WOR RESOLVES

...that, during the year 1949, it will:

1. Continue to reach more families, during the day and during the night, than any other station in the United States.

2. Continue to reach these families at the second lowest cost per thousand of any station of equal power in the United States.

3. Continue to be listed daily and to receive constant mention in 170 newspapers with a total circulation of 11,416,782.

4. Continue to increase its daytime audience, which, in the past 5 years, has grown 22% greater and shows every indication of continuing to grow greater.

5. Continue to reach the majority of 36,000,000 people in 430 counties in 18 states from Canada through Georgia.

6. Continue to have the majority of the highest rated local programs of any major New York station.

7. Continue to pull more than one million letters a year from listeners in 47 of the 48 United States.

8. Continue to add to the impressive list of fourteen sponsors who have used WOR for no less than 12 successive years.

continue to be.....WOR

— the station heard by the most people where the most people are
TO farmers of Midwest America, weather is serious business... and it is business. Snow, sleet, wind, rain—any one of these can spell profit or loss for thousands of rural folks. That is why WLS stresses accurate, frequent weather reports.

Benjamin Kombrink, farmer near Carlinville, Illinois, says: "WLS has radio's most complete weather reports. Way back in 1933, your WLS weather reports saved our crops."

Mr. Kombrink's crops were late that year, an early frost could wipe out a year's labor. WLS, in constant touch with the U.S. Weather Bureau, put the message on the air; "Cold snap... killing frosts tomorrow."

Mr. Kombrink, with the help of his neighbors, got busy, harvested corn and soy beans... only hours ahead of the frost which would have meant complete loss.

For 25 years, the Kombrinks have been loyal WLS listeners. They are like counteless others, whose planting and harvesting work—even their social life—is planned around WLS broadcasts. They listen regularly to the WLS National Barn Dance, Dinnerbell, with its timely farm information, is a must in their home. So is Dr. Holland, WLS staff pastor, with his inspirational messages.

The Kombrink family remembers WLS best for the time we saved their crops. Other folks in Midwest America look back over our first 25 years and say "thank you" for entertainment, for money-making market reports, for many things that radio (and WLS in particular) offers.

These are the things that have created for WLS a confidence, an exceptional listener loyalty—services which have led to sure advertising results. For case histories... proof of results... ask your John Blair man.

A Clear Channel Station

890 Kilocycles - 50,000 Watts - ABC Affiliate
Represented by John Blair and Co.
THE NEWEST MEDIUM

Of the ten top-rating television shows... five are produced by Young & Rubicam.

Hooper Press Release, Jan. 25, 1949
Closed Circuit

NOTHING was said about it but FCC Chairman Coy conferred with President Truman Monday. Topics discussed, it is surmised, may have included: (1) President's desire to keep Mr. Coy in his official family—probably new top slot to be created under the pending reorganization plan; (2) Mr. Coy's desire to improve his financial status even if it means returning to private industry where he could almost write his own ticket; (3) what to do about Senate Commerce Committee's report which could seriously affect FCC's allocations and regulatory functions; (4) who might succeed Mr. Coy if and when he leaves FCC for either another government slot or private radio status.

ON RECORD was front door visit of CBS President Frank Stanton last Tuesday for 15-minute session with Chief Executive. There was no comment forthcoming from Mr. Stanton but it's presumed he commented present FCC under Coy chairmanship.

NBC President Niles Trammell and Gustav Margraf, his vice president and general counsel, in Hollywood incognito last week. Main purpose to tie up Fibber McGee & Molly for TV as well as radio against counterproposals from CBS.

DON'T LOOK for return to full-scale TV licensing before about July. That's earliest possible date, in opinion of inside. Even if FCC is able to come out with proposed new TV allocations table and engineering standards in April—which will take some pushing—another 90 days probably will be needed to make them final. Until they're final, current freeze can't be lifted.

IF CBS enters radio equipment field it will be in receiver manufacturing end. Recent negotiations with Bendix and Magnavox fizzled. There have been conversations with other manufacturers too. CBS isn't interested in transmitter end and there have been no conversations with Western Electric in light of pending anti-trust litigation.

OIL FIRM and steel firm each interested in sponsoring half-million-dollar ABC television series, Crusade in Europe, based on Gen. Dwight D. Eisenhower's book. FCC is highly 'sensitive about being linked with "sponsoring a war" because of their types of business yet feel series is most important document. First episodes of the Eisenhower series will be previewed today at Twentieth Century-Fox, New York. Telecasts will begin early in March (BROADCASTING, Feb. 7).

EDUCATIONAL FM band, only fractionally filled (52 stations operating or being eyed by church groups, who want to share it). Southern Baptist Convention and General Baptist Convention of Texas, long

(Continued on page 88)

Upcoming

Feb. 15-16: NAS Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 15: TBA Educational Committee meeting, TBA Board Room, 500 Fifth Ave., New York.
Feb. 16: Society of Motion Picture Engineers, Atlantic Coast Section, Western Union Bldg., New York.

(Other Upcomings on page 88)

Business Briefly

$50,000 SPOT DRIVE • Altes Brewing Co. (Altes Lager Beer, San Diego, plans $50,000 spot campaign starting March 1 on California stations. Agency, Zeder-Talbott, Hollywood.

SOAP FIRM ADDS • Manhattan Soap Co., New York, to add Tuesday and Thursday segments (5-5:15 p.m., PST) to Mon.-Wed.-Fri. sponsorship of Knox Manning's Front Page Features on CBS Pacific network starting April 5 for 26 weeks. Agency, Duane Jones, New York.

"CORONET" NAMES S & S • Schwimmer and Scott, Chicago, named to handle radio advertising for Coronet Magazine. Walter Schwimmer, agency vice president, announced appointment is effective with May issue.


SAYMAN APPOINTS OLIAN • Sayman Products Co., St. Louis, named Olian Advertising, same city, to handle its account. Products to be advertised: Sayman Vegetable Wonder Soap, Dojean Lanolized Soap, Sayman Salve, Sayman Liniment, Jitterbug Insect Repellent. Radio will be used.

HOUSTON JOINS L & M; SCHNEIDER IS PROMOTED

BRYAN HOUSTON, formerly Pepsi Cola Co. executive vice president and with Paul Hoffman, Marshall Plan information director, was named executive vice president of Lennen & Mitchell, New York, succeeding Lou Thomas, who resigned. Mr. Houston was with Young & Rubicam from 1935 to 1946. John G. Schneider, agency's copy chief and vice president, was appointed director of copy. He has been with L & M past four years.

RTDG-WJZ-TV SPEEDUP ORDER

RADIO and Television Directors Guild, New York, gave its negotiating committee two weeks to reach contract with WJZ-TV New York. Satisfaction was expressed at progress of negotiations, under way since November. Committee, which has backing of strike authorization, instructed to report to membership Feb. 21.

GALLERY GIVEN SALES POST

TOM GALLERY, public relations director of DuMont television network, appointed sales director Friday. Humboldt J. Greig, formerly in charge of sales, named assistant to Mortimer W. Lowi, network's director (see earlier story page 33).

BROADCASTING • Telecasting

Page 4 • February 14, 1949

Bulletins

NBC in New York Friday confirmed Hollywood reports that Bob Hope would remain on network next season and also would undertake NBC television show. Program probably will originate in Hollywood and be telecast by kinescoping recording in East and Midwest. EFFECTIVE April 3, International Harvester moves CBS to Five of Stars from CBS to NBC, Sundays, 5:30-6 p.m. Program now heard at 5:30, RCA Robert Merrill show, moves up to 5-5:30 p.m. McCann-Erickson, New York, is agency for Harvester, J. Walter Thompson for RCA Victor.

THREE STATION TRANSFERS GIVEN APPROVAL OF FCC

THREE COMPLEX, long-pending station transfers approved by FCC Friday. Transfers involve WKLY Blackstone, Va.; KBLF Red Bluff, Calif., and WKHP Hendersonville, N. C. Chairman Wayne Coy dissented in all three cases.
WKLY was granted assignment of license from Frank W. Wagner to Notloway Broadcasting Co. Inc., new firm of 77 book individuals. Firm has issued 107 shares $50 par stock and proposes to give 105 shares (95%) to Mr. Wagner as president and treasurer. Group has advanced money to WKLY. Other officers include R. S. Robertson, vice president, 1 share; J. J. Mannon Jr., secretary, 1 share; W. A. Trammell, Jr., director, 10 shares; L. Mannon Sr., director, 10 shares; H. R. Hamlett, director, 5 shares; E. C. Moncur, director, 5 shares; P. J. Silverman, director, 20 shares; R. L. Sellers, director, 3 shares.
KBLF was granted assignment of license from Robert L. Weeks to Dr. Russell G. Frey. FCC said that in September 1946, prior to receipt of KBLF's license, Mr. and Mrs. Weeks entered partnership to run station with Dr. and Mrs. Frey for total consideration of $10,000. Mr. Weeks was to be manager at $500 monthly plus 10% net profits. In November of that year, Mr. Weeks borrowed $5,000 from Dr. Frey using his partnership interest as security. Commission spokesman said Mr. Weeks later left Red Bluff and "abandoned" KBLF. Dr. Frey has put some $40,000 into station, mostly to cover operating losses.
WKHP was granted assignment of license from Redeye Broadcasting Co. to Radio Hendersonville Inc. Redeye was co-partnership of Monroe M. Redden and William E. Rigdon. Mr. Rigdon left firm in 1946 upon election to U. S. Congress from N. Carolina. The firm formed Radio Hendersonville in November 1946 with S. L. Whitemire and L. B. Brice, FCC said, and in December, sold station to R. A. Amos and C. E. Morgan. Ownership now includes: L. R. Amos, 60%; Virginia Amos, 4%; C. E. Morgan, 9.5%; and Claire F. Morgan, 3.5%.
HIGHEST AVERAGE HOOPERATING IN U.S.

"Our dreams are getting sweeter all the time!"

AGAIN - WRVA LEADS THE NATION!

IN CONTINUOUS HOOPER-RATED CITIES

2ND. IN THE MORNING

4TH. IN THE AFTERNOON

1ST. IN THE EVENING

BROADCASTING • December 20, 1948

HOOPER TOP 20 STATIONS

September-October, 1948

<table>
<thead>
<tr>
<th>MORNING</th>
<th>Share of Audience</th>
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<tbody>
<tr>
<td>WCCO Minneapolis</td>
<td>47.7</td>
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<tr>
<td>WRVA Richmond</td>
<td>42.7</td>
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<tr>
<td>KSLS Salt Lake City</td>
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<tr>
<td>WJZ Pittsburgh</td>
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<tr>
<td>WJAR Jacksonville</td>
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<tr>
<td>WRVA Richmond</td>
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<td>WMAQ Chicago</td>
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<td>KGW Portland</td>
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<td>WSM Nashville</td>
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WRVA
RICHMOND AND NORFOLK, VIRGINIA
The Edgeworth Broadcasting Service

BROADCASTING • Telecasting

February 14, 1949 • Page 5
910 Kilocycles

WFDF FLINT

MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville.
DON'T BE A STATION(ARY) MANAGER...

Get on the move—to better program ratings, more salable shows. Capitol Transcription Library provides a backlog of "package shows" for both sustaining and commercial programming. Want to know how little it costs? Fill out the coupon.

Capitol Transcriptions
Sunset and Vine, Dept. B214
Hollywood 28, California
FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name __________________________________________
Station __________________________ Position ________
Street __________________________________________
City __________________________ State ____________
The greatest
88% of all 79,640 Los Angeles
first in all television! television sets were tuned to KTTV during its first day on the air! And KTTV was seen, on the average, by 9.8 people per set...a total of 686,815 spectators!

Want your sales to score another great first in Los Angeles? Get into the KTTV picture...by getting in touch with KTTV, CBS-TV, or Radio Sales.

CHANNEL 11 KTTV
Owned by The Los Angeles Times and the Columbia Broadcasting System
Feature of the Week

OVER $10 million is spent annually by metropolitan Milwaukee teen-agers on such items as clothes, radios, records, books, and refreshments—a potential market going begging for lack of concentrated attention and selling. That's the conviction of Michael Ruppe Jr., founder of Teen Surveys and Teen Productions.

No businessman of considerable years and experience, Mr. Ruppe is a 19-year-old Milwaukee lad who last year set out to do the impossible!—survey the listening and buying preferences of the city's 70,000 teen-agers. His ambition, not yet realized, is also to attract clients who will pay him to learn these teen-age facts of life. Says Mr. Ruppe: "My goal is not to find out what the average teen-aged wants, but what all teen-agers want."

As a result, he formed Teen Surveys and Teen Productions—one to gather statistics, the other to serve those interested in reaching teen-agers through radio. Teen Productions also will help plan and present programs which interest that age bracket. Mr. Ruppe feels it will prove effective in getting across the sponsor's message, having at its fingertips various data as to listening habits. Teen Surveys-Productions claims a staff of reliable teen-agers who are leaders in their respective schools.

Mr. Ruppe's first two surveys, taken last fall, were conducted by student councils at South Division and Solomon Juneau high schools. A total of 1,476 out of 1,800 students participated at the former and 922 out of 1,018 at the latter. Mr. Ruppe admits these surveys constitute a mere start toward his ambitious objective. The students themselves were enthusiastic, he reports.

The questionnaire which students fill out lists questions on weekly allowances or earnings, number and types of radios per household, listening time preferences (daily, Saturday and Sunday), favorite stations, and types of programs, as well as tastes in

(Continued on page 75)

On All Accounts

WFLA delivers more listeners in the busy Tampa-St. Petersburg market where diversified payrolls provide steady buying power — right around the calendar! All programs — national and local, commercial and sustaining, are broadcast over both WFLA-AM and WFLA-FM. In the heart of Florida's richest trade area, you sell more people because you tell more people when you use the double impact of the Tampa Tribune Stations.

Tampa Tribune Stations

WFLA AM FM

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. GOLDFISHER
STATION MANAGER
JACKSONVILLE, FLORIDA

Page 10 • February 14, 1949
For cryin' out loud!

WSAV’s clear, strong voice on the long-range frequency of 630 kilocycles covers 3 1/2 times more people, 4 times more area than any other medium in this market.

More than a million people in 79 counties of 3 states live within easy earshot of the big, booming Voice of Savannah.

And a combination of NBC and top-notch locally produced programs has made this their favorite radio station, in many instances their only radio station.

If you want to get your advertising message across in this big $557,206,000 retail sales area, you can’t afford to whisper. Let WSAV speak for you in clear, strong convincing tones and you’ll hear the echo in practically every corner store.

It’s 630 in Savannah WSAV

Represented by Hollingbery
for JANUARY–FEBRUARY

THE MUSIC OF MANHATTAN conducted by Norman Cloutier
Incomparable arrangements of new melodies by Cole Porter and Jimmy McHugh highlight the latest contribution of these 28 all-star network instrumentalists.

THOMAS HAYWARD and the Norman Cloutier Orchestra
Although Tom's heart-warming tenor is frequently heard at the Metropolitan Opera, the popular Hollywood tunes in this stint for THESAURUS can hardly be called high-brow. Look for Just For A While, Too Much Love and Bella Bella Marie plus other choice numbers.

PATTI DUGAN
The Jumpin' Jacks sketch in a colorful background for the ballads of lovely Patti Dugan, whose order of the day is Enjoy Yourself—and you will!

LOUISE CARLYLE and the Music of Manhattan
Everything Louise sings seems to have been composed with the throaty contralto of the THESAURUS songbird in mind, especially two sly numbers from Cole Porter, Always True To You In My Fashion and Why Can't You Behave?

JUMPIN' JACKS
Radio's finest exponents of hot rhythm give their all in five bouncing 'pops', including a fascinating Afro-Cuban novelty with the strange title Similau, Agua!

SWEETWOOD SERENADERS
The most unique dance group in radio fills the air with woodwind harmony, highlighted by Roland Dupont's trombone artistry. Selections are from Walt Disney's "So Dear To My Heart" and other unreleased films.

TERRI STEVENS
THESAURUS' singing sensation, beautiful young Terri Stevens, does many alluring vocalizations for this release, ballads fresh from Broadway and played with intimate finesse by Terri's three ardent supporters, the Novatime Trio.

NOVATIME TRIO
These three virtuosos of Hammond organ, guitar and marimba will net many new sponsors with twelve bright novelties just recorded and headed for the honor roll.
hit tunes

19 famous features with distinctive interpretations of the newest Broadway and Hollywood gems, scored by America's top arrangers...

WALTZ FESTIVAL ORCHESTRA
The scoring is modern, the instrumentation magnificent in the latest release by a great new THESAURUS group under the direction of Concert-master Paul Winter. Faraway Places, It's A Big, Wide, Wonderful World and four other hits in three-quarter time.

ALLEN ROTH and his Symphony of Melody
Sweeping tonal color and thrilling symphonic variations dramatize Allen Roth's current turn for THESAURUS. Raves are due for Slaughter On Tenth Avenue and On Your Toes by Richard Rodgers.

VINCENT LOPEZ
America will be dancing to delightful THESAURUS recordings by Lopes, among them Bouquet Of Roses, Then I Turned And Walked Slowly Away and Green Up Time, with vocals by Francine Lane and Kelly Rand.

MANHATTAN NIGHTHAWKS
featuring Johnny Guarnieri
The whole town's talking about Johnny Guarnieri and the bright new style he has brought to piano. With a rhythmic background beat emanating from the Nighthawks, Johnny in this release encourages the patter on the street with eight cut selections from the newest musicals Broadway has had in many a year.

CHARLIE JORDAN
and the Sweetwood Serenaders
An increasingly popular star of the THESAURUS releases and growing favorite on network shows, Charlie lends his romantic baritone to a choice medley of ballads.

MANHATTAN MADCAPS
Seventeen devotees of solid swing, rounding out The Music Of Manhattan with a new session of fast dances, including an Easy Morales rhumba, Jungle Fantasy.

GEORGE WRIGHT at the Hammond
It's Whatcha Do With Whatcha Got is one of George Wright's 12 THESAURUS selections and verily, George does plenty on his famous Hammond organ with a wide range of sparkling new productions from Cole Porter, Jimmy McHugh and other great tunemiths.

THE SWINGTONES
This colorful sextette, one of the newest features in the THESAURUS, receives beat backing from the Jumpin' Jacks for six up-to-the-minute novelties, among them Johnny Mercer's catchy Great Guns and Down By The Station, a sensational novelty.

LISTEN TO LEIBERT
This time Richard Leibert brings to his magic keyboard—the world-famous Radio City Music Hall organ—Jerome Kern's Long Ago And Far Away, Sigmund Romberg's From Now Onward and three bright novelties to keep the Leibert sponsors humming.

MUSIC HALL VARIETIES
conducted by Pat Cricillo
Music please, Professor! ... decades old but full of nostalgic charm—Hearts And Flowers, Down Among The Sheltering Palms, Charleston and the Saxophone Rhythm In Runnin' Wild and California, Here I Come. Candy! Peanuts! Spoons! ————

As We Go To Press,

THESAURUS is in the groove
with recordings of
the first 7 of the 10 tunes on the BILLBOARD'S 'Honor Roll of Hits'

1. A Little Bird Told Me
Jumpin' Jacks with Patti Dugan
2. Buttons And Bows*
The Swingtones
3. On A Slow Boat To China*
Louise Carlyle
4. My Darling, My Darling
The Natvaline Trio
5. Faraway Places
Waltz Festival Orchestra
6. Lavender Blue (Dilly Dilly)
Vocal—Sammy Kaye & Orchestra
Instrumental—George Wright, Organ
7. Powder Your Face With Sunshine
Vocal—Sammy Kaye & Orchestra
Instrumental—Manhattan Madcaps
—and 22 of the top 31 songs listed by THE BILLBOARD (Jan. 2) and VARIETY (Jan. 19) as having the 'greatest radio audience'...

THESAURUS, as always—the No. 1 Musical Library

RCA Building, Radio City, New York • Chicago • Hollywood

Smash musicals represented in this release:

BROADWAY—My Romance; Kiss Me, Kate; As The Girls Go; Along P.J.A. Avenue; Where's Charlie?; Love Life; London Calling.

HOLLYWOOD—Take Me Out To The Ball Game; South Of St. Louis; Rags; Regiment; Words And Music; My Dream Is Yours; Streets Of Laredo; One Sunday Afternoon; So Dear To My Heart.
How to Play the Numbers Game

136 That's the percentage greater audience tuned to WMLO, week-day afternoons, than the average for 156 independent stations surveyed by Hooper (Oct.-Nov., 1948).

24½ That's the percentage greater audience tuned to WMLO week-day afternoons than the average for three of the four network stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

123 That's the percentage greater audience tuned to WMLO week-day afternoons than the average for all three other independent stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

40c That's what it costs you to tell your story to each 1000 actual listening families over WMLO.

1290 That's the number you call (West 3-1290) to find out what WMLO can do for you.

WMLO
MILWAUKEE
1000 WATTS ON 1290
Represented by Forjoe

Agencies

CRAIG DAVIDSON, executive vice president of Ball & Davidson, Denver, will direct agency's new office in Los Angeles. Mr. Davidson, who founded the agency, has also been with Compton Adv., New York, and more recently was with Raymond R. Morgan Adv., Los Angeles, as general manager. Mr. Davidson plans to devote full time to his own company, with plans to greatly expand its radio and television services. MARK SCHREIBER, vice president of the agency, will now divide his duties between the Los Angeles and Denver offices.

GEORGE E. DIPPY, assistant to president of Young & Rubicam, New York, appointed vice president and contact supervisor.


HARRY M. IRELAND, formerly vice president and account executive on Drewe (shampoo) account at Compton Adv., joins Doherty, Clifford & Shenfield as account executive assigned to Bristol-Myers unit. Both are New York agencies.


ROBERT A. HEELY, formerly with J. Walter Thompson Co., San Francisco, joins Gersh-Pacifi Adv., same city, as account executive.

WILLIAM KENNEDY, vice president of L. W. Ramsey Adv., Los Angeles, and Barbara Ann Merrill announce their marriage.

ARTHUR W. WIBLE, past ten years traffic manager of McCann-Erickson, New York, appointed account executive on Chrysler account assisting PAUL HOLDER, who has overall charge of account. C. R. JOHNSON, formerly manager of mechanical production, will take over duties of traffic manager.

RAYMOND BROWNE, formerly of Poette, Cone & Belding, New York, joins Young & Rubicam as contact man in New York office. GEORGE H. TURNER, formerly with Orange Crush Ltd., Montreal, placed in charge of merchandising for Y & R's Montreal and Toronto offices.

FULLER & SMITH & ROSS, New York, announces promotion of four of its executives and establishment of two new departments. GEORGE TRIMBLE appointed manager of new plans analysis department. GEORGE E. LYON succeeds Mr. Trimble as manager of media department. CHARLES HUTTFA, formerly associate director of agency's film department in Cleveland, returned to New York office as manager of new development department, and PAUL C. K. SMITH, account executive, appointed manager of international section.

DEAN WEINBERG appointed radio and time buyer for Brissacher, Wheeler & Staff, San Francisco. LESTER A. FRIEDMAN resigns as account executive with agency to become partner in Fulop's clothing firm, San Francisco.

FRANK P. McCORD, formerly with Lennen & Mitchell, joins Cieff & Prebrey, New York, as research director. WILLIAM ANDERSON Jr., formerly with Weiss & Geller, Chicago, joins agency as assistant account executive with Ronson Lighter account.

RILEY JACKSON appointed to head Los Angeles office of Cieff & Prebrey, replacing ED SIMMONS who transferred to agency's New York office (Broadcasting, Feb. 7). Mr. Jackson was most recently radio and television director Megge-Privett Inc., Los Angeles, and before that, manager of Louis G. Cowan office, same city. He also produces Golden Hope Chest for MBS.

DONALD O'BRIEN appointed economist for Geyer, Newell & Ganger Inc., New York. Mr. O'Brien was formerly analyst and consultant, specializing in business and finance for Standard Research Consultants, New York, subsidiary of Standard & Poor's. Prior to that he was assistant to one of operating vice presidents of Great Atlantic & Pacific Tea Co., New York.

DAVE BOTSFORD Jr., of Botsford, Constantine & Gardner, San Francisco, elected to agency's board of directors.

(Continued on page 82)
Our new man Jamison...is a very bright guy

Man to man...or on his feet before a large and influential group of broadcast advertisers...our man Jamison is an expert salesman. That's because he sells creatively. He sells an idea and a way of doing things advertising-wise that invariably proves enormously helpful to the advertiser who buys it. For example...

Only last week, Jamison's business friend, Advertiser X, who manufactures skid chains, was complaining about the high cost of time and space.

"X," said Mr. Jamison. "The basic trouble with your stuff is that you've been placing it, at considerable expense, in places where the skid is scarce...in places where they never heard of snow. Yours—in fact—is a product that should be promoted at the local and seasonal level only. It is a natural, I might say, for spot radio, some of which I will try to sell you now at a considerable saving over what you have been paying for other less efficient media." He then went on to suggest (just as a starter) a series of spot programs and announcements preceding the arrival of predicted bad weather in various important markets around the country.

Advertiser X is selling plenty of skid chains these days...and Weed and Company is doing more business for all of its clients than ever before.

Weed

radio and television
station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
not just ahead ...but WAY ahead!

by 3 to 1

For over 20 years WMDB was the only radio station in Peoria area. Today it leads the field by 3 to 1 because:
WMBD has a twenty-year head-start in knowledge of listening habits and merchandising contacts in Peoria area.
WMBD personalities are old and warm friends to the tens of thousands of Peoria area families. Today, you cannot reach this rich market without buying a Peoria station. And the November-December "Share of Audience" Index proves WMDB draws listeners 3 to 1 over any other Peoria area station.

WMBD dominates Peoria area

S. COAST GUARD appoints Newell-Emmett Co., New York, to conduct recruiting drive for balance of fiscal year to June 30, 1949, it was announced by Capt. S. F. Gray, USCG, Chief of the Public Information Division. Agency will produce the weekly Coast Guard Cadares on Parade from New London, Conn., on MBS, Saturdays, 11 a.m. and a number of radio spots. GEORGE F. FOLEY Jr., is account executive.

B. B. PEN Co., Hollywood, will start 52-week television film spot series on New York video stations around first of March. Spots will run one minute and 20 seconds, seven days a week. Agency: Footes, Cone & Belding, Los Angeles.

CRESCENT ELECTRIC SUPPLY Co., Dubuque, Iowa (General Electric distributor), sponsoring following programs: Easy Rhythms (Mon., Wed., Fri., 11:30-11:45 a.m.) on WQOC Davenport; Musical Clock (Mon.-Sat., 7:30-7:45 a.m.) on WMT Cedar Rapids; Bob Clausen Show (Mon., Wed., Fri., 10:45-11:15 a.m.) on KGLO Mason City; Meet the People (Mon.-Sat., Wed., Fri., 3:00-3:15 p.m.) KDIH Dubuque; Weather Report (Mon.-Sat., 12:15-12:20 p.m.) KBUR Burlington and Weather Report (Mon.-Sat., 11:35-11:40 a.m.) on WNAX Yankton, S. D., plus a series of spot announcements. All contracts are for 26 weeks. More stations will be added later, according to HOWARD M. PAUL, radio director for W. D. Lyon Co., Cedar Rapids, Crescent agency.


PRESTIGE Inc., New York (women's hosierly), appoints New York office of Roy S. Durstine Inc., to handle advertising and merchandising. Both radio and television are being considered.


BIRK BROS. BREWING Co., Chicago (Trophy Beer), appoints Erwin, Wasey & Co., Chicago, to handle advertising. Radio may be used later in year.

A. F. SCHWANN & Sons, Eau Claire, Wis. (meat packing firm), appoints C. Wendel Muench & Co., Chicago, to handle advertising. Firm sponsors hour show and chain breaks on WEUW Eau Claire. Schedules are being completed according to WELDON YOCUM, agency account executive, and additional radio is contemplated.

NORTHERN CALIFORNIA FOOD DEALERS Assn., Sacramento, appoints Beaumont & Heineman, San Francisco, to handle first radio advertising over KFJK Sacramento. Company will handle six weeks' contract. Plans are to expand to other stations. WALTER MONROE is account executive.

Network Accounts • • •

PEPSODENT DIVISION, Lever Bros., Chicago, for Rayye Home Permanent, to sponsor Winner Takes All over all CBS network beginning Feb. 28. Program to be aired five weekly, 4:30-4:45 p.m. EST. Agency: J. Walter Thompson Co., Chicago.

NATIONAL BISCUIT Co., New York, (Nabisco Shredded Wheat), Feb. 7 expanded Straight Arrow program formerly heard half-hour twice weekly on Don Lee Network to three weekly half-hour periods on CBS coast-to-coast. Program aired Fridays (8:30-9 p.m. PST) and Saturdays and Thursdays (5-5:30 p.m. PST). Agency: McCann-Erickson Inc., New York.


PILLSBURY MILLS Inc., Minneapolis, renews sponsorship of Grand Central Station on CBS, Saturdays, 12:30-1 p.m. effective Feb. 26. Contract is for 26 weeks.

WHITEHALL PHARMACEUTICAL Co., New York (Anacin and Kolyne), to move its Mary Kay company to B. B. PEN Co., to sponsor Harry James, radio comedy show from NBC's eastern network to CBS eastern video network, effective Feb. 23. Program now on NBC Sundays, 7:7:120 p.m., will be telecast Wednesdays, 9-9:30 p.m. on CBS. Agency: Dancer-Fitzgerald-Sample, New York.

SCOTT TOWEL Co., Chester, Pa., to sponsor Diane Lucas' Cooking Program on CBS-TV, Thursdays 8-8:30 p.m. Agency: J. Walter Thompson Co., New York. Program had previously been carried sustaining by CBS-TV

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ALL EARS IN TULARE aren't glued to any one network. But 88% of the radio families in this $183 million California agricultural center do listen to ABC, says BMB. On ABC, your program rides with Crosby, Marx, Winchell and a host of other headliners into Tulare and all Coast markets—large and small.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network... a 31% increase in facilities during the past year.

GREATER FLEXIBILITY... You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at an amazingly low cost per thousand radio families. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC... The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK


BROADCASTING • Telecasting

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Praise for Yearbook

EDITOR, Broadcasting:
Spent a good part of last evening going through the new Yearbook, and as usual it is a splendid job. Your special publications have just about become a tradition in the industry. Believe me, they are used here, as evidenced by their work-out look after a year.
George M. Burbach Jr.
Federal Advertising Agency
New York

EDITOR, Broadcasting:
Broadcasting has been my most valuable staff member.
W. Ferron Halvorson
Station Manager
WCAF Rapid City, S. D.

EDITOR, Broadcasting:
Our copy of the 1949 Broadcasting Yearbook has arrived and last evening I scanned the text material and found the reference data very complete...
R. C. Black, Manager
Sales Promotion Div.
Westinghouse, Atlanta

EDITOR, Broadcasting:
That doggone Yearbook number is more popular than Lana Turner on the “Big Mo” 30 days out of port. You have to sign your life away to take it out of the manager’s office. But what I want is a copy at home. Who knows... I might want to start a chain-letter from one radio station to another. And for that I’ll need reference material...
Don P. Richardson
Continuity Editor
WJEF Grand Rapids, Mich.

