineup was headed by Jack Carter, currently substituting for Milton Berle on the latter's Texaco Star Theatre television program. Other talent included: Borah Minnevent and his Harmonica Rascals; Nadine Conners and Janet Blair, singers; Marge and Gower Champion, dance team; Sid Caesar, and Allen Roth's orchestra.

Program was produced by Arthur Knorr, production consultant to the Texaco show and stage manager of the Roxy Theatre. The talent has appeared on Mr. Berle's program from time to time. Phillips Carlin, CBS vice president in charge of programs, handled arrangements.

Among the celebrities who attended the dinner were: H. V. Akersberg, CBS; E. M. Antrim, WGN Chicago; H. Leslie Altus, CBS, Chicago; Charles L. Barry, ABC; Kenneth H. Berkeley, WMAL Washington; J. E. Campau, CKLY, Windsor, Ont.; Philip C. McPhee, MBS, MBS; H. K. Carpenter, WBR Cleveland, Ohio; Arthur B. Church, WRBB Kansas City; T. Wells Church, CBS; Lowrey Crites, General Mills; Donald Lake Davis, WHB Kansas City; David E. Driscoll, WBB New York, Orin E. Dunlap Jr., RCA; Robert E. Dunnell, WLM Cincinnati; Willard D. Epling, WBB Cincinnati; Sydney Eiges, NBC, New York; Victor Emmanuel, Aviso Corp.; John E. Fein, WKOI Kalamazoo, Mich.; Robert E. Freer, Washington, D. C.; Earl H. Gammon, CBS, Washington; Philip L. Graham, Washington Post; Oliver Grumbach, Associated Press Radio; Larry Haig, WCCO Minneapolis; Frieda B. Hennock, FCC; Robert W. Hinckley, ABC; Phil Hoffman, WOL Washington; C. E. Hooper, Hooper Inc., New York; Hugh James, NBC; Sen. Edwin G. Johnson (D-N.Y.); Sen. Lyndon B. Johnson (D-Tex.); Dr. E. D. Jo số, RCA; Merle Jones, WCCO Minneapolis; Robert F. Jones, FCC; Joseph Katz, Joseph Katz Co.; Edward M. Kirby, NBC; Thomas Kneze, NBC; Edgar Kobak, MBS; Horace Lohman, Dock, Lohman & Alber-ton, Washington; Lawrence Lowman, CBS, New York; John MacDonald, NBC; Ivan R. MacFarlane, WCCO Baltimore; Ann MacFarlane, WCCO Baltimore; William R. McAndrew, NBC, Washington.
SALE OF KPAS Banning, Calif., for $25,500 by Rep. John Phillips (R-Calif.) and his sons to William T. Smith, lumberman and station applicant, and David Robbins is reported in application tendered for filing last week at FCC.

Request also was filed by WRLD-AM-FM West Point, Ga. (LaNett, Ala.), for consent to sale for $67,000 by L. J. Duncan and associates to J. C. Henderson and J. L. Coyle, owners of WRFs Alexander City, Ala., Rep. Phillips, in a letter to the Commission associated with the transfer request, wrote, 'the AVO waiver, requested waive of the AVO rule (requiring 60-day waiting period for possible public bids) in order to expedite the transfer. He held station's economic "situation" has been unknown for months and has been listed for sale with an agent and advertised. 

Rep. Phillips wrote that the AVO waiver "would not only be a personal favor to me, but it would take away at once a natural concern regarding the station. It would also make it possible to pay at once the station's creditors, who have been very patient during the past year." KPAS, granted in April, 1947, is assigned 255 w on 1490 kc.

The Congressman stated that because of his legislative duties he has not been able to devote any time to the station and the burden of management has fallen upon his youngest son, Carl. Another son, Robert W., is also partner in KPAS. Rep. Phillips said the station "suffered somewhat more than the usual difficulties during its first year of activity on the air without operating capital ..." He explained rising construction costs and other factors had required all of the funds made available to his sons for KPAS.

The Congressman said that after giving additional funds to the operation he finally ordered that it be sold.

KOBAK'S SON

EDGAR H. KOBAK, son of MBS President Edgar Kobak, has been appointed manager of WTWA Thomasville, Ga., effective Feb. 9. Young Mr. Kobak was formerly associated with WNJR Newark, and started his radio career as an NBC page. He was educated at the Hill School and U. of North Carolina.

WTWA, an MBS affiliate, is owned by Edgar Kobak and Walter Brown, president of Spartan Radiocasting Co., owner of WORL Spartanburg, S. C.

KOBAL'S SON is Named Manager of WTWA

PRO BASEBALL

Games Signed by WIL, WJBK

ALL BASEBALL games of the St. Louis Cardinals will be broadcast for the next three seasons, 1949-51, by WIL (AM-FM) St. Louis, according to a joint announcement last week by Fred S. Weiss, president; Raymond W. Peters, vice president of the sponsoring Griesedieck Bros. Brewing Co.; Oscar A. Zahne, vice president; Ruthrauff & Ryan, and L. A. Benson, president and general manager of WIL; Harry Cary and Gabby Street will handle the play-by-play and commentary, respectively.

Griesedieck's network for Cardinal games last year numbered 34 stations in 37 states and efforts are being made to increase the number this year. KSD-TV St. Louis will teletcast 15 Cardinal games to be identified later. WJBK Detroit and 27 other stations in Michigan, neighboring states and Canada will carry all Detroit Tigers baseball games during the 1949 season, Richard E. Jones, general manager of WJBK and Fort Industry Co.'s Detroit operations, has announced. Broadcast will be handled by Goebel Brewing Co. Harry Heafner, former Tiger outfielder and American League batting champion, will handle the play-by-play, assisted by Van Patrick, veteran Cleveland sportscaster.

JOINS DON LEE

Tatum Is General Counsel

DONN TATUM, partner in the Los Angeles law firm of Lillick, Gary & McHose, has resigned to join Don Lee Broadcasting System as general counsel and assistant secretary of the corporation, according to Lewis Allen Weiss, president. In addition, he will serve as a member of the board of directors.

As a partner in the law firm, Mr. Tatum has been actively concerned with radio affairs, including work for such clients as RCA and ABC. He also has served as legal counsel for the California State Broadcasters Assn., Southern California Broadcasters Assn., Hollywood Advertising Club and the Academy of Television Arts & Sciences. He was one of the incorporators of the latter organization.

Mr. Tatum was graduated from Stanford U. in 1934 with magna cum laude honors. He attended Oxford Law School for two years and then Loyola U. (Los Angeles) Law School. He was admitted to the bar in 1938. Mr. Tatum is married and has five children.

NOVEL APPROACH TO SELLING A PROSPECTIVE CUSTOMER IS KTUC TUCSON'S USE OF THE "RED CARPET." THE STUNT NEVER FAILS TO GET A LAUGH--AND SALE RESULTS--ACCORDING TO LEE LITTLE, KTUC manager, who is shown rolling out the carpet for a prospect, W. R. Shearman, of Shearman Furniture Co., Tucson. Mr. Shearman bought a weekly half hour Sunday afternoons.

w

WBT-IBEW

Talks End, Not Broadcasts

DESPITE suspension of negotiations between WBT Charlotte, N. C., and International Brotherhood of Electrical Workers at 3:30 a.m. Tuesday, union engineers remained on the job last week, a situation described as unique in radio labor relation. The WBT-IBEW contract expired at midnight Monday.

Negotiations were closed at the request of Clifford Lee, union negotiator, W. R. Zeig, WBT, Monday, and the parties were worn out and working conditions are not involved in the dispute.

Proposal to take the matters of terms, jurisdiction and discharge to arbitration was made by Yates Heafner, Federal conciliator. The union agreed but WBT took the position that it did not desire to place its trade jurisdiction prerequisites in the hands of a person not associated with the radio business.

Points at Issue

First point at issue centers on the union's objection to a contract phrase giving technical supervisors right to work "whenever they consider the weather or factory conditions to have made their duties require that they do such work," through the paragraph forbids displacement of technicians from regular work in such cases.

Second, the union objects to a sentence giving management right to discharge an employee if an arbitration committee should make a finding that an act or omission relied on by the company as grounds for discharge did occur. WBT points out that it has discharged technicians in 20 years, one for habitual drunkenness and the other for a similar cause. Three technicians have been with the station 20 years, most of the rest 10 years or more.

FM GRANTS

Issued to Seven Stations

NEW Class B FM construction permits were granted last week by FCC to replace expired permits of five FM stations. Two new CPs for noncommercial low power FM stations also were authorized.

Recipients of the replacement CPs, covering previously assigned facilities, were the following stations: WERD West Point, Ga. (LaNett, Ala.), whose CP had expired Sept. 12, 1948; WGOV-FM Valdosta, Ga., Oct. 31, 1948; WMMF Mich., May 2, 1948; KOAK Clinton, Okla., Nov. 12, 1948, and KDFX-FM Wichita Falls, Tex., Nov. 12, 1948. WRLD-FM, WGOV-FM and WFRS have been issued interconnection.

Board of Trustees, Free Public Library, Louisville, Ky., received CP for Channel 207 (89.3 mc) with power of 12 w also. Estimated cost of construction is $9,170.

Duquesne U., Pittsburgh, received CP for Channel 207 with power of 10 w also. Estimated cost of construction is $12,800.

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BROADCASTING • TELECASTING
Johnson Upheld

THE HIGHEST court of the land Jan. 31 confirmed the disputed victory of Sen. Lyndon B. Johnson (D-Tex.) for the U.S. Senate seat over his opponent, former Texas governor Coke R. Stevenson. The Supreme Court refused to hear Mr. Stevenson's appeal from a lower court order which dismissed his complaint against the legality of Sen. Johnson's election, thus ending the drawn-out battle in the federal courts. Sen. Johnson, whose wife, Claudia, owns KBBC Austin, Tex., defeated Mr. Stevenson by 87 votes in the Democratic primary and later won the general election in November. He was administered the oath Jan. 3.

TV 'Soap Opera'

TELEVISION's first "soap opera," These Are My Children, new Irna Phillips serial, premiered last Monday on the full NBC television network. Emanating from WNBQ Chicago, the program originally was scheduled as a local show, but early rehearsals prompted NBC to add the series to the network's schedule, Monday through Friday, 6-6:15 p.m.

Platter Chatter

Gets Merchandise Sold

* * *

AVAILABLE

* * *

KENNY SARGENT Show

11 a.m. to 11:15 CST Segment

WHHM 4.7

Sta B 3.9
Sta C 3.9
Sta D 3.7
Sta E 0.9
Sta F 0.8

Latest Memphis Hooper Continuing Measurement

Patt McDonald, manager
FORJOE & CO., representatives

Member Association of Independent Metropolitan Stations

Telesatus

(Continued from page 88)

TRANSMITTER

Building $83,987.69
Transmitter tower (600 feet) 59,908.53
Antenna system and feed lines 20,428.52
tower
Land and improvements 22,465.18
Total $186,788.32

STUDIO

2 camera sets (field pickup) $20,825.00
Switching equipment 6,000.00
Studio Synchronizing generator 2,000.00
Film camera 8,685.00
Film projector 6,000.00
Ampplier kits 5,183.82
3-Power supply 1,800.00
 Oscillograph 5,560.00
 Adapter and monitor 1,813.00
 Master monitor 3,580.00
 3-Power supply 1,672.50
 Monoscope camera 1,750.00
 4 panels 7,200.00
 Pedestal 2,500.00
 Friction head 600.00
Miscellaneous equipment items 16,558.61
(under $1,000.00 per item)
Studio lighting 7,125.07
Total $99,621.41

SUMMARY OF CONSTRUCTION COSTS

TRANSMITTER

Transmitter and transmitting equipment $104,017.11
Mobile truck and equipment 38,888.80
Building 83,987.69
Transmitter tower 59,908.53
Antenna system and feed lines tower

STUDIO

Broadcasting equipment 82,495.94
Lighting 7,125.07
Total $99,621.01

Total $448,435.29
Dollar Strategy
(Continued from page 55)
the station had sold a fashion dress account. Broadcasters and retailers responded enthusiastically to the new NAB effort.

This project is one of a series planned by Maurice B. Mitchell, NAB director of broadcast advertising. First pressure for expanded advertising activity at NAB headquarters developed in January at a meeting of the Sales Managers Executive Committee, of which Eugene S. Thomas, WOIC Washington, is chairman. The committee went so far as to urge that 50% of NAB’s budget be devoted to broadcast advertising. Another idea being studied is separation of the department from the main NAB structure, similar to the million-dollar Bureau of Advertising of the American Newspaper Publishers Assn.

The board will review BMB developments, hearing reports from Hugh Terry, KLZ Denver, and G. Richard Shafto, WIS Columbia, S. C., who explained the NAB position at BMB’s November board meeting. Dr. Kenneth H. Baker, NAB director of research who is now supervising the actual research activities of BMB, will report on progress of the second study.

Though many changes have been made in BMB’s project, many directors are deeply concerned over its financial problems. Conduct of the ballot mailing will require large sums, more than BMB now has in the till. Hugh Feltis, BMB president, is touring the country on a membership drive. The board will hear a progress report on his recruiting campaign.

Another phase of sales will come up the second day of the board meeting when progress of the All-Radio Presentation film will be reviewed. Three persons will explain the presentation’s status. Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee, will explain need for intensive industry sales promotion. Victor M. Ratner, CBS, will review the script. Lewis H. Avery, of Avery-Knodel Inc., will tell how the film will be shown in all parts of the nation and how it will graphically tell the radio story for the benefit of every broadcaster.

Gray Invitation
Final chance for the industry to scan the project will be provided at the April convention, when it may be in the shooting stage. A recruiting drive will get underway this week when Mr. Gray writes letters to stations inviting them to get behind the promotion.

Whereas the NAB Standards of Practice issue was a live one a year ago, little controversy is heard on an industrywide basis. NAB is about to appoint a broadcaster-advertiser-agency code committee whose job will be to aid stations in

their code秘书. Secretary of this committee is Richard W. Jencks of the NAB Legal Dept. The committee was authorized by the board last November.

A quick in the code situation is the proposed amendment to the by-laws submitted last May at Los Angeles by Edward Breen, KVFD Fort Dodge, Iowa, long a code opponent. Mr. Breen submitted an amendment to the amendment, which would remove the board’s code-writing powers from the by-laws. Because it was not received 30 days prior to the Los Angeles board meeting it went over to November. At that time the board ordered appointment of a committee to write an explanation of the proposed Breen amendment, since it was submitted just before the board finally adopted the code.

Statement Under Study

The committee has studied a tentative statement to accompany the amendment ballot but it has not yet been approved.

Coming before the New Orleans board meeting will be a report of the board finance committees, with review of the association’s sponsorship of the AM-Assn. hearing on the status of the Inter-American Broadcasters Assn.; a review of the International High-Frequency Broadcast Conference at Mexico City; plans for the fall district meetings; tentative plans for an NAB Program Clinic to be held in June, and copyright developments.

Upcoming
Feb. 25: California State Broadcast Association annual meeting, Palace Hotel, San Francisco.
Feb. 28-March 1: NBC affiliates meeting, Chicago.
March 1: Walker, Co. Hearing before FTC continued, Durham, N.C.
March 2-3: Electronic Television and Electrical Progress (TV studio), Municipal Auditorium, New Orleans.
March 7-9: Chicago Television Convention, National TV Conference, Chicago.
March 7-10: IRE national convention, Commerce and Central Palace, New York.
March 22-23: Ninth Annual Board of Women Broadcasters Conference, Drake Hotel, Chicago.
April 2: NAB Convention, Stevens Hotel, Chicago (April 2-6, Engineer’s sessions: NAB annual business meeting, stations conference: 11-13, Manager’s sessions: April 23: IRE Cincinnati Section technical conference, Engineering Societies Building, Cincinnati.
April 25-27: All-Canada Radio Facilit annual meeting, Cleveland Auditorium.
April 25: Sales managers of mutually operated stations on National Radio Association, Kansas City.
May 4-5: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 26-27: NAB Convention, Kansas City.
June 29: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

Benney at Top

Heads 5-City 1948 Rating

JACK BENNY and Lux Radio Theatre led the top-ten evening program listings for 1948, according to a report by The Pulse Inc., New York.

Ratings quoted, covering the five cities regularly surveyed (New York, Chicago, Boston, Philadelphia and Cincinnati), are yearly averages of the highest quarter-hour ratings achieved by the programs in each city for every survey period. Fred Allen was fourth on the list, while Stop the Music did not make top ten.