EDITOR, Broadcasting:
It’s (the Broadcasting Yearbook) certainly a fine impressive piece of work throughout.
Al F. Harrison
Radio Sales Manager
United Press
New York

THREE DIFFERENT MAPS PROVE
WSIX covers Nashville’s trading area!

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WWSIX gives you Nashville’s 51-county retail trading area. In WSIX’s 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It’s a better buy for you, too.

*Projected from Sales Management May ’48

EDITOR, Broadcasting:
Our company is most anxious to obtain a copy of your Yearbook...

Beryl Culbertson
Secretary to W. W. Shepherd
Shepherd Tractor & Equipment Co.
Los Angeles

[Editor’s Note: We are glad that the 1949 Yearbook has been so well received. We hope it serves its purpose as a handy reference tool for advertisers, agencies, stations and all who are interested in radio and television.]

A Poser From Polsky’s

EDITOR, Broadcasting:
... Naturally, I am pleased with the recognition accorded Polsky’s programs in this context—particularly since the cost of operation is as low as it is. As those in the business know, NRDGA program entries are submitted by three volume-type class stores. Consequently, since Polsky’s is in the big league volume stores, we are competing with stores who not only can, but do, spend money on their programs to make good listening and to promote their programs. My question is, then: Why not classify entries in this contest by the approximate cost of operation per program? Can you rightfully compare a live symphony program with the same type general family program that can afford to use only recordings? Surely, NAB and NRDGA must be aware of this cost factor...

Meg Zahr
Radio and Public Relations Director
Polsky’s of Akron

Facts on WCAO

EDITOR, Broadcasting:
Broadcasting Jan. 17, 1949, issue page 10, column 3 says: “Ever since it took the air May 3, 1922, WCAO has had the 600 kc assignment.” Whoever furnished that bit of information, or misinformation, did not know the facts. Being a former chief engineer of WCAO I was interested enough to do a little research in several old call books which I have before me. According to Radio Listeners Guide and Call Book, Winter, 1927 issue, the frequency of WCAO is listed as 780 kc. According to a little book called The History of Radiophone Broadcasting by the Earliest and Foremost Newspaper Stations; Together With Information on Radio for Amateur and Expert published by The Evening News Assn., Detroit, Mich., 1922,
FOUR to ONE
YOU WIN

YES—From Midnight to 6 A.M. WNEW Has More Listeners Than the Four Other All-Night New York Stations Combined!*
This director's console puts

1. Preview of studio cameras
2. Control room outgoing line
3. Preview of network and remote
4. Inter-com microphone
5. Inter-com switching
6. Camera and remote signal switching
the television pictures
...right before your eyes!

At last program directors can watch monitoring pictures and studio operations—simultaneously

Now it is possible to sit before your studio window—and see everything that's going on. No high-built equipment to obstruct your view of the studio. No need to play peek-a-boo with the video operators up front. You see large, bright pictures of what the cameras see...right before your eyes.

In this new director's console—only 37 inches high and 72 inches wide—the program monitors are mounted below the desk...and viewed indirectly from light-shielded mirrors. The advantages: A console of low height that enables the program director to see the entire studio from the director's position; daylight-bright monitor pictures that can be seen in a fully-lighted control room.

Using anywhere from two to five monitors—with a 10-inch kinescope of high brilliance in each—this console displays (1) preview pictures of the local cameras, (2) network or other remote signals, (3) the picture going to the transmitter room. All fading, dissolving, and video signal switching is under "push-button" control through a switching panel right in the console. Tally lights indicate the camera that is on the air and the camera that has been selected for preview. Order-wire microphones and order-wire switching provide maximum operating efficiency.

Here, we believe, is a director's console that is years ahead in programming facilities and operating conveniences. It is styled to match all other RCA television and audio equipment and requires a minimum of room. Plenty of desk space, too, for scripts, schedules, and other programming material.

For more information on this new console...now in regular production...call your RCA Television Specialist. Or write Dept.19BB, RCA Engineering Products Division, Camden, N. J.

Cross-section Side View—The 10-inch kinescopes are mounted below the desk and viewed indirectly from front-surface type mirrors. This unique design shields the tube screens from direct outside light and provides a complete view of the studio. Normally, two directors handle the console: one for the programming; one for the technical aspects of programming.

This modern and practical Director's Console brings all electronic aspects of programming under finger-tip control.
EVERY time-buyer knows the danger of jumping to the conclusion that high power and major-network affiliation make a radio station tops in its area. We of KWKH have 50,000 watts and are CBS—but we also know it takes experience to run an outstanding operation in the South.

KWKH has had 23 years' experience in broadcasting to this area. We've worked hard to learn what type of programming appeals most to all segments of our audience. And then we've spared no trouble or expense to give our listeners that sort of programming. The result is that the Cooper Station Listening Index proves KWKH to be one of the most outstanding CBS stations in the U. S.

Let us (or The Branham Company) give you all the facts. We think you'll find that KWKH is a MUST for you.

50,000 Watts · CBS ·

Henry Clay, General Manager
WHAT NEXT AFTER T-H LAW?

By HERMAN BRANDSCHAIN

REPEAL of the Taft-Hartley Law and passage of the administration's labor bill would result in greater unionization among stations and in higher operating expenses.

Those conclusions were reached by Network spokesmen specializing in labor, in the other hand, saw little change in labor problems as the result of proposed law changes. Station operators, however, conceded, were in a different position.

Networks have a long history of labor experience, it was pointed out, and are "organized up to the hilt." Their executives believe the network labor pattern is set, that it depends more on relationships than laws, and will continue much the same regardless of Congressional action.

Cases Differ

They eye the case of the station operator, particularly the operator who has had little labor experience, as being in a somewhat different position. He may feel the effects of organization under impetus of a change in the law or will be affected in the pocketbook by any wage increases made in other outlets as the result of union activity, even though his own shop is not unionized.

Labor leaders in the radio field believe this analysis is correct. They also are candid in stating that station operating expenses may go up as the result of increased union activity.

Radio unions have been in the forefront of the drive to repeal the Taft-Hartley Law. One of the principal reasons for their activity has been the provision of the law which excluded supervisory employees, like directors and some engineers, from bargaining contracts.

At a meeting in New York on Feb. 4, National Ass'n of Broadcast Unions and Guilds, which is made up of delegates from many unions and guilds in the radio and television field, lined up behind the administration labor law.

Oliver W. Nidoli, national chairman of NABUG, said that NABUG's stand brought it in "complete coincidence" with the position of the American Federation of Labor, with which most of the members of NABUG are affiliated.

It is also possible that NABUG, last week after a survey made by it, if it feels it is necessary, will take on the active part in Congressional labor hearings, he said.

At a meeting Monday (Feb. 7) of the New York local of the Radio and Television Directors Guild, the membership decided to write their Congressmen and Senators urging support of the administration bill.

Other unions in the radio field have from time to time taken action vigorously stating their opposition to the T-H Law.

A round-up reveals that these would be the immediate results of repeal of the T-H Law and passage of the administration bill:

1. Organization Drives. These would be intensified and organization would spread to many stations never before touched by unions. Many union executives will have to begin to organize whether they like it or not. Some have excused their inactivity in this direction because of the restrictions the T-H Law placed upon them. Now they will be on the spot. Further, competition from other unions may cause the more passive organizations to take to the field.

2. Negotiations. Scope of coverage in contracts would be widened to include supervisory employees. Wages and hours demands are sure to be considerably higher in many stations. Closed shop again will become a demand.

Tactics. Union can be expected to get tougher. It is their hope that the injunction, which blocked them in disputes, will be a much blunter weapon. If this comes to pass, strike situations may see mass picket lines. Secondary picketing or boycotting, say of sponsors, also would be in the books.

4. Politically. T-H provisions which limited political action of union officials, unions and their union funds have not in fact materially hindered most unions in engaging in political activity when they wanted to. If, however, these provisions are removed, greater political activity by unions may be expected.

Repeal of the T-H Law will also mean that some unions again may be able to have access to the National Labor Relations Board.

NLRB Again

One such union is the American Communications Ass'n, CIO. Its Broadcast Local 1 is currently, according to the union position, still on strike at WFIL Philadelphia, where 43 engineers walked out last May. ACA, because its national officers did not make the non-communist affidavits required under the T-H Law, could not appear on the air.

(Continued on page 64)

Stations May Suffer

Factual evidence that the Peron government of Argentina is attempting to control broadcasting in Cuba is published in an "extraordinary" edition of the IAAB News of the Inter-American Ass'n of Broadcasters.

The story of the Peronist infiltration into northern Latin American nations is expected to come before the NAB board at its three-day meeting opening today at the Roosevelt Hotel, New Orleans. Implications of the Peron activity are deemed a threat to American broadcasting.

Slated to appear before the board is Goar Mestre, director general of Circuito CMQ Havana and president of IAAB, who was forced to leave Buenos Aires during the IAAB conference last summer (Broadcasting, July 29, 1948). Mr. Mestre has been special target of Peronist activity.

Azcarraga Is Target

Another target of the Peron government is Emilio Azcarraga, prominent Mexican broadcaster and vice president of the IAAB, who also will be in New Orleans and probably will appear before the board.

The maneuvering of the Peron government, supported by a purported million-dollar payment under which Peron's propaganda is broadcast on the RHC Cadena Azul network, involves what is described as a plan to overthrow democratic regimes of Latin American nations and assume hemisphere control by typical dictator methods.

Recipient of the Peron gratuity —$250,000 annually for four years —is said to be Amado Trinidad, owner of RHC Cadena Azul, according to IAAB News, which reprints a speech by ex-Senator Eduardo R. Chibas of Cuba. The speech, delivered over CMQ, contains texts of cables and letters exchanged between Peronist agents and the Argentine government.

Accompanying the messages is a code used by the Argentines. Main negotiators for Peron, according to the speech of Sen. Chibas, were William G. Aikman, radio techni-
BMB’s NEW FORMULA

By BRUCE ROBERTSON

A NEW PLAN of reporting station audience figures collected in BMB’s upcoming nation-wide study may prove to be the organization’s salvation.

The proposed method, approved by the committee [Broadcasting, Feb. 7], is expected to answer most of the criticisms of stations that found the reports of the first study inadequate if not unusable in their selling.

Illustration of the new method of reporting, as applied to test studies made by BMB last fall in 28 markets, has already brought into the BMB fold two stations—WLW Cincinnati, which was not a subscriber to the first BMB study in 1946, and WHK Cleveland, which subscribed then but has not renewed for Study No. 2. Each of these stations has committed itself to subscribe for the upcoming study if the proposed plan is put into effect.

The New Proposal

In essence, the proposal is to drop the daily average audience figures originally contemplated for the report and to substitute figures on the station audience by those measuring one or two days of listening, five days and six and seven days during the measured week. These figures would be shown in addition to the total weekly audience they make up. Only the total weekly figure was reported for Study No. 1.

Explanations of its reasoning for dropping the average figures, the technical committee pointed out in its resolution that “examination of the results of test mailings of the 1949 BMB ballot reveals that the weighing system used to arrive at average daily audience is both arbitrary and statistically open to question.” The committee added that to publish such figures would “tend to encourage both misuse and misrepresentation.”

However, the committee recommended that this question be reconsidered after further study.

In advancing publication of composition of total weekly audience figures, the technical committee added a proviso that this be done only if “careful examinations of the ballot returns on Study No. 2 support the statistical validity of the sub-totals to be used in composition of the total weekly audience.”

The committee also asked BMB to continue its analysis of the test study ballots on this point and to include “determinations of the effect of smaller sample sizes and the relation of these data with other measures of listening which would help in ascertaining how reliably people can report their listening in the frequency groupings in which the Study No. 2 ballot specifies.”

It was explained that in certain counties it might prove necessary to have returns greater than the 50% minimum used in the first study to validate this breakdown of the total weekly audience figure. As illustration of the way the proposed method of reporting would work, a comparison was made of two stations which received almost identical BMB total weekly audience figures in the report of the 1946 study.

One station was a local one, the other a high-powered network affiliate located in a metropolitan some distance away.

When the home community of the local station was measured by BMB’s test study last fall and the composition of audience figures put down, it was seen that the out-of-town station outnumbered the local station by a number of families listening one or two days a week.

But for families who listened to either station three to five days a week the local station went ahead by eight to five, and for families reporting listening to either station six or seven days a week the local station led by a ratio of ten to three.

Distant Tuning

The importance of the new method of reporting is that it shows in this instance that while listeners in this town tune in the distant network outlet for its big name programs once or twice a week, their regular day-in and day-out listening is to their local station.

Hence, the local station, which derived no usable sales material from the 1946 study, which showed it only as having no better total week's to one on number of out-of-town one, would be able to use the composition of total audience figures to definite sales advantage.

BMB also sees in the composition of audience figures a verification and a statistically satisfactory explanation for the total weekly audience figures reported in the results of Study No. 1 which were criticized as “wildly extravagant” in showing such extensive listening areas for many high power stations. When the frequency of such listening is indicated, the overall figures become much more believable.

Now that the plan has been approved by the BMB technical committee, provided that the actual returns of the second study make such breakdowns statistically valid, it will next be considered by the BMB board research committee and finally by the board itself.

Meanwhile, BMB statisticians are continuing their sample-size tests with the ballots returned from last fall’s test mailings.

Last week’s figures, released by BMB Thursday, showed 819 subscribers: 660 AM, 138 FM and 13 TV stations, four nationwide and four regional networks. Subscribers not previously announced include WCOP and WCP-FM Boston, WPLH and WPLH-FM Huntington, West. Va., and KOMO-FM Seattle.

BMB PROPER USE To Be Discussed by AMA

THE PROPER use of BMB audience data in selling radio against other media will be discussed this noon (Monday) at the first 1949 meeting of the Market Research Discussion Group, American Marketing Assn. Session will follow luncheon to start at 12:15 p.m. at New York Sherry-Netherland.

Cort Langley, assistant to the BMB president, will open the discussion with an explanation of the types of data BMB has developed so far and what it hopes to develop in the near future. The uses which have been made of BMB figures in competitive selling and what limitations, if any, should be placed on their use, will then be discussed by a six-man panel including: J. F. Kure, ANA vice president for media and research; Frank B. Kemp, assistant advertising director, Compton Adv. Inc.; W. H. Mullen, director, Magazine Advertising Bureau; Howard C. Haupt, account executive, Bureau of Advertising, American Newspaper Publishers Assn.; H. M. Beville Jr., NBC director of research; Paul R. Benson, assistant director of research, MBS.

ESQUIRE BUYS Transit FM in Two Cities

ESQUIRE Inc., Chicago, Feb. 23 will begin broadcasting announcements for Coronet magazine to bus riders in Cincinnati and Houston. Business, placed through Doherty, Clifford & Shenfield, New York, is the first long term national advertising signed by Transit Radio, comprising a year’s contract with WTCG (FM) Cincinnati and a six-month contract with KPRL-FM Houston.

The 50-word Coronet announcements will run in both cities the last week of each month in Class A time, that is, during the bus riding peak hours. Three spots a day for four days will be used in Cincinnati. In Houston the Coronet schedule calls for four spots for four days and two on the fifth day of the week.

Drawn for Broadcasting by Sid Hix

"But, Sir! None of our writers is responsible for the Baltimore gag!"
IN THE FACE of intensifying inter-network competition, NBC is considering the revision or outright abandonment of sections of its stringent programming code, it was learned last week.

The network already has rescinded its long-standing prohibition against the use of transistorized shows [Broadcasting, Feb. 3], and it was revealed recently that it is contemplating changes in two other important sections of its “Working Manual of NBC Program Policies.” The manual was put in effect last year after more than a year’s study and collation.

The two sections which may be revised or expunged are those dealing with mystery programs and with giveaways.

The NBC contemplation of the rules relaxation was an obvious effort to rid itself of binding principles and leave it less encumbered in the battle for programs which last week continued at a hectic pace.

Another Acquisition

CBS succeeded Thursday in attracting another NBC program and sponsor to its growing force. International Silver Co., through Young & Rubicam, agreed to move its Ozzie & Harriet show on April 3 to CBS in the Sunday, 6:30-7 p.m. spot, the time it now occupies on NBC.

The Spike Jones show, sponsored by Coca Cola, in the Sunday 6:30 p.m. time now on CBS will move to Saturdays, 7-7:30 p.m., effective March 12, when the period is vacated by Winner Take All, which is becoming a five-a-week strip for Lever Bros.

The capture of Ozzie & Harriet by CBS gave further impetus to NBC’s contemplation of taking off its gloves.

For more than a year NBC has refused to broadcast mystery or crime series before 9:30 p.m., Eastern Time, 8:30 p.m., Central Time, and 9 p.m. elsewhere. It is now considering the withdrawal of all time restrictions on such programs.

The confinement of mystery programs to hours after normal bed time for children was adopted unanimously by NBC affiliates at the network’s convention in Atlantic City in September 1947.

Program Changes Continue

The unanimous action of the affiliate officers followed an appeal from Niles Trammell, NBC president, and Ken R. Dyke, administrative vice president, who was then in charge of developing a code of practices for the network. Both reported to affiliates at that time that a growing volume of criticism had been received from the press, educators and child psychologists, who contended that crime programs were a factor in juvenile delinquency.

As finally composed, in the official announcement, the NBC stricture read: “Just as thoughtful parents refrain from putting mystery novels on their children’s bookshelves, so NBC is able on NBC to regulate their children’s listening in this respect. No series of crime and mystery-type programs is broadcast over NBC before 9:30 p.m. Eastern Time, 8:30 p.m. Central Time, and 9 p.m. elsewhere. This policy applies to television as well as to radio broadcasts.”

Reasons for Changes

Among the reasons which an NBC spokesman gave last week for the network’s reconsideration of the mystery schedule was that the thinking of educators and child welfare experts has changed since the imposition of the code. Such experts believe now, according to NBC, that children who feel secure in their homes and are happily adjusted will not be emotionally disturbed by listening to mysteries.

The NBC official said that the network had received letters requesting that mysteries be restored to earlier hours so that their wee addicts would not have to stay up late to hear them. The volume of these communications was not revealed.

Another reason advanced for the NBC change in attitude toward network programming was said to be economic in origin. The network, it was reported, has had to reject several advertisers who wished to place crime shows on the air in the prohibited hours. In the recently developing inter-network competition, such rejection imposes a greater handicap on NBC than formerly.

The network is said to have suffered in general popularity ratings because rival networks had booked mystery programs in the earlier hours and had attracted large audiences with them.

Similarly NBC’s affiliated stations which have hewed to the network’s mystery schedule suffered from competition from other stations that were not bound by rules.

At the time NBC adopted its mystery schedule, an executive pointed out, it fervently hoped that other networks would follow suit, a sequence which unhappily did not develop. With three other major networks unencumbered by such rules, advertisers who desire to broadcast mysteries at hours when youngsters listen have not been hard pressed to find sanctuary elsewhere than NBC.

The second code section which the network is considering changing is that concerning giveaways. It became known that NBC had, in the words of one official, “any number” of listener participation programs under study and that it was likely one would be put on the air in the near future.

A section of NBC’s working manual, issued last year, stated: “Any broadcasting designed to ‘buy’ the radio audience by requiring it to listen in hope of reward rather than for the quality of entertainment should be avoided.”

The network also announced last August, following the disclosure of an impending FCC investigation into alleged lottery aspects of some giveaways that it would accept no additional programs of the type questioned by the FCC until there has been an opportunity to clarify the questions which were raised.

It was reported last week that NBC had decided tentatively to schedule a new giveaway—providing a promising one was found—without waiting for further FCC action on the subject.

No Decision Yet

At the time NBC issued its announcement foregoing giveaways, the network believed a quick decision on the subject would be forthcoming from the FCC, an NBC executive explained. The decision has not materialized.

Additionally, the network official said, NBC originally felt that give-aways (Continued on page 65)
SPOT RISE
By FLORENCE SMALL
RETURNING to spot radio on a basis unprecedented since 1941, the automotive industry is planning on an expenditure in that direction of upward of a million dollars within the next six weeks to promote the new 1949 cars, Broadcasting learned last week.

Nor is this move to spots an isolated action of individual companies. It represents a trend within the industry embracing many of the leading firms in the automotive field.

Heading the parade in the number of its prospective spots—though not necessarily in the amount of its spending—is the Plymouth Motor Corp. The company through its agency, N. W. Ayer & Son, New York, is placing 26 announcements per week on about 350 stations in 24 markets. The contracts, extending from March 15 to 22, represent a short but saturation policy of coverage.

Another large and intensified spot campaign is being prepared for Dodge by Ruthrauff & Ryan, New York. The agency is using nearly 300 stations, starting Feb. 20 and 21 for four weeks, with 5 announcements per week scheduled on each station.

Ford is starting spots on Feb. 21, with 12 announcements per week on each station. J. Walter Thompson Co. offices in New York, Atlanta and Los Angeles are placing the campaign in specific districts. Contracts are for four weeks.

The Chicago schedule, formerly handled exclusively by JWT's midwestern office, is now also being prepared in the agency's New York quarters. The exact number of stations and markets to be used could not be determined, but it is conceded that the figures are in line with the new emphasis on spot broadcasting.

De Soto through its agency, BBDO, New York, is also cautious about revealing the precise number of station and markets being used in its spot campaign March 2 through March 19. However it is understood that the firm will employ concentrated daytime and nightspot programs.

Another large spot campaign is being prepared for Mercury by D. M. Ryan, Chicago, but specific details cannot be given because of the competitive trend within the industry.

The num-

AUTO INDUSTRY HEAVY BUYER

NBS AFFILIATES
To Hear Coy in Chicago
WAYNE COY, PCC chairman, will address the business meeting of NBC and its affiliated stations Feb. 28 and March 1 in Chicago, Niles Trammell, network president, announced last week [CLOSED CIRCUIT, Feb. 7]. Mr. Coy will speak at the second-day luncheon. The first day of the convention will be devoted to radio, and the second to television, Mr. Trammell, who will preside at the sessions, announced.

Representatives of 170 NBC affiliates will attend the meeting, where matters on the agenda at the NBC Stations Planning and Advisory Committee meeting in New York earlier in February, will be discussed. Martin B. Campbell, general manager of WFAA Dallas, SPAC chairman, will assist Mr. Trammell in conducting the sessions.

BASEBALL
FEDERAL District Court in New York was directed Wednesday to determine whether the telecasting and broadcasting of major league baseball games for fees brings the sport into interstate commerce.

The direction came from the New York Circuit Court of Appeals in * that the effect on radio and television could be delayed several years. Before the days of broadcasts and telecasts of ball games, the highest court in a decision by Justice Oliver Wendell Holmes held that baseball was not in interstate commerce.

The district court, following the Holmes opinion, ruled against the ball player, but the circuit court indicated that the advent of television and radio might have changed the character of the baseball operation.

Meanwhile, Justice Dept. investigation of both major and minor league practices with respect to baseball broadcasts [BROADCASTING, Dec. 13, 1948], to determine whether they appear to violate the antitrust laws, is still in progress.

The Gardella case is one which spokesmen for the major leagues already have said will be carried to the U. S. Supreme Court, if necessary. In this event, it is conceivable

GREENBERG QUITS
ASCAP Executive to Retire
HERMAN GREENBERG, sales manager of ASCAP, last week announced his retirement from the society, effective March 1. Immediate plans call for his taking a long vacation after which he will return to New York where he will resume ASCAP activity in a consulting capacity. Mr. Greenberg has been at the society's home office for 30 years.

Jules M. Collins, former manager of ASCAP's radio division, has been appointed by the board of directors to succeed Mr. Greenberg as sales manager.

Anti-Trust Threat Looms

The Gardella case is one which spokesmen for the major leagues already have said will be carried to the U. S. Supreme Court, if necessary. In this event, it is conceivable
By ED KEYS

ILL WINDS from Capitol Hill last week continued to harass the radio industry with increased velocity.

The most disturbing development was House passage of a government reorganization bill which left FCC vulnerable to abolition by a department—the Commerce Dept. was mentioned.

Additional headaches threatened with comprehensive legislative actions included:

- Prospect of a continuing communications investigation by the Senate Interstate and Foreign Commerce Committee.
- Reintroduction of a measure by Rep. Harry R. Sheppard (D-Calif.) to restrict stations' hours of network-carrying and prohibit ownership of stations by networks or radio manufacturers.
- Outlawing the broadcasting or telecasting of advertisements on alcoholic drinks.
- Consideration of repeal of the Taft-Hartley labor law and upward revision of remuneration under the Wage-Hour Act also were debated on the measure.
- Uncertainty that the House Un-American Activities Committee might not modify or rescind its recent ruling which banned radio and television coverage of hearings.

The House on Feb. 7 passed HR 2361 granting Presidential powers for reorganization of government agencies.

Proposals of the FCC might be transferred to the Department of Commerce and a situation could develop where stations' licenses could change, on a purely political basis, Rep. Charles Halleck (R-Ind.) pointed out for the second time [BROADCASTING, Feb. 7] during floor debate on the measure.

Rep. Halleck offered an amendment to exempt FTC, FCC, CAB, the U. S. Tariff Commission, the Railroad Retirement Board, and the civil functions of the Army Engineers, but his proposal was defeated.

Bill Amended

The bill was amended, however, to include the Railroad Retirement Board, National Mediation Board, and the National Railroad Adjustment Board in the group of agencies that must be considered individually in any reorganization plans which would be submitted by the President.

Heretofore, in all reorganization measures, the FCC has been excluded, along with the other major independent government agencies, because its functions were dropped this time was not explained, but it was generally thought that the controversy which has surrounded that agency over the years was mainly responsible.

Two days after Sen. Ernest W. McFarland (D-Ariz.) and Charles H. Tobey (R-N.H.) introduced a proposal prohibiting any communications抱着 launched in the 80th Congress, the measure that had been favorably acted upon. The measure (S Res. 63) was ordered favorably reported by the Interstate and Foreign Commerce Committee Feb. 9.

The 1948 Communications Study by a subcommittee of the Senate Commerce Committee composed of Sens. McFarland and Tobey served as the basis of a recent report by the FTC's "Blue Book" on programming, and urged a breakdown of the clears and a power ceiling of 50 kw [BROADCASTING, Jan. 31].

In its initial form the McFarland-Tobey Report represented merely the thinking of the communications subcommittee but it received the official sanction of the full committee Feb. 10 and was presented to the Senate that day as Report No. 49.

Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Commerce Committee and ardent foe of clearances, acknowledged that the report indicated that continuation of the communications study was under consideration [BROADCASTING, Feb. 7].

The bill (HR 2410) reintroduced Feb. 7 by Rep. Sheppard would amend Section 303 of the Communications Act to prohibit station ownership by either networks or radio or electronics equipment manufacturers.

This measure also provides that no station be permitted to devote any two consecutive hours of its broadcast day to network programming, and limits the use of airtime for network programming to every other alternate hour of the day.

This legislation will be considered by the House Interstate and Foreign Commerce Committee.


Widespread Effect

Three of the four national networks and at least six equipment manufacturers would have to divest themselves of stations if the Sheppard measure were enacted. In addition, RCA would be compelled to divorce itself from NBC.

AM, FM, television and international stations would be involved. In the AM field alone NBC, in addition to being sold itself, would be compelled to give up six stations; CBS, seven, and ABC, four, full-time and one share-time stations.

All three networks have FM and television interests.

Manufacturers, too, would suffer. Westinghouse has six AM and six FM stations and one video outlet; DuMont has three TV outlets and has established its video network; General Electric has one station in each service.

Parnsworth Radio & Television Corp. has AM and FM; Eitel-McCollough, Inc. has FM and International Telephone & Telegraph Co. has a Puerto Rican AM station. Only Philco would be unaffected, since it produces only receiving equipment.

Another perennial was introduced by Rep. Joseph R. Bryson (D-S.C.) to prohibit the publication, broadcasting or telecasting of靡

(Continued on page 58)

GETS TSN POST

Clarke Brown Sales Chief

CLARKE BROWN, formerly head timebuyer at the Gardner agency in St. Louis on the Grove Labs account, has been appointed general sales manager of the Texas State Network.

The appointment became effective today (Feb. 14), according to Gene Mr. Brown L. Cagle, president of the network. Mr. Cagle said Mr. Brown will headquartered in Fort Worth and will devote considerable time to TSN owned and operated stations.

U. S. Firm Against Russian Plan

OUTLOOK for the Mexico City High-Frequency Broadcasting Conference appeared dimmer last week following developments which sent FCC Comm. George E. Sterling, alternate chairman of the TV delegation, and Fred Trimmer of the State Dept. vice chairman, flying from Mexico City to Washington for high policy conferences at the State Dept.

Mr. Sterling and Mr. Trimmer, chief of the State Dept. International Radio Division, have been in Washington by plane late Monday night and returned to Mexico City Wednesday night after a hurried round of conferences with State Dept. officials.

They were accompanied by Joseph M. Kittner, assistant to the FCC general counsel, and Forney A. Rankin, executive assistant to the president of NAB. Mr. Kittner returned to Mexico City with the delegation and Mr. Rankin returned by way of New Orleans and the NAB board meeting there this week.

During his short visit, Comm. Sterling also conferred with his colleagues at the FCC.

Feb. 15 Session

The critical Mexico City session, so far as the outcome of the conference is concerned, is due about Feb. 15 when Committee 6 reports on prospects for agreement on channel-hour assignments. Whether the conference breaks up or continues is to be decided at that session.

Russian delegates, who walked out on the conference once before, have insisted several times that a group of "experts" be chosen to work out allocations details. The U. S., among other nations, maintains the work should be done by the conference itself, and has successfully blocked Russian attempts to the special action of the U. S. plan of allocations.

The Russian allocations plan employs a formula based upon each nation's land area, population, and number of state languages spoken.

Its opponents charge such a formula discriminates seriously against small nations. Additionally, they contend that a "bonus" system embodied in the Russian plan would put assignments almost entirely on a political basis.

It was pointed out that the United States would get 33 channel hours under the area-population-languages formula of the Russian plan. But the Russian "bonus" arrangement would boost Romania's total to 71 because of that country's fight against Fascism.

The U. S. would get 366 channel hours under the base formula of the Russian proposal but these would be cut to 197 because the U. S. does not use high frequencies for internal broadcasting. Nor would the U. S. get any bonus for defeating Fascism; that reward is primarily reserved, under the Russian plan, for Russia and her satellites.

The U. S. plan—the only other major plan before the conference—is based on engineering, also giving consideration to the special needs of each country. It is credited with general acceptance, among the participating nations.
AudiencE Facts

By Raymond E. Guth
WOC Davenport, Iowa

Out of the postwar increase in small, local stations has developed sales competition heretofore unknown in smaller cities and in towns. There are literally hundreds of locales now in which a merchant previously merely decided whether or not to buy radio time, but now must decide whose time to buy.

Thus, local salesmen now need convincing black-and-white proof that their station can and does deliver a larger percentage of the effective client an a given time than does the competition.