Evening
Yearly Average of Highest 1/4-Hour Ratings
Jack Benny 28.5
Lux Radio Theatre 24.7
Charlie McCarthy 21.5
Fred Allen 20.5
Duke Ellington 19.9
Phyllis Diller 19.9
Bob Hope 19.7
Amos and Andy 19.5
Walter Winchell 18.7
Dean Martin 18.1

Saturday Night-Sunday Daytime
Arthur Godfrey 8.8
Breakfast Club 7.8
Grand Slam 7.7
Big Sister 7.7
Heineken 7.7
Rosemary 7.7
Ma Perkins 7.7
Our Gang 7.5
Guiding Light 6.9
The Board 6.9
Aunt Jem 6.9

KKIN Facilities

KKIN Visalia, Calif., will move its main studios and offices from 119 E. Avenida St. to the mezzanine of the Hotel Johnson about April 1. New location will give station twice as much floor space as it now occupies in Moose Bldg. Remote lines to principal points in Visalia will be maintained for “on the spot” news coverage. Additional facilities are being taken in view of potential move by KFRC (merging with KTKC) to Fresno, KKIN reported.

KKIN WTVR WMBG WCOD

First Stations of Virginia

Havens & Martin, Inc., Richmond, Va., John Blair & Co., National Representatives

Affiliates of NBC

The modern day magic carpet is television. Through the air it glides, enchanting whole cities, captivating every member of the family.

In Richmond, Virginia, the magic carpet is WTVR, “The South’s First Television Station.”

Via the NBC Television Network, WTVR brings the entertainment delights of distant regions to its viewers, just as its sisters, AM Station WMBG and FM Station WCOD, are delivering NBC favorites to Virginia listeners.

Small wonder that Havens & Martin Stations are a habit throughout their area.

MAGIC CARPET

WTVR WMBG WCOD

First Stations of Virginia

Havens & Martin, Inc., Richmond, Va., John Blair & Co., National Representatives

Affiliates of NBC

Page 58 • February 7, 1949
CENSORSHIP

CENSORSHIP of television films before they are carried by any Pennsylvania television station was ordered last week in a regulation adopted by the State Board of Censors of Motion Pictures.

The move, which authorities said seemed sure to draw a fight from the state's television operators, was the first of its kind in television.

**W2XMN FIGHT**

FCC Lashes Back at Appeal

DETERMINED to be ready for a showdown in the long-running fight with FM Inventor Edwin H. Armstrong over its FM allocations, FCC last week filed one of the lengthiest cases it has submitted in recent years to the U.S. Court of Appeals for the District of Columbia.

The record totals 3,062 pages.

The case is Prof. Armstrong's appeal from the Commission decision requiring his W2XMN Alpine, N.J., to comply with the FCC order for low-band FM stations to vacate the 44-50 mc region and deny his appeal for continued operation in that band (Broadcasting, Jan. 10). Under a stay order, Armstrong's experimental station is continuing operation on 44.1 mc.

The FM inventor's years-old complaint against the reallocation of FM from the low to the high band is expected to be drawn into the appeal, in view of the allegations included in his complaint.

In the record certified to the court, FCC included relevant allocations reports of the Commission dating back to 1945: the docket on the reallocation of TV Channel 1 (44-50 mc) from television to non-broadcast services; all license folders on W2XMN from 1936 to the present, and notices of proposed rule-making in the mobile hearings and related 44-50 mc proceedings.

Prof. Armstrong's appeal is slated for hearing before the court during the February term. Exact date has not been set.

**JOHNSON NAMED**

Trial Examiner Group Head

J. FRED JOHNSON Jr., FCC hearing examiner, has been elected president of the Federal Trial Examiners Conference, independent organization of hearing examiners at Federal agencies in Washington. The conference, formed when the Administrative Procedure Act was adopted, is patterned after the Federal Conference of Senior Circuit Judges and seeks improvements in administrative adjudication.

Mr. Johnson succeeds William Ringer, chief examiner of National Labor Relations Board. The conference meets monthly. Its executive committee is to meet today (Monday) at Mr. Johnson's office to appoint committees and outline its program.

**IN-SCHOOL VIEWING**

EXPERIMENT in the use of telecasts in the classrooms of public schools was inaugurated by WBAL-TV Baltimore Jan. 28 under the direction of Dr. David E. Wegelein, public service counselor of WBAL and WBL-TV, a quarter-hour "high school lesson in music," designed for in-school viewing, was telecast at 1:15 p.m. Dr. J. Allen Dash, musical director of WBL, directed the lesson in cooperation with public high school authorities. This is the first of five in-school viewing programs to be started by WBL-TV in the next few weeks. Some of the programs will go over the entire NBC TV network at a later date.

**FCC Personnel, Pay**

PERSONNEL of the FCC decreased by six during the last two months of 1948, according to a report of the Joint Committee on Reorganization of Nonessential Federal Expenditures filed with Congress. In November 1948, the agency had 1,360 employees and in December, 1,354. Monthly payroll expenses were cut by $22,000 between October and November of last year. The payroll was reported as $481,000 for October and $503,000 in November.

**POLICY CHANGE**

In Canada Radio Intimated

NEW THINKING by the Canadian government on television and broadcasting was intimated by Prime Minister Louis St. Laurent on Jan. 31 in Parliament at Ottawa. He suggested a possible change in broadcasting control and possibility of immediately developing TV in Canada.

He stated that television necessarily had to be a monopolistic enterprise, because of the few frequencies available and the heavy instalation and production costs. If private interests were allowed to use the frequencies and venture their capital, they would obtain vested interests. This, he pointed out, was not desirable.

The Royal Commission, to be appointed shortly, will study the problem, but meanwhile some action could be taken which would not prejudice the question, he said.

It is believed this may refer to the proposals of the Canadian Broadcasting Corp. to work out a scheme whereby installation and production could be done on a co-operative basis with private interests.

The Royal Commission is also to study the question of broadcasting. Here the prime minister showed a possible change in government thinking, when he admitted it was an open question whether the CBC should continue both to broadcast on its own stations and regulate the activities of privately-owned stations.
Capitol Cauldron
(Continued from page 26)

sion, it seems strange that a committee of Congress should find its dignity disturbed," Mr. Warner concluded.

Edward R. Murrow, CBS commentator, issued strong objections during his regular news broadcast, Feb. 1.

He noted that "just as a reporter needs a pencil, so radio and film people need their equipment".

He added:

"That is one of the troubles with a microphone. It is both neutral and revealing; it has no built-in gadget which will eliminate split infinitives, dangling participles, or other grammatical gremlins. It is without political affiliation, bias or prejudice. When the actual voice of a witness or congressman is recorded, there is no argument about what is said. You just play the record back and there it is. I have yet to hear of the man who claimed that his own voice misquoted him."

"I would maintain that a public hearing is a public hearing... and that to deny use of microphones and cameras to reporters who normally use them is the equivalent of saying to newspaper reporters, You may attend the hearing but you may not bring either pencil or pen with you."

"The machine breakers are at work again in this sort of reasoning. It followed to its ridiculous conclusion would require that the entire Navy be setting all type by hand or perhaps that reporters should arrive in the committee room equipped with a slab of stone, a chisel and a mallet as the essential tools of their trade. Familiarity with the language of smoke signals might also be useful."

"The issue is whether all three (print, sight and sound) shall be permitted to employ fully, without undue interference from the committee, the instruments with which they work. It seems to me that any action that arbitrarily limits the citizen's access to sight, sound and print, upon which opinion can be based, is in the true sense of the phrase, Un-American."

Warlor Compton, general manager of WTTG (TV), DeMont's Washington outlet, told Broadcasting that he thought the ban was "utterly ridiculous." Mr. Compton had made known his views on his nightly commentary on WTTG.

The Committee habitually pro- fesses that it wants to let the pub- lic know what is going on, yet would ban the very instruments which would make that possible, he declared. He said, in effect, that TV cameras would depict Com- mittee activities as they actually took place, and that "the circus is theirs."

Commenting on a proposal that TV networks set aside time for regularly-scheduled Congressional telecasts, Mr. Compton said he doubted such a plan would materialize. He indicated that most ses- sions would not provide adequate TV fare, and that some of those "special events" nature already commanded and received TV coverage.

Mr. Compton said he advocated per- mission be granted to place TV cameras in the Senate Gallery, but that even during the war when he covered radio, microphones were allowed only in the cloakroom.

CBS filed a protest as follows:

"The Columbia Broadcasting System wishes to put on record a vigorous protest against exclusion of broadcast- ing, television, and recording equip- ment from public sessions of the House Committee on Un-American Activities. Since the Committee has been examining segments of American citizenry on whose behalf it has failed to provide a personal observation of public repeat public- sessions thereby nullifying the view which Americans are entitled to through medium of radio broadcast.

"NBC and ABC made no individual protests, but said Mr. War- ner's letter represented their view- points.

On the other side of Capitol Hill, Sen. Johnson last Thursday told Broadcasting that he does not con- template immediate introduction of a bill to prohibit the FCC from issuing Stratovision licenses.

He warned that there should not represent a permanent position and that it may be necessary to intro- duce such a bill in the future. Such legislation would be difficult to write at the present time when full details are not available. He felt that Stratovision had not been sufficiently explored to provide a basis for legislation, but said the system "will bear close watching."

Stratovision Bill

Sen. Johnson, who has introduced a bill to break down the clear channels and limit broadcasting power to 50 kw, told an AM-channel group in Chicago a fort- night ago that he intended to in- troduce the anti-Stratovision bill [Broadcasting, Jan. 11].

He told the anti-clear action Stratovision could be used for broadcasts "which would present a far more serious threat of domi- nation by clear channel than exists today."

Sen. Johnson indicated that his committee had already considered the possibility of extending the broad study of communications launched in the 80th Congress into the present Congress. "I think we'll continue that," he said, adding that it was "in the thinking stage."

It was on the communications study of 1948 that Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.) based their recent report endorsing the FCC's "Blue Book" and urging a break- down of the clear and a power ceiling of 50 kw [Broadcasting, Jan. 11].

The 1948 inquiry dealt primarily with both domestic and international matters, broadcasting and non- broadcasting, with emphasis on FCC's licensing and program review activities.

The new labor bill, on which Secre- tary of Labor Maurice Tobin tes- timonied in March before the Senate Committee on Labor and Public Welfare, retains the ban on secondary boycotts but ominously omits the "servicing" that pertinential section. Thus, it appeared that radio would be divested of a necessary safeguard.

NAB indicated Friday it was reviewing the implication of Secre- tary Tobin's bill, and expected to file appearance before Committee before adjournment of hearings.

Called the "National Labor Rela- tions Act of 1949," the bill embodies the recommendations of Presi- dent Truman in his "State of the Union" speech, and specifies some union activities as "unfair labor practices," Secretary Tobin told the Senate committee. These are limited to certain types of sec- ondary boycotts and jurisdictional disputes, and failure to file 30 days' notices of proposed contract modi- fication or termination.

Under the bill secondary boy- cootts or strikes are treated as un- justifiable if they seek to compel an employer to recognize a union.

FILM BLOSTS RADIO
Serials, Giveaways Criticized

By JOHN OSBOON

Hollywood, which often lampoons the press, politics and other American institutions, apparently has reserved one of its most satiric satires for radio. The colony of "glass houses" has outdone itself with a film likely to put to shame "The Hucksters," "Mr. Smith Goes to Washington" and "The March of Time's" radio issue [Broadcasting, Aug. 25, 1947].

Its latest "message," currently showing in New York, is titled "A Letter to Three Wives" and seemingly seeks to confirm the canard that radio fare is designed chiefly for 12-year-old mentalities. On the surface a harmless enough comedy, the movie devotes a 30-minute sequence to anti-radio tirades.

Celluloid words of woe are put into the mouth of an English in- structor, a country club parasite who "hasn't got a dime" but who maintains a family chiefly off his wife's earnings derived from writ- ing radio script. When the spon- sors come to dinner, he cannot re- strain himself. Weighing the quali- ties of educational films, the crisis "commercialism" of radio, comic books, etc., he severely chastises daytime serials and other dramat- ics, and giveaways. Melton of movies is prudently omitted.

Ironically enough, Paul Douglas, a former network announcer, is a party to the farce—his first moving picture role. The film was pro- duced at the studios of 20th Cen- tury-Fox, which had been in nego- tiation for acquisition of ABC's AM and TV network operations.
in violation of the National Labor Relations Act, the Labor Secretary said. It makes it an unfair labor practice for a union "to cause or attempt to cause" employees to engage in a secondary boycott or a concerted work stoppage for the purpose of compelling an employer to bargain with one union if another is the certified representative, he asserted.

The proposed 1949 Act, draft of which has been submitted to the Senate Committee chairman, would (1) repeal the Taft-Hartley Act of 1947, (2) re-enact and amend the Wagner Act of 1935, (3) enable the National Labor Relations Board to deal with unjustifiable secondary boycotts and jurisdictional disputes, (4) re-establish the Conciliation Service in the Labor Dept., (5) provide means for settlement of disputes arising out of interpretation of existing contracts, and (6) provide means for meeting national emergencies in vital industries which affect the public interest.

The bill limits jurisdictional disputes to those between two or more labor organizations. NLRGB has jurisdiction in cases where disputes have resulted in or threaten to result in strikes or secondary boycotts and where they affect commerce, Mr. Tobin pointed out.

Two other changes are contained in the 1949 National Labor Relations Act, Secretary Tobin stated. The bill makes it clear that employers subject to the Act may enter agreements providing for the closed shop or other forms of union security. This would make uniform rules on subjects of collective bargaining applicable to all employers and labor organizations in interstate industries, he pointed out, and no longer would they conflict with rules operative in different states.

Secretary Tobin told the Senate Committee that the Taft-Hartley Act has limited the scope of collective bargaining as against individual bargaining, and should be repealed for various other reasons.

For one thing, he said, under the T-H Law the Labor Board is under "a mandatory duty to seek injunctions against unions in all cases involving secondary boycotts, including those for perfectly legitimate objectives." For another, the Act singled out the board as the "one administrative agency in our Government which should receive different treatment—an unwise and unnecessary division of functions," he maintained.

Secretary Tobin contended in his statement that the T-H Act "completely outlaws peaceful picketing in many situations" and that "employees...may be found guilty...of engaging in an unlawful secondary boycott."

He told the Senate Committee that the Federal Courts were overloaded with many issues properly within the framework of agreements made by the parties themselves. The T-H Act provides for damage suits for breaches of collective bargaining agreements and for violations of prohibitions in the Act against secondary boycotts and jurisdictional disputes.

Belief was expressed in some Capitol circles that the new labor bill is wholly inadequate. Sen. Wayne Morse (R-Ore.) said he felt it would "never pass the Senate in its present form," and must be amended.

Last Monday Almon E. Roth, president of the San Francisco Employers' Council, told a House Education and Labor Committee that Congress should undertake to define "executive, administrative and professional" employees under provisions of the Wage-Hour Act, rather than expand the Administrator's scope of power.

Will Affect Radio

Testifying on the Fair Labor Standards Act in behalf of the U. S. Chamber of Commerce, of which he is a member, Mr. Roth urged rupture of a constant minimum wage at a minimum level by statute instead of "administrative determination" and uniformity for all industries.

(Continued on page 62)
Capitol Cauldron

(Continued from page 61)

The House Committee's study of various proposals looks toward revision of the Act, provisions of which would affect the overall broadcasting industry.

Richard P. Deherty, NAB director of employer-employee relations, has filed to appear Wednesday before the House Committee. He will submit industry's position on current wage-hour discussions, including overtime exemptions.

A "committee print," basis for the present House hearings, calls for extensive revisions in the Wage-hour Act. Generally it would raise the minimum wage from 40c to 75c an hour and provide for a system of industry committees to attain the "objective of a universal minimum wage of $1 an hour."

With respect to clarification of terms, Mr. Roth pointed out that executive, administrative and professional personnel still lack definition by the Administrator, "even though he has been seeking to change qualifications for a year and a half now without any result forthcoming."

Mr. Roth asked that exemptions be provided for all outside employees whose hours of work are not within the personal control of the employer, but only the employee. Congress should stress the nature of the job, not salary requirements in laying down its own definitions, and give "more consideration to remedial legislation," he asserted.

Connally Hits Radio

Sen. Connally lashed out at radio during hearings Feb. 1 on a bill to break filibusters.

Freedom of unlimited debate in the Senate is now more important than ever before, he said, to "offset and counteract" those who use radio to "besmirch" the names and purposes of its members. He identified these "sources of propaganda" as "outfits in congested areas of the nation who want to besmirch the names and purposes of those inimical to their purposes."

"On account of the growth of radio, television and all those things," Sen. Connally declared, "it is more important than ever that the public be informed by its representatives in Congress, through the forum of the Senate, the truth."

This did not mean, he told Broadcasting later, that he concurred in the views of Rep. Thomas J. Lane (D-Mass.), who felt that the networks should inaugurate regular telecasts and broadcasts to show the people "how their representatives in Congress, through the forum of the Senate, the truth."

He just preferred it like it (Congressional coverage) is, he said, identifying broadcasting and telecast coverage as "undignified and too mechanical."

During the filibuster hearings, Sen. Irving M. Ives (R-N.Y.) asked Texas Senator if he were making indictment of radio in general.

"I'm only making an indictment of the crooked radio," Sen. Connally retorted.