Of course, in larger and more financially-able operations, this “convincing proof” lies reports furnished by national research firms contracted for that purpose. Such and similar audience research is the most valuable sales aid there is, when properly conducted and interpreted.

This very “convincing proof” is available to any local manager at a nominal cost, immediately and in indespensible form.

Through the use of the independent telephone surveys, any local sales manager can quickly deliver his presentation to the prospective client an accurate and timely picture of the current local audience for any specified time.

Preparing a Survey

All that is required of any station in the way of equipment and personnel supervision is the cooperation of any responsible person throughout the time a survey is conducted; the time of 3 or more persons at an equal number of homes for one-half hour to 45 minutes per day for five days; and a few hundred mimeographed forms plus the procedural knowledge outlined below.

(A) Preparation for the survey:
1. Select the periods to be measured, plan areas, etc. from the city telephone directory.
2. Delete all commercial and rural residential calls from the city telephone directory.
3. Using an average page as a measure, count the number of commercial city numbers on each page, and multiply by the total pages in the book. (Record all facts)
4. Multiply the number of time periods to be measured by 600, thereby finding the number of calls needed for the entire survey.
5. Divide the total number of calls to be made into the number of non-commercial city phones in the book, as derived from operations 2 and 3. The number of the spacing you will follow throughout the book in selecting numbers to be called—such as every fourth number.
6. Select a starting page at random, list all columns and number in that—column on that page. (To be purely random, should draw the starting page, column, and number from a box containing all possible numbers on bits of paper.)
7. Now enter the numbers you have selected on forms prepared for the callers.

Each of the callers form sheets (mimeographed) should provide, for 20 numbers, inasmuch as the average caller will dial only a few more than that number in a 15 minute period. The caller usually waits 10 seconds past the caller hour’s beginning, and stops calling 30 seconds prior to its end. This insures to some extent against getting people who are in the process of dialing out at the beginning of the program.

The caller’s form should contain there columns (the numbers listed along the left-hand side): Number of the phone, station, program, NL (not listening), disc (disconnected). The caller then dials his number, asks the first question: “Were you listening to your radio when the phone rang?”, and records under NL if the answer is negative, or if the phone is not answered. If the answerer says he was listening, the caller asks: “To what program were you listening, please?”, recording that answer. It is not necessary to list the program column or ask “To what program were you listening?”, etc. In the case of the caller and/or station is interested in checking reliability of call letters given by the answerer.

Advisers, of course, like to know that people can identify the program, and therefore it is best to include that question.

It is strongly recommended that the calls use the above questions in their exact phrasing, for they have been found through experiment and research to be the least biased and acceptable. Of course you would not have the caller ask: “Were you listening to WWW when your phone rang?”, for the very obvious reason that it immediately enhances chances for bias due to prestige, and perhaps even giveaway programs! Be careful not to let your callers in any way suggest a possible answer, if you are interested in true facts.

The number of days a survey will take depends on course of how many callers you have. For ex-

ample, three callers can complete the required 600 calls for any given period by calling the five days of the week during that period for two weeks.

Incidentally, the number 600 is arbitrarily arrived at. It represents the number at which statistical reliability is at its greatest within practical range, and is therefore required for a sample used as a sample size for many types of research.

Adding Up

Now to the second phase of the survey:

(B) Tabulation:
1. Groups of call sheets are assembled according to call.
2. Count the number of responses for each station in each period and record these numbers.
3. To determine “% of all homes” divide the total sample for the period into the number of responses a station may have. (The sample is by less than the in most instances because of refusals to answer, etc.) The resulting number indicates the percentage of all homes in the city that were reached by the station at that time.
4. To determine “% of listening homes” divide the total number of station responses for the period (all stations mentioned) by the number of responses any one station has. The resulting number indicates the percentage of all listening homes of the city which were dialed by that station. (Naturally, this figure will be greater the earlier one arrived as in operation 3.)

This completes the survey, and provides a station-by-station comparison of share of audience with of the city, and share of total possible listening homes.

Testing Reliability

There are a few things that must be realized and admitted about results obtained from such a survey work. With its indiscriminate listening within the city the survey is performed only; results are valid only for the periods covered, and therefore not extended to any other periods, even if adjacent.

In most cities, telephone ownership is above the 90% level in homes, and therefore this survey method provides an accurate index to homes, but strictly speaking, only to telephone homes.

To establish a table of reliability

Bible Campaign

Thomas Nelson & Sons, New York book publisher, is planning a national campaign, backed by the International Council of Religious Education, on its complete revised edition of the Bible, to be com- completed in 1961. Preliminary pro-

motion, based on the New Testa-

ment, which has been completed, will be launched shortly and will include radio and television, “the most modern media for the most modern Bible,” according to Wer-

theim Assoc., New York, the Nelson agency.

Business

of

Broadcasting

One of a Series

Getting Sales Ammunition at Local Levels

For your findings, the following formula may be used:

\[ \% \times (100 - \%) \]

That is multiply the percentage to be subtracted out of that percentage subtracted from 100. Divided by 100 gives the formula plus or minus.

In most instances in which this survey method has been applied, the station understandably remained anonymous. Naturally, results are hardly reliable if the answerer knows that WWW is calling to determine if he is listening to WWW. You might wish to use the harmless and effective phrase the author has successfully used in performing similar surveys for small operations: “This is the registered radio survey of (your city) calling...”.

Of course, your results are as reliable, as helpful to you, as you are honest in obtaining them.

Order Cards

Are WOV's Latest Promotion

The Lowly but useful penny postcard is being used by WOV New York as a blanket-mail order card, results are yielded.

Addressed to and postpaid by the station, the card carries a simple order blank for any WOV-advertised products on its reverse side. A customer need only indicate the product, quantity desired and program on which offer was heard, and slip the card into the nearest mailbox.

Two thousand cards have been distributed to date, via announce-

ments on the station’s English programs offering “free supply of these wonderful WOV order cards.” Cards were sent to 1,200 listeners on request, with the remainder of the 2,000 going to purchasers of mail-order packages for use in future orders.

Cards have been returning to the station at the rate of 12 to 15 per day, prompting the station to extend its plans for overall mailing of the Postal cards.

WOV also pointed out the added value of the cards as a check on the station’s program popularity.
AD COUNCIL

By TYLER Nourse

THE ADVERTISING Council, meeting in Washington last week with the Industries Advisory Committee and the Public Policy Committee, paid high praises to the part radio has played in council activities.

During a presentation ceremony Tuesday night, Vernon Clark, national director of the U. S. Savings Bonds division, pointed out that $45 million has been expended during the last year by radio and other media in bond promotion.

Estimates, made during the Security Loan drive, [BROADCASTING, July 5] set the radio budget at over half the total expenditure.

The group met Wednesday with President Truman in a closed session at the Old State Dept. Bldg. He thanked the panel for its public service in promoting bond sales and other government campaigns. Pointing out that government officials are “taking a beating” financially, he asked the council to support his plan to increase salaries in top level posts.

To help maintain members with the functions of government, Cabinet members and agency heads told the group how their organizations function, what their objectives are, and in some cases, their future plans.

The two-day meeting opened Tuesday with a cocktail party at the Corilton Hotel. This was followed by a dinner and board meeting. Members of the Public Policy and Industries Advisories Committee attended the board session. Robert M. Gray, advertising and sales promotion manager of Exso Standard Oil Co., was named a co-ordinator of the American Economic System campaign.

Activities Wednesday were confined mostly entirely to the meeting with the President and government officials, during which radio came in for its full share of praise. Wednesday night a cocktail party was given by Philip L. Graham, publisher of the Washington Post.

Members of the conference are:

- World Alit, Interchange Corp.,
- William R. Baker, Jr., Benton & Bowles,
- Harold S. Burnes, Bureau of Advertising,
- J. L. Barnett, Advertising Council,
- S. Bruce Black, Liberty Mutual Insurance Co.
- George Brett, Nat. Retail Bldg. Assn.
- H. H. Brant, Associated Press,
- Troy Bros.-Myers Co.,
- Louis N. Brockway, Executive Vice President, Lord, Thomas & Broy,.
- Kenyon & Eckhardt, Edward G. Browning Co.,
- J. B. Burgen, Leo Burnett Co.,
- Richard Chaplin, Cordill & Chaplin Advertising Co.,
- William E. Chesser, Jr., Kator, Farrell, Chesser & Co.,
- Mrs. Olive Clopper, journalist,
- Evans Clark, Twentieth Century-Fox.
- John Co.,
- Foot Book Co. & Belding,
- John C. Cornelius, BBDO,
- Duncan C. Cooper, Mergy & Co.,
- Helen C. Crabtree, Advertising Council,
- Richard H. L. C. Hecht, Hecht Co.,
- Harry Co.,
- Frank Dungan, Outdoor Advertising Assn.,
- Jean Fournier, Advertising Council,
- Frank F. Folsom, RCA,
- Richard F. For'nt, Advertising Council,
- Charles French, General Foods,
- Susan G. Gable, Millers Mills,
- Frederick F. Gamble, AAMA,
- John T. Gibson, Donnison & Russell,
- Charles H. Grant, Reliance Millinery,
- Philip A. Graham, The Washington Post,
- Robert M. Halblin, Standard Oil Co.,
- Alan Greig, Rockefeller Foundation,
- Robert H. Hanes, Wachovia Bank & Trust Co.,
- Charles B. Harding, Smith, Barney Co.,
- James H. Haskin, McCall's Magazine,
- Dr. Alan Gregg, Rockefeller Foundation,
- Robert M. Hanes, Wachovia Bank & Trust Co.,
- Charles B. Harding, Smith, Barney Co.,
- John J. Hargrave, Eastman Kodak Co.,
- John K. Harrington, The New York Times,
- Stanley C. Hope, Exso Standard Oil Co.,
- Charles H. Houston, Detroit; Houston, Havens & Waddy,
- Hueil W. Johnson, The Women's Journal,
- Dan C. Kinney, Advertising Council,
- Edgar Kobak, MBH, Arthur Kohlert Publishing Co.,
- Judy Advertising Council,
- Chester J. Lattore, C. J. Lattore Co.,
- Herbert S. Lebow, Advertisers Assn.,
- J. Spencer Love, Burlington Mills,
- Amos C. Lovett, W. J. Scott & Co.,
- George P. Ludlam, Advertising Council,
- A. E. Maine & Co., Executive Assn.,
- Herbert Malley, Advertising Council,
- Rupena & Co.,
- Theodore & Washington Post,
- Howard Morgenstern,
- Precision & Carlton,
- Jr., General Foods, W. Frederick von, Advertising Council,
- Nance, Hotpoint; 
- Westley I. Nunn, Standard Oil Co.,
- Dr. Pepper Co.,
- Charles S. Payson, Refrige & Sugar,
- Stuart Peabody, Burden Co.,
- Robert S. Peare, General Electric,
- Hector Perretz, Advertising Council,
- W. B. Potter, Eastman Kodak Co.,
- K. Pratt, & Pratt Inc.,
- Theodore S. Reppier, Advertising Council,
- William Read, News, Co.,
- Barry L. Robbins, General Outdoor Advertising Co., James Rotto, Hecht Co.,
- Edward Royal, Advertising Council,
- R. Schott, 
- & Molloy, Advertising Council,
- LaVina S. Schwartz, Advertising Council,
- Mark Seelen, Outdoor Advertising,
- Harsh Shalkin, AIA,
- John E. Smith, NBC's Magazine,
- J. F. Smith, Gas, 
- Mrs. Charles A.,
- A. R. Stevens, 
- Borden Co.;
- A. R. Stevens, National Dairy Products Corp.,
- W. B. Smith, Union Oil of California,
- F. Thayer, This Magazine,
- Carolyn Thompson, Advertising Council,
- Leonard Trestler, General Outdoor Advertising,
- Robert Brockway Glass Co.,
- George Weber, Mac's Co.,
- Cole & Weber,
- F. Weide, Jr., Advertising Council,
- Paul R. Westcott, National Advertising Council,
- Charles S. White, Republic Steel,
- A. D. Willard, NAB; Advertising Council,
- Charles E. Wilson, General Electric,
- Albert E. Winterborn, Crowell-Coleman Publishing Corp.,
- New York; ABC; James W. Young,
- W. Winter, Thompson Co.;
- H. M. Young, U. S. Rubber Co.

RETAILERS

The ADVERTISING Council's retail advertising committee has instituted a special public service advertising program by retailers, for retailers. The newly formed group of representatives, consisting of retail stores, newspapers, syndicated mail services, NAB and NRBDGA, will be headed by James Rotto of the Hecht Co., Washington, as chairman.

An outgrowth of a plan presented at last June's NRBDGA meeting, the program will provide special public service advertising materials for retailers, and ensure their participation in Ad Council programs, as well as public recognition of their contributions.

The first series of ads will take shape this month, to be created by a subcommittee of the Retail Advertising Committee. They will be flexible in copy and art to allow for local adaptations.

Successive subcommittees of three members each, will prepare every month, prepare six ads and six radio spot announcements on council campaigns through the ad departments of their respective stores. Material so created will be distributed nationally through the syndicated mail services, the Bureau of Advertising, NAB and NRBDGA.

TOMORROW REPORTED


A CHANCE for top brass to relax and talk was provided by the Ad Council cocktail party held Tuesday at Washington's Corilton Hotel.

TOP PHOTO (l to r): T. S. Reppier, president of the Council, and Charles G. Mortimer Jr., board chairman.


MIDDLE PHOTO: Edgar Kobak, president of MBS and a Council director; James W. Young, J. Walter Thompson, Council board member, and Bromwell Ault, vice president of Interchemical Corp., chairman of Industries Advisory Committee.

FIFTH PHOTO: Former Governor Herbert H. Lehman, member of Public Policy Committee, and Charles E. Wilson, GE president and chairman of Industries Advisory Committee.


BOTTOM PHOTO: Leo Burnett, head of his own agency, Leo Burnett Advertising, and Vernon Clark, executive director of 20th Century Fund and chairman of the Council's Public Policy Committee.
The Three New York Independent Station Subscribers to Services of C. E. Hooper Inc. Cancel Their Subscriptions Last Week Because of Weaknesses in the Hooper Telephone Service.

Martin, WOY, the New York City Hooper representative, who terminated his association with the Hooper telephone service, says he believes that the system useful to us at this time.

The accepted concept of a random sample presupposes a sufficiently large sample to cancel out minor irregularities. It is generally accepted that a controlled, or scientific cross-section can be based on a comparatively small sample. In the case of the Hooper random sample, a single quarter-hour rating can be based on as few as 90 calls, which is difficult to accept for a limited sampling system. Mr. Weil continued.

The rapid growth of television in this area introduces a new number of problems into the business of audience measurement. We believe that radio and television will continue to function as two distinct, and even competitive, advertising media. We believe that both require the greatest possible skill and precision in measuring their actual and comparative audiences. To lump radio and television together in the same cross-section, can be based on a random sampling system.

Mr. Weil continued.

"We feel that the present system both in questions asked and in random sampling techniques does not give us the incisive picture we need," said Miss Judas. "Radio's long service as an advertising medium and a community service is destined for an important place in American life. We cannot surrender that position in a survey that we feel is weighted in favor of a portion of the industry." Mr. Weil objected, it was said, to the Hooper techniques which resulted in unfair weighting toward television.

Ralph N. Weil, general manager of WOV, took a similar view. Mr. Weil saw a need for a dependable and accurate measurement of radio listening.

"We have come to the conclusion that the Hooper system fails to meet this need," said Mr. Weil. "We have discontinued the service."

Mr. Weil said WOV has "always questioned audience studies based entirely upon telephone homes." He pointed out that only 40% of New York metropolitan area residents have phones and that studies other than Hooper's indicated "considerably more radio listening in the non-telephone homes—approximately 24% in some instances." Random Sample 'Inadequate'

"We believe further," said Mr. Weil, "that the random sample, particularly the small sample from telephone homes, is no longer adequate for the complexities of today's audience measurement. "We are not professional statisticians. We do not assume the burden of deciding just how an acceptable cross-section sample for audience measurement should be worked out. But we do believe that it can and should be developed, and feel the arbitrary refusal to make an honest attempt to introduce a scientific sample renders the Hooper system useless to us at this time.

Weel, "we fail in the Hooperings system is "as for "as far as" as far as 90 calls. It is difficult to accept such limited sampling in a random sampling system," Mr. Weil continued.

The rapid growth of television in this area introduces a new number of problems into the business of audience measurement. We believe that radio and television will continue to function as two distinct, and even competitive, advertising media. We believe that both require the greatest possible skill and precision in measuring their actual and comparative audiences. To lump radio and television together in the same cross-section, can be based on a random sampling system.

Mr. Weil continued.

"We feel that the present system both in questions asked and in random sampling techniques does not give us the incisive picture we need," said Miss Judas. "Radio's long service as an advertising medium and a community service is destined for an important place in American life. We cannot surrender that position in a survey that we feel is weighted in favor of a portion of the industry." Mr. Weil objected, it was said, to the Hooper techniques which resulted in unfair weighting toward television.

Ralph N. Weil, general manager of WOV, took a similar view. Mr. Weil saw a need for a dependable and accurate measurement of radio listening.

"We have come to the conclusion that the Hooper system fails to meet this need," said Mr. Weil. "We have discontinued the service."

Mr. Weil said WOV has "always questioned audience studies based entirely upon telephone homes." He pointed out that only 40% of New York metropolitan area residents have phones and that studies other than Hooper's indicated "considerably more radio listening in the non-telephone homes—approximately 24% in some instances." Random Sample 'Inadequate'

"We believe further," said Mr. Weil, "that the random sample, particularly the small sample from telephone homes, is no longer adequate for the complexities of today's audience measurement. "We are not professional statisticians. We do not assume the burden of deciding just how an acceptable cross-section sample for audience measurement should be worked out. But we do believe that it can and should be developed, and feel the arbitrary refusal to make an honest attempt to introduce a scientific sample renders the Hooper system useless to us at this time.

The accepted concept of a random sample presupposes a sufficiently large sample to cancel out minor irregularities. It is generally accepted that a controlled, or scientific cross-section can be based on a comparatively small sample. In the case of the Hooper random sample, a single quarter-hour rating can be based on as few as 90 calls, which is difficult to accept for a limited sampling system. Mr. Weil continued.

The rapid growth of television in this area introduces a new number of problems into the business of audience measurement. We believe that radio and television will continue to function as two distinct, and even competitive, advertising media. We believe that both require the greatest possible skill and precision in measuring their actual and comparative audiences. To lump the two in one operation, to retain all the known shortcomings of the Hooperings system and the weaknesses in the combined operation cannot fail, we think, to render that system inadequate for the present.

"Again, we insist, the need is for an improved sample, for exact measurement, and more scientific control in this type of research. As the relationship of AM radio and television become more stabilized, this need will grow even greater.

"In combining radio and television audiences in a single study—with the small telephone sample—important new weaknesses are introduced into the picture. For instance, it is generally accepted that almost all home audience today are in telephone homes—some estimates being higher than 80%. Obviously, a sample that covers 90% of TV homes and only 40% of radio homes is not an acceptable basis for comparison.

Elliot M. Sanger, vice president and general manager of WQXR, wrote a letter to Mr. Hooper, text of which was:

"As a result of the discussions we had with you at luncheon on Tuesday last we are convinced that your new self-balancing method of making the New York area survey is not satisfactory. Both the questions asked and as to the distribution of the sample. We believe it discriminates against the non-network radio stations of New York and gives undue emphasis to the relatively small television ownership.

"In view of your inability to meet our views on the subject, we hereby cancel our subscription to the Hooper survey effective at once."

Hooper Statement

In a statement issued after the meeting with the stations, Mr. Hooper said there was "nothing significant" about the period shown by the present system. Mr. Hooper said his interviewers early last year changed one question in their random home radio measurements. Instead of asking, "Were you listening to your radio just now?" they began asking, "Were you listening to television or to your radio just now?"

The use of reporting TV on our random home base in any city developed only this fall. We began seeing the following in our share of audience reports in our TV random sample for week-long evening audience totals: August—10%, September—11.3%, October—12.9, November—12.8%, and December—13.5%.

"It was self-evident that TV should be treated not as a specialty as we had since February with our TV home base random sample only and as a major broadcasting medium. That decision led to the publication of Section II (TV Station Audience Reports) of the city broadcasting reports. Again, we believe we are taking the correct lead from the audience, for in a November-December randomized period Tuesday evening we find only one radio program with a random-based rating bigger than "The Milton Berle Show"—"Mystery Theatre," reported in second (radio) for WCBS has a rating of 14.6. Section II (TV) but on the same random base produces the second highest rating for the hour-long "Texaco Star Theatre" (Berle) with a 9.6.

Possibility of Distortion

"These ratings and such other valid comparisons between radio and TV as reported above are only reliable if we do not attempt to cross-report on both forms of broadcasting simultaneously. No 'controls' exist to be applied to our sampling distribution. No one could apply them if they did exist without producing almost certain distortions in the record.

"These ratings should be taken as meaningful. We would be thankful that we have a means of random sampling at this time. Without it both radio and TV would be operating in comparative darkness throughout the entire period of transition from one to two forms of broadcasting.

"These questions now asked by Hooper interviewers are:

1. Were you looking at television or listening to your radio just now?
2. There is no reward for answering my question. What program please?
3. What station?
4. (A) What is advertised? (B) Who is speaking? (C) What is the program?
5. (NOTE: These questions are alter-
6. (NOTE: These questions are alter-
7. (NOTE: These questions are alter-
8. Do you have a television set?"

Meanwhile Mr. Hooper was announced as the featured speaker at a luncheon before the American Television Society in New York Feb. 16. His topic will be "Meeting the Television Advertiser's Information Needs."

HR&P Plans

Chicago and L.A. Branches To Be Opened

FIRM of Harrington, Righter & Parsons Inc., formed ten days ago to represent television stations exclusively [Broadcasting, Feb. 7], opened its New York office last week at 270 Park Ave. It expects soon to have an office in Chicago and later in Los Angeles.

In announcing the New York set-
up, John E. Harrington, president of the firm, said:

"We have decided to organize a station representative firm to deal exclusively with television, because we feel that now television is coming of age it is in direct competition with other media and must be sold as are other media—through a specialized sales force.

We feel that by setting up an office like ours we will be filling a real need."

All three incorporators in the new company were formerly salesmen with Edward Petry & Co. Mr. Petry was with Petry for seven years and before that was an account executive with McCann-Erickson.

Volney (Tork) Righter, vice president and treasurer of the company, before the Petry association, was with WOR New York sales department and an account executive at Young & Rubicam.

James O. Parsons, vice president and secretary, was with WNY Watertown, N. Y., C. E. Hooper and McCann-Erickson prior to joining Petry.
COLUMBIA RECORDS Inc. last Wednesday let loose a major salvo in the "record war" by calling a formal news conference to declare its position against RCA-Victor. Edward Wallerstein, chairman of the board, said it was a "war which Columbia Records has not initiated, and in which we cannot be defeated."

Mr. Wallerstein printed statement did not hesitate to use the word "war" in describing the battle of the r.p.m.'s, nor did it make any bones about mentioning that RCA-Victor was the adversary.

Folsom Approach
His boldness contrasted with the viewpoint expressed by Frank M. Folsom, WBAL's president, who at the conference introducing his company's new 45 r.p.m. 6 ⁄ 8 inch record and changer denied "any warfare or feud between us and ourselves" [BROADCASTING, Jan. 17].

Mr. Wallerstein made it clear that Columbia was in the record business on the side of its 33 1/4 r.p.m. discs, as against the 45 r.p.m. platters of RCA. He emphasized: "We think we can safely leave the issue up to the people themselves."

These further points were made, either during the conference or in conversations after it:

1. Columbia did not intend to hedge in the battle in any way by also manufacturing 45 r.p.m. records similar to the new RCA product.

2. Between 300 and 500 radio stations, according to reports received by Columbia from equipment manufacturers, now have professional equipment for playing LP records. Distinct LP models are being supplied with all current releases by Columbia distributors and dealers.

3. Columbia intends to spend big money advertising LP. Budgets for the next half year are advertising expenditures 20% greater than in the previous similar period. Further expenditures, it was understood, might depend on what RCA did.

4. What is now going on in the record business is an all-out war which will decide which record will become standard. Mr. Wallerstein paraphrased the Lincoln "half slave, half free" speech to make this point.

Other Developments
There were other developments during the week in the disc battle.

Capitol Records has tossed its fortunes into the struggle on the side of RCA-Victor. (Columbia already has Mercury lined up on its side.)

Jack Kapp, president of Decca, said his firm would remain neutral in the struggle, continuing to make only 78 r.p.m. records. Decca, which is big enough to hold the balance of power in the struggle, decided it would not influence the people in their decision. Decca currently is doing a huge business and will continue to supply records for the 1949-50 season, 78 r.p.m. turntables in homes throughout the country.

Announcement made was that the early r.p.m.'s were already in the field with devices for records of all three speeds. Sonotone Corp., manufacturer of hearing aids, demonstrated products on WQCQ. At the Columbia news conference, a "microverter" which is produced by Microverter Co. was demonstrated.

Mr. Wallerstein expressed the belief that the LP record would save the record business. He described it as an enormous stimulant which the industry needs.

Sales already have proved this, he continued. In his statement he said almost as many LP records are now being sold to 500,000 current owners of LP players as albums were sold a year ago to the entire 12 million to 15 million possessors of conventional players.

These sales, he went on, explained why all leading manufacturers, except for RCA, are producing LP equipment. From "A to Z," he said, companies like Columbia, Crosskey, General Electric, Magnavox, Philco, Stewart-Warner, Stromberg-Carlson, V-M, Webster-Chicago, Wurlitzer and Zenith. He added that the federal government has invited Columbia to submit bids for LP records for government use.

He is responding to the long-playing feature, the quality of the sound and the savings (up to 65%).

"But one major manufacturing and record company— RCA—has chosen to ignore these developments," he said. "If it had done only that, there would be no need for RCA has gone much further. It has indicated it will make no provisions of any kind, either in its equipment or records, for long-playing; it has suggested that the long-playing records already in the homes of the American people would not be successful—despite all the weight of evidence, and the considered judgment of virtually all other manufacturers of equipment.

"Unorthodox Speed"
"And it has just announced its own forthcoming new record development, a small record playing at the unorthodox speed of 45 r.p.m. a special turntable which can take records—either of the conventional or long-playing type."

"This is the essence of what people have been calling a 'record war.'"

He then emphasized that the RCA record is not long-playing, that RCA efforts to produce a 33 1/2 r.p.m. record failed but that Columbia had succeeded because it coupled with it a microgroove and a feather-light tone-arm.

This attitude is also reflected by the American public 25 minutes of music on one side of a record without interruption. His statement closed with the assurance to the American public that it will be able to continue to buy LP records with complete confidence.

WTOP, KWQ
Management Changes Due This Week
THE WASHINGTON Post is expected to take over management of WTOP Washington from CBS and the network in turn is expected to assume full operation of KWQ San Francisco.

The moves were authorized immediately last week by the FCC in granting the Joint petition of the Post and CBS. However, the Post-owned WINX Washington, disposal of which has delayed consummation of the WTOP and KWQ deals, must be transferred to "new parties" before Aug. 1 or the WINX license surrendered and operation terminated on or before Aug. 2. FCC Chairman Wayne Coy did not vote on the petition and Comr. Robert F. Jones cast a dissenting vote.

Arthur Hull Hayes, newly appointed San Francisco vice president who has been in New York awaiting approval of the KWQ transfer, leaves Washington for his new post. Ralph R. Brunn, president and manager of KWQ, has not announced future plans. John W. Hays, general manager of WINX, is expected to move to WTOP in that post this Wednesday or Thursday. No other staff changes are seen at the stations for the immediate future. The Post and CBS earlier have indicated that no major personnel changes were planned for WTOP and KWQ.

A fortnight ago the Commission ruled that the Post's sale of WINX for $130,000 to William A. Banks (WHAT Philadelphia owner) must be subject to AVCO 60-day advertising procedure but that transfer of WINX-FM from the Post to WTOP must be completed for $60,000. This transfer is to be subject to AVCO since the paper is 55% owner of WTOP Inc. [BROADCASTING, Feb. 7].

The Commission approved the Post's purchase of 55% of WTOP (1800 kc, 50 kw) from CBS for $855,470 last October, when it also granted consent to the network's purchase of remaining 55% interest in KWQ (740 kc, 5 kw) for $455,000 from Ralph R., Motti Co. and Dorothy M. Brunton [BROADCASTING, Oct. 22, 1948]. The grants were conditional, however, upon the Post's disposal of WINX by Feb. 20.

The negotiations for sale of WINX were not concluded until mid-January and formal papers for approval of the sale to MBM were not filed in the latter part of the month [BROADCASTING, Jan. 24]. At this time waiver of AVCO was requested on grounds the required sale of WINX had been long known and that the protracted delays in consummating the major station transactions were having adverse effects.

ANA MEETING
Scheduled for March 23-25
ADVERTISING as an instrument of sales will be the basic theme of the spring meeting of the Exec. Assn. of National Advertisers, to be held March 23-25 at The Homestead, Hot Springs, Va.

Details of the program are not yet complete, but it was learned that present plans call for a general session on the effectiveness of all advertising, with a place for separate sessions on individual media. Television and its place in the advertising picture is expected to be a major part in the media-effectiveness discussion. A session on research is under consideration, possibly as an evening meeting. The Board of Directors, MBM is expected to be a major topic.

Details of ANA's new radio committee are expected to be announced on Wednesday following a meeting of the directors' board on that day. Board is not expected to take any action on MBM at this meeting, but to refer the matter to the new committee for study and recommendations.

February 14, 1949
PARAMOUNT SPLIT

A DIVISION of the television interests of Paramount Pictures loomed last week with reports that the film firm had agreed to an anti-trust consent decree dividing it into two separate companies—one to handle production and distribution of films, the other to operate theatres.

Although no comment was forthcoming from spokesmen for either Paramount or the Justice Dept., it was understood that WBKB (TV) Chicago would go with the theatre company while KTWA (TV) Los Angeles as well as Paramount's 29% interest in Allen B. DuMont Labs, which has three TV stations, would go to the production-distribution firm.

Most of Paramount's television applications are in the names of subsidiary theatre interests and presumably would therefore go to the theatre company. The same applies to Paramount's AM holding—25% of WSMB New Orleans.

BOXING ON TV

FUTURE RELATIONSHIP of boxing to television is to be discussed at a meeting of the National Boxing Assn.'s executive committee in Washington, D. C., next month.

Slated for discussion are ways of cutting boxing commissions on the pay that boxing promoters receive from advertisers sponsoring telecasts of boxing matches. Two boxing jurisdictions, New York and New Jersey, already take a 5% cut, and similar moves are said to be planned elsewhere.

The chairman of the District of Columbia Boxing Commission, Heinie Miller, believes it might be possible under present law to get a cut of TV's guaranteed to promoters. He indicated that the commission probably will seek to have this session of Congress add to the law specific authority to take such a cut.

Reports have circulated that attendance has dropped off not just at Turner's Arena boxing shows, which are telecast, but also at another Capital area Uline's; where the Liberty A. C. matches are not telecast. Decline of 10% was reported in the gate receipts "take" of the District of Columbia Boxing Commission.

and its half interest in an AM applicant for Atlanta and 10% in one for Hot Springs, Ark.

The only Paramount TV application not in the name of a theatre subsidiary is the application for San Francisco, which was filed by Paramount Television Productions, permittee of KTWA. With KTWA and the DuMont interest, this may go to the production-distribution firm.

WBKB (FM) Chicago, which with WBKB is owned in the name of Balaban & Katz Corp., may similarly go to the exhibition company. In view of FCC's ruling that Paramount controls DuMont—thus far only "proposed," not an actual service—commercial line would probably be duplicated.

WNBK-TV Takes NBC

WNBK-TV New Haven has signed a preliminary agreement for a satellite high-band video station at Bridgeport, Conn., for its low-band WNBT (TV) New York.

RCA, it was indicated, will construct special high-band receivers which will be used in the experimental operation and which may become its first commercial line of UHF sets if the tests prove such operation is feasible.

NBC asked the Commission for an experimental grant for operations at 522 mc, at the lower end of the 475-880 mc UHF video band.

For the project, the network's second public testing of UHF operations, an entirely new transmitter will be built at a cost reported to FCC as $145,000.

The proposal indicated that the old "green" transmitter used in the RCA-NBC color television demonstration, and later in the UHF tests in Washington last fall, is now considered unsatisfactory for operations in the higher region.

The Washington tests were plagued by tube failures blamed on excessive heat [CLOSED CIRCUIT, Dec. 20, 1948]. Indicating belief that they have surrounded this problem, authorities said the Bridgeport tests will employ a cluster of tubes expected to develop about 1 kw power. Antenna gain will bring the effective radiated power up to 15 to 20 kw.

Special Receivers

The use of special high-band receivers will mark another departure from the Washington tests, in which adapters were provided so that the high-band transmissions could be received on low-band sets.

NBC estimated the cost of its proposed station would approximate $220,000 aside from $36,000 estimated operating expenses for one year. In addition to $145,000 for the new transmitter, the network expected the antenna system to cost about $45,000.

The station would be identified as WNBT-4, under NBC's proposal, and would duplicate the programs carried on WNBT.

It would be under the direction of O. B. Hanson, vice president and chief engineer of NBC.

The network said the station would be used for continuous research, would permit "field test and study of UHF television broadcasting in a representative city and area," and would make possible an investigation of "the possibility of providing television broadcast service to a greater number of people by means of a satellite station."

NBC asked that the satellite, if authorized, be accorded a waiver of the rules requiring aerial and visual station-identification at least once an hour. Identification would be accomplished by incorporating the satellite's assigned call letters and location with identification of WNBT at the beginning and end of each period of operation.

HIGH BAND TV

RCA-NBC Plan Conn. Outlet

The consent decree, understood to have been agreed to by both the Justice Dept. and Paramount, would end the government's anti-trust suit against the film firm. Separation into the two distinct companies would be required within one year, it was reported, and no stockholder would be allowed to own shares in both the new firms.

Motorola on Video

MOTOROLA Inc., Chicago, has contracted for Robert Ripley's Be- lieve It or Not to be telecast starting March 1 live on 14 NBC- TV stations and by teletransmission from March 15 on 13 other video outlets. Gourfain-Cobb, Chicago, is the agency. Non-interconnected stations are WDTV Pittsburgh, KSTP-TV Minneapolis, KDYL-TV Salt Lake City, WLWT Cincinnati, WBAP-TV Fort Worth, WSB-TV Atlanta, KFBI-TV San Francisco, KRSC-TV Seattle, WDSU-TV New Orleans, KBNB Los Angeles, WNBG-TV New Haven, WAVE-TV Louisville and WMCT Memphis.
DuMONT CHANGES

Loewi Now Director Of TV Network

A GENERAL changing of the DuMont TV network operations "in accordance with sound business principles" is in progress, Mortimer W. Loewi, executive assistant to the president of Allen B. DuMont Laboratories, told Broadcasting last week.

Mr. Loewi has assumed directorship of the network, succeeding Lawrence Phillips, who has returned to the management consultant field he left to join DuMont in April 1947. Mr. Phillips has opened offices at 8 W. 40th St., New York.

Changes to be made in the network's setup will be "not so much in individual members of the organization as in the manner in which they operate," Mr. Loewi said. Each department will henceforth have its own operating schedule and its own list of objectives to be achieved, he explained, with individual department heads responsible for following those schedules and reaching those goals.

Mr. Loewi compared this "businesslike" type of operation with the former system which centralized all planning and responsibility in the director's office. He said that he hopes to have the new system established and functioning smoothly within two or three months.

Mr. Loewi joined the DuMont organization in 1936 at the time of its incorporation. Last June he became active in the DuMont network operation, serving as liaison between DuMont and Mr. Phillips. During the fall he concentrated on the planning and development of daytime video programming at WABD (TV) New York, key station of the network. On Nov. 1 WABD launched its all-day operation, which has in part been extended to the full DuMont network.

Mr. Loewi also aggressively pushed his contention that TV-networking is a different type of operation from AM networks and that, for the present at least, exclusive affiliation contracts are impracticable. WDTV Pittsburgh, DuMont-owned TV station which began operation last month, has agreements with the other three TV networks—NBC, CBS and ABC—as well as with DuMont. Today, with only one station, "Pittsburgh viewers have the best video program service in the nation," Mr. Loewi declared. "The cause WDTV has its pick of the best programs that all the networks have to offer."

BASEBALL

Atlantic Buys TV HOME BASEBALL games of the Philadelphia Athletics and Phillies for the third year will be televised during the 1949 season under Atlantic Refining Co. sponsorship, according to arrangements just completed.

In order to provide for televising the greatest number of games possible for Philadelphia area fans, it was necessary for the company to negotiate contracts with the three stations in that city, WCAU-TV, WFIL-TV and WPTZ, which will be used on a rotating schedule for the coverage.

WPTZ and its crew will handle the pick-up for every game televised, and will cover afternoon games on weekdays and Saturdays. WFIL-TV will televise night games on Mondays, Tuesdays and Wednesdays. WCAU-TV will cover night games on Thursdays and Fridays. All three stations will participate in televising games on holidays and Sundays, with two stations covering each of these contests simultaneously, using the same pick-up.

Claus Haring again will handle the TV assignment from Shibe Park as he did last season. N. W. Ayer & Son, Philadelphia is the agency.

PA. CENSORSHIP TV Operators Refuse To Submit Films

Present as arrangements were completed for presentation of Horn & Hardart Children's Hour (WNBT New York) simultaneously on television (WNBT New York) were C. V. Forley (seated), vice president and advertising manager of Horn & Hardart, and (standing, 1 to r): James V. McConnell, director of NBC Spot Sales; Alice Clements, producer of program; Thomas B. McFadden, manager of WNBT and WNBT; Isaac Clements, president of Clements Co., agency for Horn & Hardart, and Frank Bowes, NBC account executive.

Pennsylvania television operators last week defied the State Board of Censors' new rule requiring censorship of television films and filed suit in Federal District Court to have it set aside.

The rule would illegally delegate board—the duty and responsibility of a license to select his own programs in the public interest, the court was told.

Spokesmen said the stations are not submitting films for censorship pending outcome of the suit, which was filed Wednesday in the U. S. District Court for the Eastern District of Pennsylvania.

The rule, adopted about two weeks ago, provides that no film may be telecast by Pennsylvania stations until reviewed by the State Board of Censors and stamped with its seal of approval. (Broadcasting, Feb. 7.)

Board Named Defendant

The board, which formulated the rule, was named defendant. Its members are Edna R. Carroll, chairman, and John Clyde Fisher and Beatrice Z. Miller. The board is in the State Dept. of Public Instruction.

Decision to fight the regulation was reached Tuesday in a meeting of representatives of Pennsylvania's four operating television stations and one TV permittee, together with their Philadelphia attorneys. The legal representatives had recommended resistance to the censorship move following a study of the legal aspects a week earlier.

The complaint charges that the regulation violates the commerce clause of the Constitution and the First and Fourteenth Amendments.

Under the Communications Act, the suit contends, selection of program material is a right and responsibility of the licensees and may not be transferred to persons or groups who are not licensees. If stations adhered to the censorship rule, this responsibility would be placed on the shoulders of the board members, the court was told.

In the face of this conflict of federal and state laws—the federal requirement of licensees responsibility and the state requirement of censorship—the telecasters maintained that the federal law takes precedence.

They also claimed that the rule would violate free-speech and similar rights granted by the First Amendment and protected against state encroachment by the Fourteenth.

Principals and attorneys attending the meeting were Dr. Leon Levy, president and general manager of WCAU-TV Philadelphia, and Isaac D. Levy, vice president and general counsel, and W. Theodore Pierson, Washington counsel; Roger W. Clipp, general manager of WFIL-TV Philadelphia, and Morton H. Wilner, Washington attorney; Roland V. Tooke, assistant manager of WPTZ (TV) Philadelphia, and John Esterhazy of the Philadelphia legal department, and Henry B. Weaver, Washington attorney; Thad H. Brown Jr., Washington counsel for WDTV (TV) Pittsburgh; Clair R. McCollough, president of WGAL Lancaster, TV permittee, and William A. Schnedler and Earl G. Harrison, Philadelphia attorneys handling the suit.

The Pennsylvania board's move reportedly is the first in television. Some other states, including Maryland, are understood to have been considering similar action.
DURING Radio Correspondents Assn. dinner at Washington's Hotel Stotler Feb. 5, President Truman (r) receives a replica of "Abraham Lincoln table" used by most Presidents to hold Bible during inauguration ceremonies. Presentation is made by Albert Warner (second from l), pres. of association, as Vice President Barkley (l) looks on.


PRESIDENT TRUMAN (l) receives the microphone on which he delivered his first address in the House after becoming President. Bill Henry, CBS news, makes the presentation at the Radio Correspondents Assn. dinner Feb. 5.

CITATION received by Lionel Barrymore of Mayor of the Town (MBS, Sunday, 7:30 p.m., EST) is admired by (l to r) Walter Lurie, MBS dir. of prog. development; Wilson Tuttle, Rathrauff & Ryan v.p., and Phillips Carlin, Mutual v.p. in charge of programs. Mayor of the Town is sponsored by Mutual Benefit Health and Accident Assn. of Omaha and is handled by MIR, Chicago.

FIRST group membership ever purchased in Tulsa C of C went to Leon McAuliffe (r) and his band. He is congratulated by William Way (l), KVOC Tulsa gen. mgr., and Johnny Ryan, KVOC anncr. Mr. Way recently was elected C. of C. president.


BIRTHDAY party for Pamela Stark, daughter of Wilbur Stark, Wilbur Stark-Jerry Layton Inc., was attended by (l to r) Kathleen Rice (MBS exec. prod. Herb Rice), Susan Caruso (WOR-Mutual anncr. Carl Caruso), Sandy Stark (Dick Stark, The Katz Agency), Hostess Pamela, Annette Caruso (Carl Caruso), Priscilla Mark (Carl Mark, WTTM Trenton) and Sherry Rice (Herb Rice).

NEWLY elected Connecticut Governor Chester Bowles (seated) receives record of his victory speech given on WONS Hartford and Mutual upon learning of election Nov. 3. Making presentation is Robert L. Kennett, WONS manager.
Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.
TELEVISION will have a larger share of spot advertising than standard broadcasting has had, T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, told members of the Chicago Radio Management Club Wednesday.

Predicting that it “will be 10 years before TV gets operating,” Mr. Flanagan said that “inflation will eliminate AM.” He estimates that 20 years from now there will be annual advertising expenditures of between 6 and 7 billion dollars. “There are no limits to size and stability of markets that can be created through brilliant advertising.” Defining spot advertising as “any use of radio stations by advertisers on a selective market basis,” Mr. Flanagan termed the ever-waging battle between spot and network as “encouraging and necessary.”

He suggested that agencies and advertisers promote travel fellowships, with key men touring the spots to learn characteristics of each section. He also suggested that they become more aware of the power required to back a campaign. Many campaigns have been dropped because of an appropriation spread too thin. However, before you can apply power you have to find the formula of product, medium, territory and time of day and commercial,” he asserted.

William McGuineas, club president and commercial manager of WGN, introduced the speaker and said the spots will be the sponsors’ tables. Mr. Pearson, George Hollingbery and John Blair, each head of his own representative firm; Chester Ragland of Van Auken, Ragland & Stevens agency, and Edward F. Veynow, vice president of Edward Petty & Co. Hugh Feltis, president of the Broadcast Measurement Bureau, addresses the group Feb. 23 on details of BMB’s plans for its spring survey.

VIDEO RELAY

L. A. to S. F. Link Proposed

MICROWAVE radio relay link for network television between Los Angeles and San Francisco is proposed by The Pacific Telephone Telegraph Co. in applications filed last week with FCC.

To be completed in about one year at a cost of $5,000,000, the radio relay initially will provide two television paths from Los Angeles to San Francisco. Additional television and telephone facilities would be provided later, the applications indicate.

Eventually, the link would be a part of the west coast network of coaxial and relay systems, it is estimated.

The telephone firm stated that there is an increasing activity of television broadcasters on the Pacific coast. Expressions of interest by them indicated that the facilities now proposed would be required for service as soon as they can be made available. There presently are six stations operating in Los Angeles—KFI-TV, KLAC-TV, KTLA, KTV and KNBH—and one outlet operating in San Francisco—KPIX. KCEA-TV is under construction in Los Angeles and KGO-TV and KRON-TV are under construction in San Francisco.

Pacific Telephone and Telegraph, owned 87.93% by AT&T, asked the Commission for construction permits for seven relay stations between those two cities. It indicated that in addition to terminal equipment at Los Angeles and San Francisco the system may require up to eight or nine intermediate relay points. The applications specified relays at Mt. Diablo, Mt. Oso, Pancheo Mt., Joaquin Ridge, Pyramid Hills, Temblor Range and Grapevine Peak.

Firm stated that while the links in microwave relay systems herebefore have usually not exceeded about 35 miles, path loss tests over the route proposed indicate that generally satisfactory video transmission could be expected over the longer links specified. It was stated that additional links may prove necessary with actual operating experience.

The relays would function within the 3700-4200 mc inclusive, according to the applications, employing bands of frequencies each 20 mc wide within this range. Emission specified is special for FM (telegate, telephone, facsimile television) with maximum carrier power of 1 w. Shielded lens-type directive antennas would be employed, mounted on the relay unit buildings about 20 ft. above ground. No towers would be used. Each relay would be unattended except for maintenance. Certain of the relay points would be as high as 3600 ft. above sea level.

Each of the relay installations would cost about $201,000, the telephone company estimated. This is broken down: Two transmitters, $44,800; two receivers, $52,700; two antennas, $23,500; power equipment, $74,400, and land, building and road, $46,000.

Fairbanks Signs O’Neil

FIRST long-term exclusive contract for television, live and film, motion pictures, radio, stage and recordings has been signed between Danny O’Neil and Jerry Fairbanks. Singer is to be starred in a forthcoming series of television films.
YES! For listeners who like quiz shows (and that's plenty!) CFRB has a different quiz program every day in the week!

Shows with prizes lure listeners—it's been proven again and again. That's why CFRB was in there quizzing when this kind of program first found favour. And we're still at it—because a payoff for audiences is a payoff for your advertisers!

Whatever kind of program the people want to hear—they hear it on CFRB. Yes, Mr. Advertiser, balanced programming is your best assurance that more of Ontario will be listening to your message—on CFRB!

Ontario's favourite radio station

REPRESENTATIVES
United States: Adam J. Young Jr. Inc.
Canada: All-Canada Radio Facilities Limited
AD MEN TV VIEWS

Medium Sized Up In Hollywood

UNTIL television can build a setting to replace the illusion set that any radio listener may construct in his own mind of Jack Benny’s vault or his Maxwell, radio need not write its epitaph. This was the view expressed by Neil Reagan, Hollywood manager of McCann-Erickson, in an address before the Hollywood Ad Club last week.

Mr. Reagan was a member of a panel comprising agency men: Walter Bunker, Young & Rubicam Hollywood radio president; Earl Ebi, television director of J. Walter Thompson, Hollywood; Leonard Erickson, vice president in charge of radio and television, Kenyon & Eckhardt; Frank Rhyllick, television director of Ross, Gardner & White, Los Angeles.

“Don’t be panicked by figures,” Mr. Reagan said. The time when TV will deserve the serious consideration of advertisers is still four or five years off, he added.

Mr. Erickson said he felt it is important to obtain TV time periods now. “To those of us who learn how to use it,” television represents a greater opportunity than many of us have had before,” he concluded.

TV will attract advertisers never in radio, Mr. Rhyllick emphasized. He showed how limited use of the medium was already paying for some retailers’ efforts. But he cautioned that it won’t work every time.

Mr. Bunker pointed out that

MULTISCOPE

UP to Distribute Units

UNITED PRESS will distribute WBKB Chicago’s Multiscope to TV stations on a national scale through the press association sales organization. John Balaban, director of the Balaban & Katz video station, announced in Chicago Thursday [CLOSED CIRCUIT, FEB. 7].

Mr. Balaban also announced that manufacture, selling and lease of the Multiscope will be handled by Sterling Television Inc., B & K subsidiary. Acme Teleronix Division of the NEA Service in Cleveland will manufacture the device, a machine that gives automatically and continuously the correct time, temperature and weather forecast at UP world-wide news via ticker tape.

Devised by John H. Mitchell, general manager of WBKB, and Sterling Quinlan, promotion manager, the Multiscope is projected onto the viewing screen with weather and temperature in the upper corners, the moving ticker tape at the bottom and a standing slide in the center with the advertiser’s name. Philco Corp. sponsors the Multiscope 21 hours weekly on WBKB. Mr. Balaban said.

Mr. Balaban, reporting that industry interest has been “unexpectedly” high, said 35 stations and several engineering and video consulting firms have asked to buy the machines. The leasing method is cheaper, however, he explained.

CROSLEY VIDEO

To Carry DuMont Programs

WLWT (TV) Cincinnati plans to carry a substantial schedule of DuMont Television programs starting within the next month, R. E. Dunville, vice president and general manager of the Crosley Broadcast Corp., announced last Thursday. Initial programs will be by kinescope, with some to be taken on a live basis when coaxial cable facilities become available late this year.

The DuMont programs also will be seen on Crosley TV stations WLWO Columbus and WLWD Dayton when those outlets begin operations in mid-March. The arrangement with DuMont will not affect Crosley’s affiliation with the NBC television network which also will serve the three stations, Mr. Dunville said. Marshall Terry, Crosley vice president in charge of television, is to be in New York this week to work out details on specific programs with DuMont.

RCA TV Demonstrator

UNVEILING of RCA’s new “television dynamic demonstrator” was held last Wednesday at New York’s RCA Exhibition Hall. The demonstrator, a complete 30-tube television receiver in operation, is spread out on a giant “blue print” panel, and is used for simulating various troubles that arise in video set operations. The “trouble shooter” demonstrator which shows the paths taken by both sound and picture signals, will be used in a series of television clinics on practical video service problems to be held for servicemen throughout the country by the RCA tube department under sponsorship of local RCA tube, parts and test equipment distributors.

COURTLAND D. FERGUSON, president of Courtland D. Ferguson Inc., Washington, received TeleGuide magazine’s award for creation of Washington’s favorite television commercial, Briggs’ Pigs, for Briggs’ Meat Products, Washington.
In TV, as in AM, Hollywood's Radio City is now the most important address on the West Coast.

Here, only a few weeks ago, NBC's own station, KNBH, began operations. Already it has won a commanding position in America's third-largest television area, its third-largest market area.

Reason? The same high standards of program and technical quality which NBC Television pioneered in the East.

We have some excellent program packages attractively priced. Your NBC sales representative will be glad to tell you more about them.
Introducing A NEW TEAM

ELECTRON TUBES by MACHLETT

Combining Research—Development—Manufacturing Skill

Here’s great news for Broadcasters. Machlett Laboratories and Graybar Electric Company have joined forces in a new distribution line-up to bring you more efficient and complete service on electron tubes.

For over 50 years, Machlett has pioneered and made notable contributions to the development of the electron tube art. Today, through its modern plant, development laboratories and skilled personnel, Machlett tubes will set the highest standard of performance in broadcast service.

This combination of Machlett and Graybar is your best assurance of getting superior tubes. For better value—better service—try Machlett tubes now distributed via Graybar.

TO SEE THE FULL LINE OF MACHLETT TUBES, VISIT THE GRAYBAR BOOTH, NO. 96-97, AT THE IRE SHOW, MARCH 7-10.

MACHLETT

OVER 50 YEARS OF ELECTRON TUBE EXPERIENCE

Famous as the outstanding manufacturer of X-ray tubes, the name, Machlett, on electron tubes has been the mark of quality, top performance and long life for more than 50 years. Experience, skill and a “singleness of purpose” to produce the best in electron tubes have made Machlett first choice around the world.

MACHLETT LABORATORIES, INC., Springdale, Connecticut
with National Distribution Service

In keeping with its policy of “Bringing You Broadcasting’s Best Equipment,” Graybar is proud to assign its Tag—the Symbol of Distribution—to the Machlett line of electron tubes.

This new connection will bring you dual benefits: (1) products from an outstanding manufacturer of electron tubes, (2) distribution service from an organization offering specialized assistance in choosing the best type of product for your requirements.

Machlett tubes can now be quickly and conveniently ordered through near-by Graybar “Supply Stations” located in over 100 principal cities from coast-to-coast. When you order Machlett tubes “via Graybar,” you’ll have the right combination for extra service and performance.

Call your local Graybar Broadcast Equipment Representative.
Graybar Electric Company, Inc., Executive Offices:
Graybar Building, New York 17, N. Y.
the copyright proprietors of the literary or dramatic material upon which the pictures are based look upon the scheme, the creation of television, as one woefully synchronized here with, the right to grant to Pictorial the rights which are the subject matter of this agreement. The seller further represents and warrants that none of the pictures, or any part thereof, violate or infringe any patent, trademark, trade name, copyright or the right of privacy, of any individual, firm, corporation or association whatsoever.

Note that it says the sole, exclusive, etc., but, as many contracts state—all of the producers (his) right, title, etc.

Looks as if we have pretty good title to those 23 one-reelers, doesn't it, and that we're okay on freedom from damages.

Now let's see what is written in a contract between Pictorial and American Broadcasting Co. covering the televising of one of those 23 one-reel musicals entitled Semar Serenade.

"We warrant that we have the right to grant the license for broadcasting the print by television and that such broadcast shall not violate rights of others, and we agree to defend and hold you, your agents, successors and assigns harmless from and against all claims, liabilities, costs and expenses, including attorneys' fees, arising out of the broadcasting of the print by television."

With reference to the performing rights in the music of the print, we represent and warrant that this lease carries with it such performing rights and that you are authorized to broadcast that music, in print, and we hereby agree to indemnify and hold harmless from and against all claims, liabilities, costs and expenses, including attorneys' fees, arising out of the broadcasting of the print by television."

Liability for Film Rights (Report 46)

The article here printed is the text of a speech given by George J. Bonwick, President of Pictorial Films Inc., at the American Television Society film forum held Feb. 1 at the Museum of Modern Art. New Pictorial Films is a distributor of 16mm films and a subsidiary of Pathe Industries Inc., both New York.
Dayton's First Television Station Goes on the Air

- Equipment tests . . . program demonstrations . . . all preliminaries are nearly complete now. WHIO-TV begins its regular commercial schedule February 23, 1949. Ask a Katz Agency representative about availabilities.
At NAB Engineering Meet

DR. WILLIAM LITTLE

EVERITT, U. of Illinois electrical engineering head, will be principal speaker at the NAB Engineering Conference to be held April 6-7 at the Stevens Hotel, Chicago, during the convention week. Dr. Everitt is a past president of the Institute of Radio Engineers and conducted the famed radio broadcast engineering conferences held annually before the war at Ohio State U.

NAB President Justin Miller will formally open the conference at the Thursday, April 6 luncheon. Legislation for the three-day meeting will start Wednesday, April 6. There will be a radio factory tour followed by an evening reception Wednesday. Technical papers will be presented by outstanding engineers Thursday and Friday. A half-day schedule is planned Saturday. All technical papers will be devoted to television. Magnetic recording, the NAB recording and reproducing standards, problems of AM and FM radio and other topics will be discussed, according to Royal V. Howard, NAB director of engineering.

In connection with the conference, NAB will stage its largest exhibition of radio and television equipment and services in NAB convention history.

Four AM, Five FM Deleted

FOUR AM and five FM stations were deleted last week by FCC. Included was license for WROB in Cheyenne, Wyo., which ceased operations Jan. 22 and voluntarily turned in its authorization [BROADCASTING, March 3, 1949]. It was believed economic factors were responsible. Licensee was Citizens Broadcasting Co.

The FM deletions included one licensed station, WWDX Paterson, N. J., and four holding CPs: KSRO-FM Santa Rosa, Calif.; WREX-WBBT-AM; and KOKL-FM San Angelo, Tex., and KOKH Oklahoma City (educational). FM withdrawals this year now total two; two are one holding conditional grant, one educational CP and 16 commercial CPs.

KYSC, owned by Yumesa Broadcasting Co., was assigned 1 kw fulltime on 40,000. It was deleted effective Feb. 4, FCC said, for want of prosecution. Its original CP had expired Nov. 4, 1947.

WLBW, owned by Hill City Broadcasting Co., was assigned 250 kw fulltime on 1230 kc and its permit expired Nov. 25, 1948. An application for extension of commitment was dismissed Feb. 3 at the applicant's request, the Commission said, and the station was deleted effective that date for want of prosecution.

The Bridgeport Herald Corp., upon dropping WITE (FM), stated that "developments in the radio and television industry since the application was filed and the construction permit issued, and changes in the situation relating to the FCC, are such that the other members of the board of the permittee, have contributed to the decision to surrender this construction permit."

Mr. Kenyon was editor and co-author of Standard Handbook for Electrical Engineers. During the first world war he invented the welding system used for making Liberty engine cylinders and sub-sea member of the welding committee of the War Shipping Board. Another one of his inventions was that used for welding the steel lining of the Calkin aqueducts. He held some 40 welding patents.

He was a member of The American Institute of Electrical Engineers, The American Assn. for the Advancement of Science and The American Museum of Natural History. He also was a member of Sigma Chi fraternity, the Cornell, Lotos, Greenwich Country and Indian Harbor yacht clubs and the Greenwich "Stray Currents From Electric Railways."

Surviving are his wife Florence Batholomew Kenyon, and a son Donald B., and daughters, Ingrid Kenyon and Mrs. Glenn Wiggins.
KFAB, now in its third year of being BIG, will continue to do a BIG job for hundreds of advertisers in the BIG KFAB area.

50,000 WATTS
KFAB-Omaha

Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
Right off the bat, let me freely admit that I've never run a station in my life, which clearly entitles me to tell you how to do it. Yes, like everyone else who's been in the advertising business for an awfully long time, I've developed some theories on radio station management that I've often wanted to expound to owners and managers. The fact of the matter is that over more years than I care to think about, I've spent millions of dollars for radio time and programs, plus a sizeable hunk of my life talking to station people and their reps. All of which, I hope, qualifies me for at least a hearing.

It strikes me that one of the most important, if not the BIGGEST, problem that confronts a station is the one of programming. I've always figured that this takes precedence over sales. It is no secret that today we're back to the old-time familiar radio groove of pre-war days—no one is begging you for a time slot; each one must be sold on its merits. The fact that a late afternoon or a late night-time period is available, does not bring buyers a-running. You've got to build a show and an audience for each of these strips FIRST, so you can have a reason for an advertiser to sponsor it.

In other words, my friend, to turn those empty unprofitable time slots into profitable sponsored periods—you've got to begin by wisely investing money before you can make money.

How to fill one of these segments is certainly the $64 question. Another detective or dramatic program? A big transcribed musical variety show? Fine, for a once-a-week thing. But an expensive procedure for an across-the-board strip. What's more, the best of these are now on the networks. Your listening audience knows where and when to tune in to get this radio fare. Yours has got to be awfully good to compete.

Another news slot? You're probably loaded with news as of now. And what's novel about more news? A disc jockey show? Okay, if it's really good and not just a continuation of the same personality already on your station two or three times a day. A hill-billy show? Ho-hum. A sports program? Excellent, if it's something like an on-the-spot broadcast of baseball, football, racing, or anything else big in the sports world—a rather rare commodity.

And that brings me right smack to a recommendation I am dying to make.

A year ago I started getting interested in recorded classical music programs when I noticed that there were six of these on the air every day in Chicago, and every one of them sponsored! I checked further and learned that hundreds of radio stations throughout the country feature a daily program of this type, that a majority were sponsored, and that a few stations in the East, notably WQXR New York City, have discovered that this field is so lucrative that they program classical music almost exclusively morning, noon, and night.

Further checking revealed that in recent years classical music record sales have jumped 800%; that in 1947 fifty percent more people attended classical music concerts than the combined attendance to all big league baseball games (America's national pastime), that 62.5% of all people like to listen to good music, and that in the top social
and income groups, there is a decided preference for fine musical programs. What’s more, I learned that the people who desire this music are devoted, enthusiastic listeners. They will choose it over top network shows, will make their wishes known by writing letters by the carload, will visit the sponsors’ stores by the thousands to get copies of the weekly or monthly classical music program schedule, and will become regular loyal purchasers of the sponsors’ product.

"Well, well," I said to myself, "Here is a sleeper. What would happen if I produced and syndicated the best classical music program in the business? If I could get the top guy in the music world to select the records and deliver the commentary? If I could get the top musical artists to appear in guest interviews on this show? Seems to me that this would be a natural."

Many of you know the rest. I signed up Deems Taylor, Dean of American music, famous as a music critic and radio music commentator, a gifted composer in his own right. His achievements are too numerous to mention here. Suffice to say that for years on end he’s been the intermission commentator in the New York Philharmonic Society Broadcasts and he is now on the air coast-to-coast for Standard Oil.

The Deems Taylor Concert is built as a half-hour five-times-a-week show. Mr. Taylor brings you authority and skill in programming. He personally builds each concert from his own great library of record masterpieces. With his wit, charm, and civilized type of comment, he adds a new dimension to music, clothes it with fresh meaning and a deeper understanding.

The commentary is transcribed on bands, comes with complete scripts and cue sheets specifying announcers’ leads and music to be played. You supply the records. If your library doesn’t have them, we make arrangements to secure the records for you at cost.

The biggest names in music appear in weekly guest interviews, people of the caliber of Gladys Swarthout, Lawrence Tibbett, Jan Peerce, Pierre Monteux, Leopold Stokowski, Fritz Reiner, etc.

The combination of all of this makes for a great show—the most distinguished program of its kind ever made available—fine music in its most exciting and palatable form.