Sen. Connally explained that during the hearings on the confirmation of Dean Acheson as Secretary of State, charges were broadcast and soon he had a "whole sheaf of telegrams from my state" urging the Senate not to confirm the nomination.

To Name Subcommittees

The appointment of four subcommittees to give preliminary study to measures referred to the House Interstate and Foreign Commerce Committee is expected during a meeting of the full group tentatively set for this week.

One of the subcommittees appointed is likely to be assigned communications studies. Rep. Robert Crosser (D-Ohio), chairman of the full committee, has reportedly been considering Rep. Alfred L. Bulwinkle (D-N.C.) as chairman of this subcommittee. However, Congressman Bulwinkle is presently recuperating at his home from an illness and his health could prevent his active participation in that post.

Although Rep. J. Percy Priest (D-Tenn.) has been prominently mentioned as an alternate appointee, intimates of the Southern legislator believe that he would prefer assignment as chairman of the public health subcommittee of another group. This would preclude his acceptance of the Commerce subcommittee assignment as Congressmen can accept the chairmanship of only one committee.

Other nominees for the post might be Reps. Lindley Beckworth (D-Tex.) or Oren Harris (D-Ark.), Rep. Priest, House Majority Whip, and Rep. Harris were both members of the House Select Committee to Investigate the FCC during the 80th Congress.

Video Vending

TURNING ITS talents to poetry, George R. Nelson Inc., advertising, Schenectady, N.Y., is promoting its television activity with a poem sent to prospective advertisers. The first verse points out that:

"You will make a wise decision if you turn to television."

With the product or the service that you sell
For it's smart and enterprising television advertising
That can do your selling job, and do it well!

Mr. Nelson continues by telling that now is the time to get into video and that his agency is equipped to handle the job whether the budget is for a spot or full scale production. Television is now a fully accepted medium, Mr. Nelson says and: "For a plain-talk demonstration . . . for a clear, straight presentation . . . in Schenectady, call 4-4135."

NABC-AIR FORCE

TV Program Shows 4 Cities

NABC television viewers were to be taken on an air reconnaissance mission over four major cities yesterday (Feb. 6) at 1 p.m. (EST). Arranged by the U.S. Air Force in cooperation with NABC, the simultaneous mission was to be carried on the full inter-connected TV networks.

Two air force transport planes, a C-47 out of Washington to cover the Capital and New York, and a C-54 out of Chicago to teletcast aerial views of that city and Cleveland, were to be used.

NABC commentators Ben Grauer and Ray Michael were announcers for the program. Production was in charge of Bill Garden, NABC television's director of field programs. Edwin C. Wilbur, television field supervisor, handled engineering arrangements.

'Pepsi' Promotes Goetz

ALBERT J. GOETZ, who as assistant vice president has been in charge of the advertising department of Pepsi-Cola Co. for several years, has been elected a vice president, Walter S. Mack Jr., president of the company, announced last week.

NATIONAL REP. FOR JOE & CO.
Dove Morris, Gen. Mgr.
K-NUZ
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Look at The Returns in Houston!

K-NUZ assures advertisers more dollars in returns, per dollar invested, than any other station in Houston.

It's true — dollar per dollar, invested in time on K-NUZ, Houston's fastest growing radio station, brings phenomenal results. Constantly mounting Hooper ratings plus scores of satisfied advertisers testify to this fact — the latter by their repeat orders for K-NUZ spots and superior programs.
MEMO to ED WHITELY. McCann-Erickson:
WCKY's Makebelieve Ballroom Saturday morning, 10-
12 Noon, has ratings as high as 6.8°. Reach a family
audience Saturday morning on WCKY!
(=Pulse, Nov-Dec. 1948)
ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY
50,000 WATTS OF SELLING POWER

BROADCASTING - Teletcasting

MOVIES IN TV

Non-Picture Applicants
May Get FCC Favor

FCC MAY SOON arrive at a policy of generally favoring non-motion
picture applicants, particularly in television, over those with movie
affiliations just as in competitive proceedings in AM it generally prefers
non-newspaper applicants.

A prospect was foreseen last
week after FCC Chairman Wayne Coy, addressing the directors of the
Theatre Owners of America in a meeting in Washington Jan. 29,
indicated that movie companies may find it harder to get TV li-
licenses because films are "a medi-
unum of communication."

The need for "diversification of
ownership of the media of mass
communication" is a ground fre-
cently cited by the Commission in
deciding competitive cases invol-
ving newspaper and non-newspaper
applicants. It has not yet been
applied in television; nor has it
been invoked against motion pic-
ture applicants.

Meanwhile, question of the major
motion picture producers' quali-
fications to own radio stations at
all is under FCC study in view of the
Supreme Court's decision find-
theing guilt of anti-trust law viola-
tions [BROADCASTING, Jan. 31].

Mass Production

MASS PRODUCTION of a new
tape recorder selling for approxi-
ately $110 less than any avail-
able on the market" was announced in Chicago last week as oficia-
als of Eicor Inc. introduced the device to the public at the Lake Shore Ath-
letic Club. Firm developed the mag-
etic recorder over a two-year
period, according to Joseph Nader,
founder and chairman of the board.

A Rockford Ill., sales test netted
$10,000 worth of sales in two weeks,
Raymond Perry; president, re-
ported.

Recorder, Eicor's first consumer
product, is manufactured at Og-
lesby, Ill. The portable unit weighs
27 pounds and retails for $124.95.
Equipment includes a built-in, high-
fidelity five-tube AC speaker ampli-
fier, crystal microphone with eight
feet of cord and plug, and loud
speaker cord with attachment plug
for a radio speaker.

Chicago, factory branch, is the
Chicago area distributor. Campbell-
Mithun is the agency.

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BROADCASTING
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FOR A LIMITED
TIME ONLY

This $5.00 YEARBOOK is
 yours free with a $7.00 subscrip-
tion to the weekly BROADCAST-
ING-Teletcasting. (Subscribers' copies not in the mail)

Subscribe now

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52 WEEKLY ISSUES

1949 YEARBOOK

1949 MARKETBOOK

...all for $7

1949 YEARBOOK FEATURES

- Complete analysis of 1948
radio advertising; AM, FM, TV di-
rectories, program trends; ratings
of year's most popular shows; new
audience measurement methods,
plus 1000 radio references.

MAIL COUPON TODAY!

AD COUNCIL KITS

To Go to Independents

THE ADVERTISING Council will
make available to some 400 inde-
dependent stations monthly packets
of materials on major public serv-
ice campaigns. The packets will
contain a schedule of suggested
public service projects of top pri-
ority for each of the four weeks in
the month, a radio fact sheet on
each project and, every other
month, a radio bulletin listing ap-
proved campaigns.

The Council is working under a
plan proposed by the independent
stations committee of the NAB.
Under the plan of cooperation be-
tween the council and committees,
the council will undertake to ser-
vice queries by stations and to pre-
pare special program materials for
exclusive use of independent
stations on public service campaigns.

Y & R Video Ad

YOUNG & RUBICAM'S activities
in the field of television provided
the basis for a full-page ad run
last week in several of the coun-
try's leading newspapers and trade
journals. Headed "The Newest
Medium" the ad shows a television
camera and operator and states
simply: "Of the ten top-rating television shows...five are an-
duced by Young & Rubicam (Hoop-
er press release, Jan. 25)."

EICOR INC.

Introduces Tape Recorder

...
THE ‘ICE’ OF TEXAS

Stations Are Forced Off Air

ICE on power lines played havoc the last week in January with radio operations in north and west Texas.

Following lesser interruptions, virtually complete disruption of scheduled broadcasting in Dallas and Fort Worth ensued on Thursday, Jan. 27, after a severe two-day freezing rain.

That day, only one of Dallas’ seven AM stations, 1 kW daytime KIXL, was able to maintain unbroken schedules. Nearly all the morning and afternoon, it was the only Dallas station to which listeners could tune.

FCC granted KIXL authority to continue on the air past its sun-
down sign-off but the emergency ended before then.

At Forth Worth, KFJZ (Mutual) held the field virtually alone much of the day, operating with use of auxiliary equipment.

Both power failures at the transmitters and destruction of circuits between downtown studios and the transmitters plagued the broadcasters.

Finding itself suddenly Dallas’ sole broadcaster, “with 100% Hoop-
er,” as one KIXL staff official cracked, the station filled the air with public service announcements and messages. Likewise, KFJZ performed in the public interest.

At Bonham, 70 miles northeast of Dallas, radio was the city’s only outside communication as tele-
phone and telegraph wires were down. KFYX Bonham, on an emergency permit, relayed public mes-
sages and news copy to outside points.

At McKinney, Tex., KMAE handled emergency messages, but when its AP leased wire fell under ice, the news report was sent to the station by a Dallas shortwave op-
erator.

KRLD, with studios in the Hotel Adolphus in Dallas, shortwaved its programs to the transmitter at Garland when phone service broke down over the 18-mile distance. CBS outlet for both Dallas and Fort Worth, KRLD was off the air from sign-on time at 8:30 a.m. Jan. 27 to 3:32 p.m. That came on the heels of a 1 1/2 hr. interruption two days before, and the collapse of both transmitter towers about a month earlier.

Transmitters serving WFAA Dallas and WBAP Fort Worth on 820 (NBC) and 570 (ABC) frequen-
cies, respectively, went dead as wires crashed around them.

Getting WBAP-820 back on the air required ingenuity. While lines between the Fort Worth studios in the Medical Arts Bldg. were out to the Arlington transmitter, there was service over the more distant connection to Dallas. Accordingly, WBAP-820 routed its programs from its studios to WFAA-FM transmitter, in downtown Dallas, and back by FM to its Arlington transmitter for pickup and re-
broadcast. 820 was off the air from sign-on time to about 5 p.m. and 570 from about 10 a.m. to 5:30 p.m.

WBAP-TV stayed right on, but numerous viewers were affected by the general power failure.

Thanks to quick location of a generating unit and putting the 2000-pound apparatus into service, KLIF—which had no power either at its Cliff Towers studio or its suburban Scyene road transmitter — was one of the first Dallas stations back on the air, resuming about 2:30 p.m.

Chief Engineer Glenn Callison handled the power problem, while Judy Edwards, traffic manager, and Art Nelson and Fred Edwards, announcers, assembled with the commercial log, an armful of records, a portable turntable and com-
mercial copy at the transmitter.

But the rented generator set up a roar that made announcing im-
possible inside. So announce Ed-
wards moved to his parked car a short distance from the plant to

Attention Subscribers—

1949 YEARBOOK
NOW IN THE MAILS

EACH BROADCASTING subscriber will receive free this 550-page encyclo-
pedia of radio-TV as part of his subscription.

All Yearbooks should be de-
ivered within two weeks.

Additional copies $5.00 each.

YEARLY SUBSCRIPTION
52 WEEKLY ISSUES — YEARBOOK $7

NATIONAL PRESS BLDG. • WASHINGTON, D. C.

RETURNING from the Middle West and “Operation Snowbound,” NBC
newsmen are “covered” after land-
ing by the network’s TV film cam-
er. They supplied NBC spot cover-
age of recent blizzard disaster which gripped Nebraska, Wyoming and
other states. L. to r: Arthur Barriault,
Ludwig Geiscope and Morgan Beatty.

MID-AMERICA “Operation Snow-
bound” has its hazards as well as its hardships. Returning to base from
mountainous area southwest of Den-
ver after dark frequently involves flights between ranges too high for a C-47 to fly over. Mal Hansen (l),
Wayne Coe, farm director, and
Navigator Capt. Charles Smith of the
Tenth Air Force discuss flight map.

handle the mile from the front seat, while the records were played from the transmitter building.

CHICAGO NARSR
To Hear Flanagan Feb. 10

T. F. FLANAGAN, managing di-
rector of the National Assn. of Radio Station Representatives, will be
principal speaker at the organi-
zation meeting of the Chicago Council, NARSR, Feb. 10 in Chi-

cago.

John Blair, chairman of the Chi-
cago Council committee, said Mr. Flanagan will review activities of the group in the current FCC net-
work-representative hearings at Washington and in the recent spot radio presentation. The luncheon meeting will be closed to non-
members.

The Chicago Council committee includes Mr. Blair, president of John Blair and Co.; George Holl-
ingberg, George Hollingbery Co.; Edward Voynow, Edward Petry
Co., and John Pearson, John
Pearson Co.

Executive committee of the NARSR recently authorized forma-
tion of the Chicago section to keep asso-
ciation members in the area “more fully advised of association activities and to foster active participa-
tion in the plans and policies of NARSR,” Mr. Blair reported.

HALICRAFTERS Co., Chicago, has
announced production of a remote control television receiver.
Commercial

L. O. HUTCHINS, formerly commercial manager of WBBO and WBBO-FM Forest City, N. C., has been appointed commercial manager of WFMY Greensboro, N. C.

Mr. Hutchins

CARROLL LAYMAN, assistant account executive for Grant Adv., Miami, has joined ABC Central Division sales staff.

WTIK Durham, N. C., has appointed FORJOE & Co., New York, as its national representative. WTK is affiliated with the Tobacco Network.

ED NICKEY, former timebuyer at Dancer-Fitzgerald-Sample, Chicago, has joined WENR (ABC) Chicago's local and spot sales department. He replaces BRUCE BRYANT, who resigned to join the Edward Petry Co.

DOROTHY KIRBY, member of the WSB and WSB-TV Atlanta commercial staff, was the winner of the 17th annual Helen Lee Doherty women's amateur golf tournament held in Miami week of Jan. 24.

FRANK SCHMITT, former salesman at KGO San Francisco, has been appointed ABC network sales representative, same city.

FRED L. VANCE, commercial manager of WEEK Peoria since 1947, has been appointed account executive in charge of national business at KTSN San Antonio.

DOUG BURROWS has joined sales staff of CHEK Petersburgh.

AFM AGREEMENT

On TV Extended to March 1

AMERICAN Federation of Musicians last Monday extended its temporary agreement on television until March 1. It was the second time the pact was continued without change. It first went into effect May 1 and was renewed at the end of October.

In view of pronouncements by James C. Petrillo, AFM president, that he desired to work out a permanent agreement on television, the rumor spread that Jan. 31 would have been the end of the temporary agreement. The AFM, however, was unable to settle all the problems relating to television in time to start talks with industry. Preoccupation with Presidential Inauguration ceremonies and with the details attending the termination of the record ban was said to have prevented AFM officials from going further into television.

As the Jan. 31 deadline approached and it became known that no talks were scheduled between AFM and industry, reports spread that a television music crisis was in the making. The new extension quashed the rumors. It is expected that AFM shortly will seek talks with industry on a permanent contract.

Under the temporary agreement, which the musicians claimed last March was promulgated to aid an "infant industry," rates were put into effect for TV which were less than existing AM rates.

Under the contract, local television musician rates were set at 10% of the applicable major local AM station rates both for staff and single engagements. Network TV rates were set at 10% of the applicable AM network rate. However, men doing staff work on AM who are assigned to TV were to be paid their full AM rates. TV staff men may be assigned to AM but must be paid the AM rates for each day so assigned. If musicians play for duplicated AM and TV shows, the AM rate applies, plus $7.50 for each sponsored program and $3.75 for each sustaining program on TV. Auditions are to be paid for at the comparable AM audition rate. Musicians called in for composing or makeup receive $3.00. Musicians are to furnish uniforms or business suits as required.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Privacy
INSURANCE
For the wireless Broadcaster
OUR UNIQUE EXCESS POLICY provides adequate protection.
Our rates are competitive;
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Insurance Exchange Bldg.,
Kansas City, Missouri

COOPER Elected

Head of Commercial Mgrs.

F. M. COOPER, sales manager of WDUZ Green Bay, Wis., was elected to a second term as president of the Wisconsin-Uph Michigan Commercial Managers Assn. at its semi-annual meeting Jan. 29-30 in Appleton, Wis.

New Association officers are Fred Sample, sales manager, WVAM Neenah-Menasha, and W. C. (Wally) Fornow, commercial manager, WHBY Appleton. WHBY served as host to the managerial group. The association also chose June 11 as the next meeting date and Milwaukee as the place.

Speakers included Arthur Benso, advertising manager of Gloudemann & Gage, Appleton department store, who spoke on "Looking at Radio from the Outside," and Bob Lloyd, sports director of WHBY, who outlined "The Commercial Possibilities of Sportscasting." Ben Laird, president and general manager of WDUZ, discussed "What Management Expects of Its Sales Department."

Attending the meeting were: Harrison Carter, Robert Hollenbeck, Morris Wilson and Dean Allen, WDLR Marshfield, Wis.; C. J. Johnson and Russ Stafford, WWSM from Mt. Mich.; Larry Zerawski, WVAM Neenah, Wis.; Joe Davig, WSM Green Bay, Wis.; Harry Bryd and R. M. D. McAdams, WEAT Edu Clair, Wis.; Doug Childs and Mike Bohm, WHBY; R. A. Vandersteen and Mr. Cooper, WDUZ.