Did my hunch that America would take this program to its bosom pan out? Well, since September 1, 1948, we have sold the show to WOR New York, WNAC and the complete Yankee Network, KQV Pittsburgh, KSD St. Louis, WFL Chicago, CKLW Detroit, WPEN Philadelphia, WBEN Buffalo, WWDC Washington, D.C., WEMP Milwaukee, KOA Denver, WBNS Columbus, KIXL Dallas, WGST Atlanta, KOL Seattle, WITH Baltimore, KGB San Diego, and almost 100 others.

It’s being sponsored by banks, department stores, public utilities, loan companies, auto dealers, electric appliance dealers, jewelry stores, dairies, drug chains, food chains, national food advertisers, national medicinal advertisers—and even breweries, furniture stores, furriers, and credit clothiers.

It is becoming America’s fastest selling transcribed show.

It is the answer to what to put in that empty, hard-to-sell time period. The kind of a program that will build and hold an elusive, difficult-to-please radio audience; an audience that is loyal, enthusiastic; an audience that will keep an advertiser aware that his radio show is working—because these people demonstrate their listenership by personal mention to the client, by writing letters, and by buying the sponsor’s merchandise.

If the program is still available in your market, may I respectfully suggest that you investigate its possibilities for you. It is one of the things you can do to run a better radio station. It will add prestige and class to your program structure. It will develop a healthy responsive listening audience. It will get you a long-term sponsor. And it is moderately priced, within your immediate means. The weekly price* of the Deems Taylor Concert for five half hours is your one-time daytime national half-hour rate. Additional information and free audition platter available on request.

WALTER SCHWIMMER
WALTER SCHWIMMER, President
RADIO FEATURES, INC.
75 E. Wacker Drive, Chicago, Ill.

* For example, if your one-time daytime half hour rate is $50, cost of the Deems Taylor Concert is $250 per week.
Editorial

Code ‘Blue Eagle’

BROADCASTERS have a code, sweat out through several years of intensive and sometimes sanguinary deliberation, that becomes fully effective May 19 of this year.

As a sequel to the code, there is a plan for observance, to be cleared through a committee comprising broadcasters and representatives of advertisers, on the assumption that it is a voluntary code, there is no machinery for enforcement, which would connote policing.

The code will be effective only if it is observed by a majority of the stations, with the cooperation of advertisers and agencies. Radio will be done great injury if it parades its standards but doesn't carry them out.

Such a condition would be akin to prohibition. Who doesn't remember those hypocritical folk who gave lip service to prohibition but proceeded to patronize the bootlegger?

Walter J. Brown, owner of WORD Spartanburg, and a former top-flight Washington newshound, detects in broadcasting’s ranks a disposition to give lip service to the code and nothing more. He warns that one station in a market cannot enforce the code when other stations don't go along. Some combination is offered the station willing to lose business to practice standards that make good radio.

Mr. Brown suggests that something like the old NRA Blue Eagle seal be devised. When a station complies with the code, a check by inspection of logs, an emblem could be awarded through the NAB. The station would be authorized to state that it is broadcasting under the standards of good radio practice as defined by the NAB.

We think Mr. Brown's plan, or some variation of it, has much to commend it.

Cuban Cupidity

WHILE THE trial of "Axis Sally" for treason via radio during the war makes headlines, there is current in our own hemisphere a clandestine radio propaganda effort which, in ordinary times, surely, as attested by an international incident, is surprising. Indeed, it's surprising that there hasn't been a word about it from our State Dept., which certainly must be conversant with the fantastic affair. The world should appear elsewhere than in Havana. (See page 22.)

Last fall it was disclosed (and so far as we're aware, BROADCASTING was the only American journal to publicize it) that the Peron government in Argentina had subsidized a Cuban network, known as RHIC Cadena Azul, to the extent of $250,000 annually for four years. The purpose was to spread the Peron ideology. This followed Peron's recognition of practically all Argentine stations, and many newspapers.

Allegations against RHIC have now been publicly confirmed in an amazing disclosure in Havana, which reads as if it had been plucked from the headlines of Latin American intrigue. Former Senator Edvardo R. Chibas, president of the Cuban Peoples Party, produced what he described as documentary evidence of conspiracy by the Peronistas against the New America, and published in Havana, in mid-January.

Interwoven in this activity is what appears to be a Peron counter-move against the InterAmerican Association of Broadcasters, which encompasses most of Latin American enterprise in radio. Goar Mestre, director of Cuba's largest network, Circuito CMQ, is president of IABA. It was Mr. Mestre who found it healthy to hastily adjourn a meeting of the association in Buenos Aires a few months ago because of threats of bodily harm. His relentless campaign—virtually a one-man undertaking—has resulted in Peronistas charging him with "lackey of Yankee imperialism."

Peron's censorship of news and radio dispatches is now commonplace. Our Embassy has done little or nothing to expose these machinations. Our Ambassador, James Bruce, who evidently would prefer to see this whole affair kept quiet, is returning to Washington.

The Peron effort to commandeer Cuban radio and to infiltrate Latin America is but a step. His objective is to undermine U.S. prestige in this hemisphere.

Why shouldn't Bruno Bryce appear before a Congressional foreign relations committee for a forthright presentation of the situation as he saw it? Who now is in the United States (he's a Yale graduate), has a story that, for intrigue and fantasy, would eclipse even the "Axis Sally" disclosures.

Forgotten Job

IN THE few weeks that Congress has been in session, more words about radio have been dumped into the Congressional Record than in any other corresponding period within memory.

While nothing definitive yet has transpired, there's enough legislation on the horizon to underline the growing importance of radio in our national economy. By the same token, the blistering attacks upon radio make it evident that radio's Congressional relations are far from what they might be.

Former Precinct Leader Hoover, who heads the Commission to reorganize the Federal establishment, failed to exclude radio regulation from a proposed status that might make it subject to a "radio commission," like the appointment of postmasters. The House Un-American Activities Committee would discriminate against radio by excluding microphones, recorders and televisions from its hearings. The Senate Commerce Committee a super-PCO. And Rep. Harry R. Sheppard (D-Calif.) has reintroduced his sizzling bill of last year to prohibit station ownership by networks and manufacturers.

Thus, the political climate for radio, both as to government and private enterprise, is far from fantastic. The most important single issue—that of radio's freedom from censorship—is blithly ignored.

A charge such as Sen. Connally has levied should be thoroughly investigated. As Sen. Reed Smoot (R-Utah) pointed out, if the Senate as a whole was, should a fortuitous Senate situation have dumped onto a fortuitous FCC decision, the most obvious law that would be shown is that of window. The crux is that matters happen to the FCC or even to individual stations, but to service to the public. All sides, it appears, have lost sight of the obvious truism that laws are written in the interest of the people.

This last month has made it abundantly clear why radio should have more effective Congressional liaison. Call it lobbying, if you must. There's nothing reprehensible about keeping the elected representatives of the people (broadcasters are constituents too) informed on the whys and wherefores of a free radio.

The NAB does not have full-time executives engaged in either legislative or regulatory contacts. The NAB has been an NAB function more basic. The NAB board considers reorganization this week at New Orleans. Its first act should be to reassign one or more of its most talented and persuasive staff to the task of legislative liaison. If reassignment isn't feasible or (for reasons not evident to us) is undesirable, then there should be new appointments. The time for shilly-shallying on the "lobbying" issue expired long ago.

Our Respects To—

ARTHUR LYLE BULDONG

TWENTY-FIVE years ago a bright young chap from Washington, D. C., with a mechanical turn of mind, began what appeared to be a most paradoxical career. He became a professional amateur.

Today that chap—one of the most-traveled individuals in radio, professional or amateur—heads the American Radio League comprising 90,000 members. It is an organization with no age limits either way. These boys and girls, who are in radio for the fun of it, were more responsible than any other group for the opening of the shortwaves now so fabulously vital to world communications.

And Arthur Lyle Budlong (Bud, as noted by his ham call WIBUD) was in the thick of it all. His fruitful association began amateur-like. He literally crashed his way into that new job on Feb. 11, 22 years ago in Hartord, Conn. Eleven panels of window glass at the old Main Street offices of ARRL were shattered when young Bud, quite unwittingly, ignited a hydrogen-filled balloon under test as an antenna support.

He joined ARRL to become editor of a syndicated column on ham radio. He remained to contribute his services to an institution as thoroughly American as hot dogs, ham and eggs, and baseball. Since last September he has been acting secretary-chairmen manager and editor of the League's monthly Journal QST.

The 25 years have been distinguished, too, by many services to his government. He represented the amateur service on the government delegation to the Inter-American Radio Conference in Santiago, Chile, in 1946. During World War II he served as a U. S. Coast Guard communications officer, released to inactive duty with rank of lieutenant commander in 1946. In 1945 he assumed civilian status long enough to represent the ARRL at the Inter-American Radio Conference in Rio de Janeiro. Throughout his Coast Guard service, his commanding officer was Commodore E. M. Webster, now an FCC commissioner.

In 1946 Lieut. Commands, Budlong attended the Radio Aids to Navigation Conference in London for the Coast Guard and the British-American meeting in Bermuda. He participated in practically every government allocations and planning group.

When he took off his uniform and resumed his post with ARRL after the war, he represented the amateur service on the government delegation to the five-power Moscow Conference in 1946 and at the 1947 International Tele-

(Continued on page 98)
The new Hooper Listening Area Index shows: WOAI 2 to 1 in daytime, 3 to 1 at night, over the next most popular station! This Survey, filled with facts obtained from a cross-section of homes in the area* proves that now, more than ever, WOAI is "the most powerful advertising influence in the Southwest."

If you want to get your message into the homes of these Texans, remember that WOAI is the only single medium affording complete coverage.

* The 65 Texas counties where 50-100% of the Radio Families listen regularly to WOAI . . . both Day and Night. (BMB Study No. 7)
LOUIS RUFFEL, newly appointed director of Clear Channel Broadcasting Service [Broadcasting, Feb. 7], is in Presbyterian Hospital, Chicago, undergoing treatment for a back injury. No indication was given as to when he would assume his Washington post.

LYNN JOHNSTON, commercial manager of KAGH Pasadena, Calif., has been appointed general manager of station's AM and FM facilities. He replaces PETE WATTS, recently resigned to join KYJC Medford, Ore. in same capacity [Broadcasting, Jan. 24]. Before joining KAGH three and one-half months ago as commercial manager and special features director, Mr. Johnston was assistant executive with WLIB Detroit for six years. Prior to that he was commercial manager for WRSR Cleveland.

VIRGINIA ALLEN, continuity chief of WHFB and WHFR-FM Benton Harbor, Mich., since its opening in September 1947, has been appointed assistant manager of the stations. Mrs. Allen was an agency account executive previous to joining the station, and as Virginia Paxton is author of Featherhouse in Bogota.

W. E. COLLIER, formerly of CKCK Regina, Sask., has been appointed manager of CUNB North Battleford, Sask.

STEPHEN W. RYDER, manager of

WIBW

WIBW listeners are the "writin'est" folks you ever saw. They're used to sending for information, literature, prices, catalogs...studying them at their leisure.

Buying by mail is as common as cream in these farm homes. Every year, our listeners send us tens of thousands of dollars which we forward to our advertisers in payment for their merchandise.

WIBW listeners are anxious to know about new products, methods, and conveniences. Tell them about your product! "I heard it over WIBW" is all the introduction you need to this ready-to-buy market.
There have been many new developments lately in some FM transmitting equipment. Size has been reduced, smaller components are used, ratings reduced over previous designs just to get the cost down and meet the competition of Gates equipment in that way if no other. That is "Skating On Thin Ice." Competition can be met only by putting out a better product, merchandising it stronger, keeping your customers satisfied thru quality at the right price. This latter course is what Gates believes in, and consequently Gates customers are not "Skating On Thin Ice."

An outstanding example of quality, both in structure and performance is the Gates BF-250-B transmitter. Features of this 250 watt unit are direct crystal control, front of panel tuning, oversize components and styling that pleases. Tube changes do not affect operating conditions.

The BF-250-B, in addition to being a complete 250 watt FM transmitter, is the basic exciter unit for all higher powered Gates transmitters, enabling expansion at a later date and continued use of the BF-250-B transmitter.
the first television station
in the Mid-South . . .

*With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay . . .

*Or take our studio and transmitting equipment—all RCA—the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.

*In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.

*What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

Commercial

M ALCOLM KENNEDY, formerly of sales department of WIP Philadelphia, has joined Forjoe & Co. as general manager of its Philadelphia office.

FRANK SHAKESPEARE, former sales representative for Procter & Gamble in New York, has joined sales staff of WNT New York as assistant to sales manager ROBERT C. MAYO.

FRED R. KUNZ has joined sales staff of WISN Milwaukee, Wis. He has been active in radio time sales work in Milwaukee area for past ten years.

DOROTHY HEIDENTHAL, formerly with stations in Poughkeepsie, N. Y., and L.A. Times, N.Y., has joined sales staff of WCSC Charleston, S. C.

FRED L. BERNSTEIN, formerly manager of Philadelphia office of Forjoe & Co., has joined WTTM Trenton, N. J., as sales manager.

MILTON WOLKEN has joined Storm Radio Co., Des Moines, new national representative firm which handles sales for store broadcasting in super markets. Mr. Wolken is Chicago advertising manager. ERNEST P. BALDWIN, formerly with Wilhelm-Laughlin-Wilson Adv., New York, has joined firm as New York resident manager.

NICHOLAS J. MALTER has been appointed assistant sales manager of WBEN TV Buffalo, N. Y. He formerly was assistant sales manager in charge of local television sales, but will supervise selling of both local and national TV program time.

WHBY Appleton, Wis. has distributed its new rate card.

HOWARD FAY, formerly with Foote, Cone & Belding, Portland, Ore., has joined advertising sales department of KPOJ, same city.

JOHN MECKEUGH, formerly with Leo Burnett Agency, Chicago, has joined WJEF Grand Rapids, Mich., as account executive.

WILLIAM RICH, formerly with Allied Sales Agencies Inc., New York, has joined sales staff of WNBC and WNYT (TV) New York as account executive.

MEL WOLES has resigned from WBBK (TV) Chicago, after working there as sales manager since last fall. Resignation, submitted Feb. 5, will go into effect "in a few weeks," Mr. Woles said. He expects to remain in Chicago, and future plans are "under consideration."

ALL-CANADA RADIO FACILITIES Ltd. has been appointed exclusive agent for Jingi-Library for Canada, Newfoundland, and the British West Indies (Broadcasting, Jan. 24).

Simms Sues Sonora

SINGER Ginny Simms filed suit against Sonora Radio and Television Corp. in Chicago's Circuit Court last week, charging breach of contract and seeking $5,000 damages. Miss Simms claims she signed one-year contract with Sonora calling for 24 record sides and a $10,000 guarantee, and that she made only 12 record sides for which she received $4,999.

FUND APPEAL

Red Cross Beer Prepared

RADIO and television will play an important part in the annual American Red Cross fund appeal later this month, it was indicated last week. Announcements of the intensive campaign, which will also include newspapers, magazines and outdoor advertising, was made by Howard Bonham, ARC vice president in charge of public relations.

Compton Advertising Inc. is serving as voluntary agency following a request by the Advertising Council through the American Assn. of Advertising Agencies. The agency's radio department developed program ideas and prepared campaign radio presentations for use by local stations. In addition, Compton prepared copy layout for the Red Cross advertising plan book covering radio, television and other media, with William Geoghegan, account executive, supervising the project.

T. S. Repplier, Advertising Council president, and Henry C. Wehre Jr., staff executive, directed the council's advertising campaign. Phillip J. Kiel, advertising and promotion director, National Distillers Products Corp., served as volunteer coordinator at the request of the Assn. of National Advertisers.

SHIFT TO SPOTS

Beer Firm Drops Program

LUCKY LAGER BEER is transferring its radio advertising to spots. Burton C. Granicher, of McCann-Erickson, San Francisco, who handles the Lucky Lager account, said there will be no time lapse between cancellation of Lucky Lager Dance Time on six California stations at end of this month and start of the spot campaign.

The brewing company is increasing its radio budget, according to Mr. Granicher. So much so that percentage of the increase has not yet been determined by the firm.

Lucky Lager Dance Time is heard on stations in San Francisco, Los Angeles, Sacramento, Fresno, Chico and Monterey. Spot campaign will use many more stations in the western area where Lucky Lager Beer is sold, Mr. Granicher said.

Y & R Changes

JAMES SHELDON, who has been the director of We the People since last April for Young & Rubicum, New York, has been named producer and director of the program. Rod Erickson, who was producer of the show, has been promoted as trouble-shooter supervisor to Ev Meade, vice president. William Cooper, producer and writer of Quiet Please, effective this week takes over the writing chores of the simulcast of We the People.
Two important facts are revealed by this graph:

1. How greatly the rise in the earnings of bituminous coal miners has outstripped the average for workers in all manufacturing industries. Since 1944, the spread between the average pay of these two groups has steadily widened.

2. How favored the bituminous coal miners are in the way their earnings have risen so much faster than the rise in the cost of living. Every year since 1939 this spread has been widened — in the miner's favor.

**Explanation of Index Figures**

Increases in average weekly earnings are computed by the U.S. Bureau of Labor Statistics and customarily reported in dollars, whereas the rise and fall in consumer prices are reported in percentage points. To make a true comparison between the earnings and consumer prices, it is necessary to use the same measuring stick for both. In this chart, the pre-war year 1939 was taken as the base period. Average weekly earnings and consumer prices are each figured in percentage points of the 1939 base.

**Average Weekly Earnings**

<table>
<thead>
<tr>
<th>Year</th>
<th>All Manufacturing</th>
<th>Bituminous Coal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>$23.86</td>
<td>$23.88</td>
</tr>
<tr>
<td>1940</td>
<td>$25.20</td>
<td>$24.71</td>
</tr>
<tr>
<td>1941</td>
<td>$29.58</td>
<td>$30.86</td>
</tr>
<tr>
<td>1942</td>
<td>$36.65</td>
<td>$35.02</td>
</tr>
<tr>
<td>1943</td>
<td>$43.14</td>
<td>$41.62</td>
</tr>
<tr>
<td>1944</td>
<td>$46.08</td>
<td>$51.27</td>
</tr>
<tr>
<td>1945</td>
<td>$44.39</td>
<td>$52.25</td>
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<tr>
<td>1946</td>
<td>$43.74</td>
<td>$58.03</td>
</tr>
<tr>
<td>1947</td>
<td>$49.25</td>
<td>$66.86</td>
</tr>
<tr>
<td>1948*</td>
<td>$52.81</td>
<td>$71.52</td>
</tr>
</tbody>
</table>

*The 1948 figure is the average for the first 10 months.

**Average Weekly Consumer Prices**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Weekly Prices</th>
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<tbody>
<tr>
<td>1939</td>
<td>100.0</td>
</tr>
<tr>
<td>1940</td>
<td>105.6</td>
</tr>
<tr>
<td>1941</td>
<td>124.0</td>
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<tr>
<td>1942</td>
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<td>1945</td>
<td>183.3</td>
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<td>1946</td>
<td>180.0</td>
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<td>1947</td>
<td>206.4</td>
</tr>
<tr>
<td>1948*</td>
<td>221.3</td>
</tr>
</tbody>
</table>

*The 1948 figure is the average for the first 10 months.

**Graphs by Bituminous Coal Institute, Washington, D.C.**

**Memo to Editors**

HOW PAY AND LIVING COSTS WENT UP BETWEEN 1939 AND 1949

February 14, 1949 • Page 33
ANNOUNCED THAT
stings.

HAMILTON E. FINNEY, former
field sales manager of Sweets
Laboratories Inc., and CARL
W. TILLMANNs Jr., former super-
in-visor of copy research for Posts, Cone
& Belding, have joined C. E. Hooper
Inc., New York, as television contact
men.

C. E. HOOPER Inc., New York, has
announced that Swift & Co., Renall
Drug Co., Pet Milk Co., E. I. duPont
de Nemours & Co., Thomas J. Lipton
Inc., Libby-McNeill & Libby, and
B&G and Buchanan & Co. (agencies)
have subscribed to its U. S. Hooper-
ngs.

JAMES SAUNER, president of Air
Features Inc., New York, has been
appointed chairman of the radio and
television division of the 1949 Red
Cross Fund Drive.

JOHN GRUENBERG, Jr., has joined
staff of C. E. S. Assoc., Philadelphia,
public relations counsel, as account
executive. He was formerly on ad-
tertising staff of RCA-Victor Records,
Camden, N. J.

COLE & WERNER Adv., Omaha, Neb.,
will represent WOW Inc., Omaha, for
1949. JOHN J. GILLIN Jr., president
and general manager, announced Feb.
1. WOW's announced plan to change
agencies was discarded, Mr. Gillin
said.

JAMES D. McLEAN, former commer-
cial manager of WPTZ (TV) Phila-
delphia, has been appointed manager
of Industrial Division of Philco Corp.

JIM BISHOP, head of Bishop &
Assoc., Los Angeles (publicity), has
been elected president of California
Safety Assn.

Television

ALFRED DRAKE, singing star, and
CHARLES LEWIN, advertising radio
executive, have announced formation
of new firm for packaging of radio
and television shows for national dis-
tribution. New firm is located at 255
W. 23rd St., New York.

Equipment

H. G. KRONENWETTER has been
appointed manager of advertising
production for the lighting fixture,
lamp, radio, electronics and interna-
tional divisions of Sylvania Electric
Products Inc., New York. Mr. Kro-
renwetter formerly was advertising
production manager for radio division
only.

RAYMOND P. FOSTER of Receiver
Division of General Electric, and
ERNEST H. LEHMAN of Tube Divi-
ision, have received GE's highest
honors, the Charles A. Coffin awards
for work of outstanding merit during
1948.

Television

WCCO Minneapolis newscaster Cedi-
ic Adams (r) receives congratula-
tions on completion of tenth year of
his Nighttime News show from Joe
Timmers, vice president of Purina
Baking Co., which sponsors program.
Congratulations were extended fol-
lowing special anniversary program.
These figures are taken from the Conlan Comprehensive Study of Listening Habits in Iowa's No. 1 industrial city, Waterloo.

These figures are taken from the Conlan Comprehensive Study of Listening Habits in Iowa's No. 1 industrial city, Waterloo.

**KXEL HAS CHANGED LISTENING HABITS IN IOWA**

<table>
<thead>
<tr>
<th></th>
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<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>Entire Survey</th>
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</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>43.4%</td>
<td>26.5%</td>
<td>34.9%</td>
<td>34.2%</td>
</tr>
<tr>
<td>WHO</td>
<td>19.6%</td>
<td>24.3%</td>
<td>34.3%</td>
<td>27.1%</td>
</tr>
<tr>
<td>WMT</td>
<td>16.5%</td>
<td>14.9%</td>
<td>22.5%</td>
<td>18.3%</td>
</tr>
</tbody>
</table>

**Time Buyers—**

Make no mistake about it. Listeners in Iowa's richest industrial area *do* prefer KXEL. In radio it's *who* is listening and *where* that counts.

Conlan's latest Comprehensive Listening Study of Waterloo, embracing 17,914 direct contacts, reveals KXEL having more than twice as many listeners in certain periods than any other radio station. The majority of listeners have switched to KXEL . . . actually changing the entire listening picture, not only in Iowa's richest industrial metropolitan center but the entire Northeast Iowa area as well.

NO OTHER RADIO STATION DELIVERS AS MUCH AS THIS INDUSTRIAL MARKET FOR SO FEW DOLLARS.

- *Time buyers—Look before you buy . . . Look at Conlan's latest Comprehensive Listener Study and get more of the unvarnished truth on listener habits in Northeast Iowa.*
- *You'll buy KXEL because KXEL has more listeners for fewer dollars.*

**KXEL 50,000 WATTS ABC**

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA
Sweet dreams are made in Spartanburg ... .

Nothing sleepy about this market until it comes to mattresses. Sleep-wise we brag about such stuff as dreams are made on—we're wide awake when it comes to turning the mattress industry into dollars.

But the wealth of the Piedmont springs from more than industry. Farmers reap a comfortable 226 million dollars gross income a year. It's the combination of the rich harvest from the land—peaches, cotton, dairy products, poultry, lumber, and fast-moving industry that successfully rounds out the Piedmont's billion dollar economy.

It's well to keep a keen eye on the Piedmont people and the $1,054,811,000 they have to spend when they go to market.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

Page 56 • February 14, 1949
TALL IN TENNESSEE

Stands WBIR at Knoxville

Important member of the American Broadcasting Company's South Central Group is 250-watt WBIR. Knoxville and eastern Tennessee listeners now are dialing programs broadcast from its new 450-foot-tall Truscon Guyed Steel Radio Tower.

This recent addition to the nation-wide and world-wide string of Truscon Steel Towers climbs tall to serve mountainous Tennessee—and is another example of Truscon engineering to fit specific local conditions.

An image of a Truscon Steel Tower is shown with a caption:

Another Truscon Tower of Strength
450 FT. HIGH

Whether your plans call for tall or small towers, it will pay you to consult experienced Truscon engineers. They offer you the most skillful engineering and construction in the industry... can help you make the correct choice of guyed or self-supporting towers, of tapered or uniform cross-section, for AM, FM or TV. Call or write our home office in Youngstown, Ohio, or any convenient district office for assistance—without obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION guyed TOWERS
Legislative Burrs
(Continued from page 57)
of any advertising of alcoholic be-
verages. The measure (HR 2428),
according to its author, is intended to
cover beers and wines in its
provisions. Former Sen. Arthur
Capper (R-Kan.) and Sen. Ed
Johnson (D-Col.) have introduced
similar measures for the past dozen
years.

Violations under the proposed
law carry a penalty of fines from
$100 to $1,000 or imprisonment
from six months to one year, or
both. The measure has been re-
ferred to the House Commerce
Committee.

Authorization for $15,000 for
expenses incidental to the investi-
gation and powers of subpoena were
asked in the McFarland-Tobey res-
olution.

The resolution called for "a full
and complete study and investiga-
tion" of all radio telegraph and
telephone communications, both
domestic and international. Pro-
bands would be authorized to examine
their relations to national security
and international treaties and to
make legislative recommendations
on the basis of their findings.

Language of the resolution bore
a very close resemblance to the
resolution which authorized the
1948 study of communications.

Licensing practices and alloca-
tions of the FCC would be ex-
amined.

It was pointed out that the study
would help Congress determine
what policies the law-making body
should develop on allocations due
to "problems arising from un-
precedented demands for fre-
frequencies."

Hearings continued in both
House of Congress on bills to
repeal the Taft-Hartley labor act
and the Wage-Hour law.

Richard P. Doherty, NAB direc-
tor of Employer-Employee Relations
Department, appeared Feb. 8 be-
fore the wage and hour subcom-
mittee of the House Education and
Labor Committee.

The application of overtime wage
regulations, under the Fair Labor
Standards Act, Mr. Doherty told
the subcommittee, "has unfairly
penalized and harassed the broad-
cast industry."

In addition, he said, the regul-
ations have impaired the ability of
radio unions and management to
negotiate the most practicable col-
ective bargaining agreements.

The question of whether to adopt
the 75¢ minimum hourly wage rate
was identified by Mr. Doherty as
being "academic" to the broad-
casting industry since virtually all sal-
aries in the industry exceed this
level.

Mr. Doherty charged that pro-
posed amendments to the Fair
Labor Standards Act were "not
equally fair to radio," which has
problems involving talent and cre-
vative effort not shared by manufac-
turing and similar fields.

He recommended changes in the
proposed law to (1) eliminate prac-
tice of basing overtime payments
on regular salaries plus talent fees;
(2) eliminate class of "regular rate of
pay" by excluding premium pay; (3)
allow child actors and performers exemption
from child labor sections of law; (4)
sanction approval of guaranteed
annual employment plans by Wage
and Hour Administrator in the
absence of a collective bargaining
agreement.

Provisions of the bill, Mr. Doh-
erty pointed out, allow employment
of minors under properly regulat-
ed conditions in motion pictures
and theatres and newspaper deliv-
er work but do not allow children
the same opportunity in radio and
television. "This is obviously an
overight," he commented.

He termed "unfair" prevailing
regulations requiring that overtime
be paid on average hourly earnings
as computed by adding all talent
fees received by an employee to the
regular weekly salary.

Announcer Example
As an example he cited the case
of an announcer who receives $60
a week as base pay, according to a
union contract, but gets in addi-
tion $150 in talent fees each week.
Other announcers, he said, receive
$170 and $200 a week in talent fees
in addition to base pay.

Joseph A. Beirne, president of
the Communications Workers of
America, in an appearance before
the labor committee, endorsed a
provision to centralise administra-
tion of the Wage-Hour Act in the
Dept. of Labor and proposals to
increase minimum wages to 75¢ an
hour.

Establishment of a 35-hour work
week and a minimum wage of $1
an hour was advocated by the CIO
United Electrical Workers through
its legislative representative, Russ
Nixon, during hearings Feb. 8.

Senate Labor Committee Demo-
crats weakened Feb. 9 and agreed
to a nine-day extension of hearings
on the Administration's labor bill.

Robert M. Denham, an appointee
of President Truman, refused to
support the Chief Executive's labor
bill in an appearance before the
Senate Committee. He described
the Taft-Hartley law as "basically
sound." A strong defense was
made by Mr. Denham of provisions
of the Taft-Hartley law which
made his office—with its prosecut-
ing and administrative functions—
independent of control by the labor
department, a condition not pres-
ent in the proposed bill.

There were strong indications
last week that the House Un-Amer-
ican Activities Committee might
rescind, in whole or in part, its
prohibition against radio, tele-
vision, newsmen, and photographic
coverage of the committee's hear-
ings.

A committee meeting had been
(Continued on page 58)

This Award Voted KMA by 114 Time Buyers . . .

Perfect Proof that KMA Audit Merchandising
Assures You of the Radio Results You Need!

In a poll of 114 Advertising Directors and
Advertising Agency Account Executives
using American Broadcasting Company
programs, KMA, Shenandoah, Iowa (184
BMB counties in 6 states) was voted the
1948 Audience Promotion Award. These
men recognize nothing but Sales Results—
the kind which KMA delivered for them.
We did it for these top-notch national ad-
vertisers and we can do it for you!

We know that the reward of a good job

because

KMA

awarded

them

a

complete

PROMOTION

and

MERCHANDISING

JOB

well done is the opportunity to do more
and better work. Let KMA work for you.

AVERY-KNODEL INC., National Representative
AMERICAN Broadcasting Co.

960 KC 5000 WATTS

KMA

SHENANDOAH, IOWA
THE FLT-TR CRYSTAL TRANSCRIPTION PICKUP
- Without question, no other pickup, available for broadcast studio applications, can do so much, so well. Here is flawless, truly professional quality of sound reproduction . . . in the most versatile pickup ever designed. No changing of needle pressure or other adjustments are required, in switching from one type recording to another. All that is necessary is to change the FLT-TR’s especially designed, tiny slip-in cartridges . . . so simple to do that a child can make the change in seconds. The cartridges seat themselves into playing position on the same slip-in principle which joins cap to barrel in many modern fountain pens.

NEW ENGINEERING, MECHANICALLY AND ELECTRICALLY
- The unprecedented clarity and depth of tone of Astatic’s FLT-TR Transcription pickup are results of entirely new engineering concepts. Feather-touch needle pressure of five grams is accomplished by a revolutionary hinged division of the arm, which also contributes to perfect tracking and elimination of surface noise. Similarly important contributions to reproduction quality are made by a new ball bearing, anti-resonance base mounting assembly, which is adjustable to desired height along with the pickup’s unique arm-rest. It all adds up to matchless performance and convenience.

Astatic OFFERS COMPLETE LINE OF LONG-PLAYING PICKUPS AND CARTRIDGES
- The FLT-TR Professional Pickup, accompanied by three tiny slip-in cartridges, is really four pickups in one. Its LP/TR Crystal Cartridge has a fixed sapphire needle with 2.5 mil tip-radius for lateral broadcast transcriptions. Its LP-33 Crystal Cartridge is designed for playing either 33-1/3 or 45 RPM recordings, with fixed sapphire needle having one mil tip-radius. For standard 78 RPM recordings, the LP-78 Crystal Cartridge with three mil tip-radius needle is used in the FLT-TR Arm. All three cartridges are available with diamond stylus tip instead of sapphire. In addition, Astatic offers FL-Series Pickups for use with seven, ten and twelve-inch records. Performance characteristics and advantages are identical to those of the transcription models. The three LP-Cartridges give each FL-Pickup the same complete versatility, in the same manner.

WRITE FOR ILLUSTRATED LITERATURE, DETAILS
### Nielsen Radio Index Top Programs

**(COAST-TO-COAST, INCLUDING SMALL-TOWN, FARM, AND URBAN HOMES—**
**—and including TELEPHONE and NON-TELEPHONE HOMES)**

**REPORT WEEK JAN. 2-8, 1949**

#### TOTAL AUDIENCE

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<th></th>
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<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK, 15-40 MIN.</td>
<td>1</td>
<td>Lux Radio Theater</td>
<td>+2.1</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny</td>
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<td></td>
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<tr>
<td>3</td>
<td>McGuire &amp; Molly</td>
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<td>4</td>
<td>The Aldrich Family</td>
<td>+1.5</td>
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<tr>
<td>5</td>
<td>My Friend Irma</td>
<td>+1.5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Walter Winchell</td>
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<tr>
<td>7</td>
<td>Amos ’n Andy</td>
<td>+1.5</td>
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<td>8</td>
<td>Bob Hope</td>
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<td>9</td>
<td>The Bizarre</td>
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<td>10</td>
<td>Bob Hope</td>
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<td>12</td>
<td>Your Hit Parade</td>
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<tr>
<td>14</td>
<td>The Inner Sanctum</td>
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#### AVERAGE AUDIENCE

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<td>Lux Radio Theater</td>
<td>+2.3</td>
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<td>2</td>
<td>Jack Benny</td>
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<tr>
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<td>McGuire &amp; Molly</td>
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<tr>
<td>4</td>
<td>The Aldrich Family</td>
<td>+1.8</td>
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<tr>
<td>5</td>
<td>My Friend Irma</td>
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<td>6</td>
<td>Walter Winchell</td>
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<td>7</td>
<td>Amos ’n Andy</td>
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<tr>
<td>8</td>
<td>Bob Hope</td>
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<td>9</td>
<td>The Bizarre</td>
<td>+1.5</td>
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<tr>
<td>10</td>
<td>Bob Hope</td>
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<td>The MacDuffey</td>
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<tr>
<td>13</td>
<td>This Is Your Life</td>
<td>+1.3</td>
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**MEMO TO LOU SMITH, Louis A. Smith Company:**

We are happy to know that WCKY is leading your list of stations in producing sales for Mountain View Nursery.

**ON THE AIR EVERYWHERE 24 HOURS A DAY**

WCKY

**CINCINNATI**

**50,000 WATTS OF SELLING POWER**

---

**Copyright 1949, A. C. Nielsen Co.**
RADIO NEWS

Short Course at Minn. U.

FIfty radio newsmen from Minnesota, the Dakotas, Iowa, Nebraska and Wisconsin are expected to attend the U. of Minnesota School of Journalism's third annual radio news short course Feb. 18 and 19 at Minneapolis.

The Northwest Radio News Assn. will hold business sessions during the two-day course. Orrin Melton, KSOO Sioux Falls, S. D., association president, announced.

James Lawrence, director of television news for KSD-TV St. Louis, will lead a course discussion on TV news operations and their impact on aural newscasting. Members of the KSTP-TV St. Paul staff will give TV news demonstrations.

Other radio newsmen on the program and the subjects they will discuss: Jack Shelley, WHO Des Moines, and Soren Munkhof, WOW Omaha, "Should the News Editor Also Broadcast?"; Glen Stadler, WDGY Minneapolis, "The Sins of the Radio News Editor"; Sig Michelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors, "The Responsibilities of the Radio News Editor."

News Research Discussion

Prof. Ralph O. Nafziger, Prof. Mitchell V. Charnley and other members of the School of Journalism staff will discuss "The Latest in Radio News Research." Leland H. Bauck, audio-visual engineer of the U. of Minnesota, will review the latest in tape and wire recorders.

Banquet speaker Friday evening will be William F. Brooks, NBC vice president in charge of news and special events.

Prof. Charnley, author of the new book, News by Radio, will be in charge of the course. William P. Jensen and E. F. Schaefer, of the School of Journalism staff, will assist him.

FRANCES VELTHUYS

Media Director,
C. J. LaROCHE & CO.
Chicago

In agency work since 1937, first in research; then in media; then merchandising; and then back to her first love, media, Miss Velthuys handles media buying for all LaRoche Chicago office accounts. We welcome Miss V., with her fine talent for oil painting (on canvas, not houses) into the membership of the Patrons.

The Fact of the week

WPTR has them all...
better facilities, better coverage,
better production, better promotion,
plus more square miles,
more listeners
for the advertiser's dollar.

10,000 Watts of
POWER
Night and Day

Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N.Y.

February 14, 1949 • Page 61
Legislative Burrs
(Continued from page 58)

scheduled for last Friday and it was considered a possibility that the ban might be a topic of dis-
cussion.

Relaxation of the ban to permit, at least, broadcast and wire rec-
cording coverage of hearings seemed probable.

Strong protests were filed by both NAB and the Television Broadcasters Assn. last week. MBS
Commentator Albert L. Warner, chairman of the House Radio Correspondents Assn., told
BROADCASTING last Wednesday that Rep. John S. Wood (D-Ga.), chairman of the House probe committee,
had promised to refer his protest to the full committee for consider-
ation.

TBA, in a letter sent to Chairman Wood by its president, J. R. Poppele, pointed out that 54 video
stations in 32 cities can now be connected with Washington by co-
axial cable or radio relay to transmit their audiences events of public interest in the Nation's Capital.

"It cannot be urged strongly enough," Mr. Poppele wrote, "that the... prohibition inadvertently
discriminates against those American citizens who are not fortunate
to be in Washington, or who cannot afford to come to
Washington, as well as against those citizens, who, confined to
their homes, private or public hos-
pitals, or veterans hospitals, must rely upon the new and ingenious television broadcast in order to
witness the public proceedings and

events in the Capitol and elsewhere."

TBA asked that an opportunity be afforded the television industry
to "discuss with you the most rea-
sonable, workmanlike and coopera-
tive method by which, with due re-
gard to the proprieties of such
proceedings, this public service can be provided from time to time
to the millions of American citizens
who desire to 'attend.'"

A. D. Willard Jr., executive vice
president of NAB, in a letter to
Chairman Wood Feb. 5 charged the
committee with discrimination
against some forms of reporting.
Television, tape recordings and
instantaneous broadcast of commit-
tee session, Mr. Willard pointed
out, are new forms of journalism.
"To take a single example," he said, "tape recording is now used as
were words in quotation marks
in an old era of news reporting.
The radio reporter, telling the story
of an important hearing, can now
drop into his dramatic narrative
the very words of the man quoted,
in his own voice. Television is no
less graphic, to say the least.

Sweeping Decision
"... your committee's decision is
so sweeping as to deprive the
American people of a great deal
of twice-priceless information. I urge,
therefore, that it be at least recon-
sidered, and the representatives of
radio and television be allowed to
tell you how much it means to their
audiences to keep them informed
of the major work being done by
your committee."

Edward R. Murrow, CBS com-
mentator, said on his broadcast of
last Tuesday that Rep. Wood had
told him that he was "not at all
sure that the committee isn't losing
more than it's gaining by banning
these modern instruments of com-
munication."

A majority of committee mem-
ers, telephoned by Mr. Murrow,
"expressed similar views," the
commentator reported. All said
they were willing to reconsider
their action of a fortnight ago.

In a broadcast a week earlier
[BROADCASTING, Feb. 7] Mr. Mur-
row had pointedly wondered whether
newspapers, whose editors were not affected by the commit-
tee's decision, would rally to the
cause of freedom of information—
as they often have rallied in de-
fense of their own freedom of news
coverage.

Last Tuesday Mr. Murrow re-
ported that "editorial apathy was
widespread. . . "Here in New York," he said, "two powerful organs of public opinion, the Times
and the Herald Tribune, made no
editorial comment, although their
editors might deal with the sub-
jects as movie stars' earnings, win-
ter driving, a wise woodchuck, Joe
Louis and the liquor license frag-
rance in February, the victory at
Omaha, Minneapolis and other
projects that are presumably engaging the attention of metropolitan newspa-
per readers."

Mr. Murrow said in other major
cities there was no significant edi-
torial comment, save in Washing-
ton, where the Post commented favorably on the committee's deci-
sion.

"The Christian Science Monitor
referred the action as "a very real
step toward reform."

The Hoover Commission on
government reorganization sent two
of a series of 15 proposed reports
to Congress.

First Report

The first dealt with overall or-
ganization of the executive branch
of the government. It was re-
cently presented to Congress by
former President Herbert Hoover.
Mr. Hoover, chairman of the Commission on Organization of the Exe-
cutive Branch of the Government [BROADCASTING, Feb. 7]. It was sub-
sequently written into a legislative proposal (HR 2361) by Rep. Will-
iam L. Dawson (D-Ill.), chairman of the Executive Expenditures
Committee of the House.

This measure was favorably re-
ported last week by the full Ex-
penditures Committee and taken
to the floor of the House where it met opposition before being passed by that body.

It was the absence of such em-
phases that brought renewed op-

Rep. Halleck contended that it
would be "disastrous" to have the
quasi-legislative and quasi-judicial functions of these agencies brought
into a new executive branch
without the proposed editorial
functions of the government "in such manner that their operations become political instead of non-political.

"Take, for instance, the matter

Page 62 • February 14, 1949
AT&T Links

INTERCONNECTION policy of American Telephone & Telegraph Co., was attacked from another direction Friday as FM Assn. charged it violates both the Communications Act and the anti-trust laws.

The policy, by which the telephone intercity links with those of private broad-casters to connecting areas where it has none of its own, has been under the fire of telecasters and is now before the FCC for a decision in the Commission's probe of rates for TV network facilities.

FMA brought its charges separately in a letter protesting an AT&T subsidiary's alleged refusal to provide intercity facilities to connect some of the stations of a nine-station FM network in the Midwest for a broadcast on Dec. 10.

Many of the stations are close enough together to permit linking by direct pickup or broadcasts, but some are separated by distances requiring intercity relay facilities which the AT&T subsidiary refused to furnish, FMA charged.

Four Unable to Broadcast

Because of the action of the subsidiary—Western Bell Telephone Co.—four of the nine stations "were unable to broadcast the network program contemplated," the letter declared.

Filed by Leonard H. Marks, FMA counsel, the letter asked FCC to invoke provisions of the Communications Act looking toward "reparations" to the stations by Northwestern Bell and also to require AT&T and the subsidiary to modify their practices.

The stations are KFMX Council Bluffs, Iowa, which was to have originated Dec. 10 broadcast; KSCF-FM Sioux City; KFMY Fort Dodge, Iowa; KGLO-FM Mason City; KDTI Dubuque; WSNB Beloit, Wis.; WILW Woodstock, Ill.; WKAAS Waukegan, Ill., and WEAW Evanston, Ill. The four which reportedly were unable to carry the network program were KFMX, KSCF-FM, KFMY, and KGLO-FM.

The FMA letter said Northwestern Bell did not specify the basis for refusing to furnish the requested channels and that apparently was the basis of the company's interconnection policy.

The association cited a Federal District Court decision in the Pullman Case to support its contention that the telephone company's action violated the anti-trust laws.

It also noted that the Justice Dept., in its anti-trust suit against AT&T and Western Electric Co. last month, charged that AT&T "has continued its policy of prohibiting radio stations from interconnecting non-Bell wire circuits with Bell System long-distance interchange facilities."

Hits Refusal

The association continued: "It is obvious that the refusal to interconnect Bell System long-distance interchange facilities with the partial network facilities which these FM stations planned to furnish by direct radio pickup is as obnoxious to the anti-trust laws as the refusal to interconnect such Bell facilities with non-Bell wire circuits."

The alleged violations, FMA continued, "impose a very serious hardship upon the members of the association as well as upon other FM stations, since, as the Commission is well aware, FM commercial operation has not brought large financial returns and FM stations are therefore totally unable to comply with the totally unjust and unreasonable—and therefore unlawful—practices and regulations of the telephone company."

Under its procedure with such complaints, FCC will call upon AT&T to satisfy the complaint or answer it in writing. If the company chooses to answer rather than satisfy it, the Commission will investigate the charges in "such manner and by such means as it shall deem proper," according to the Communications Act.

Mr. Marks sent copies of the FMA letter to Herbert A. Bergson, assistant attorney general, as well as to AT&T and Northwestern Bell.

SW STATION BILL Would Transfer to State Dept.

A BILL (H. R. 2282) which would transfer property and equipment rights on certain wholly-owned U. S. shortwave stations from the Reconstruction Finance Corp. to the Secretary of State, was introduced in the House of Representatives Feb. 3 by Sol Bloom (D.-N.).

The stations, all ranging from 50 kw to 200 kw and the only completely government-owned radio properties in the country, are licensed to CBS, NBC and Crosley Radio Corp. They are: KCBA KCBF KCBR (CBS) Delano, Calif.; KNBA KNBY KNBX (NBC) Dixon, Calif.; WLWO WLWK (Crosley) Mason, Ohio, and WLVW WLVW WLVW WLVW WLVW WLVW2 WLVWS1 WLVWS2 (Crosley) Bethany, Ohio.

The transfer would be purely administrative, it was emphasized, and would be effected without reimbursement or transfer of funds.

Payment for land and buildings, with respect to these stations, is currently made to RFC. The bill provides that the State Dept. would assume all obligations of RFC covering operation of these facilities.

The stations are programmed by the State Dept.'s Office of International Information under immediate supervision of the International Broadcasting Division.

Co-op SPONSORS

Happy With WJEF Show

COOPERATIVE sponsorship of Your Date With Music on WJEF Grand Rapids, Mich., has produced such satisfactory results for the sponsors that they have all renewed. The half-hour record show, four nights a week, features a letter-writing contest on favorite bands and vocalists with nightly and weekly prizes offered by the sponsors.

The daily winner receives a Toni Hair Permanet Kit, a tube of Toni Cream Shampoo and a pair of Puffin Nylon Stockings from Paul Steketee & Sons department store, all cooperatively supplied.

Daily winners compete for the weekly award—an evening's entertainment for two supplied by WJEF and the sponsors. This includes dinner at the Mocha Room of the Pantlind Hotel, sponsored by the hotel; an orchid corsage and bouquet from Arthur F. Crab, florist; a souvenir photograph taken by Bultman Studio, and taxi service supplied by the Yellow Cab Co. of Grand Rapids.

WJEF provides tickets for the couple for the week's outstanding entertainment—a first-run movie, a road show or concert by a name band.

Commercial spots are worked into the script, which is written by Don Richardson. John Maters is m.c. of Your Date With Music.

We Have The Formula

Time buyers know that some stations pay, while others do not.
Time buyers who've tried WAIR are loud in their praise of its selling power.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

CO-OP SPONSORS

Free to WSYR and NBC Advertisers in 1948

That's what the bill would total at regular rates for WSYR's program promotion last year in

Daily Newspaper Advertising
Spot Announcements
Station-Break Tag Lines
Window Displays • Mailings to Dealers
Preparation of Publicity
Outdoor Displays

WSYR

3.70 kw - 5000 watts

Headley-Redd, National Representatives

NBC Affiliate in Central New York

ED * LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

February 14, 1949 • Page 67
Open Mike

(Continued from page 18)

WCAO is listed as operating on 360 meters, which is 583 kc.

Incidently, this last named booklet along with a letter from the management of WWJ was sent to me attesting to the fact that I was, at that time, the listener who had received station WWJ the greatest distance. At the time I was radio operator on the S. S. Chilore and the ship was off the coast of Chile and the next day when we docked at Cruz Grande, Chile, I wrote a letter of confirmation of reception of their program. They replied that that was a record. I had beaten some postmaster out of Hawaii. Picked up on the regular ships wireless telegaph receiver with a couple tubes in it. Ah, those dear dead days!

Howard O'Day
3511 Penhurst Ave.
Baltimore

[Editor's Note: Congratulations your alert criticism. Material for the Baltimore Market Story came from station executives who did not tell us of early changes in WCAO's frequency.]

AWB CONVENTION
Agenda Details Announced

AGKDA details on the sixth annual convention of the Assn. of Women Broadcasters division of the NAB were reported in Chicago Thursday by Mrs. Elizabeth Marshall, District 9 chairman in charge of arrangements and assistant director of WBBQ, Chicago, Board of Education station.

Dr. Preston Bradley, pastor of the People's Church, Chicago, will give the invocation at the conference, to be conducted March 10-12 at Chicago's Drake Hotel (Broadcasting Feb. 7). Charles Caley, chairman of NAB's Ninth District, has been named the Chicago speaker at the opening-day luncheon. NAB board members from nine states bordering Illinois have been invited also.

The evening reception Thursday, opening day, will be given by J. W. Thompson agency. New members will be welcomed and winners of special prizes will be interviewed at the microphone in the hotel ballroom.

Mars Renew

MARS Inc., Chicago, has renewed Dr. I. Q. (Mondays: 9:30 p.m. CST) on NBC network of 135 stations for 62 weeks from March 28. Show has been sponsored nine years, with Mars as backer for seven. Agency is Grant Advertising, Chicago.

Hennock in Florida

FCC WAS TOLD last week that one of its AM applicants is owned by a newspaper which has avoided use of the word "radio" in its news columns and charged advertisers extras for reference to their programs on the local station.

The charge was made by WPLR Lebanon, Pa., against an application filed by Steitz Newspapers Inc., which is seeking a new 500 w daytime station at 1430 kc at Lebanon.

WPLR General Manager Lester P. Etter submitted an affidavit and photostats of copies of the paper to show that the Lebanon Daily News, owned by the owner of Steitz, substituted "wireless," "receiving sets," and "yunowatt" when it means "radio." When FCC Chairman W. Coy was nominated, he was described as "wireless director" of the Washington Post.

Mr. Etter said, that since WPLR went on the air in November 1946 "and until quite recently" the News "has consistently failed to give radio any credit in its news columns and, in fact, in many instances has sought to discredit radio."

He said the News used the word "radio" in a story bearing the headline "Cancellation of Advertising Hitting Radio." The story reported that "radio men are stung by the present wave of cancellations" and brought out that advertisers are turning to newspapers and magazines, he declared.

When school was closed because of a deep snow, he said, the paper headlined a story "Hundreds at School Despite Closing" and reported that school officials had "only meager means of making their decision [to close the schools] public." The fact, he said, was that the decision was carried by WPLR in broadcasts described by school authorities as "almost 100% effective."

When the Steitz application was filed, Mr. Etter asserted, the News carried a "routine" AP story from Washington "without identifying itself as the party in interest in the Steitz Newspapers."

The newspaper carries a listing of "network programs on out-of-town stations and on Saturdays a religious schedule of Philadelphia stations," but refused to carry WPLR's program listings until the station agreed to pay for the space, he charged.

"Radio contract rates for this purpose are about 50% greater than the comparable base rate for local retail advertisers," he said. "Also, advertisers on WPLR who mention their radio programs and the call letters of the station in their advertisements in the newspaper are required to pay an additional rate for the space so occupied."

The Steitz application, filed last November, maintains, however, that "the applicant is fully cognizant of the broad and specific responsibilities of broadcast licensees with regard to matters generally construed as being in the public interest, and is fully prepared to discharge these obligations with every resource at its command."

Steitz is owned by the Lebanon News Publishing Co., which publishes the Lebanon Semi-Weekly News in addition to the Daily News. The parent company is controlled (62.4%) by the A. B. Schropp estate, with John Schropp, promotion manager of the publishing company, holding 25% and President Henry L. Wilder, managing editor, owning 12.425%. Adam S. Wilder, son of Henry S., is president of Steitz Newspapers and editor of the parent company.

The Steitz application said the proposed station, to be built at an estimated cost of $47,950, would employ a staff of 12, "each of whom will be required to be experienced in the broadcast field and to reside in Lebanon County and take an active interest in the civic organizations of the community."

The photostats submitted by Mr. Etter were from tear sheets from 11 issues between Dec. 10, 1946, and Feb. 28, 1947.

AGENCIES
ADVERTISERS
STATIONS

1949 RADIO-TV MAP
ACCURATE TO JANUARY 1, 1949

Attractive three color map shows AM-TV stations in U.S., its possessions and Canada . . . by city . . . county, state-territory . . . province . . . plus time zones.

Excellent for presentations. Ideal to demonstrate coverage . . . plot network and national spot campaigns. Printed on durable white stock—35" x 25". Suitable for framing.

60c PER MAP
50¢ ea. 10 or more
40¢ ea. 50 or more
Include payment with order.

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.
1948 IER
18th Yearbook Published

EDUCATION ON THE AIR (18th Yearbook of the Institute for Education by Radio). Edited by O. Jere Olson. 418 pp. Columbus: Ohio State U.

PROCEEDINGS of Ohio State U.'s 18th Institute for Education by Radio, held April 30-May 5, 1948, at Columbus, are covered in this volume.


Also included in the television chapter are summaries of two panel discussions, one led by Mr. Rudich on "Television Programming and Production," the other by Lucille Clarke, radio chief of the American Red Cross North Atlantic area, on "Television: A New Factor in Interpreting Community Agencies."

Other chapter headings, as follow, indicate the wide scope of the book's contents: "International Aspects of Radio"; "Radio Policy in America"; "Radio in Organized Education"; "Radio Programming and Production"; "Specific Program Areas of Radio"; "Organizations Utilizing Radio" and "Research Techniques and Problems."

FIRST 15 PACIFIC HOOPER RATINGS
January 1949

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CANADA RATINGS

"Lux" Show is First

SECOND 15 PACIFIC HOOPER RATINGS

January 1949

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PACIFIC HOOPERS UP

Due to Cold Snap

Radio listening on the Pacific Coast in January, a month of unusually cold weather which kept people at home, was at an all-time high. C. E. Hooper Inc. reported last week.

In January the average evening sets in use was 39.1, 10% higher than previous Hooper records. Average daytime sets in use was 19.3, a 5% gain over the earlier record. [For Pacific Program Ratings see above.]

MESSAGE OF SURVEYS

Palmer Cities Need for One Standard Firm

By FRED A. PALMER
PRESIDENT, FRED A. PALMER CO.
COLUMBUS, OHIO

THE PROBLEM:
Several years ago . . . I pointed out that we had a "mess of surveys." Hooper, Nielsen, Conlan, Ross-Federal, Pulse, Whan, Horser-Holmes, a dozen other small survey companies and some stations making their own surveys! All this "mess of surveys" against the newspapers' single standard Audit Bureau of Circulation.

I recommended that either by merger, by creating a new organization or using the facilities of Western Union, we establish a single standard of radio surveys, based on the following points:
1. Adequate sample: An industry committee would determine what would constitute an adequate sample for any community using either coinental telephones, mail, door-to-door, mechanical instrument, etc., or any combination of these.
2. A merger: It has been proven again and again that records for radio stations are human and liable to error. Some kind of statistical supervision should be used to minimize error.
3. Inspection: If statisticians A adds up a column and gets 64.6, some other statistician or interested party should be able to add up the same column and get the same results.

SOLUTION:
In spite of the "mess of surveys" that we are now in, there is one crystal clear solution. We must have a single standard radio survey based on adequate sample, proper supervision, and open to public inspection. While we have been taking a staggering "step in the right direction," the newspapers have made impressive gains. We are so afraid of hurting the feelings of the many survey companies that we are hurting the entire radio industry.

Costs of operation are still going up—profits are still going down—many stations are having utmost difficulty keeping their heads above water. Either let BMB give us the complete solution to a single standard radio survey that will compare with the newspaper ABC or let's junk BMB.

ASK ANY JOHN BLAIR MAN TO PROVE IT.
Mr. Heidt's 9.0. The CBS Adventures of Sam Spade on Feb. 6 got a Hooperating of 13.8 and a share of audience of 29.5. Fred Allen, in the same time on NBC, got a Hooperating of 11.3 and a share of audience of 23.4.

CBS also reported that its Spike Jones show's Hooperating was 11.5, its share of audience 28.7. The NBC Ozzie & Harriet's Hooperating was 9.6, its share of audience 23.5. CBS's Amos 'n Andy's Hooperating was 12.7 and NBC's Phil Harris-Alice Faye got a Hooperating of 16.3.

The CBS Sunday evening schedule will receive further strengthening next fall when Edgar Bergen and his dummy associates join that network in the 8-8:30 p.m. spot, sponsored by Coca-Cola, through D'Arcy Advertising.

The starting date for Mr. Bergen was set last week as Oct. 2, with his show originating in Hollywood. Television plans for the ventriloquist are as yet untold.

In Hollywood Frank Sinatra announced that he is resigning from the Hit Parade, sponsored by American Tobacco Co. (Lucky Strike cigarettes) at the end of the present season, probably in May. The Hit Parade is slated to continue on NBC with another featured singer according to BBDO, the agency handling the American Tobacco account. Perry Charles, the Sinatra press agent, told newsmen in Hollywood that Frank Sinatra planned to fly to New York to "resume negotiations" with CBS on a possible switch to that network.

ORE. NEWS BILL
Backed by Broadcasters
RICHARD M. BROWN, general manager of KPJO Portland, Ore., is spearheading the Oregon Broadcasters Ass'n's drive for legislation to grant radio newsmen the right to withhold sources of information [Broadcasting, Feb. 7]. The Oregon measure is similar to that introduced by other broadcasters throughout the country.

Known as Senate Bill No. 66, and introduced by State Sen. R. D. Holmes, the bill asks for:

- An act relating to the privileges of newspapers or radio broadcasting, and or radio and press associations with respect to sources of information procured for publication or broadcast. It is enacted in the State of Oregon.

Section 1. A newspaper publisher, editor, reporter, or radio station licensee, newswoman, commentator, announcer, or other person connected with or employed upon a radio broadcasting station or newspaper and radio or press association cannot be adjudged in contempt of court, the legislature, or any administrative body for refusing to disclose the source of any information procured for publication or broadcast, whether published or broadcast in a newspaper or a radio broadcasting station.

For the purpose of including television facilities, and other methods of communication within the protection of this section, the term "radio" or "radio broadcasting station" as used herein shall be given the same meaning as such term is given under the provisions of the Federal Communication Act of 1934, as amended.

Section 2. This act shall be known as the "Radio-Newspaper-Television Protection Act."

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We're at the I.R.E.

February 14, 1949  Page 65

BROADCASTING  Telecasting
BROADCASTING
provided broadcasts with characteristic listeners. New feature on WABY, Brades to Be. Feature interviews with couples who are engaged or married. Program is broadcast from McCaffrey's Restaurant in Albany. Favorite couples selected by listeners receive an extensive array of gifts.

Music Festival
MUSIC for every taste is theme of 10th annual American Music Festival being presented by WMAL New York from Feb. 12 to 22. Everything from a New York Philharmonic rehearsal and a session of barbershop ballads to hot licks by jazz giants will be included in the 150 programs presented during the 11-day event. Mayor O'Dwyer opened the festival on Feb. 12, which will also feature 50 works never aired before, over 30 of them world premieres. Eighteen of the concerts will be open to the general public.

哲系 Quiz
CHILDREN from public, private and parochial schools in Philadelphia pit their wits against members of the studio audience in WPITZ (TV) Philadelphia Televised quizzes program. Each evening at 7:30 five school children participate as a team. When a question is incorrectly answered, the sponsor, Weatherguard Corp., makes a contribution to a non-sectarian charity, and sends a radio to the person submitting the question.

You've Got Your Number
NEW DISC show on WRUN Utica, N. Y., heard Mon.-Fri. at 11 a.m., which the station calls its "bucking Godfrey" spot, features platter and chatter in a manner which keeps the audience guessing as to what's going on. Lowell Cartwright, M.C., opens the show with a bright "I've Got Your Number," and proceeds to spin his discs, chatter on the phone and over the air, all at the same time.

Eve Arden of CBS Our Miss Brooks was mistress of ceremonies at California Teachers' Assn. dinner Feb. 11.

Sixty-five weekly newspapers in Western Washington have been earmarked by KIRO Seattle for spotlighting on station's new program, Meet the Editor, heard Saturdays 6:30-7:30 a.m. Program, which in most cases will be tape-recorded in office of editor being featured that week, is designed to range over KIRO's entire broadcast coverage area. Format of each broadcast is left up to the individual editor, and affords him an opportunity to introduce local civic and business leaders, and to discuss pertinent local subjects.

CHILD Guidance Series
CHILD GUIDANCE and development form basis of new series, Understanding Our Children, inaugurated last Wednesday by WQW (AM and FM) Washington. Programs bring together experts in the fields of child guidance and health, and parents and teachers. Broadcast from Pierce Hall in Washington, attendance at 18-week series is by subscription only, proceeding going to CARE. A discussion period is held following each broadcast.

'Court Is in Session'
PHILADELPHIA Bar Assn. Feb. 4 began weekly programs, Court Is in Session, over WCAU-TV Philadelphia. Programs are designed to acquaint public with our system of justice, and are broadcast from court rooms of Philadelphia's City Hall, Fridays from 9-10 p.m. City, county and federal judges hear cases based on actual court records, with the Bar members acting as prosecutors and defenders. Authenticity is keyed and actual court procedures are faithfully followed. Yellow Cab Co. of Philadelphia sponsors program as a public service.

Music Education
UNIVERSITY of Southern California, in cooperation with NBC, on Feb. 5 began series of music education courses at college level. Titled Pioneers of Music, programs outline evolution of orchestral music from beginning of 17th Century by presenting characteristic works of various periods. Series is heard on 110 NBC stations. USC will supplement the broadcasts with home study materials provided by its School of Music.

Programs

PEABODY

237 Entries Received

A TOTAL of 237 entries to compete in the 1948 George Foster Peabody Radio Awards have been received by the Grady School of Journalism, U. of Georgia. The entries, in the form of scripts, transcriptions and letters of recommendation, represent broadcast activities in 36 states, according to an announcement Feb. 5 by Dean John E. Drewry. Awards will be made this spring in New York City.