THE CLEVELAND COCA-COLA BOTTLING COMPANY

Cleveland, Ohio

 mr. Frank H. Blais 927 building Cleveland, Ohio

January 6, 1949

The Coca-Cola
"Write a letter to Santa Claus" program on your station did what we think is a truly amazing job. In the four weeks on our airactivity WJW pulled more than 22,000 letters.

BILL O'NEIL, President. CLEVELAND 500 KC

Radio Station WJW
500 KC
Cleveland

An excerpt from a letter to Cleveland's Chief Station

V. E. Wooten, Mgr.
January 28 Decisions...

DOCKET CASE ACTIONS

January 28 to February 3

CP-construction permit
DA-directional antenna
ERF-effective radiated power
STL-studio-transmitter link
Gynch.-non-synchronous amplifier
SSA-special service authorization
CG-conditional grant

January 28 Applications

ACTIONs OF THE FCC

ant-antenna
cond-conditional
D-day
LS-local sunset
N-night
mod-modification
aur-aural
trans-transmitter
limited hours

We Like Meadowl- 
It's a great little community...
License Renewal
WSY-FM Claremont, N. H.—License renewal FM station.

Assignment of License
WYBF-FM, Canal Winchester, Ohio—Assignment of license from New York Broad. Corp. to Taylor Radio and Television Corp.

Assignment of CP
KROV-FM Westlake, Tex.—Assignment of CP from KROV-FM to Taylor Radio and Television Corp.

Transfer of Control
KTSA-FM San Antonio, Tex.—Transfer of control of Sunshine Bcast. Co., permittee, to Gene Ashby.

Modification of CP
WLWF Cincinnati—Mod. CP new FM station for extension of completion date.

WDDQ-AM Chattanooga, Tenn.—Same.

KAGS-FM Stilwell, Okla.—Mod. CP new noncommercial educational FM station for extension of completion date.

Broadcasting
WOAK—AMENDED from a voluntary transfer of station to démarchants, Inc. to Ward Brothers.

TENDERED FOR FILING
Assignment of License

January 31 Applications
ACCEPTED FOR FILING
Assignment of License
WDLH-Dall. Ala.—Assignment of license from Jim E. Swigwood, J. P. Burnett, Lola C. Robinson, d/b/a as Radio Valley, to J. M. Swigwood and Lola C. Robinson d/b/a as Houston Bcast.


Assignment of CP

Transfer of Control
KIWW San Antonio, Tex.—Reinquamation of control by Joe Olivares.

WGO Bids

AVCO Bids

KRGV-FM Weslaco, Tex.—Competitive bid to purchase facilities filed by John A. Johnston and Royce F. Ward d/b/a as Dempster-Johnson & Ward Bcast.

Two Bids
KROX—AMENDED to Same.

WLWF—AMENDED to Same.

WISN—AMENDED to Same.

WLWF—AMENDED to Same.

KROX—AMENDED to Same.

WLWF—AMENDED to Same.

WISN—AMENDED to Same.
I
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III

C. Neilson Co., Chicago, has announced that Cecil & Prebrey Inc. and Sherman & Marquette Inc., agencies, and American Meat Institute, have signed for its National Nielsen Radio Index Service. Cecil & Prebrey has contracted for Class A service for two years.

THOMAS H. HUTCHINSON, formerly NBC-TV program director, has been appointed director of Television Studios of The School of Radio Techniques Inc., New York. Mr. Hutchinson also has been with RKO and McCann-Erickson, as television director.

E. D. McArthur has been appointed head of General Electric Research Laboratory's High Frequency Electronics Division, Schenectady, N. Y.

J. R. Feeney has been appointed manager of the Utica (N. Y.) branch of Graybar Electric Co., and J. D. Akers has assumed same post in Lansing, Mich.

ROBERT S. TAPLINGER is establishing national public relations connection with offices in New York, Chicago and Los Angeles under name of Robert S. Taplinger & Assoc.

WILLIAM (Bill) Malone, former promotion manager of KOIL Omaha, becomes sales manager of recently-formed Radio Television Publicity Corp., Chicago, which has "exclusive" promotion plan available in TV, AM and FM stations. Plan involves illuminated clocks and animated attention arresters displayed in key locations calling attention to station features on a time-trade arrangement.

MARTIN STONE Assoc., New York producer of radio and television programs, has moved from 10 Rockefeller Plaza to penthouse offices atop new building at 4 West 58th St. Firm's new telephone number is MUrphy 8-0086.

Television

SAUL J. TURELL, president of Sterling Films Inc., New York, has announced formation of Sterling Films Television to specialize in production and distribution of video films. New unit is located at company's headquarters, 61 W. 56th St., New York.

JERRY FREEDMAN of Southern Television Productions, Louisville, Ky., is writing and producing "Anniversary House," weekly musical comedy which made its debut over WAVE-TV Louisville last month, for Harper-Conner, local real estate agents.

BRUCE ELLIS & Assoc., Hollywood, announces addition of 14 new subscribers to five-minute program syndicate. They are WMVR Jacksonville, Fla.; KOAO Sacramento; KOBI Seattle; KOMU Havre and KJFF Miles City, Mont.; KOH Reno, Nev.; WTOR Torrington, Conn.; KTSN El Paso, Tex.; KTAR Phoenix, Ariz.; WLOH Princeton, W. Va.; KLXO Lewiston, Mont.; KERN Bakersfield, Calif.; WEJ Brevort, Ala.; KPCC Monterey, Calif.

United World Films Inc., New York, has announced that its television department is now readying a series of five-minute films dealing with the year's major holidays. The initial two films highlighting Valentine's Day and Easter are nearly completed and shortly will be available to video stations.

AIEEE

Boothroyd, Goldsmith, Goldmark Among New York Speakers

Both price of television receivers and the amount of power they use are coming down, according to a paper read by W. F. Boothroyd, project engineer of Philco Corp., before the annual five-day winter general meeting of the American Institute of Electrical Engineers, held at Hotel Commodore, New York, Feb. 4.

Mr. Boothroyd, in a paper prepared by S. C. Spielman, of Philco, said that the price of receivers and the amount of power they consume are "tied rather closely together."

Improvement and simplification of designs of sets, he said, will make them cheaper and reduce their power consumption. He discounted the fears of electric utilities of the amount of the television power load, which has caused some utilities to levy extra charges on television set users.

In a report on progress in ultra high frequency television, T. T. Goldsmith, director of research of Allen B. DuMont Laboratories Inc., said it was possible to permit 69 additional television channels in the UHF band to give three or four stations to each city. Tests show the possibility of commercial station operation in UHF, he said.

Improved Images

Better video images can be attained by increasing contrast than by increasing brightness, Dr. Peter C. Goldmark, director of engineering research, CBS, told the engineers.

Progress in the development of television equipment for motion picture theatres was outlined by Ralph V. Little Jr., RCA Engineering Products Department engineer. He analyzed the RCA direct projection system, under which high-brilliance kinescope images are projected by a highly reflective optical system upon special screens, and its intermediate film system, using 35 per cent motion picture projection technique after television images have been photographed on motion picture film and processed.

PHILCO TV PLAN

To Cut Installation Cost

PHILCO CORP., Philadelphia, is making a definite move to cut installation costs on video receivers, BROADCASTING learned at a company luncheon for newsmen in New York.

Instead of the current initial installation cost of $65 or more, with a year's guarantee on service and parts, Philco plans to charge $30 for setting up a receiver. One year's guarantee will cover parts alone. Thirty days after installation, a serviceman will inspect and adjust the instrument, after which, for the one-year period, all calls will be charged for on the basis of the repair man's time.

The plan has been tested successfully in several cities and will be effective in the New York area shortly. Philco distributors are also dropping current delivery charges to dealers, charges that are in most cases relayed to the consumer.

The Answer to a Disc Jockey's Prayer

by DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.-48 Volts.

For further information write to Dept. BD-3

*PAT. PEND.

When It's BM1 It's Yours

Another BMI "Pin Up" Hit—

Published by London

I Wish Somebody Cared Enough to Cry

On Records: Frank Gallagher—Dana 2033; Eddy Howard—Mer. 5248; Ray Dorey—Gold Medal 949.

On Transcriptions: Sweetwood Serenaders—NBC Thesaurus; Eddy Howard—World.
KITS MAILED
As Brotherhood Week Nears

KITS containing Brotherhood Week material are being sent to all AM and FM stations, according to Edgar Kobak, MBS president and chairman of the 1940 radio committee for the observance. Sponsored by the National Conference of Christians and Jews, Brotherhood Week will be celebrated Feb. 20-27.

Kits contain letters, copy for live announcements and five-minute dramatic scripts. Broadcasters later will receive pressings of transcribed spots.

The transcription features four of WNEW's "Little Songs on Big Subjects" by Hy Zaret and Lou Singer, and recorded spots by Bing Crosby, Jack Benny, Ed Gardner, Eddie Cantor, Garry Moore and others.

President Truman is honorary chairman of Brotherhood Week. General chairman is Nelson A. Rockefeller, Members of Mr. Kobak's committee are:

H. Leslie Atten, WBBM Chicago; Eric Barnouw, writer; Edgar L. Bill, WMWD Peoria; Frank Bukse, KFYD Austin; Ted Cott, WNYW New York; H. Quirk, WHAD Boston; H. C. O'Neil, WKBW Buffalo; Dan O'Keefe, WINS New York; Joe Quine, WJAR Providence; Joe Reif, WBBM Chicago; Ed Searle, WNEW New York; V. F. Shields, WJRT Lansing; G. R. Smith, WBBN Chicago; Mr. and Mrs. John Stainer, WNCN New York; A. A. Strong, WMCA New York; J. M. Swift, WCCO Minneapolis; J. C. Teacher, WJSU Radio, Hollywood; A. H. Van Doren, WJW Cleveland; George Van Deusen, WOR New York; C. F. Van Dyke, WMAL Washington; David White, WJZ New York; Coolee Williams, WABC New York; and J. R. Williams, WRUN Washington.


care of your home

WASHINGTON televiewers now have opportunity to learn how to solve the problems of home upkeep. WNBW (TV) Washington has inaugurated a Saturday video show, Yours for Better Living, which will feature local experts on interior decorating, repair, grounds and garden care. Local real estate dealers have signed for sponsorship, and commercials will feature homes for sale in the area. First participating clients are Glassman Bros., designing engineers and builders, through Kal. Ehrlich & Merrick Adv. and Ed Carr, real estate broker through Robert Enders Adv. Ed C., all Washington.

Junior Town Meeting

IN ORDER to offer a vehicle by which schools and students of the metropolitan area can express their views in the media, a Junior Town Meeting will be presented alternately on programs are six high schools. Program is carried as a delayed broadcast, Sundays at 3:30 p.m., with recordings cut during regular assembly periods. Format of the show allows a selected group of four students to air their viewpoints and to discuss the question at hand, after a revolving microphone gives members of the student body opportunity to question the decisions and participate in the program.

Camera Fans

CAMERA fans in Pittsburgh now have a radio program especially for them. WWSW Pittsburgh has inaugurated Peoples Camera Club of the Air. At each broadcast "meeting" experts from various fields of photography get together to discuss the pros and cons of picture taking methods and get questions submitted by clients. Anyone who is a "bug" may join the "club." Program is sponsored by Peoples Camera Exchange, local photo supply house, as part of an intensive radio advertising campaign over WWSN exclusively.

New England Congressmen

WEEKLY forum, "The New England Round Table," featuring New England Congressmen in discussions of current legislation of particular regional interest, was resumed yesterday (Feb. 6) over WBZ-WBEA Boston-Springfield. Program is originated in Washington and Robert McCormick, newspaper columnist and radio commentator, acts as moderator. Program is carried over New England Regional Network which includes WTIC Hartford, Conn., WJAR Providence, WRSI Springfield, O. W. G. Port, WGBI Portland, Me., WBZ Boston, Me., and WGBY Augusta, Me., in addition to WBZ and WBEA.

WMGM SHOWS

Feature MGM Personalities

CULMINATING plans for cooperation with Metro-Goldwyn-Mayer Studio, WMGM New York has resumed its call letters from WHN, the station last week announced a schedule of programs originating in Hollywood and featuring MGM players and properties.

Approximately six hours of recorded Hollywood shows, including MGM Theatre of the Air, a one- hour weekly distribution of the studio's pictures, will be offered soon. Other shows include a 15-minute, three-times-weekly program with George Murphy, Good News from Hollywood, At Home with Lionel Barrymore, five-minute morning programs weekly, and an across-the-board 15-minute interview show with Paula Smith. WMGM also plans to syndicate the programs on a nationwide basis, offering recordings of the shows on either a sustaining or commercial basis to other local stations across the country.

Watson Gordon Jr.

WATSON M. GORDON JR., 29, former account executive at Foote, Cone & Belding, Chicago, died in Boston hospital Jan. 27. A graduate of Harvard in 1940, Mr. Gordon worked for FG&B until last spring when he retired because of illness and returned to his home in Dubuque, I. H. Survivors include his wife, Mrs. Anna Baker Gordon; his parents, Mr. and Mrs. W. M. Gordon of Dubuque and Boston; three sisters and a brother.

Anni Frind

"NUNS' CHORUS" and "HABANERA"

February 7, 1949 • Page 69
February 2 Applications

S. C. STERLING 3686

REPRODUCER REPAIRING SERVICE
All MAKES— SPECIALISTS 9A & 9B
NOW— 48 HOUR SERVICE
BROADCAST SERVICE CO.
324 ARCADE BLDG. ST. LOUIS 1, MO.

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- Heatherdell Road
- Dobbins Ferry Rd.
- Dobbins Ferry 2-3233

VACANCY
YOUR FIRM'S NAME is this "vacancy"
will be seen by 13,500 readers
in advertising, magazine, engineering and technical
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TOWER SALES & ERECTING CO.
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Electrical Tower Service Corp
AM-FM-TV
BASE—GROUND SYSTEMS—TRANSMISSION LINES, PAINTING, ERECTING, DIAMANTING
1375 W. Kilbourn Ave.
Creeco, Ill.
Phone 3-9846—Peoria, Ill.


TRUTHFUL FILING

February 2
By COMMISSION IN BANC

License Renewal
KENDI-FM Landa, Tex.-Granted renewal of license for period ending Sept. 1, 1952.

WHLK-FM Longview, Wash.—Same.


License Extension
WHMA-FM Madison, Wis.—Present license extended on temp. basis to Jan. 1, 1952.

WoPT-AM Ortega, N. Y.—Same.

WRDL-FM Ladoga, Ala.—Granted reinstatement of Class B C which previously were vacated; condition of renewal is to be dated three months from date of grant.

WGQI-WM Valdsota, Ga.—Same.

WFRS Grand Rapids, Mich.—Same.

KOAK TRW, Calif.—Same.

KDFX-FM Wichita Falls, Tex.—Same.

LOW POWER FM

Board of Comm. Item 16 Item referring to WHIC-FM should be: To change call letters to WHIC-FM.

Duquette L., Pittsburgh — Granted low power FM station, Channel 207 (89.3 mc), 10 w; estimated cost $1,176.

FCC Correction

WHNC-FM Henderson, N. C.—In response to Jan. 18 Item referring to WNHC-FM should be: To change from Channel 207 (89.3 mc), EIRP 8.6 kw, ant. 516 ft. to Channel 223 (82.5 mc), EIRP 8.6 kw, ant. 500 ft.

February 2 Applications

Accepted for Filing Assignment License

WBRL Latelita, Ala.—Assignment of license from L. J. Duncan, Leilah A.

PROSPECTIVE purchasers of television receivers as determined by the National Board of Fire Underwriters to ascertain that the set they wish to buy has been listed by Duncan and Josephine Rawls d/b/a Valley Bcstg. Co. to Valley Bcstg. Co. Inc.

License for CP

KXOA Sacramento, Calif.—License to cover CP change frequency, increased power.

SSA Extension

WOKO Albany, N. Y.—Extension of SSA for period not to exceed 6 mo. to operate 160 kw 1-kw D-500 w-n Uni. Also to use trans. (previously licensed to WOKO Inc. as aux.), as aux. with 500 w for period not to exceed 6 mo.

Modification of CP

KXDK Los Angeles, Calif.—Modification of CP change power etc. for extension of completion date.

KBOW Oakland, Calif.—Same.

WCLC Clarksville, Tenn.—Same.

WKKK McComb, Miss.—Modification of CP change frequency, increased power etc. for extension of completion date.

WDEL-TV Wilmington, Del.—Modification of CP change frequency, increased power etc. for extension of completion date.

WVYH Richmond, Va.—Same.

WTVJ-MTV Milwaukee, Wis.—AVCO Bid.

WROL Wolfeboro, N. H.—Application to purchase filed by George B. Dempster, John A. Johnson and Royce D. Warb d/b/a Dempster-Johnson & Ward for AM FM Station.

APPLICATIONS DISMISSED

William T. Smith, Bakersfield, Calif.—Dismissed January 20 application for new AM station 1470 kc 500 w D.

AM—919 kw.

William T. Smith, Palm Springs, Calif.—Dismissed January 28 application for new AM station 1455-1470 kc D.

EXP. TV DELETIONS


Allen B. DuMont Labs, Inc., New York—Deleted Feb. 1, at request of application exp. TV Station WZKNG on Channel 13 250-100 mw, 400 kw, Ltd.


(Continued on page 8)

TV HAZARDS STUDIED
Fire Underwriters Urge Checking of Sets

ed as acceptably designed and constructed to minimize the fire and life hazard.

Sets of several manufacturers have already been listed by Underwriters Laboratories, Inc., the board points out in its special bulletin No. 275.

Mounting sales of video sets has produced a flood of inquiries, the board points out. The board noted that a unit of the Committee on Fire Prevention and Engineering Standards with New York offices at 88 John St. acknowledges that Article 810 of the National Electrical Code is inadequate for purposes of television. Certain provisions of 810 should be followed until appropriate revisions have been made, however, it was pointed out. An appropriate committee of the National Electrical Code is currently studying problems peculiar to television, according to the bulletin.

The bulletin also cited that it was generally considered that a television receiver has a greater inherent fire hazard than a conventional radio receiver because of its greater current consumption, a greater number of heat producing components and the higher voltage usage. In particular, care was prescribed to make certain that none of the natural ventilation built into the set is not obstructed or reduced.

Television sets should not be left turned on while unattended, the bulletin warned. Pears that the antenna or lead-in constituted a shock hazard because of the high voltage carried were labeled "groundless," in the case of properly designed receivers.

WBIX-FM Deleted

THIRTEENTH FM construction permit to be deleted this week was announced last week's FCC decision to delete permits WBIX-FM Rome, Ga. One license and one conditional grant also have been deleted by the Commission this year. WBIX-FM's permit was deleted Dec. 12, 1948, and no request for extension of completion date was filed. FCC said the CP was forfeited since correspondence to the station was returned unanswered and CP had been granted in April 1948.

VIDEO NEWS

WJZ-TV Starts New Service

A NEW type video news presentation has been initiated by WJZ-TV New York. The station interrupts the hour between 12 noon and 6 p.m., Monday through Friday, to flash a series of bulletins and news summaries.

The news is presented in cooperation with United Press and is received on a special printer at WJZ-TV. It is printed on cellophane and sent via a Trans-Lux projector to the transmitter, and thus to the audience. News is given at an average reading speed of 175 words a minute.

Thomas Velotta, ABC vice president in charge of news and specials, has learned that plans were under way to increase the frequency to every half-hour, seven days a week. Sponsorship has been solicited from AM to TV engineering, and Homer J. Hallbaugh has been appointed as TV engineer.

WILLIAM KARDA, with WINS New York since 1948, has been promoted from post of assistant engineer to post of studio engineer supervisor.

ED NERLEY, formerly with WWNR Beckley, W. Va., has joined engineering staff of WOL Washington.

ERIC LEVELL, formerly of CKMO Vancouver, B. C., has joined the operating staff of CBC Vancouver.

WILLIAM PIRKES, formerly of CKGB Timmins, Ont., has joined CJKL Kirkland Lake, Ont., as assistant chief engineer. VERN O'BRIEN has joined station's control room staff, replacing TOM DALEY, who has joined WPRF London, Ont.

JULIAN CRAPS, WSTAR Norfolk, Va., engineer, is the father of a girl, Linda Susan. JOHN BIBBOP, also of station's engineering staff, is the father of a boy.

WILBUR ALLMEYER, KWK St. Louis engineer, is the father of a girl.

Member AFCCE

BROADCASTING • Telecasting
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<tr>
<th>Name</th>
<th>Address</th>
<th>Telephones</th>
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<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N.W. Washington, D.C.</td>
<td>Phone: 2414</td>
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<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1757 K St., N.W. National 0196</td>
<td>Phone: 6513</td>
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<td>Phone: 7236</td>
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<td>1108 Lillian Way Gladstone 6178 Hollywood, California</td>
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<td>A. D. RING &amp; CO.</td>
<td>Munsey Bldg., Republic 2347 Washington 4, D.C.</td>
<td>Phone: No. 315</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8315</td>
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<td>WELDON &amp; CARR</td>
<td>Washington, D.C. 1605 Connecticut Ave. MI 4151</td>
<td>Phone: 8300</td>
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<td>KEVIN L. KENT</td>
<td>134 Center St., N.W. Republic 3883 Washington, D.C.</td>
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<td>A. EARL CUMMUL, JR.</td>
<td>Consulting Engineers Office &amp; Laboratories 4812 Bethesda Ave., Bethesda 14, Md. Oliver 8300</td>
<td>Phone: 3611</td>
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<tr>
<td>A. WILLIAM FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N.W. Republic 3883 Washington, D.C.</td>
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<td>H. V. ANDERSON</td>
<td>Consulting Radio Engineers 134 Clarence St., Phone 7-277 Lake Charles, La.</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant Executive 5851 1833 M Street, N.W. Executive 1230 WASHINGTON 6, D.C.</td>
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<td>Munsey Bldg.—Sterling 0111 Washington 4, D.C.</td>
<td>Phone: 501-514</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMARS Associate 1469 Church St., N.W. DE. 1234 Washington 5, D.C.</td>
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<td>1422 F St., N.W. Kellogg Bldg. Washington, D.C. Republic 3984</td>
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<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers 363 E. 75th St. Triangle 4400 Chicago 19, Illinois</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue Washington 6, D.C.</td>
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<td>JOHN CREUTZ</td>
<td>319 Bond Bldg. Republic 3151 Washington, D.C.</td>
<td>Phone: 2159</td>
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<td>1100 W. Abram St. Phone 1218 Arlington, Texas</td>
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<tr>
<td>SAXTON &amp; WINSTON</td>
<td>Dallas 2222 N. Fitzhugh Tre 7-2756 Longview P. O. Box 1866 4331</td>
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<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer FRITZ BAUER, Associate 826-28 Landers Bldg.—Ph. 3621 Springfield, Missouri</td>
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FINCH, WJIM

COMPETITIVE bids were filed under FCC’s AVC-O rule last week for WGL Fort Wayne, Ind., by Anthony Wayne Radio Co. Inc., new firm including ex-FCC Chairman James Lawrence Fly, and for WROL-AM-TV Nashville, Tenn., by Dempster-Johnson & Ward Broadcasters.

Anthony Wayne Radio, headed by Harold Gross, chief owner of WJIM-TV Lansing, Mich., proposes to match $180,000 consideration specified in original WGL purchase application of Fort Wayne News-Sentinel. Dempster-Johnson & Ward proposes to match $856,000 bid of Knoxville Journal for WROL [BROADCASTING, Nov. 29, 1948].

Dempster-Johnson is 45% owned by George R. Dempster, 60% owner of WGAP Marysville, Tenn.

WGL, owned by Farmworth Television and Radio Co., is assigned 1 kw on 1250 kc. WROL, owned by S. E. Adcock d/b as Stuart Broadcasting Co., is assigned 5 kw on 620 kc. Both are NBC affiliates.

Anthony Wayne Radio is a newly formed corporation with stock authorization of 1,000 shares ($500 per share stated value). One share each is held by Mr. Gross, president and treasurer, and Howard K. Finch, WJIM program director, who is vice president. Mr. Gross has subscribed to an additional 353 shares and Mr. Finch to an additional 25 shares.

Mr. Fly, now a New York attorney, has subscribed to 20 shares. He has a small interest in KAND Coriaca, Tex. Secretary of firm is Frank E. Corbett, Fort Wayne attorney, who would resign as director of WANE Fort Wayne if transfer were approved. Application stated that several residents of Fort Wayne would become subscribers to stock.

Associated with Mr. Dempster in the new Knoxville partnership are John A. Johnson, 10% owner of John A. Johnson & Sons Contracting Corp., Brooklyn, has 46%, and Joyce F. Ward, Alexandria, Va., has 10%. Mr. Dempster was city manager of Knoxville in 1944-45. He is president and 43.225% owner of Dempster Bros. Inc., local construction equipment manufacturer.

Scott Paper Signs

SCOTT PAPER Co., through J. Walter Thompson Co. effective Feb. 10 will sponsor the latter quarter hour of the Dione Lucas program, Thursdays 8-8:30 p.m. on the eastern CBS-TV network. The early part of the cooking show is also scheduled to be sponsored by another J. Walter Thompson client. Contract is for 52 weeks.

RIVAL OFFERS

FCC Gets WGL, WROL Bids

KROD

EL PASO, TEXAS

Progress...

1940 1941 1948

5000 Watts!

250 1000

The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 20 times what it was in 1940. There’s just no better way to sell the vast El Paso Southwest market than with 5000 WATT KROD, key station of the Southwest Network, CBS regional outlet, for west link of the Lone Star Chain.

SALE ZELMAN, on news and special events staff of ABC Hollywood since past two years, has been appointed news editor. Mr. Zelman also celebrates the recent arrival of a daughter.

PAUL HUSSELL has joined KMPC Hollywood as news editor. He replaces EDDIE LYON, who resigned to join KPMJ Tulsa as news editor. Mr. Hussels was formerly with New York World, Time magazine and Cinema magazine at one time, was managing editor of "March of Time" newseum. In addition to regular duties as news editor, Mr. Hussels will broadcast two quarter-hour newscasts daily.

BILL SYMES, Don Lee network announcer, has been appointed director of special events for retx (TV) Los Angeles. Mr. Symes joined Don Lee in 1946 as producer, and later served as staff announcer.

CHRIS MATHIESON, former radio editor and assistant film reviewer of the Washington (D. C.) Evening Star, has been assigned to that newspaper's Capitol staff, is doing a weekly film commentary for WCPM (FM) Washington.

RUSS ANDREWS, with WFBF Baltimore, where he handled news for six years, has joined WAAM (TV) Baltimore, where he will do a five-minute news spot to be telecast three times daily.

WILLIAM HARPEL, on KMPC Hollywood announcing staff for past year, has been appointed night news editor.

DICK KISKUPHAU has joined WZKO Kalamazoo, Mich., as assistant news editor.

FRANK JOHNSTONE, newscaster on KPBC San Francisco, has been appointed to do 10 p.m. news report over Don Lee Mutual West Coast network.

WGRQA QUARTERS

Completed at Rome, Ga.

WORK improvements on new studios and offices of WRGA WGRQA FM Rome, Ga., have been completed in the National City Bank Bldg., John W. Quaries, president and owner, has announced. New quarters, occupying the second floor, will also house the station's FM operations, and provide a main entrance. Facilities were formerly located on the third floor of the building.

Official opening of the new facilities was held Jan. 28 as members of the Georgia Associated Broadcasters gathered at the station for their winter meeting. They were to be taken on a special tour by staff members.

Completion of new installation follows WRGA's increase in power late last year from 250 w to 5 kw full time. Station, licensed by Ray Broadcasting Co., is beginning its 19th on the air.

NEWS SOURCES

Bill Pushed in Minnesota

A BILL protecting newsman against forced disclosure of their sources of information was prepared for the Minnesota Legislature Jan. 24 by Lawrence E. Heitner, WCCO Minneapolis-St. Paul farm service director and representative for the state's 36th District. The bill provides that newsman could not be compelled by law to disclose their news sources, and where would place radio newsmen on a par with newspaper reporters.

Minnesota was the second state in recent weeks to consider such a measure. A similar bill was introduced a fortnight ago before the New York Legislature, calling for equal protection for radio newsman [BROADCASTING, Jan. 17]. Other legislatures, at the instigation of state broadcast associations and NAB, which proposed a model law, are expected to follow suit. At present 11 states have such laws, but none include radio newsmen in their provisions.

RADIO BEATS

Press Scooped on INS Stories

RADIO beat the press by half a day on one of the biggest news stories in recent months when on Sunday, Jan. 30, INS’ European general manager, Kingsbury Smith, filed his exclusive story of Premier Stalin’s willingness to talk peace. The INS story cleared at 9:22 a.m., and from then until first editions of Monday morning papers came out Sunday evening, radio had the news to itself. Radio also got a beat of several hours over newspapers at the release of Mr. Smith’s second story, Feb. 2, reporting that Premier Stalin would meet the President in the U.S.S.R., Poland or Czechoslovakia. That story cleared INS wires at 6:40 a.m., long after morning papers were wrapped up and before afternoon papers were ready to roll.

Ad Rate Guide

E. H. BROWN Advertising, Chicago, has published its 24th annual edition of the 1949 Advertisers Rate and Data Guide. Fifty-two page book lists rates, circulation, and closing and issuance dates for general, farm, mail order and direct selling magazines. It is available to advertisers without charge.
RCA Audio Accessories
FOR EVERY STATION NEED—AM•FM•TV

Available now for immediate delivery—more than 100 high-quality items to meet your installation requirements

MAIL THIS COUPON FOR YOUR FREE COPY

RCA’s NEW AUDIO ACCESSORY BULLETIN—KEEP IT HANDY!

Please send me my copy of your bulletin on RCA’s Audio Equipment Accessories.

Name ________________________________________________
Address _______________________________________________
Station ____________________________ Position _______________
City ____________________________ State _______________

BROADCASTING • Telecasting

REPRESENTED HERE are items from broadcasting’s most complete line of fine audio accessories. Microphone stands... studio warning lights... cabinet racks... panel-mounted auxiliary units... transformers of many kinds. In all, more than 100 different items—with every type of unit you need from large size cabinet racks down to patch cords.

Designed by audio men for audio men, these accessories are built with the professional thoroughness needed to meet the most exacting requirements of broadcast use. Mechanically and electrically, every unit is built to “take it.”

For information on RCA’s complete line of audio accessories... immediately available from stock... call your RCA Broadcast Sales Engineer, or Dept. 19-BA, Engineering Products, RCA, Camden, New Jersey.

BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
In Canada: RCA VICTOR Company Limited, Montreal
February 7, 1949 • Page 73
Herald Wanted (Cont’d)

Copywriter wanted—One who can rapidly and accurately write commercial and酱情copy. Must be capable of handling any type of work. Send samples and references. E. St. Louis, Ill. Box 98, BROADCASTING.

Situations Wanted

Managerial

Manager with tough AM experience has developed New England independent FM to prominence. Operation to be put on your FM on its feet. University back, good judgment, experience. Extensive technical orientation. Proved administrator. Must have good and solid background. Write Box 53, BROADCASTING.

Radio chief of large nationwide public service organization, former program manager. Good references. Proved administrator. Administrator. BROADCASTING. BROADCASTING.

Available as manager. Fourteen years experience. Salaries to be negotiated. Box 7a, BROADCASTING.

Manager—Wants same as above. Have experience in all phases of programming, production and special events. Past experience proves ability and proved personality. Apply to Box 25, BROADCASTING.

Young staff announcer, experienced in news and all types of show. Box in speech from the University of Denver, large market, references, and photo on request. Box 8, Kansas City, Mo. Phone B-14-31.

Popular morning man, employed, looks for opportunity to increase his earnings. Excellent background. Box 14a, BROADCASTING.

Companion announcer—Operator. Eleven months experience including baseball play-by-play. Will consider any reasonable offer. Box 14a, BROADCASTING.

Award winning disc jockey in recent competition. Has busy voice. For information or write Box 15a, BROADCASTING.

Young, college graduate thoroughly trained in station administration and sales. Desiring advertising and sales background. Desires beginning sales or advertising position. NY area. Box 4, BROAD- CASTING.

Salesman—Trained, experienced in all phases of sales operation. But will consider all offers. RJ Degree. Will consider advertising agency. Ability, excellent references. Box 43a, BROADCASTING.

Young, radio station manager, 4 years experience in advertising and sales. Desires position with a well established station. Box 60a, BROADCASTING.

ANNOUNCERS

Young, 36 years experience in sales and all types of show. Will consider all types of job. Box 25, BROADCASTING.

Top disc jockey and sports an-ouncer for independent station. Very active in all phases of broadcasting. Box 55, BROADCASTING.

Commercial manager. Aggressive, ac- tive, no armchair executive. Knows promotions. Extensive experience in West Coast market. Box 55, BROADCASTING.

Manager. Young, aggressive. Especially strong on newscast and sales. Capable writer and producer. College graduate. Excellent references. Box 64a, BROADCASTING.

Salesmen—Call. Experience in all phases of sales operation. But will consider all offers. RJ Degree. Will consider advertising agency. Ability, excellent references. Box 43a, BROADCASTING.

Top disc jockey. Excellent voice, experience and all phases of broadcasting. New England. Box 36a, BROAD- CASTING.

Announcer, 25, experienced, capable all-round man. Middlewest pre- ferred. Excellent references. Box 45a, BROADCASTING.

Youthful and aggressive disc jockey, 4 years experience. Will relocate. Box 62a, BROADCASTING.