Eight awards will be made this year: Program or series of programs by a regional station making an outstanding contribution to the welfare of the community or region the station serves; program or series program making a similar contribution to its community; outstanding reporting and interpreting of the news; outstanding entertainment in drama; outstanding entertainment in music; outstanding educational program; outstanding children's program; the outstanding program promoting international understanding.

Entries are now receiving preliminary auditions and examinations at the Grady School in preparation for later screening and judging.

SIGMA DELTA CHI

Awards to Radio Included

AWARDS for outstanding spot news reporting by radio or television and for distinguished radio news writing during 1948 are included among those to be presented by Sigma Delta Chi, professional journalistic fraternity.

Nominations and accompanying material are to be in the hands of the fraternity's professional awards committee, Suite 740, E. Wacker Drive, Chicago, not later than March 1. Awards will consist of bronze medallions with accompanying certificates.

The awards classifications, in addition to radio-TV reporting and radio newswriting, are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news pictures, newspaper cartooning, research in journalism and courage in journalism.

D. C. Simulcast

First SIMULCAST of a full-length symphony concert in Washington, D. C. was offered by WMAL-WMAL-TV Feb. 3 concurrent with the National Symphony's 15th annual drive to raise $190,000 sustaining fund. The concert, sixth of a series sponsored by the Washington Evening Star, which owns the WMAL properties, is heard regularly over the AM outlet. Program was aired 8:30-9:30 p.m. EST.
February 4 Decisions...

DOCKET CASE ACTIONS

Commissions. (Comrs. Webster, Sterl-"ing and Hennock not participating) announced revised proposal toward question of standard license for 1946 to 1950. Current standard license for 1946 to 1950 was rejected, and a new standard license for 1946 to 1951 was adopted. The new standard license will be in effect for 1946, and will be renewed in 1947.

License Renewal

March 21, 1949, applicants shall comply with provisions of Sec. 3.199 of the rules. At least one renewal will be made until applicants comply with the regulations.

AM-1200

Commissions. (Comrs. Webster, Sterl-"ing and Hennock not participating) announced revised proposal toward question of standard license for 1946 to 1950. Current standard license for 1946 to 1950 was rejected, and a new standard license for 1946 to 1951 was adopted. The new standard license will be in effect for 1946, and will be renewed in 1947.

Actions on Motions

By Commissioner Ryder

Bay State Best, Co., New Bedford, Mass.-Argument continued for license amendment to show issuance of additional assignment to existing stockholder.

California Valley Best, Co., Inglewood, Calif.-Application to amend station to 250 kw ununit at 1500 ft.

WTVF New Orleans-Application for assignment of station to New Orleans, La., to 1500 ft.

WNTW San Francisco-Application for assignment of station to Los Angeles, Calif., to 1500 ft.

WKBW Buffalo-Application for assignment of station to Erie, Pa., to 1500 ft.

WKNR New Haven-Application for assignment of station to New Haven, Conn., to 1500 ft.

WRB Radio, Inc., St. Louis, Mo.-Application for assignment of station to St. Louis, Mo., to 1500 ft.

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CALL FOR JOSE - In Canada, RADIO REPs

FEBRUARY 4 1949
A $1 MILLION fire, 20-degree-below-zero temperatures and no power or teletype service at its studios made operation difficult for KDIX Dickinson, N. D., last week. Most of the operations were moved to the transmitter and studio programs originated in the Community Bldg., which, due to the fire, had no heat. Here Peg Graham and Bill Mason put on Women’s Club of the Air from the Community Bldg. as other KDIX staffers shiver.

IT&T BUYS

Farnsworth Radio & Tele.

INTERNATIONAL Telephone & Telegraph Co. announced Wednesday that it intended to enter the television receiver manufacturing field by acquiring Farnsworth Radio and Television Corp.

A majority of the board, headed by 67-year-old founder and chairman, Sorethex Behn, approved the plan for his $315 million communications system to buy the $310 million Farnsworth company.

Rumors also have persisted that this entry of IT&T into video receiver manufacture would be followed by acquisition of other companies. Mentioned have been Raytheon Manufacturing Co., Admiral Corp. and Emerson Radio & Phonograph Corp.

The IT&T announcement said “agreement in principle” had been reached with Farnsworth on the acquisition of one share of IT&T stock for each 12 shares of the 1,660,668 shares of Farnsworth. The day of the announcement, IT&T stock closed on the New York exchange at 9 1/2 (a gain of 3/4) while Farnsworth finished at 2 3/8. Later, on the San Francisco and Los Angeles exchanges, Farnsworth slumped to 1 1/2.

Farnsworth has an application pending at FCC for consent to sale of its WGL Fort Wayne, Ind., for $150,000 to Fort Wayne Newspaper. Rival bid for WGL has been filed by Anthony Wayne Radio Co., Inc., new firm including ex-FCC Chairman James Lawrence Fly [BROADCASTING, Feb. 7].

The sale itself is expected to take the form of a transfer of all assets of Farnsworth subject to its stated liabilities. Pending confirmation of the sale, IT&T is making a $1 million secured advance to Farnsworth to enable it to pay certain of its obligations and replenish its working capital.

IT&T made it clear that if the sale is consummated by approval of the Farnsworth board and by fulfillment of conditions primarily agreed to by both sides, it expects to continue manufacture in the Farnsworth Fort Wayne plant and intends to continue the Capehart distributor and dealer organization, Farnsworth affiliate.

WNJR Newark is now operating WNJR-FM and will duplicate programs on the two stations as soon as engineering tests are completed.

SPOT RATE BOOK

Proposed by Chicago NARS

PREPARATION of a station rate book with estimates of spot radio available within given budgets for the use of timebuyers was proposed at the organization meeting of the Chicago Council, National Assn. of Radio Station Representatives, Thursday. T. F. Flanagan, managing director of the NARS, led discussion among 24 executives of Chicago’s 14 radio representative firms during a three-hour session. He was introduced by John Blair, president of John Blair Co.

After Mr. Flanagan briefly members on current FCC hearings concerning network representation of affiliated stations not owned and operated by them, he suggested methods by which association members could give improved service to spot radio buyers and users. In addition to the proposed rate book, members talked of possibility of releasing periodic indexes of spot business with estimates of business growth and trends.

Purposes Outlined

Purposes of NARS’s recent spot radio presentation, and its promotion book Spot Radio Lets You Decide, were outlined with ten plans for the most effective exposure of data to the trade. Framework of plans offering special services to agencies was debated by the group, along with preparation of reports on spot radio activities for specific accounts.

Mr. Flanagan made suggestions at the closed session to the Chicago council about its recent organization. The NARS executive committee authorized the organization “as a means of keeping Chicago area members in close touch with association activities, and to give them the opportunity to make recommendations to directors on matters of importance,” Mr. Flanagan said. He was “very pleased at the spirit of cooperation” among members.

The next meeting of the Chicago council will be March 3.

New WMAQ Tower

PRELIMINARY transmission tests of WMAQ Chicago’s new 250-foot emergency antenna tower were completed last week at the AM transmitter site 30 miles west of Chicago, according to Howard Luttgens, NBC Central Division chief engineer. Part of a rehabilitation program begun a year ago, the self-supporting steel tower is capable of transmitting WMAQ’s 50 kw signal, Mr. Luttgens said. Emergency unit replaces two wooden antenna masts and includes a tuning house and transmission line equipment. Regular transmitter antenna is 490 feet high.
AM GRANTS
Issued in Kan., N. M.

TWO NEW AM stations were granted by the FCC last week, one for Ottawa, Kan., and the other for Clayton, N. M.

New grantee at Ottawa is Ot- tawa Broadcasting Co., receiving construction permit for 250 w day-time on 1220 kc, subject to filing modification to specify transmitter site and antenna system meeting requirements of Commission's standards.

Arti-Ne-Mex Broadcasting Corp. is new grantee at Clayton, receiving CP for 250 w fulltime on 1460 kc and subject to same technical conditions.

Ottawa Broadcasting is headed by R. S. Wheeler Jr. and his wife Betty Lou, holding 25% and 28% interests respectfully. The Wheel- ers each own 25% of the preferred and 12.5% of the common stock of KOHZ Harrison, Ark., and Mr. Wheeler is general manager of that station. Others in firm in- clude: Donald H. Causey, KOHZ chief engineer, 15%; James N. Jones, KOHZ program director, 15%, and Loren C. Watkins Jr., also with KOHZ, 15%.

Proposed general manager of new Arti-Ne-Mex broadcasting out- let is Frank E. Cooks, director and 3.9% owner, who holds 11.48% interest in KOBV Las Cruces and 10% in KOTS Deming, N. M. There are 69 other stockholders, each less than 4%.

RADIO-MINDED YMCA
Programs of Seattle Schools Pay Off

STeady, continuous radio promo- tion on a straight commercial basis is paying off for the non-profit YMCA technical schools in Seat- tle. Although an integral part of the total YMCA operation, the schools are self-supporting and rely exclusively on tuition and other fees. Their annual budget this year is expected to total $112,000.

The technical schools are begin- ning their second year of advertis- ing. On the basis of four programs last year, radio will command a considerably larger proportion of the allocation than at the start.

Wayne A. Gard- ner, director of the "Y" schools, concluded after one year of watching radio produce results:

"Advertising has certainly done a job for us. In fact, I would say that most institutions—educational and otherwise—could profit from radio promotion, if our experience is any criterion.

The schools, established in Seat- tle 48 years ago, now give courses in radio and television, illustrative engineering, marine navigation, servicing and announcing and other fields.

During the first year the schools were on the air commercially, the principal objective was to build enrollment. Two courses have been filled to capacity virtually from the start of the broadcasting effort, and the total enrollment has jumped more than 15% in a year. Today 75% of the new students are directly traceable to the radio advertising program, according to Mr. Gardner. "The total enrollment is now 385, and still growing.

At least equally important, how- ever, in Mr. Gardner's opinion, are two other results which might be considered by-products: The pioneering achievement in the field of adult education, and the creative public relations job radio has done.

By developing such specialized courses as illustrative radio and Diesel engineering—and by promoting them via radio—he believes the "Y" schools not only are meeting a demand but also exerting effective influence on educational efforts in the State of Washington.

Requests have come in from Ta- coma, Everett and elsewhere to help establish courses along the same lines in high schools and colleges in those communities.

Public Relations Angle
In promoting the course for medical secretaries, which had been developed in cooperation with the State Medical Society, Mr. Gardner found that radio was helping also to develop a new understanding among the medical profession, not only of the technical schools, but of the whole YMCA.

Of the 24 YMCA-sponsored schools and colleges throughout the country, Mr. Gardner believes his is the only one to use commercial radio on such a scale. The four weekly programs, aired for the past year, are: Preview of Tomorrow, a program of science in the news, Sundays, 10:15-10:30 p.m.; a news- cast, Saturdays, 10-10:16 p.m.; Look Before You Leap, featuring interviews with people of different vocations, Thursdays, 7:45-8 p.m., and Songs We All Know and Love, classical and religious music, Thursdays, 8:45-9 p.m.

The first three programs are heard on KIRO Seattle and the fourth on KTW, part-time outlet of the First Presbyterian Church, Seattle. In addition to the four quarter-hours, the technical schools sponsor five spot announcements a week on KIRO. They are heard on days when the full-length pro- grams are not broadcast.

Inquiries traceable to radio were disappointingly slow at the start, Mr. Gardner reported, but subse- quently radio forged ahead so rap- idly in results produced that the organization has gradually dropped its newspaper promotion.

AMERICAN TOBACCO
Relinquishes Ameche Series

AMERICAN TOBACCO Co. (Lucky Strikes) through BBDO, New York, has decided to drop sponsorship of the Don Ameche Your Lucky Strikes series, Mondays through Fridays, 3:30 p.m. on CBS after giving it only nine and a half weeks. The company will let the time and show go next month at the end of the 13 week contract. The program was budgeted at close to 87,000 weekly.

Engineers for both side of the war veterans, testified in the second week at the Axis Sally (Mildred Gillars) treason trial in Washington's District Court, identified her as the woman who recorded their messages to relatives for use on her Nazi radio broadcasts. Miss Gillars is charged with attempting to undermine the morale of American soldiers through propaganda.

Government prosecutors recalled Hans von Richter, former Nazi radio official and confessingaper, who identified Miss Gillars voice on records. He also testified that she was shifted from a disc jockey pro- gram to the Nazi propaganda post against her will, and that Otto Koischwitz, whose voice he also identified, prepared mate- rial for her broadcasts. Defense Attorney James J. Laubling previously had maintained that Miss Gillars had been under the "hypno- tic" influence of Prof. Koisch- witz, now deceased.

Two witnesses to each overt act are required to prove the govern- ment's treason case. Thus far, re- quired number has testified to three of the ten acts charged to Miss Gillars.

AMERICAN TOBACCO
Relinquishes Ameche Series

American Tobacco Co. (Lucky Strikes) through BBDO, New York, has decided to drop sponsorship of the Don Ameche Your Lucky Strikes series, Mondays through Fridays, 3:30 p.m. on CBS after giving it only nine and a half weeks. The company will let the time and show go next month at the end of the 13 week contract. The program was budgeted at close to 87,000 weekly.

Only two Hooper ratings have been taken of the program. The first was 2.7 and the second 3.2.

Bernard L. Schubert, head of Radio Artists Corp., owner of the Don Ameche show in New York this week for conference with prospective sponsors interested in taking over the series.

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BROADCASTING • Telecasting

REWARD!

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For promotional plans tailored to your station's needs — price list, sample, literature, write on your business letterhead to Dept. E-66.

MICRO-LITE CO., INC.
44 West 18th St., New York City-11
On All Accounts

(Continued from page 10)

included production of numerous WBKB Chicago (Balaban and Katz) shows while working with video pioneer Capt. Bill Eddy, then head of the Navy's radar school in the station's filming and later television director of WBKB. After his release from the Navy in 1945 with a special commendation for his recruiting work, Mr. Lindquist visited Hollywood to study motion picture techniques and then joined Commonwealth Edison Co., Chicago utility firm, as radio and copywriter. Working with Arden Rodner, special promotions supervisor, he wrote and produced Telequizzical, WBKB weekly half-hour show believed to be the first commercial video quiz program in the Midwest.

They later organized a TV committee for Chicago's Electric Assn, to promote the city as the U.S. video center. At the end of 1946, he and Mr. Rodner, with Don Faust, WGN Chicago announces, organized Television Advertising Productions, the first such firm in the Midwest. Norm was vice president in charge of sales. TAP, originally a video service, branched into live shows. It was the first such firm to put a television station (KSD-TV St. Louis) on the air. Accounts for which they made motion picture commercials included Gillette Razor Co., Brown & Williamson Tobacco Co., Good & Plenty Co., and Dad's Old Fashioned Root Beer.

Sets Up Course

While at TAP, Norm was asked by the dean of the College of Commerce at De Paul to set up and teach a TV advertising course. It started in the fall of 1947 as the first accredited college advertising course in video. He uses his own instruction materials, with slides and films as visual aids. A text book is being written at the request of the school.

Last August, Mr. Lindquist resigned from TAP to join Malcolm-Howard agency as its first television director, taking over work previously handled by Art Holland, owner. The firm, "a leading agency in TV advertising," at that time bought weekly wrestling matches on WBKB for Harry Alter Co., Crosley distributor, and Dad's Root Beer spots on WBKB and WGN-TV (Chicago Tribune). Shortly after Norm joined the agency, the Tribune's, Chicago's largest outlying women's apparel shop, an account handled by the agency for more than 14 years, was transferred simulcast in the Midwest with its Stars of Tomorrow on WGN, WGNB (FM) and WGN-TV.

Accounts for which they handle include Chicago Hudson Dealers Assn., for Monday night wrestling matches on WBKB, and a five-minute, twice-a-week newscast for the Associated Hospital Service of Illinois on WGN-TV. At least two additional TV shows are in the making, his favorite (and only) hobby is to watch it from a lounge chair in his South Shore living room.

William A. Roberts (center), commercial manager of KRLO Dallas and president of Dallas Advertising League, presents certificate of recognition as first president of mythical Kades College to Doug Walker (left). Southern Methodist all-American football star, for bringing fame, or kudos, to city. J. Richard Brown, publisher of Southwestern Advertising and Marketing, Dallas, and a league past president, has hand in ceremony as chairman of Kudes' board of regents.

Market Analyzer

NEW SLIDE-CHART type market analyzer has been announced by Nestler Research Co., Milwaukee. The small (9 x 11 inch) cardboard packet contains 20 columns of basic market statistics and 16 columns of percentage calculations. Data is arranged by geographic area, and by states. Information includes population, income, retail sales, auto registrations, employment, number of farms, etc.

Flash

We're Going 50,000 Watts
at 800 kc
in 1949

A GREATER VOICE
and by far
A GREATER BUY!

The Good Neighbor Station, fostering Good Will through Public Service on both sides of the border

CWL

BROADCASTING • Teletasting

February 14, 1949 • Page 75
Help Wanted

Managerial

Manager: Young, aggressive. Especially strong on sales. Ten years all phases of management. Demonstrated ability to train and motivate. Ability to handle difficult situations. Willingness to travel. Excellent references. Box 68a, BROADCASTING.

Manager, Young, aggressive. Excellent references. Box 64a, BROADCASTING.

Manager, Young, aggressive. Excellent references. Box 78a, BROADCASTING.

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Situations Wanted (Cont'd)

Announcer with pleasing voice and pleasing personality. Good looking col- ders. Wants opportunity for east coast or major city station. Box 148, BROADCASTING.

Announcer, experienced, married. All phases of Announcing. Previous experience in editing, programming, college opera- tion, public relations. Five years college in production, college graduate in speech, Music. Experienced in production of school radio station. Former Capt., AYS. Box 150a, BROADCASTING.

Now is the two year experience. At present employed, WHHT in Dur- ham, North Carolina. Done the play-by-play of the Durham Bulls baseball games, the Durham Sym- phony, the play-by-play of UNCG basketball games and board by board games.\n
Sign on for two year contract. Also does staff announcing. Available after February 17. Contact ham at WHT, Durham, North Carolina. MB.

Phil Interested permanent CASTING. Experienced Available for travel anywhere. Available immedi- ately. Box 152a, BROADCASTING.

Phil Experienced announcer, veteran announcer. Also will do sales with spot space. Box 153a, BROADCASTING.

John Interested permanent CASTING. Experienced announcer. Box 154a, BROADCASTING.

Some Average Gloves. Here he is now. Box 155a, BROADCASTING.

Dependable, steady. Available imme- diately. Box 156a, BROADCASTING.

Engineer Satisfactory experience First phone, interested announcing. Box 157a, BROADCASTING.

Engineer, experienced, 25 years technical training in AM, FM, UHF and TV. Has been employed with four months experience in engineered and installed all remote and local net. Desires positive approach with progressive station. Box 35a, BROADCASTING.

Engineer, 1st phone, 3 months experi- ence in studio transmitter, and newscasts. References. Box 35b, BROADCASTING.

Engineer-One phone, one year transmitter and remote experience with 250 watt station. Graduate RCA Institu- tion. Available on notice. Box 158a, BROADCASTING.

Radio operator, first class. Seeking pos- ition with progressive station. No experience. Willing to travel. Box 159a, BROADCASTING.

Immediate - AM-FM, experienced, married, dependable, sober. Box 411, Broadcasting.

First phone, Engineer, veteran 28 years experience. Midwest preferred. Ave- nually, Earl Davis, 1004 Mill Street, Chatanooga, Tennessee.

Engineer-announcer. Married, ticket- experience, interested in announc- ing west. References. Box 75a, BROADCASTING.

Engineer-announcer with exceptional abil- ity and experience. Single. car- toonist. Box 160a, BROADCASTING.

Engineer, eight years experience studio transmitter, construction FM, new em- ployment desired. Box 161a, BROADCASTING.

Engineer, one phone, five years shipboard experience. Interested in shipboard, broadcast school, available immedi- ately. Box 162a, BROADCASTING.

Six years broadcast transmitter experi- ence. AM, FM, 25kw to 50kw. CRI, TV, casual work. Eight years college. Thirty, unmar- ried. Reference. Box 163a, BROADCASTING.

Six years, broadcast transmitter exp. I will move any-\n\nwhere. Engineer-first phone license graduate of leading technical radio broadcasting school. Two years college, high school graduate, two years col- lege. Veteran, favorable discharge. 24 years old, single, lot of transmitter ex- perience, interested, will travel through. Box 164a, BROADCASTING.

Engineer, transmitter, control, remote, transmitter experience announc- ing. Single, age 24, Car. D. D. Reiner, 3553 26th Ave. S., Minneapolis, Minn.

Operator, first license, four years ex- perience in operating. All types of transmitter job. Age 30, Single. Go to your professional organization. Box 163, BROADCASTING.

Lawyers Sherlock. Box 181, Plain- view, N.Y.

Production-Programming, others

Program director, sports editor 500 watt network affiliate, wants years experience. Box 166a, BROADCASTING.

Seven years experience. Do anything. Box 167a, BROADCASTING.

Engineer-announcer. Box 98a, BROADCASTING.

If there a station in Florida or Pacific Northwest or West Coast looking for a job? Any-\n\nwhere, let me have your details. Box 168a, BROADCASTING.

Executive and production experience in radio including Latin-8, regional covering, live-\n\ntelevision or even air commentary. Box 169a, BROADCASTING

Situations Wanted (Cont'd)

Young woman, versatile, ambitious. Excellent telephone and personal contact, wanted for sales, public rela- tion, women's news and children's program director. References. Box 139a, BROADCASTING.

Sports reports realistically created. Ac-\nti-\n\ncept television or radio. Box 139b, BROADCASTING.

Television

Technical

Top television cameraman with high New York references. Write Box 130a, BROADCASTING.

Production-Programming, others

Attention television. Twenty-four year old, married, veteran, college degree with progressive experience in television drama, comedy and stage. Family man. Seven years experience, would like opportunity to use this 5 years of experience in television. Willing to start in any capacity which offers available inheritance. Box 131a, BROADCASTING.

Television writer, director, producer, man with 5 years of experience in television. Phone near future. Graduated Sale School of Drama. Experienced television theas- tral. Box 131b, BROADCASTING.

Television program idea man, and experienced non-broadcasting engineer with outstanding ability and imagination. Will write Box 132a, BROADCASTING.

College graduate, 6 years of radio ex- perience. Good writer, strong tele-\n\nvision participation, interview, news writing and promotion. Box 132b, BROADCASTING.

Television production assistant or floor manager. Experienced. Box 133a, BROADCASTING.

Television writer, director with out- standing ability and imagination. Will write Box 133b, BROADCASTING.

For Sale

Eastern metropolitan market. 1 kw day- time, Profitable, well established. $15,000. Box 134a, BROADCASTING.

Equipment

For sale: Thriving wild music busi- ness is heavily populated Florida city. Box 135a, BROADCASTING.

Complete radio station equipment in- cluding transmitter, master control, monitors, antenna, loudspeakers, microphones, control desk, 30 watt, complete studio with engineering assistance. Write Box 135b, BROADCASTING.

Want to sell all or part of your station. Write Box 136a, BROADCASTING.

Wants to purchase all or part of your station. Write Box 136b, BROADCASTING.

Want to purchase all or part of your station. Write Box 137a, BROADCASTING.

Wants to purchase all or part of your station. Write Box 137b, BROADCASTING.

Wants to purchase all or part of your station. Write Box 138a, BROADCASTING.

FM antenna, 4 bay federal square loop, complete with de-ehers and 75' lat-\n\ntice wave-\n\nness with expansion joints. Original FM antenna, professionally engineered assistance WCTN, Minne-apolis.

(Closed on next page)
For Sale (Cont'd)

Lehigh tower, 205 feet with side and top lights. Now in service and in excellent condition. Will be available about March 15. Purchaser to dismantle. WBAI, Atlantic City, New Jersey.


For sale: New in original shipping boxes one General Radio type 118-A frequency monitor less crystal and type 165-A audible monitor one set of tubes for each. Western Electric gray selenium immediate shipment $950. Box 66a, BROADCASTING.


Completely equipped mobile unit, one 25 kw WABC transmitter, one 30 kw MRF transmitter, Onas 1500 watt power plant, dynamos, controllers, consoles, cables, 200, 125, 50 and 25 ft. masts, antennas, at greatly reduced price. One RCA 5CX2507A valve. Price $1250.00. Make offer. Box 162a, BROADCASTING.

For sale—Brand new GE 48C1A1 consolette price $1710.00. Two brand new RCA 701A console heads (price each $1900.00). WKMJ, Kokomo, Indiana.


For sale—Western Electric 335 El. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Eitel, WBO, 82 S. Jefferson Ave., Peoria 2, Illinois. Phone 7135.

Raytheon RC 11 console, practically new, used less than 3 months on part-time FM schedule. Two sets WS pickup units with arm, brackets, SA heads, and new type KS 133B1 equalizers. Three 750 watt pickup heads (price repaired). Two WE transcription equalizers. KS 1380. Two complete set broadcast-type Zenith cobra pickups. One UTC line equalizers, model 3A. Like new. One WE 6017 takes normal vacuum tube. WLET, Toccoa, Ga.

One Ling, insulated, guyed, uniform cross-section tubular steel tower, 165 ft. high. Excellent condition. Developed cost $9500.00 and was up since four months ago. Type 2-A lightning equipment and tubing up. Price $1900.00. 5 kw 250 and 280 ohm copper coaxial line included. Also, one brush国内外 electric 4 bay Guy tower. 54-A FM antenna used six months and in excellent condition. Presently being used on 89.5 Mc’s to be adjusted to any frequency. In the FM band. Contact KBUK-KBUR FM, Burlington, Iowa.

For sale—Complete 3 kw General Electric FM equipment in good condition, used only on experimental move, reasonable price. State Journal, Topeka, Kansas.

For sale: Brand new GE 48C1A1 consolette, price $1710.00. Two brand new RCA 701A console heads (price each $1900.00). Good buy. WKMJ, Kokomo, Indiana.


Help Wanted

WANTED

Announcers

Sportsman and good announcer by experienced station in the northeast. Please send full details completely background, recent photograph and references to Box 118a, BROADCASTING.

Help Wanted

Technical

Chief radio engineer—Lansing midwestern educational institution is searching its radio broadcasting staff. It is in need of a chief station engineer to head up the technical staff necessary for the installation and operation of a 1 kw frequency modulation station. Studies and all equipment are new and of latest design. Applicant should have a degree in electrical engineering from an accredited college and must have a valid current radio-telephone operator’s license. Interested applicants are requested to include with their letters complete resumes of their educational backgrounds and experience, personal military and salary expected. Wire Box 191a, BROADCASTING.

Production—Programming, others

To meet expansion program, eastern network affiliate with 50 cells with experienced man. One should be skilled in local news gathering and writing and should have a good air voice. The other should be a good commercial announcer with broad sports background and ability to handle both news and sports. Send full detail, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

WRIC, NBC, Erie, Pennsylvania. Jack Young.

Young lady with some small station experience. We want someone with creative ability to handle programing and transcription work. Girl we want is willing to learn our methods in this mid-city on the Mississippi. Good chance for advancement in present situation. Creative organization offers incentive benefits. Send ad and references. Box 96a, BROADCASTING.

FOR SALE

1000-WATT AM

station in growing community—One station market, showing profit. Potentialities for future growth and expansion excellent. This is not a “forced” sale, but price is commensurate with potentialities, under capable management. Please do not answer this ad unless serious and able to back good proposition.

BOX 143a, BROADCASTING

For Sale (Cont’d)

FOR SALE—slightly used radio equipment:

Two Gates transresonant, single channel.

One RCA microphone, type 74-3.

One RCA microphone, type 46-8X.

One Atlas microphone boomstand, model 8S-3.

Three Atlas microphone desk stands, model DB-97.

One Atlas attachment arm, 80 inches long, for Boy or lab. type 81-4.

One Atlas Tannoy amplifier, type A-43P-A.

For further information contact Howard Caldwell, Chief Engineer, Radio Station WUSI, Hudson's Plains, N. C.

WANTED

To Buy

WILL BUY

Construction Permit

Small Station

Eastern Market preferred

Financially responsible and competent principals

BOX 160a, BROADCASTING

FOR SALE

600 Foot Tower

At greatly reduced price one 600 foot Blakow-Nixon galvanized steel tower. Complete. Uniform cross-section up to 400 feet, chance tapering to top (600). In perfect condition. Ready to ship. All cables, insulators and lighting equipment conform with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 725 feet 6 inches, with special propellant by Blakow Company. First come—first served. Wire or write for additional details.

STATION WMC

MEMPHIS, TENNESSEE

School

- NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by network and TV Professionals. Moderate rates. Inquire!

Send for free booklet B. A. Approved for G.I. Training

For Sale (Cont’d)

FOR SALE

Stations

$40,000

Here is an excellent investment. I am an experienced manager, 17 years radio and newspaper. I have C.P., for low frequency stations. Have desire to operate in mid-western section. Must understand in one word. I need financial aid. You can have control. Write Box 39a, BROADCASTING.

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 engage in intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona

SOUTHERN Texas, Arkansas, Louisiana

SOUTHEASTERN Mississippi, Alabama, Georgia, Florida

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 engage in intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona

SOUTHERN Texas, Arkansas, Louisiana

SOUTHEASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL 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 large-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 214, BROADCASTING.
Telestatus

(Continued from page 42)

American Broadcasting Co.
Here's what ABC wrote in reply to Miss Malina:

Jan. 12, 1949
Subsberger & Subsberger
61 Broadway
New York 6, New York

Gentlemen:

This is in reply to your letter of December 29, concerning the appearance of Miss Luba Malina in a motion picture broadcast in New York this past Saturday night at 7:30. We find that Miss Malina appeared in a musical short subject entitled "Samovar Serenade" which was leased to us by Pictorial Film. We have no plans to broadcast the picture again. We have referred your letter to Pictorial Films, who had given us full warranty and a producer's certificate with respect to the broadcast.

If there is anything more you wish to know, will you please advise us.

Richard A. Moore.

Now, we're getting close to the "who" in the case. ABC blandly passes the buck to Pictorial and Pictorial just as blithely throws it back to Miss Malina's attorneys. Below is a part of letter quoted by Mr. Bonwick:

"We believe our rights as quoted above are very clear and specifically defined and that we have not violated any of Miss Malina's rights by permitting the showing of "Samovar Serenade." Nor do we believe that it is necessary to have permission to continue the exhibition of the motion picture over television stations.

"This letter is not intended to be anything more than a statement of what we consider to be a clearly defined right and if you so desire, we will be pleased to discuss the matter further with you."

George J. Bonwick.

Now let's imagine that Miss Malina, as your letter indicates, and collects from the ABC. Logically, ABC looks to Pictorial for reimbursement. Let's imagine further that Pictorial says, in effect, "we owe you the money but just try to get it." So ABC proceeds to sue Pictorial, gets a judgment and then discovers that Pictorial is:

a. Bankrupt and cannot pay;

b. Solvent but practically no assets;

c. Solvent with huge assets tied up in such a way that they cannot be sold;

d. A shell which exists only for the purpose of limiting liabilities to fifty cents.