Disc jockey wanted. Excellent voice, experienced in all phases of broad- casting. New England. Box 36a, BROAD- CASTING.

Top disc jockey, 4 years experience in broadcasting. Will relocate. Box 45a, BROADCASTING.

ANNOUNCERS

Top disc jockey. Excellent voice, experience in all phases of broad- casting. New England. Box 36a, BROAD- CASTING.

Top disc jockey, 4 years experience in broadcasting. Will relocate. Box 45a, BROADCASTING.

Top disc jockey. Excellent voice, experience in all phases of broad- casting. New England. Box 36a, BROAD- CASTING.

Top disc jockey. Excellent voice, experience in all phases of broad- casting. New England. Box 36a, BROAD- CASTING.

Top disc jockey. Excellent voice, experience in all phases of broad- casting. New England. Box 36a, BROAD- CASTING.
Situated Wanted (Cont'd)

Experienced announcer, news, disc jockey. Opening ideas. Box 972, BROADCASTING.

Announcer-producer seeks staff position in program operation. Wide network affiliation, major NE market. Wife, two children. Can offer 6 y. exp. Mr. and Mrs. record production show. Box 955, BROADCASTING.

Don't look here if you can't use an experienced announcer, 25, veteran. Six years radio. Ready for further experience. Telegizer, man on street, writing, production, control experience. Box 937, BROADCASTING.


Want opportunity to prove ability to call any type of professional sport. Dependable. Box 966, BROADCASTING.

Announcer, experienced. Newscaster, disc jockey, operations console. Desires position with progressive station. All offers considered. Box 46a, BROADCASTING.

Sportscaster—Experienced play-by-play commentator. Reports. Host of national soccer shows. Ready to do top rate job handling sports in large or small market. References and clippings. Would welcome opportunity to work under sports director in major station. Box 41a, BROADCASTING.

Exceptional ability in handling play-by-play. Successfully worked five years by experienced, married man. Child five. Any location considered. Can handle other phases announcing. Box 40a, BROADCASTING.

Topflight play-by-play sportscaster. Experienced in all major sports and regu lar sportscasting. Professional in permanent affiliation. Go anywhere. Am no stranger to Midwest or Eastern. Box 50a, BROADCASTING.


Young well trained staff announcer desires opportunity to prove capability. Disc, photo available. Box 78a, BROAD CASTING. Box 66a, BROADCASTING.

Sports announcer. AM & TV experience. Nine years. Outstanding sportscaster. Box 45a, BROADCASTING.

Technical

Engineer—First phone. Experienced chief. Ten years. Presently employed as 1 kw engineering. Box 86a, BROADCASTING.

Engineer, first phone, two and 16 years technical training. Has worked on all phases of television. Presently employed with 5 kw, 4000 watts. Experience in control, writer, remote and local operation. Box 30a, BROADCASTING.


Situations Wanted (Cont'd)

First phone man available as assistant engineer with ten years experience but willing to learn and apply principles in ham radio. Generally familiar with car, house trailers, and references. Cravv A. Herman, 165 South Westlake, Little Rock, Ark.

Engineer—First phone, one year transmitter and remote experience with 25 and 5 kw transmitter. Good for children's show. Available on notice. Box 10a, BROADCASTING.

Engineer—Manufacturer presently employed and desiring new opportunity. Desires position in east or western. Box 5a, BROADCASTING.


Experienced chime engineer, 20 years experience. Sports, play-by-play, vocal. Single. Consider chief's job in live, small town, or transmitter work. Box 28a,两周. Two weeks notice. Box 31a, BROADCASTING.

Experienced announcer—engineer, available. Not a "hot rock." but capable of proving himself. Desires position with progressive station. Can handle any engineering job from chief on down. Five years experience. Two weeks notice. Box 50a, BROADCASTING.

Chief engineer for past 2 years in Flor ida. Family man, good references, and permanent association. Chief at present position. Desires position in 15 years experience all phases power. Desires position not limited to job. Box 52a, BROADCASTING.

Announcer-engineer, first class license. Good technical knowledge. Quality of choral work and public speaking in Florida. Box 56a. BROADCASTING.

Engineer desires transmitter operating job. Five years experience AM, inclusive. Little experience. Desires position. Box 52a.

Chief engineer. Experienced. Con st ruction and installation of radio and television stations. Put two stations on the air. Outstanding references. Box 61a, BROADCASTING.

Engineer—First phone, plenty of technical training, college graduate, lead ing number of years. Desires job in AAF-3 years flying radio mechanic, responsible discharge, Young, sober, unmarried. Best of references. No broadcast experience. Box 71a, BROADCASTING.

Engineer—First phone, 5 years Coast Guard and amateur radio. Graduated 5 month technical radio broadcast school, single, available immediately. Goes to travel. Box 72a, BROADCASTING.

Production-Programming, others

Will invest $5000 CP or progressive going operation. Active participation. On location work. Desires experience. Well recommended. Box 600, BROADCASTING.

Topflight news editor, announcer, wants to grow with worthwhile station. Box 65a, BROADCASTING.

Farm director desires position with regional stressing farm coverage. Excellent executive, 18 years experience. Desires position in midwest. Box 24a, BROADCASTING.

Production man, music librarian, and deejay. Ten years experience competing with aggressive station in competitive market. Desires position. Available of producing shows that bring results. Reply Box 360, BROADCASTING.

Program director presently employed and desires another opportunity. Inaugurated programs. Good air voice, technical background. Desires position in southwest or east, west, want larger market. Box 4a, BROADCASTING.

Continuity director. Capable young woman. Thirties. Desires position in help body can do well. Good salary. West preferred. Box 6a, BROADCASTING.

Program director. Fourteen years experience. Desires position. Single. Box 8a, BROADCASTING.

Programs for women with quite a "news" background. Desires position as book. Youth talent shows to please family audience. Desires position in all types programs and continuity. Box 11a, San Bernardino, California.

Program director, excellent copy and imaginative production man, now pro gramming network's entertainment program. Has worked 6 and 8 kw FM affiliate, desires permanent position. Good for name sake, sober, married. In return for permanent position, good pay, good time, and adequate remuneration for hard work, will do excellent programming job. Box 15a, BROADCASTING.

News writer now employed in New York network news room and writing for top daytime comedy show wishes news job, etc. Positions and salaries. Address Box 94a, San Bernadino.

Music director—University Masters Degree. Experience. Complete charge music department. Desires any size station. Good voice, writing, good air voice. Young, available April. Box 28a, BROADCASTING.

Continuity writers with six months or more experience. Experience can be in announcers, traffic and console operation ready to relocate. Box 725, Western Radio Broadcasting, 1325 Oak Street, Kansas City, Missouri.

After twenty odd years in the radio, motion picture and television business, has a wide and progressive background. Can't get into the age limit. Desires position. Will furnish plush lined office of a VP in charge of television and radio and get full charge. Bull sessions, two hours for lunch, through problems with engineering assistance. If your price is right, can and will handle entire department of knowhow and work to make your TV AM and FM jobs pay off. Married with family. College graduate, present employment, produces and directs four motion picture shows a week. Box 76a, BROADCASTING.

Girl, 1948 Northwestern graduate. Majoring in broadcasting with emphasis in program planning, acting, continuity. Visible and present on writing, air talent and program writing. Pleasure and friendliness to get along with; worked part time in a small station. Desires more responsible job to work full time to a progressive midwest station. Not afraid of hard work and plenty of hours available. Box 48a, BROADCASTING.

Promotion man. Continuity, Sound, intelligent, idea promotion. Consistently good copy based on proven and original ideas. Box 58a, BROADCASTING.


Music director. Ten years college training. Has seven large market stations in New York. His music plays in 34. Send 25-cent stamp for resume. Box 78a, BROADCASTING.

Wanted—Buy

Wanted. RCA 250 or 1000 watt transmitter, also 25 kw 230v 3-phase gas driven generator. Riddle, WDSU, New Orleans.

Wanted—Buy to 10 kw AM transmitter. Reply to Box 961, BROADCASTING.

Wanted—Buy: Ten BRAYSON, or RCA similar 25 kw 230v 3-phase AM 10 kw FM transmitter. Specify frequency, conditions. Box 75a, BROADCASTING.
Help Wanted
Managerial

WANTED
Manager to operate a radio station and to invest $18,000, which will buy 20% of leased preferred stock, earning 6% dividends. Manager will receive 6% of all sales profit. Plus all expenses. Construction perfectly completed. Duties: management. $500 in the mail. Box 961, BROADCASTING.

RADIO DEPARTMENT MANAGER
Man with comprehensive experience qualifying him to assume managerial supervision of small competently staffed radio department in Four A's advertising agency. General administrative responsibility with special emphasis on programming and creative selling ideas. Knowledge of mail order book selling by radio helpful but not essential. If other qualifications fit, Executive ability, team-work temperament, creative writing sense and knowledge of both functions of a radio department are the important requirements. Please outline experience and give ages and starting salary desired.

BOX 887, BROADCASTING

WANTED
Salesmen

Transcription Salesmen. Juvenile program, already well known with successful record. Protected territories open. Generous commission. Tell us what other shows you are now handling and why and should have a good air voice. The other should be a good commercial announcer with broad sports background and ability to write both news and sports. Fixed audition date, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

WERC, NBC, Era, Pennsylvania. Jay Young.

Situation Wanted
Managerial

EXECUTIVE AVAILABLE
20 Years broadcast experience, all phases, programming, sales, promotion and public relations manager, excellent managerial position with new or established program. Station central, midwest or southern states. Two references, All replies considered and will receive prompt attention for interview. Your details please. BOX 504, BROADCASTING.

$40,000
Here is an excellent investment. I am an experienced manager, 17 years radio and newspaper. I have C.P. for less frequency station in midwest metropolitan market. I need financial aid. You can have control. Write Box 39, BROADCASTING.

REGIONAL MANAGERS (2)
Fastest growing National Organization, whose promotional campaigns are well known and ENDSORED 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 985, BROADCASTING

KSLM Moves
KSLM Salem, Ore., has moved to new headquarters at Kingwood Heights. Included in new quarters are studios and transmitter, built at cost of $100,000. Station continues downtown offices at Senator Hotel. KSLM operates with 1 kw fulltime on 1390 kc. Glenn McCormick is owner and general manager.

ASSISTS EWING
Don Pryor Gets FSA Post
DONALD J. PRYOR, former CBS news commentator and analyst, has been appointed assistant to the administrator of the Federal Security Agency, Oscar B. Ewing, FSA administrator, announced Jan. 27.

Mr. Ewing said Mr. Pryor will assist him in maintaining liaison between his agency and the Congress. Mr. Pryor's major function, according to Mr. Ewing, will be to determine and make available to Congress information on the practical implications of current legislative proposals affecting programs administered by the FSA.

Mr. Pryor has more recently served in the radio division of the Democratic National Committee in Washington.

His wife, Barbara, is special assistant to the chief of the State Dept's International Broadcasting Division.

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RARE OPPORTUNITY
for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho
PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.
SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana
SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 272, BROADCASTING.

Page 76 • February 7, 1949
KNOX NAMED
To Study Radio for Realtors
JAMES H. KNOX, formerly associated with various advertising agencies, was appointed radio director of the National Assn. of Real Estate Boards last Monday. His headquarters are in Washington, D. C., home office of the association.

Mr. Knox will soon make an extensive tour of the country to meet with realtors and allied interests and discuss methods of participation in radio, NAREB reported. His principal task will be to develop and expand the radio activities of some 1,074 member real estate boards.

A veteran of 12 years' experience in the production-direction of many network shows and station management, Mr. Knox has served on the staff of such agencies as Young & Rubicam, Kenyon & Eckhardt, N. W. Ayer & Sonz, D'Arcy Adv. Co. and The Blow Co. In 1947 he was named officer in charge of radio recruiting for the U. S. Marine Corps, and during the war served as radio correspondent with the Second Marine Division overseas.

WCAM FULLTIME
After 22 Years Part-time
AFTER 22 years of part-time operation, WCAM, Inc., N. J., a municipally owned and operated station, went on fulltime Saturday, Jan. 22. It had previously shared time with WAP Asbury Park, N. J., and WTNJ Trenton.

An FCC order put WCAM and WCAP on fulltime, retaining them on 1310 kilocycles but reducing their power from 500 to 250 w. WTNJ was made a daytime only station; its frequency was changed from 1510 to 1500 kc and its power cut from 500 to 150 w.

Willard Schriver is the WCAM station director, having been appointed by Mayor George Brunner. Irving Smith is program director. He joined the station three months ago after operating WBUX Doylestown last spring. Preceding to that, he had been with WBUE Reading. Two new announcers, Bill Deal and Jack Harvey, have been hired and Harry Smith has been advanced to chief announcer. Edan Scott, former advertising copy writer, has joined WCAM as woman's editor.

STANTON AT IRE
March Agenda Expanded
FRANK STANTON, CBS president, will address the annual banquet, March 9, of the Institute of Radio Engineers convention at New York's Hotel Commodore.

Mr. Stanton will speak on "Television and people." The IRE convention will be held March 7-10. At least 203 displays of postwar radio developments are scheduled for the main exhibition, which will be in Grand Central Palace.

During the 28 technical sessions and six symposia of the convention, more than 170 papers covering all phases of radio and electronics will be presented.

WINNJ-FM OPENS
Operates Six Hours Daily
OPENING of WINNJ-FM Paterson, N. J., operating with 20 kw power on 105.5 mc, took place last Tuesday at 3 p.m. Licensee is North Jersey Broadcasting Co., which also owns and operates WPAT Paterson and is a subsidiary of the Passaic Herald-News.

WINNJ-FM will go on the air from 3 p.m. to 9 p.m., with a signal covering all New York, the greater part of New Jersey, and sections of other states, according to Dow H. Drukker Jr., president of North Jersey Broadcasting Co. Station's transmitter is atop Garret Mountain, Clifton, N. J., one of the highest points in the area.

'What's My Name'
FORMER nighttime audience participation program 'What's My Name' returned to ABC as a Saturday morning show Feb. 5, the network has announced. The program, starring Arlene Francis and featuring Johnny Olsen as co-mc., is sponsored over 118 ABC stations by J. I.'s Homemakers Institute and Servel Gas refrigerator dealers Saturdays 11:30 a.m.-12 noon. The 52-week contract was signed through BSBO, New York.

Midwest Independent
Attractive and profitable facility located in an ideal one station market. This property has a very favorable technical position that offers an outstanding opportunity for immediate development and increased earnings. Price $70,000. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

BROADCASTING • Telecasting
February 7, 1949 • Page 77
SUNDAY MORNING VIDEO

WNBT Is First N. Y. Station to Offer It!

WNBT New York Jan. 30 became the first New York television station to institute regular Sunday morning programming. Schedule included the first simultaneous AM and TV presentation of the Horn & Hardart (Philadelphia) Children's Hour (WNBC-WNBT 10:30-11:30 a.m.), oldest continuously sponsored show in radio.

Programming commenced with a film at 10 a.m., followed by the Children's Hour, with Ed Herlihy as m.c. At 11:30 a.m., WNBT premiered a new children's program, Paws-Wow, concerning Indians and Indian lore. At noon station left the air until its 5:30 p.m. Hopalong Cassidy film program.

Starting last Monday WNBT began its daytime programming one half hour earlier. Programs, starting at 2:30 p.m. instead of 3, include eight new shows:

2:30-3 p.m. The Bess Johnson Club—Bess Johnson, radio actress, in a guest star program of interest to women, on such subjects as antiques, fashion, home handicraft and others.

3:15-3:30 p.m. American Wanderer—Travel program featuring Gordon B. Halstead, world traveler and lecturer. The program features prospective tourists and will take audiences on video trips throughout the U. S. and abroad.

3:30-3:45 p.m. The Three Flames—The instrumental trio is heard at this time on Mondays, Tuesdays, Thursdays, Fridays.

3:30-3:45 p.m. (Wednesdays only) Madame Daganova—A quarter-hour of modern ballet by noted dancers and instruction by Madame Daganova.

3:45-4 p.m. We're On—Actress Virginia Gilmore and her husband, Yul Brynner, play host to people in the theatre.

4:00-5 p.m. Figure Maple—Claire Mann, expert on health education, gives her "relaxing" theory of physical culture for the improvement of figure and posture.

4:30-5 p.m. Edward McGinley, Piano—Music and piano instruction by Mr. McGinley, teacher at Fred Warling's Shawnee-on-Country Club.

5:30-5 p.m. Once Upon a Time—Maria Cimino, of the New York Public Library, tells stories for children, supplementing her tales with drawings by well-known illustrators.

ARMY TV FILMS

Central Library Opened

TO OVERCOME difficulties encountered in obtaining legal clearance for the telecasting of many Army films, a Central Television Film Library has been opened at the Signal Corps Photographic Center at Long Island City, N. Y., the Army announced Jan. 30.

The library was created also to simplify service to stations and to meet a rapidly increasing demand by television stations for official motion pictures, the Army reported. In addition to some motion pictures which have received full clearance, the television library also will be stocked with special prints of other films from which uncredited footage has been deleted.

Films are obtainable through public information offices in the nation's six Army Area headquarters, located for First Army at Governors Island, New York 4, N. Y.; Second at Fort George G. Meade, Md.; Third, Fort McPherson, Ga.; Fourth, San Antonio; Fifth, Chicago; and Sixth, San Francisco. Requests of stations in the TV area will be filled by the library.

The TV area, a six-state region, includes Wisconsin, Michigan, Ohio, Pennsylvania, New Jersey and New York.

WIMR DELETION

FCC Approves; WKOB Off Air

DELETION OF WIMR Hornell, N. Y., new 1 kw daytime outlet on 1420 kc, was granted by the FCC effective last Nov. 29.

Owned by Maple City Broadcasting Co., deletion was occasioned by firm's buying into WELA Hornell, licensed on 1320 kc with 1 kw day.

Meanwhile the Commission reported it has received notice from WKOB North Adams, Mass., that the station ceased operations on Jan. 22 and requested deletion of its license. WKOB, assigned 250 w day on 860 kc, gave no reason for its action but it believed economic factors were responsible. Licensee is Citizens Broadcasting Co. WKOB would be the first licensed AM station to be cancelled this year.

WHBQ 56
FIRST ON YOUR RADIO

Pulling in a Million More Listeners!

Your Mutual Station
in Memphis Tenn.

NOTICE:
Contracts made NOW at present rates receive full year's protection

Represented by
The Walker Company

BROADCASTING • Teletesting
The Collins 300G gives you everything a 250 watt AM transmitter can contribute in your fight to win sponsors and influence audiences.

Engineered to today's highest standards, employing the finest components, it transmits a signal that is outstandingly clean, crisp, and inviting.

The frequency response is flat ±1 db from 30 to 10,000 cycles per second, challenging the capabilities of the best AM receivers. The noise level is more than 60 db below 100% modulation level. The distortion is less than 3% up to 95% modulation.

Yet the 300G is competitively economical to buy and operate. The power consumption is only 1.5 kw in normal operation, 85% power factor. The entire complement of but 21 tubes (including a stand-by oscillator, 6 rectifiers and 2 voltage regulators) is comprised of only eight tube types. Spare requirements are at a minimum.

This transmitter features eye-level metering, tube visibility through front door windows, instantaneous power reduction to 100 watts, complete accessibility, high safety factors, and thorough reliability. Write us for further information.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.
458 S. Spring St., Los Angeles 13, Calif.
VIDEO PULSE

Covers New York, Chicago
And Philadelphia


Wrestling continues to rate first with Chicago television audiences, according to The Pulse. Thursday night wrestling on WGN-TV Chicago was in first place with 47.5, leading over Super Circus, which hit 39.0. Impact of the east-midwest coaxial cable on program ratings is not yet evident.

NEW YORK

TOP TEN TELEVISION SHOWS
Once & Week Shows

<table>
<thead>
<tr>
<th>Network</th>
<th>Day</th>
<th>Time</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>WNEW</td>
<td>Mon</td>
<td>7:30</td>
<td>*4*AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED</td>
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<tr>
<td>7</td>
<td>Thu</td>
<td>8:00</td>
<td>Texaco Star Theatre</td>
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<tr>
<td>7</td>
<td>Thu</td>
<td>8:00</td>
<td>Godfrey's Talent Scouts</td>
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<tr>
<td>6</td>
<td>Thu</td>
<td>8:00</td>
<td>The People</td>
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<tr>
<td>7</td>
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<td>8:00</td>
<td>The People</td>
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<tr>
<td>7</td>
<td>Fri</td>
<td>8:00</td>
<td>Break the Bank</td>
</tr>
<tr>
<td>6</td>
<td>Fri</td>
<td>8:00</td>
<td>Toast of the Town</td>
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<tr>
<td>7</td>
<td>Sat</td>
<td>8:00</td>
<td>Boxing (Friday, WPTZ)</td>
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<tr>
<td>7</td>
<td>Sat</td>
<td>8:00</td>
<td>Muscovy Parade (3 Stations)</td>
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<tr>
<td>6</td>
<td>Sat</td>
<td>8:00</td>
<td>Original Amateur Hour</td>
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<tr>
<td>7</td>
<td>Sat</td>
<td>8:00</td>
<td>Phil Silvers Show</td>
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<tr>
<td>6</td>
<td>Sat</td>
<td>8:00</td>
<td>Gay 90's Revue</td>
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5-Week Shows

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<th>Program</th>
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<tbody>
<tr>
<td>WNEW</td>
<td>Mon</td>
<td>7:30</td>
<td>*4*AVERAGE DAY *</td>
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<tr>
<td>7</td>
<td>Thu</td>
<td>7:30</td>
<td>Small Fry Club</td>
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<td>7</td>
<td>Thu</td>
<td>7:30</td>
<td>Howdy Doody</td>
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<td>Thu</td>
<td>7:30</td>
<td>Texaco Star Theatre</td>
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<td>Thu</td>
<td>7:30</td>
<td>Comedies on Parade</td>
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<td>7</td>
<td>Thu</td>
<td>7:30</td>
<td>Two Little Cubs</td>
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<td>7</td>
<td>Thu</td>
<td>7:30</td>
<td>College Film-Music</td>
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<td>7</td>
<td>Thu</td>
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<td>Newsmaster Theatre, Misc.</td>
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<td>6</td>
<td>Fri</td>
<td>7:30</td>
<td>Camera Headlines</td>
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<td>6</td>
<td>Fri</td>
<td>7:30</td>
<td>Film Shorts (6/65, WABD)</td>
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<td>7</td>
<td>Fri</td>
<td>7:30</td>
<td>Feature Films (6/45, WPIX)</td>
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45-Day Average

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<td>Fri</td>
<td>7:30</td>
<td>Feature Films (6/45, WPIX)</td>
</tr>
</tbody>
</table>

WNEW leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

W NEW = 28.1% Station B = 22.6% Station C = 22.2%

Contact the John E. Pearson Co.

ABC for Grand Rapids

Power Plus Perfection

Page 80 • February 7, 1949

Pabst Hockey

TELECASTS of Saturday night games of the Cleveland Barons, American League hockey champs, are being sponsored by Pabst Brewing Co. (beer) on WEWS (TV) Cleveland. Sponsorship started Feb. 5 and will continue through March 19, last home date of the Barons' season. Pabst agency is Warwick & Legier.

**IT'S A GREAT DAY on WLAV and WLV-FM**

WLAV leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%

Contact the John E. Pearson Co.

WDTV (TV) Joins NBC

NBC-TV has announced the addition of WDTV (TV) Pittsburgh to its growing network of inter-connected video stations, bringing the total to 15. The new affiliation raises the Midwest NBC network video total to eight stations.

Feature Film

(Tues., WENR-TV) 30.0
Film-Broadway Hero
(Tues., WHED) 30.0

**4-Day Shows**

Highest \# Hour Rating

Jan. 1949 28.0 27.6 14.4
Dec. 1948 31.9 15.5 14.3

**CINCINNATI IRE**

**Technical Meet April 23**

TELEVISION horizons not widely discussed to date will be covered at the Third Annual Spring Technical Conference of the Institute of Radio Engineers Cincinnati section, Saturday, April 23. Meeting will be held at the Engineering Societies Bldg., Cincinnati.

Emphasis will be on UHF techniques as applied to monochrome reception in the 475-890 mc band, according to Wyrwick Yab, Gordon, of the conference publicity committee.

Time has been allotted for nine papers (10 a.m.-1 p.m. and 3-5 p.m.) and a short discussion period following each paper, Mr. Gulden said.


The program will conclude with a banquet. Inspection trips will be available for those who stay over Sunday. Registrations should be addressed to Calvin Hoppe, Spring Technical Conference registration chairman, Engineering Societies Bldg., McMillan at Woodburn St., Cincinnati.

**FAMILY**

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

**WBTV The Voice of Kansas in TOPEKA**

Broadcasting Telecasting
PULSE REPORT

New Programs Appear

SEVERAL infrequent top-tenners have appeared in the January radio audience listings of The Pulse Inc. for metropolitan New York. They include Your Hit Parade, which has seldom appeared in midwinter top-ten lists, and Milton Berle's ABC Texaco Star Theatre, ratings on which have climbed steadily, due probably, The Pulse, states, to his TV popularity.

These shows, along with Red Skelton and Eddie Cantor programmed out Fibber McGee & Molly, Fred Allen, Stop the Music and My Friend Irma in December's listings.

Sunday afternoon and evening listening was lower in January than in December, upsetting the usual pattern of higher seasonal listening for this month. Only January increase came in the 6-7 p.m. period, but since only one Pulse survey has been made since inauguration of the new CBS Sunday lineup, it is too soon to gauge future listening trends.

AVERAGE 4-HOUR SETS-IN-USE FOR THE WEEK STUDIED

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<th>Network</th>
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Gene Lewis, KHTH Houston announcer for past two years, has been promoted to post of program director. Chuck Hancock, formerly with KXTZ Houston, has joined staff's announcing staff.

Franklin M. Heller has joined CBS-TV as producer-director. Mr. Heller has served as stage manager for several Broadway shows; and most recently was resident director of Bucks County (Pa.) Playhouse.

Frank Sweney has rejoined announcing staff at WGN Chicago. He has worked at WJBC Bloomington, III., WOC Davenport, Iowa, and WJZ Chicago.

Warren Anderson, musical director of WQG Falafalooz, Mich., has been appointed program director.

Barbara Donahue has rejoined WQG's staff and is writing and handling Breakfast Bingo and Stark Reporter programs.

Josephine Caceres Jacobs, formerly of New York Herald Tribune, Phoenix, Ariz., continuity staff, Charles Schleuter has joined announcing staff.

WEBB RUSSELL, formerly with WWST Wooster, Ohio, has joined announcing staff of WHBC Canton, Ohio, Marian Muckely, formerly with WYWA Wheeling, W. Va., has joined station as continuity writer.

Joe Kramer, formerly of WIXO Littleton, Colo., has joined announcing staff of KKK St. Louis.

Bill Jackson WOCT Wilson, N. C., news and sports director, has been promoted to post of program director. Mr. Jackson will supervise programming of station, and at same time will continue as head of news and sports.

LYNETTE WILSON has been appointed program director of WINX and WINX-FM Washington. Miss Wilson has been on station's production staff since September 1947.

Rex Loring, formerly of CHAM Omaha, Ont., has joined announcing staff of CROCO Ottawa.

Bert Allen, formerly with NBC, has joined continuity department of WINS New York as script writer.

Mike Rhodes, formerly with KREL Kansas City, Mo., has joined KING Seattle.

Charles Bryant, announcer at KVI Tacoma, Wash., for past seven years, resigned to become director of radio publicity for Gov. Arthur Langlie of Washington.

Dorothy Bland has joined CJFL Kirkland Lake, Ont., as librarian.

Everett Mitchell, m.c. of NBC's National Farm and Home Hour (Sat., 12 to 1 p.m. CST, Allia-Chalmers), will be initiated into Sigma Delta Chi, national professional journalism fraternity, Feb. 15 during Farm and Home Week ceremonies at Iowa State College in Ames. He also will receive a plaque from Iowa chapter in commemoration of his 26 years of broadcasting and for his "service to agriculture." Mr. Mitchell is also heard on Town and Farm (WMAQ Chicago, 6-11 a.m.), for the same market.

Weston Harris has been appointed director of traffic operations for WGAY and WGAY-FM Silver Spring, Md. Mr. Harris will serve in supervisory capacity, continuing his duties as staff producer-writer.

KAYERVINE has resigned from continuity department of CKBC, B. C., and has joined production staff of KGBC Lethebird, Alta. Ken Carlson has taken her place at CKOV.

AFRA Convention

TENTH annual convention of the American Federation of Radio Artists will be held in San Francisco Aug. 25-26. AFRA has announced. An estimated 200 delegates from the union's 29 locals will attend the four-day conclave, scheduled for the Palace Hotel. Bert Ruzinsky, KQW San Jose newscaster, announced following appointments to the committee on arrangements: Bill Gavin, producer-writer, KNBC San Francisco; Jerry Dolan, AFRA secretary; Josephine Martin, home economist, KFRC San Francisco; Clarence Leisure, KNBC announcer, and Tol Avery, freelance announcer.

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.3 MC

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FCC Actions

February 3 Decisions . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ..
of Dimes. The Battle of the Sioux, as the hour-long program was called, featured Sioux City's Mayor Dan J. Conley, Sioux Falls' Fire Chief Barney Boos, Woodbury County (Iowa) Sheriff Ed Lundue and Sioux Falls Superintendent of Schools Lyman Fort, playing the harmonica. Listeners phoned in their requests and pledges. Sioux City collected $8,043; Sioux Falls, $5,202.

Philosophes were treated to a touch of the old west Jan. 28-29 when WCAU Philadelphia and the March of Dimes Committee greeted the CBS "Ten Pennies for Benny" wagon. Beautiful models in cowgirl dress riding the Conestoga wagon, accompanied by cowpunchers, Philadelphia brand, staged a series of "raids" on the city's night spots, pouring the "boot" into Benny's strong-box. On the 29th WCAU staged a special broadcast from the busy corner of Broad and Walnut Sts. The station's two-day promo-

### IN BATTLE formation are the participants in Scranton, Pa.'s Disc Jackey Dance, held Jan. 26 by four area stations for the benefit of the March of Dimes (Broadcasting, Jan. 31). Those who appeared are (standing, left to right): Ken Behgol, WGBI; Art Batin, WARM; Bill Pierce, WSCR; Michael Ruane, headquarters campaign manager, March of Dimes; Judge James Brady, March of Dimes general manager, Lackawanna County; Gene Feeney, WQAN-FM; Tom Kelly, WARM; Win Forman, WARM; Al Roberts, WSCR. Seated is Michael Watson, WSCR, radio chairman of the March of Dimes for Lackawanna County.

### GRANT TO PAPER

**FOR LOGANSPORT DAY TIMER**

NEW STANDARD station was granted by FCC last Thursday to Home Broadcasters Inc., Logansport, Ind., on 1,570 kc with 1 kw daytime. Firm is chiefly owned by daily Pharos-Tribune.

Estimated cost of the new outlet was given as $28,660. Ownership of new grantee includes following: Pharos-Tribune Co., 76%; John J. Sharp, part owner W-S-E Motor Sales Co., president 2%; Herbert and Melvin Greensfelder, owners retail men's wear store, each 2%; Justin M. Druck, officer and 7% owner of paper, treasurer 3%; Marie Bahr Fettig, 3% owner of paper, 1%; Herman B. Schmidt, part owner department store, 3%; Edwin W. Dailey, part owner men's wear store, 3%; Dwight Wildermuth, part owner W-S-E Motor Sales, 2%; Clark Young, retail electrical appliance firm, 3%; Ralph David, hardware-electrical supply firm, vice president 3%.

### ARRIVING at Washington National Airport last week, Jack Benny's covered wagon is unloaded for delivery to the March of Dimes. The 75-year-old wagon toured 25 cities with CBS stations, spurring the polio drive. Vault containing 500,000 pennies—3½ tons—was opened on the steps of the Treasury Bldg. last Monday. A CBS broadcast of the ceremony was originated by WTOP Washington. Jack Benny's personal check for $5,000 to the National March of Dimes was presented to Edward Foley Jr., Undersecretary of the Treasury, who accepted for President Truman.

### WESTERN use of CBS Washington news bureau facilities under new subscription service was now available to network affiliates in the listening area of KNX Hollywood with five minute weekly Washington Wire to the West, Sat. (5:55-6:00 p.m. PST). Bob Stevenson in network control includes special stories on western topics and recorded interview with western political figures.

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**‘AXIS SALLY’ TRIAL**

GOVERNMENT prosecutors entered the second week of their battle to convict Miss Mildred E. Gillars, 48, as a traitor, who allegedly broadcast demoralizing programs to American troops (Broadcasting, Jan. 31). Ulrich Haupt, who played a role in a propaganda melodrama, View of Invasion, identified Miss Gillars as a Nazi broadcaster. According to another government witness, Adalbert Houben, former German radio official, Miss Gillars also played a part in the program, recorded at the FCC's monitoring station. Mr. Houben claimed the American-born woman was forced to broadcast Nazi propaganda. A number of war veterans, some disabled, also testified.
BEATS, special newsroom productions and Hooperatings make up WAVE Louisville's "News Report for 1948," which has compiled a five-page list which includes such "beats" as: First on-the-scene recorded report of International Harvester explosion (March 16, 1948); story of WHAS Louisville sale (Broadcasting, Dec. 20, 1948); coverage of Democratic, Republican and Progressive conventions. In addition to many other "scoops," WAVE carried beats on interviews, 19 of which were live. One mentioned was interview with Robert Magidoff, NBC's correspondent who was expelled from Moscow. Concluding its report is a partial list of 1948 Hooperatings.

Promotion Plus

ANDREW Corp., Chicago, has distributed a folder of articles written for Broadcasting by Dr. Victor J. Andrews, chairman of the board. Reprints are from stories in Aug. 2 issue, and Oct. 11 Marketbook. Bulletin carries the complete reprints of these articles, including all tables and charts used.

Sixth of a Series

SIXTH in its series of mail pieces to be sent to local advertisers and agencies has been distributed by WCOP Boston. Current release highlights Home & Garden News program, heard Mon.-Sat., 6:50-7 a.m. Each of series highlights one of WCOP's programs, giving full play to sponsor, format and stars of each one.

Message in Red


Talent Hunt

PROGRAM department of WCTM Wilson, N. C., is conducting search for talent in 13-week schedule of programs, offering $1,000 to winners in the WCTM Talent Contest. Owners are determined by mail, which station reports has averaged more than 500 cards and letters per day over three-week period. Categories in contest include: Most talented group or individual; most talented child star; most talented singer. First and second prizes are offered in each category.

Personal

JOHN BROPHY has been appointed promotion and merchandising director of Intermountain Network, Salt Lake City.

RICHARD KANE, former publicity and continuity director at WDHN (FM) New Brunswick, N. J., has joined publicity staff of WNEW New York.

ANDREW MURPHY, former publicity director at ABC Chicago, has joined NBC Chicago publicity department.

BLAKE CHATFIELD, head of publicity for KBNH (TV) Hollywood, and ROCCI MASCHETTI, of ABC Hollywood publicity department, have announced their engagement. They plan to be married March 5.

ILGWU STATION

WVUN (FM) Studios Opened

CIVIC, business and labor leaders were guests of WVUN (FM) Chattanooga at ceremonies opening station's new studios in the Hotel Patton Jan. 29. WVUN is owned by the International Ladies' Garment Workers Union.

The station went on the air nine months ago and had been programming from its transmitter house. Joe Siegel is program manager and acting station manager.

Morris Novik, radio consultant to the ILGWU, and Frederick W. Umhey, secretary of the union, both of New York, journeyed to Chattanooga for the opening ceremonies.

A MAGIC WORD is being used by WBRS and WIBS-FM Huntsville, Ala. to boost Hooperatings, spot business and fasten attention of listeners to commercials.

It's not so mystic as it sounds but, in the opinion of the station, the wave of a magic wand couldn't produce any more satisfactory results.

The "magic word," according to Richard Warner, WBRS manager, is buried in the commercial messages delivered on The Magic Word program, a participating show. The listener identifying the word receives the cash award which has accumulated in the jackpot.

Since a Hooper stimulant was needed in two time periods, the program was divided into two half-hour sessions, one in the morning and one in the afternoon.

The 10 sponsors are charged the station's one-time open spot rate (Class B time) of $5.00 per spot. Fifty cents of each spot charge is placed in the $5 daily jackpot. The station still gets its card rate of $2 per spot and the program nets approximately $100 per week for the station.

Each participating firm receives a supply of application blanks and a placard for the store window calling attention to the program. An application filed with the station constitutes registration as a contestant. Three guesses are selected on the morning show and three on the afternoon show. When the application selected does not bear a telephone number it is read over the air.

The "magic word" is known only to the station's judge, who sits at a telephone extension in another room and upon hearing the announcer spell out the guesses calls the announcer to advise him whether the guess is correct. The telephone buzz is heard on the air.

Participating firms are supplied a list of clues to the magic word. Hints are also given during the program.

The station presents a check to the firm supplying the magic word, for payment to the jackpot winner.

Each sponsor gets one good commercial daily. The first day he is in the number one position on either the morning or afternoon show and each day his position drops one level.

Mr. Warner reports, "This program has enabled us to sell difficult accounts and create . . . exceptionally good traffic."
Open Mike
(Continued from page 12)

Gala, I was not accomplished over ght.* I might add further, Mr. Miller, that I do not believe a nation-wide survey which BMB has made is sufficient experience and evidence on which to applaud, condemn or revise the BMB operation conclusively.

I am quite willing to admit that my station may well be dissatisfied with the results it obtains from the new survey but I still feel that half a dozen nation-wide surveys will be needed before any final conclusions can be reached. I also feel that the ultimate need will be for as great a sampling as possible. We may need to multiply the present 580,000 samples several times in order to get a true picture. I shall send a copy of this letter to Broadcasting Magazine with my permission for use as they may desire. I have an idea that many other broadcasters feel much as I do in this matter and that the final analysis should not depend solely upon the opinions of the seven board members representing BMB on the BMB board of directors.

E. J. Hodel
General Manager
WCPQ (FM)
Buckley, W. Va.

Glimpse Into Future
EDITOR, BROADCASTING:
This set of drawings was done by Jack Swenson, WLOL program director. They are a glimpse into the future. If AM broadcasting is to survive the onslaught of TV, Mr. Swenson believes AM personnel must become highly functional.
As he sees them, they have become just that.

Norman Boggs
President, Gen. Mgr.
WLOL Minneapolis

[Editor's Note: Since the time this letter was written Mr. Boggs changed to WMCA New York as general manager.]... * * *

Inaugural Coverage
EDITOR, BROADCASTING:
Once more I feel the urge to tell you about Broadcasting. Your coverage of inaugural plane dinners during the weeks preceding the Inauguration and your wrap-up story were all excellent, and we feel indebted to you, Ed Keys, John Obson, and others of your staff. In fact, your roundup is so complete that it saves me a good bit of work. I hope you don't mind if I use this as the basis for my report to the Inaugural Committee on Parade, Ball and Gala coverage.

Kenneth D. Fry
Radio Director, Inaugural Committee
Washington, D. C.
[Editor's Note: Mr. Fry, we're flattered to have you say our story as the basis for your report.]

G. D. TAPLINGER
TAPLINGER FIRM
Opens National P. R. Offices
FORMATION of a national organization for public relations to be known as Robert S. Taplinger and Assoc. was announced last week by Mr. Taplinger. The company is being established in New York, Chicago and Los Angeles. It is representing top national accounts in both industrial and entertainment fields.

The organization last week opened an office in Chicago, with headquarters located temporarily at 9607 Santa Monica Blvd., Beverly Hills, until spring when the firm's permanent offices will be completed.

Mr. Taplinger is currently in his Chicago office for a week's stay and then will go on to New York to set up the operation in that city. Subsequently he plans to divide his time between the three cities.

Mr. Taplinger had offices in these cities last year but these were shifted to Hollywood by Warner Brothers to head its publicity department. Previously he was publicity manager for CBS in New York.

Because the wartime prices and Trade Board, Ottawa, has ruled that four companies should not put giveaway programs on the air in view of millers receiving a government subsidy for hard-wheat flour sales, Ogilvie Flour Mills, Montreal, has asked, in a weekly questionnaire, to show Find Your Fortune on 27 Trans-Canada Network stations.

ABC AFFILATES
Wind Up Meetings in S.F.
PRESIDENT, M. Roberts Wood and others held last week in San Francisco a series of meetings with affiliates throughout the nation with a session last week at San Francisco. About 50 representatives of ABC affiliates in the Pacific Coast and Rocky Mountain areas, comprising ABC District 6 and 7, participated in the meeting.

The affiliates reportedly voiced their endorsement of Mr. Wood's stand on giveaway programs, which they regarded as "good entertainment" but not offensive to morals or good taste. Mr. Woods also outlined 1949 plans and reiterated predictions of a good year for the network.

Ivar Kenway, ABC vice president in charge of promotion and advertising, discussed program and network promotion plans. Other officials attending included Ernest L. Jahmeye Jr, vice president in charge of station relations; Otto Brandt, director of station relations; Frank Samuels, Western Division manager; Francis Conrad, Western Division station relations manager, and Philip G. Caldwell, Western Division manager of technical operations.

STATION SALES
Ownership Changes Granted Five
ACQUISITION of control of WMOU Berlin, N. H., by John W. Guider, well known radio attorney and New Hampshire businessman, for $22,875 was approved last Thursday by FCC. Consent also was granted by the Commission to ownership changes involving WBTB Williamson, W. Va.; KVOU Uvalde, Tex.; and KSVC Richfield, Utah.

In the WMOU transaction, Mr. Guider acquires 67% interest in White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders. Mr. Guider formerly was with Washington law firm of Hogan & Barton and he holds 30% interest in Grandview Inc., television affiliate at Manchester, N. H.

Details of the transfers follow: WMOU Berlin, N. H.—Granted transfer of control of White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders to John W. Guider, radio attorney and New Hampshire businessman. Mr. Guider buys 15 shares for $25,875 from following: Arthur C. Bell, 85 shares; Leon C. Bell, 70 shares; Arthur J. Bergeron, 83; Carl E. Mott, 50; George Brassard, 8; Willard D. Butler, 10, and Alice J. North, 25. WMOU's license is assigned 25 w on 1260 kc.

KVOU Uvalde, Tex.—Granted assignment of license from William H. Jackson, Douglas B. Hahs and Tom J. Martin, d/b/a Veterans Broadcasting Co. to new partnership of same name composed of Messrs. Jacob and H Hicks, each retaining 25% interest, and Bailey Swenson and Leon Green, newcomers, each 25%, Mr. Harling retires and receives undisclosed amount representing investment. Mr. Swenson, architect, and Mr. Green, in construction business, together contribute $15,000 to new partnership. KNSU is assigned 250 w on 1260 kc.

KSVC Richfield, Utah.—Granted assignment of license from William L. Warner Jr/a a Sevier Valley Broadcasting Co. to new corporation of same name and composed of the two Harpole as equal owners. Mr. Kemp sells his one-third interest for $7,000. He is manager of KVER Albuquerque. KVOU is assigned 25 w on 1260 kc.

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At Deadline...

WJOL RENEWAL, DENIAL OF UTICA BIDS PROPOSED

DECISIONS in docket cases reported by FCC Friday included:

1. Revised proposed decision to grant renewal of license to WJOL Joliet, Ill., on condition station terminate with Crosley from Feb. 15 certain time contracts with A. J. Feldman, in accordance with new one-year agreements involving minimum sales, and which in 1946 were basis of proposal to deny license.

2. Proposed decision to deny applications of both of WOBB and WOBM, WOBG, WOBJ, WOBQ, WOBK, WOBK, KTBK, new AM station at Utica, N. Y., on 1320 kc 520 w power.

3. Final decision denial of petition of WGEC Elberton, Ga., to grant new-station grant to North-east Georgia Broadcasting Co. for WUDN Gaines-

4. Revised proposed decision in WJOL case concerns further hearing held by FCC on horse-race program issue [BROADCASTING, Dec. 22, Feb. 3, 1947] after 1946 proposed decision to deny license renewed on basis of 1937 station-sale contract of Mr. Feldman, which provided for daily to advertise his businesses [BROADCASTING, July 22, 1946]. Revised proposed new to DC Washington case finding that horse-race shows of themselves not illegal [BROADCASTING, Feb. 9, 1948] and finds no clear proof that during period of WJOL horse-race broadcasts (1946-47) illegal betting in Joliet had increased. WJOL management had any connection with gambling interests.

Decision said "close question is presented, however, as to whether WJOL horse-race programs were designed or intended to assist illegal betting or gambling" and noted program sponsorship by Illinois Sports News' Green Sheet and Blue Sheet race papers.

5. Overall program service of WJOL not an issue and with voluntary ban of horse-race shows now, "nothing herein presented precludes" finding continued operation would serve public interest. WJOL is owned by Joliet Broadcasting Co. and is assigned 250 w on 1340 kc.

In Utica case, Commission disqualified Mac Berger and Morris L. Henry d/b as Utica Broadcasting Co. to proof evidence. U.T.K. Broadcasting was proposed to be denied for failure to meet engineering standards and unsatisfactory showing of financial qualifications. Hearing held by Mr. Allen included Michael R. Hanna, manager WHCU Ithaca, and his brother Joseph; Richard H. Balch, local manu-

Hearing dates set

HEARING dates reported by FCC Friday as March 21 and 28 respectively on requests of WUTV (TV) Indianapolis, The William H. Block Co. outlet, and WRTV (TV) by Dr. Or-

WOR GIVES TRUMAN DISC

WOR New York presented President Truman with recording made from his famed imitation of H. V. Kaltenborn, NBC commentator and news ana-

BOB HOPE DENIED PLEA FOR WHAS POSTPONEMENT

COMR. ROSEL. H. HYDE denied Bob Hope's request for 60-day postponement of hearing on station WOR, New York, last Friday, despite counsel's protest that without delay Mr. Hope would have to withdraw his competing bid for $1,925,000 purchase of WHAS properties (Continued from page 3).

Motion picture and other commitments make it impossible for radio and screen comedian to prepare case by scheduled Feb. 28 hearing date, Leonard H. Marks, attorney, told Comr. Hyde in motions hearing. Although he said he didn't know whether it would be sufficient, he asked whether Comr. Hyde would agree to 30-day delay, and was told to request it formally via petition. Denial of 60-day petition for first hearing being held in Louisville rather than Washington.

Before withdrawing, Mr. Hope is considered sure to ask full Commission to over-rule Comr. Hyde's decision. His application, in name of Hope Productions, is one of three for acquisi-

MERGER PLAN DROPPED

NEGOTIATIONS for merger of KIOA and KCBC Des Moines, in progress since first of year, have been abandoned, according to joint statement issued Friday by Harold E. Baker, new president and general manager of KIOA, and Rollo H. Bergeson, vice president and general manager of KCBC. Mr. Baker, former KIOA vice president and treasurer, succeeds John W. Bozler as president and general man-

GE OPINION METER

GENERAL ELECTRIC Co., Schenectady, has developed "recording opinion meter" which electrically compiles and records opinions of group of individuals. Average opinion of up to 100 people can be measured. Device automatical-

WPIX DROPS FILM SYNDICATE

WPIX (TV) New York suspending syndicated edition of its TelePIX newscast effective Feb. 15. New York News video station will revamp day time and prime time news programs in the city and environs. Daily TV newsreel had been broadcast by eight stations in addition to WPIX, too small a list of subscribers to make the syndicate operation profitable for WPIX. Shift means 28 of 37 newscast employees will leave.

Closed Circuit

(Continued from page 4)

Burton K. Wheeler of Montana can become chief counsel, if he wishes post. Director's job, it is thought, might go to Bailey Storts, young Montana lawyer who served as Senate Interstate & Foreign Commerce committee clerk during most of Mr. Wheeler's tenure as committee chairman.

AM-TV PACKAGE tentatively titled Provel Car is being submitted by Hunt Stromberg, film producer, to Foote, Cone & Belding. AM audition record cut last week in Hollywood is priced around $5,000 and TV series to come later. For small fee, Foote, Cone will provide advertisers with package which is capable of transition from radio to television. All stories based upon authenticated police department records.

DRAFT REPORT slated for consideration Tuesday by ad hoc committee of FCC's Nov. 30-Dec. 3 TV-FM engineering conferences [BROADCASTING, Dec. 6]. Report will be sub-

REP. RICHARD W. WIGGLESWORTH (R-Main.), who has been FCC's severest critic over years as member of House independent offices appropriations subcommittee has been dropped from membership in Democratic reor-

UNITED PRESS is rumored to become sales agent for Multiscopes, device developed by en-

BROADCASTING • Telecasting
OPERATION: KNOWLEDGE

No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land . . .
an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life— with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.
COMES THE REVOLUTION!

It's here—now—today!
For you—the American citizen—are the greatest revolutionist in history!
You have met those age-old tyrants—cold, hunger, dirt, disease—and hurled them back.
True, they have not surrendered. We still have poverty. We still have sharp ups and downs of prices and jobs. The revolution still goes on.

But it has gone farther here. We have won for ourselves more comfort, more convenience, more security and independence, than any other people since the world began.

As yet, this revolution—the Industrial Revolution—has hardly begun in other great areas.

For two-thirds of the human race, the amount of food, clothing and shelter they are able to get with their best labors is never more than just enough to live on.

In the modern world that can't last.
Right now the people of many nations are faced with a choice—between dictatorship and a free economy.

And they are taking a long look at us.
At the promise of individual reward that has stimulated American invention and business enterprise.
At American technical progress, which has made mechanical energy perform miracles of mass production, reflected in constantly lower costs—and in the long run, lower prices.
At American workers—free to organize, to bargain collectively with their employers, to choose their jobs and to change them at will—with no ceilings on advancement and constantly increasing real wages for shorter working hours.

If we continue to make that system work—if we constantly turn out more for every hour we put in—if we keep on creating more wealth for all of us and more jobs for more people—then other nations will follow us.

Let's make our free, dynamic American system run so well at home that others will want to follow our example.
If we do that, we will give new hope to millions everywhere.

THE BETTER WE PRODUCE
THE BETTER WE LIVE