Carry this line of thought further and imagine that Pictorial can and does reimburse ABC.

Pictorial then demands reimbursement from the producer but the producer can't or won't pay, or maybe has died. If he has died then who would any of his heirs accept a liability under a contract they knew nothing about? Is it possible under the law to bequest such an intangible liability? Suppose the producer never actually owned the rights. To go back to the beginning suppose the sponsor got sued and he in turn sued the television station. This line could be carried to fantastic lengths so let's stop right here and ask a few very important and pertinent questions.

First: Who do you think is actually holding the bag in the imaginary cases cited above? It's the one who actually paid out the dough—in my opinion—maybe he'll get it back and maybe he won't.

Second: What does the sponsor know? Does the financial condition of the advertising agency or the television station? What does the television station know of the financial condition of the film distributor? What does the film distributor know of the financial condition of the producer? This information is essential to tell what is a warranty or representation of any kind to anybody?

Lack of Checks

Third: How many of you have ever tried to get a Dun & Bradstreet report or other kinds of financial reports on the people whom you deal with in television film business and upon whom you rely for immunity from damages? Does the sponsor ever check up on a television station? Does the television station ever check up on the film distributor? Does the film distributor ever check up on the producer? Does the producer ever check up on the copyright proprietors? Nobody has ever asked me for a statement of Pictorial's financial condition and I have signed hundreds of contracts.

I'll guarantee that if you try to get these reports that even in the few instances where they are available you'll get the living daylights scared out of you and that is what is needed to jar us out of this fool's paradise of complacency which has been adopted as a result of some legal gobbledegook about representations, warranties and other passing. What we need are some...good accountants and C.P.A.'s here to find out the financial condition of the people we are doing business with.

Add up the net free liquid assets of everybody and every company on which you have been depending to "hold you harmless" and you'll find that you are the suckers. You are the bag holders in the event of a successful suit against you for damages.

The moral and the remedy is painfully self-evident. Don't depend on the warranties of any person, firm, corporation or association unless you are absolutely positive that a strong, liquid financial condition exists to support the warranty and representation. Insist on a balance sheet certified by a nationally recognized firm of certified public accountants.

If such a certified balance sheet cannot be supplied then a bond should be posted sufficient to cover a given maximum of liability for each film broadcast by a television station. Maybe it's something on the order of an insurance policy where you are covered for everything you kill or knock down. I don't know just what form of insurance it should take, but in conclusion I would like to say this, that unless we stop being suckers, depending on a few words written on a piece of paper without checking where they come from, those words, 99% of us are going to end up in bankruptcy and television will go back where it started from ten years ago.

SPG CONTRACT

Signed in Hollywood

INCREASES OF 15% for CBS and 10% for ABC Hollywood publicists were agreed to in contracts signed between the networks and Screen Publicists Guild.

CBS increase is, in effect, 10%, with additional 3% being put into budget for further merit raises. Contract calls for minimum starting rate of $77, from $70, with 10% minimum increase retroactive to Jan. 1. It contains further a severance pay clause calling for two weeks salary for layoff after six to 12 months employment; three weeks salary for layoff after 12 to 18 months; and four weeks pay after 18 months employment. No allowance made for layoff made up to six months employment.

ABC contract covers 36 month period with permission to be reopened after 18 months on wage clause only. Increases are retroactive to Dec. 1. Minimum starting rate set at $330 per month, with automatic yearly increases. Seniority clause also established, providing for seniority rehiring of people laid off. Overall increases provide for four weeks notice or two weeks pay in case of layoff.
JOHN H. MILLS, assistant manager in charge of reception for great relations department of NBC, has been promoted to assistant director, television field activities.

JAMES FONDA, supervisor of CBS Amos 'n Andy operations, also appointed to supervise operations of CBS Jack Benny Show.

JAMES CLEMENTE, former executive producer for OIC Division of the State Department, has joined WOV New York as script editor and producer assigned to Italian language dramatic programs.

KIM GREGORY, former staff member of CBS news department, has joined network's key station, WCBS New York, as a director.

DELLA LEWIN, wife of RICHMAN LEWIN, manager of KFKE Lufkin, Tex., has been appointed head of traffic department at station. Mrs. Lewin was formerly advertising manager of Lufkin Daily News.

JOHN SPEER, formerly with CBS New York and KFXA Wichita, Kan., has joined Fisher Broadcasting Co. as production manager of WJFR Grand Rapids, Mich.

TED MCKAY, program director at WCSI (FM) Columbus, Ind., and Betty Jo Johnson have announced their engagement. They plan to be married this September.

BARBARA HALL, former continuity editor at WHCU Ithaca, N. Y., has been appointed women's editor of Rural Radio Network, Miss Hall is currently producing The Snapshot, half-hour, three weekly women's program, and Country Home, each weekday at 10 p.m.

RALPH HANSON of KING Seattle, has been appointed chairman of the 1949 Rules Committee for the second annual radio awards of the Advertising and Sales Club of Seattle. Others appointed to the committee were ARTHUR GERBER JR., JR. PAUL SWIEMELAR, ROBERT E. PRIEHE, KRSC, all Seattle.

JOAN VALLANCE, has joined WMTR Morristown, N. J., as full time continuity writer. Miss Vallance was on station as "The Story Book Lady," and she also serves on staff of WHBI Newark, N. J.

MILTON "Mende" BROWN, radio producer-director, has joined WOR New York, as director and producer.

KATHERINE KITCHEN, home economist for McClatchy Bee Papers (Sacramento, Fresno and Modesto, Calif.), has started daily program of kitchen and garden tips on McClatchy Beating stations (KFBE Sacramento, KMK Fresno, KERN Bakersfield, KWB Block, all California, and KOH Reno, Nev.).

TONY LANGWUTH, with production department of WNAC Boston since 1936, has been promoted to production supervisor of WNAC-TV.

BILL BELL has joined WBBM Chicago as scriptwriter after working as editor of teen section in Chicago's Downtown Shopping News. Former writer at WJJD Chicago, Mr. Bell will handle continuity on WBBM's Gold Coast Show (five-a-week, 4:45 to 5 p.m. CST).

BOB MURPHY, announcer on ABC's Breakfast Club, is father of a girl, Pamela.

BILL ALLYN, former announcer-disc jockey and librarian at WATR Waterbury, Conn., has joined CBS-TV in New York.

CARL BREWSTER, KPVD Los Angeles program director, is the father of a girl, Pamela.

CHARLES (BUDDY) ROGERS has been signed as m.c. on new Pusch with Judy television show starting on KLAC-TV Hollywood Feb. 22. Program in variety audience-participation show, packaged by Mal Boyd, Stanley Cowan and Andre Paul.

MRS. ROBERT A. SFENDEN has been appointed program director of WMEY Marion, Va. Mrs. Wolfenden's husband is manager of the station.

CLARK L. REID, m.c. on audience participation shows at WHFB and WJFB-FM Benton Harbor, Mich., and Barbara Fox have announced their marriage.

GEORGE NESSBET has been appointed program director at WBEC Pittsfield, Mass., and MAC McCARR has been appointed chief announcer.

DON TUCKWOOD, formerly with WFMZ (FM) Allentown, Pa., has joined production department of WAAM (TV) Baltimore.

JAMES A. DAY, director of public affairs and education for KNBC San Francisco, will leave soon for two-year tour of duty with occupation forces in Japan. Mr. Day has been granted a leave of absence by the station. He will serve as a civilian member of General MacArthur's staff and will head news and public affairs departments of the two Japanese networks.

WILLIAM MINETTE, KNBC news writer and public relations man, has been appointed to replace Mr. Day.

CHARLES BILL, announcer at WJJD Chicago, and BILLIE JENKS, member of the station, have announced their marriage.

ET LIBRARY FEE For FM Cut by MacGregor

A NEW and reduced rate's its electrical transcription library for FM stations only effective immediately, has been established by the MacGregor FM Library, C. P. MacGregor, head of the firm, announced. The library will be offered at $75 per month. The new FM fee is considerably below the regular library fee charged AM stations, Mr. MacGregor said.

He indicated there was nothing unusual about his plan to provide a library to the small FM stations at a lower cost because it is already the practice to allow low-powered AM stations proportionately reduced rates.

WHCU Ithaca, N. Y., has made available to interested stations a radio series on understanding labor-management relations. Transcribed series of 15 minute programs may be obtained without charge.

HIGH PRAISE S. C. Assembly Cites Stations

WAIM and WCAC (FM) Anderson, S. C., and their sports director, Jimmie Coggins, have been honored by the South Carolina General Assembly for their coverage of the Clemson College football games last season. The recognition was contained in a joint resolution officially passed Feb. 3 by both the House and Senate of the General Assembly.

Appreciation of NBC's coverage of the Gator Bowl, game in which Clemson participated, also was expressed. The resolution said in part: "We thank radio stations WAIM and WCAC of Anderson and Clemson for their broadcast of the game, and Jimmie Coggins, the announcer who was as good as the best. In this connection we would like to comment on the magnificent attitude of the National Broadcasting Company in permitting WAIM and WCAC to broadcast the game." (NBC owned exclusive broadcast rights, but granted the stations permission to carry the game direct from the field through their own facilities.)

WCFC (FM) Ups Power

WCFO (FM) Beckley, W. Va., Beckley Newspapers Broadcasting Service, has boosted its power to 31 kw, according to E. J. Hodel, manager. Included in the new equipment installed are a four-bay antenna and a 10 kw transmitter. The work was done by the Zane Construction Co., West Orange, N. J., with an engineer and two field representatives from General Electric to supervise the work. Mr. Hodel also revealed that the station has become a BMR subscriber.

RADIO COMPONENT Manufacturers' Federation, London, has announced the production and exhibition of British components, valves and test gear for radio, electronic and television industries. Exhibition will be held at Great Hall, Grosvenor House, Park Lane, London, from March 1-3.

-- / The National Research Bureau, Inc. Chicago 10, Illinois. Without indication we assume STAR STORIES and FREE arestar stories you have purchased.

NAME

ADDRESS

CITY

STATE

Page 60 • February 14, 1949
Mr. and Mrs. Seifferle are reunited by WNOE's "Big Joe"...

SWG-AFW MERGER
Stress TV Representation
SCREEN Writers' Guild announced that Associated Film Writers has become the eastern unit of SWG. The merger was ratified by SWG at a membership meeting in Hollywood.

AFW will continue to represent writers in the East in entertainment, documentary, educational and newsreel films. Video representation will be the major item on the agenda of both East and West Coast units in the coming year, it was said.

Officers of the eastern unit for 1949:

Judge AFA Entries
FIVE leaders in business and education have been appointed by Elon G. Burton, president of the Advertising Federation of America, to judge entries competing for the AFA awards for club achievement. Awards will be to advertising clubs for public relations for advertising, public service through advertising and education in advertising. The appointees: Henry E. Able, Brand Names Foundation; Dr. Robert A. Love, City College of New York; William Reydel, Newell-Emmett Co.; Frederick Schneller, Lever Bros. Co., and Edwin P. Thayer, Tide.

NMC SESSIONS
Program, Speakers Listed
PROGRAM for the National Marketing Conference, to be held in Columbus, Ohio, March 8 and 9, was announced last Monday by the U. S. Chamber of Commerce's domestic distribution department. Conference will be sponsored in cooperation with various trade and retail merchants associations, and both the city and state chambers of commerce.

Purpose of the two-day session is to focus attention on the responsibilities of distribution personnel at both the world and community levels. The meeting will take place in Columbus' Neil House.

Carl M. Everson, president and general manager of WHKC Columbus and president of the city's chamber of commerce, will preside over the opening day luncheon. Speakers at other sessions and subjects of their talks include Jay D. Runkle, board chairman of National Retail Dry Goods Assn.; and vice president and general manager of Crowley, Milles & Co. ("The Retailer's Responsibilities Today"), and Don Francisco, executive vice president of J. Walter Thompson Co. ("Analyzing the Cost of Distribution Services").

Dr. Lyndon O. Brown, vice president in charge of media, research and marketing, Dancer-Fitzgerald-Sample, will speak following day on "How to Tell the Story of Distribution in the Schools."

Z-NETWORK ADDED
For Skippy Transcriptions
THE five stations comprising the regional Z-Network in Montana are the latest to subscribe to the weekly half-hour transcribed Skippy Hollywood Theatre. Stations include KXLQ Butte, KXLQ Bozeman, KXLK Great Falls, KXLJ Helena and KXLL Missoula.

Total of stations now carrying broadcasts is 50, including two other regional networks, KMOD Broadcasting System of seven states and Utah-Idaho Network of four stations.

Program is recorded in Hollywood and produced and directed by Les Mitchel. Young & Rubicam Inc., is agency representing Rosefield Packing Co., Alameda (Calif.) for Skippy peanut butter.

Stockpiling Report
THE NATIONAL stockpile of strategic materials has been greatly improved, but it is still short of what it should be, the Munitions Board told Congress Feb. 27 in its semi-annual stockpiling report for the last half of 1948. Quantities of materials in the stockpile were below what is considered desirable for national security, the report said. The program has been speeded up. It lagged during the years immediately after World War II to enable industry to reconvert.
GEORGE LAWS joins David S. Hillman Inc., Los Angeles, as assistant to the president.

JOEL M. HOLT, formerly director of radio and television for Herbert H. Foster & Assoc., Toronto and New York, joins Flint Adv. Assoc., New York, as account executive.

THEODORE B. PITMAN Jr., joins John C. Dowd Inc., Boston, as director of radio and television department.

JOHN WATTERS, formerly advertising manager for Sylvania Electric Products lighting division, joins Newall-Emmett Inc., New York, as an executive on Sylvania account.

MARSHALL G. ROTHEN of ABC publicity department, resigns effective today (Feb. 14) to join Kenyon & Eckhardt, New York, as assistant to agency's notion picture department director.

PETER TORRIERI, formerly general sales manager of Embros Wine Co. of Baltimore, joins Baltimore office of St. Georges & Keys Inc.

EARL EBI, producer of Edgar Bergen Show for J. Walter Thompson Co., Hollywood for past seven years, appointed television director in agency's Hollywood office. SHEILA ERKINE, formerly publicist with moving picture studios, joins agency's public relations staff.


PUBLICIDAD GAUSTELLA, S. A., New York, Cuba and Mexico, announced removal of its Havana offices to H Y 21, Vedado, Havana, a new building owned by the firm.

KEN CLAFFORD, formerly with Arthur Meyerhoff & Co., Chicago, appointed to copy staff of Walter L. Rubens & Co., Chicago.

ALLEN-EVANS Inc., Los Angeles, becomes Allen-Evans & Jenkins Inc., with addition of DOUGLAS JENKINS as partner in firm. Mr. Jenkins, formerly operator of his own agency in Santa Monica, Calif., will head agency's advertising department. Other additions to staff include: THOMAS RIDGEWAY, as head of television; HUBERT H. ROBERTS, as production manager, and CHARLES RENE ESCALLIER, as head of news planning. New offices are at 8479 Beverly Blvd.; telephone is Webster 8-2678.

LATHROP MACK resigns as vice president and general manager of Davis-Harrison & Simmonds, Los Angeles. He announced no future plans.

PAUL PRICE joins Hunter Adv., Los Angeles, as account executive. Mr. Price was most recently radio and publicity director for Dewey-Warren campaign in San Francisco, and before that was office manager for Margaret Ettinger & Co., Los Angeles.

LEE RINGER, head of Lee Ringer Adv., Los Angeles, appointed president of Southern California Assn. of Advertising Agencies by association board of directors. Other officers include: NORTON W. MOGOB, president of Mogge-Priest Inc., Los Angeles, vice president; HENRY VECHL, of Welsh-Hollen Adv., same city, secretary-treasurer.

ROLAND HOWES resigns as production manager of J. Walter Thompson Co., San Francisco. His future plans have not been announced. LESLIE WHIT- WELL promoted to manager of agency's mechanical traffic department.

UOPWA CAMPAIGNS
For Greater Membership
RADIO GUILD, Local 80, of United Office and Professional Workers of America, CIO, began an industry-wide leaflet distribution loaf in the New York area Wednesday to sell station and network employees on joining the union.

The piece, given away outside office buildings, said UOPWA stood for general increases of 30% or $15 a week and a dollar an hour minimum. It cited wage increases UOPWA claimed to be responsible for at CBS and at Federal Telecommunications Laboratories, N. J., Sylvia Sheridan, guild representative, said 15,000 leaflets would be distributed in a week's time.

Respects
(Continued from page 48)

communications Conference in Atlantic City.

Arthur Budlong was born in Washington, D. C., on Nov. 2, 1901, and educated in the District's elementary schools and McKinley High. After graduation he took courses in shorthand and typing and other "commercial" work and in 1920 enrolled at Brown U., which he attended one year. After whiling away a summer on his father's sailboat (Percy Budlong was an official reporter in the Senate), he turned that fall to newspaper work and the trade paper bureau, Technical News Service.

Like many radio "hams," Mr. Budlong's interest in amateur radio was whetted at an early age. When he was ten, he had read a magazine article which decided him to launch out on his own. Scrounging together enough money, he bought a crystal detector, a single-slide tuner and a single headphone. For a year he listened faithfully—evesnings and weekends—before hearing a sound. But his interest was aroused when NAA (Naval Observatory radio station) became active and put a good signal into the Budlong receiver. He kept on and finally heard Navy stations occasionally.

With practice, he gradually built up his code speed and eventually built a low-power transmitter with a Ford spark coil and single-slide tuner. Building of a condenser, a problem to most early-day amators, was solved by his own improvised methods. Amateurs in 1913 customarily saved bits of tinfoil for months to form condenser plates, but this young "ham" used leadfoil rolls from his grandfather's X-ray plates and came up with his father's glass photography plates as insulators.

Before the government issued licenses, he used the identification "AB." And in March 1917 he walked out of the Commerce Dept.'s office with a brand-new operator ticket—after having been persuaded by two friendly officials
in the Dept. of Commerce to take an examination.

Mr. Budlong is frequently called upon to explain how he received a license before the first World War inasmuch as he didn’t have an amateur call sign for that period. Actually the licensing setup required station-authorizations to be submitted to Baltimore, and, as it turned out, the U. S. went to war while his application was being processed there.

In 1922, a year after he left Brown U. at Providence, R. I., Mr. Budlong found his interest centered on amateur work and organizational matters. He experimented with numerous circuits and wrote several articles for QST, official organ of the ARRL.

As voluntary secretary of the Railroad Emergency Service Committee, a joint group of railroad officials and amateur radio leaders, he helped coordinate emergency communications for the railroads. Chiefly because of his newspaper experience with Technical News Service the previous fall, he was hired as assistant division publicity manager of ARRL’s Washington office, and became one of the famous “Inklingers.”

When the “ham” association need a new editor for its syndicated newspaper column ("Current Radio"), on Feb. 11, 1924, it turned to the young Washingtonian and brought him to Hartford. Interest in the column diminished with the appearance of commercially-built sets on the market.

Emergency Network Set Up

Mr. Budlong then turned his spare time to railroad communications again and shortly was appointed assistant traffic manager. He organized the PRR Emergency Net, the first amateur network devoted solely to emergency communications preparedness. Its general call, QRQ (now QRRR), eventually became internationally recognized as the amateur land distress signal.

In 1926 Kenneth B. Warner, late ARRL secretary, needed an assistant and undertook and chose Mr. Budlong for the assistant secretary’s post.

In the years immediately preceding the ’30s, Mr. Budlong served as radio aide of the first corps area, Army Auxiliary Radio System. When he retired later, New England “ham” members of AARS presented him with a certificate reading; “One hellofawesomelogy.”

Mr. Budlong’s record of wartime service is one of active participation in all phases of allocations work. When he applied for a Coast Guard commission in early 1942 he was turned down because of faulty vision. The Coast Guard’s communications office learned of his interest and obtained for him a physical waiver. Commissioned a lieutenant, he reported to Washington where he was assigned the job of setting up a frequency-allocation section.

His unusual background in communications problems made him so valuable that he spent his entire war service in work of this type. He was promoted to the rank of lieutenant commander. He served with many planning groups including the Joint and Combined Frequency Allocations Committees, Joint and Combined Radio Aids to Navigation Committees, an Air-Sea Rescue Service Committee, and the Interdepartment Radio Advisory Committee (IRAC).

Distress Transmitter

His participation in Air-Sea Rescue resulted directly in production of a modified version of the “Gibson Girl” lifeboat transmitter, providing an additional high frequency distress signal. With the improved model, downed pilots no longer had to crank the old model for hours on a liferaft with their low-power, low-frequency signals undetected.

Mr. Budlong has a sharply-tuned sense of humor which he uses to plane down difficulties of everyday routine. During the 1946 Moscow Conference, he and his friends instigated the Red Herring League, an unofficial subcommittee of the allocations specialists, on which he served as “vice president in charge of obstruction and delay.” Russian representatives preferred the entry fee of 200 cc. of vodka to the stigma of anti-socialism, and one of their number rewarded himself with the euphemistic title, “vice president in charge of bypaths and detours.”

Part of Mr. Budlong’s job at ARRL is to keep amateurs informed on activities in the regulatory field. Consequently he makes numerous trips throughout the country, speaking before city radio clubs and League regional conventions.

Recently he spoke before 66 different clubs in many cities, attended two weekend conventions and four smaller informal meetings, and in all covered 30 states, Ontario and Cuba.

His associates call him the "indestructible" Budlong.

The "indestructible" is also president of the South Lyme Beer, Chowder and Propagation Society, a group of seven ARRL staffs whose prime interest lies in amateur emergency communications preparedness. They meet annually on the occasion of League Field Day tests, to erect antennas, set up equipment (using a gasoline-driven generator), and operate an amateur station for 24 hours continuously.

The spirit of camaraderie inherent in the society’s name actually belies the serious purpose underlying its activities. During the 1938 New England flood, for example, Mr. Budlong and one other ham operator spent two solid days at the Hartford link in an amateur 5-meter network which covered the Connecticut river to report river height, etc.

While amateur radio holds No. 1 spot, Mr. Budlong’s interests are diversified. He can converse intelligently on almost any subject, more often than not from first-hand knowledge. In the ’20s, he served as gunnery sergeant in Connecticut National Guard. He has also done some flying and parachute-jumping. He owns an excellent collection of 35mm slides. He plays the harmonica well, doesn’t do badly with the mandolin. His favorite musical group is the Chamber Music Society of Lower Basin Street.

Mr. Budlong’s other hobbies have ranged from raising mink and pet skunks to rabbit propagation for eating purposes.

One of his greatest loves, though, is sailing, and his present pride is a Penguin dinghy in which he and his wife cruise Long Island Sound waters on afternoon or weekend jaunts. An expert at navigation, he has piloted large sailing craft through the Inland Waterway to Florida and has sailed on Chesapeake Bay as well as in New England waters.

Mr. Budlong holds membership in the Off Soundings Club of Essex, the Capitol Yacht Club, Washington, and the Marine Historical Assn., Mystic, Conn. His love of the shore is so great that he makes his home in Long Island Sound, at South Lyme, Connecticut, commuting fifty miles to Hartford and back each day.

When he married Nancy Woodward in 1934, they decided to build their own house at the shore and did, from foundation to shingles and the last coat of paint—and on weekends!
**Production**

**Barrow Pens New Book**

**HANDBOOK OF RADIO PRODUCTION**

by Bruce N. Barrow

234 PP. Boston: Little, Brown & Co. $4.50

A DETAILED description and analysis of radio production is offered by Erik Barrow in his new volume, *Handbook of Radio Production*. Mr. Barrow has directed programs for such products as Campbell Goodyear, Barbasol and Oxycod and has written for Cardiac of America, Theatre Guild of the Air and others. In addition to his writing he is now manager of the Radio Program Bureau of Columbia U.

Starting with an introductory discussion of radio's force in shaping people's ideas, Mr. Barrow then covers the elements of production which serve to convey a program idea to the listener. After reviewing the physical elements necessary to a program—microphones, record players, etc.—the jobs of various staff members are examined in detail.

An outstanding element of *Handbook of Radio Production*, from the standpoint of the radio producer, is that it never separates theory from practice. Various problems are presented with samples of the programs themselves. A complete script with producers' directions is included and the book closes with an alphabetical guide to production terms and techniques.

**Announcer Pay Raises**

LAST of 14 Los Angeles area stations with which American Federation of Radio Artists was negotiating for staff announcer raises was signed last week, when KGIL San Fernando agreed to boost announcers' salaries from $60 to $70.

KPCA Los Angeles recently came to terms with the union, raising announcers' salaries of $66.90 to $78.75, retroactive to Sept. 17. According to Claude McRae, AFRA executive secretary, union expects to negotiate soon with two other Los Angeles area stations, KOWL Santa Monica and KAGH Pasadena.
Radio League Hears Lanphier Views

"THE PEOPLE want television, and what they want they'll get, whether you give it to them or not," C. J. Lanphier, president and general manager of WFOX Milwaukee, warned members of the League of Wisconsin Radio Stations in Milwaukee. Mr. Lanphier is president of the group.

He answered the AM broadcasters "realize both that they can't afford to get into it and can't afford not to."

Mr. Lanphier discussed the chances for video in small markets outside metropolitan areas. (Wisconsin has one television station, WTMJ-TV, owned by the Milwaukee Journal.) "If we don't expand into television, other interests will come into these markets and take over with new money and talent," he said.

At the business session the 30 members attending adopted a resolution to send Mr. Lanphier's own question, Senate Bill 39, introduced in the Wisconsin legislature by Sen. Taylor G. Brown of Oshkosh at the request of the Lutheran Ladies League. The bill, postponed for action until Feb. 16, provides for "restriction and prevention" of all radio programs involving "bloodshed." Sixteen members volunteered to appear at the state capitol in Madison that day.

The association discussed informally the proposed purchase of four FM stations by the state. No action was taken. Wisconsin owns six stations—two AM and four FM—four more than any other state owns or operates. Appropriation for acquisition of the stations will be voted on in this legislative session, as the previous budget was vetoed.

League members are opposed to the additional outlets. They claim that such stations, operated by the U. of Wisconsin under direction of the State Radio Council on a non-commercial basis, should feature educational rather than news-music-sports programming.

Members also decided to admit station representatives from upper Michigan as guests at meetings and to recognize the Wisconsin-Upper Michigan Sales Assn.

MORE CALLS Under New FCC Procedure

SCRAPING the barrel for calls to assign new broadcast stations is now a thing of the not-too-distant past for FCC.

Under a new procedure for assigning calls to nonbroadcast radio services, announced last week by the Commission as effective Feb. 1, many thousand new four-letter call combinations in both the W and K categories will become available for broadcast assignment and limited ship telephone-telegraph use.

There is no change in call assignments for the broadcast services, FCC pointed out, except auxiliary and other than the many thousands of new calls being made available.

Just about a year ago, before a modification in ship call assignments, the FCC was down to less than 100 four-letter combinations which it might assign new AM, FM or TV stations. However, the Commission now has available some 2,400 W combinations and some 2,650 K combinations and more will be released under the new procedure. Arithmetically there are 38,182 possible permutations of four letter W and K calls.

Broadcast stations wishing to secure new calls, as heretofore, will have to submit a list of specific selections—a dozen or so—for the Commission's Commercial License Section to check. FCC will not supply lists of available calls.

N.J. TV PROJECT

Ground Breaking Feb. 13

COL. EDWARD A. DAVIES, president of the Long Beach Island (N. J.) Foundation of the Arts and Sciences, has announced that ground was broken Feb. 13 for the foundation's first building in Long Beach Park [BROADCASTING, Jan. 31]. The structure will be ready for television, music and art classes next summer.

Top priority will be given studies in television, according to Col. Davies, who reports requests on the subject from stations and advertising agencies. Col. Davies also announced that the project will be constructed on 30 acres of land as 18 additional acres were purchased on Jan. 21.

Review Board Bill

A BILL has been introduced in the Washington State House of Representatives which would prohibit publication, distribution or broadcasting of "offensive and lurid material detrimental to children under 18 years of age." Passed into the legislative hopper at Olympia on Feb. 4 by State Rep. John M. Wilson (D), the proposed measure (H.B. 306) would authorize the establishment of censorship boards to pass on such publications and broadcasts.

MONTHLY REPORT

Advertise to Study Video

ADVERTISE Research, New Brunswick, N. J., next March will begin publication of monthly studies investigating subjects of major interest to those engaged in the television field, the market and media research firm has announced.

Titled "The Television Audience of Today," the publications will cover subjects collected from those suggested by subscribers. Daytime video, appeal of film to children, and TV and radio are among those contemplated. Each study will be based on 500 personal interviews with set owners throughout the metropolitan areas as supported by concurrent Advertise TV research operations.

Special TV research facilities will be made available to advertisers at a minimum cost as an additional service. Research is designed to build clients' TV libraries and to supplement or supplant their own research activities, according to the firm.
NABET Declines to Participate In Contract Negotiations

INTERNATIONAL office of IBEW has rebuffed NABET by declining to participate in contract negotiations with networks, it was learned last week.

A NABET official said that despite the refusal of IBEW, NABET would remain willing to work for the common good of technicians and engineers in the radio and television fields and that therefore its offer to IBEW was still open.

History of the IBEW offer goes back to a joint meeting held in September in New York of members of both IBEW and NABET in the Metropolitan New York area. At that time the members of the two unions approved the proposal of cooperation in network negotiations.

Following the joint meeting, the

GE TO ADVISE
U. S. Standards for S. A.

R. S. YEANDLE, General Electric television engineer, was scheduled to leave Feb. 10 for South America where he is expected to urge the adoption of U. S. television standards for all Latin American countries.

One of the first six-week tours will be Rio de Janeiro, Brazil, according to GE's transmitter division, Electronics Park, Syracuse, N. Y.

While in Brazil, Mr. Yeandle will advise on the selection of a transmitter site for South America's first station to be equipped by GE. Proper functioning of this station will encourage other Latin American countries to use U. S. equipment for future video outlets, GE pointed out. Mr. Yeandle will advise prospective stations on equipment requirements, site selections and other technical details.

Several European countries are also bidding for adoption of their equipment and standards in South America, according to GE engineers. But most are the British and French TV companies whose standards differ markedly from those set up by FCC. American equipment, operating on 50 cycles, can be used on South American 60 cycle systems with little change, the engineers said.

AGENCIES ADVERTISERS STATIONS

ANNOUNCING

949 RADIO-TV MAP

ACCURATE TO JANUARY 1, 1949

Attractive three color map shows AM-TV stations in U.S., its possessions and Canada... by city... county, state-territory... province... plus time zones.

Excellent for presentations. Ideal to demonstrate coverage... pilot network and national spot campaigns. Printed on durable white stock—35 x 22". Suitable for framing.

60C PER MAP

50¢ ea. 10 or more

5¢ ea. 50 or more

Include payment with order.

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.
Box Score

SUMMARY TO FEBRUARY 10

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CALL ASSIGNMENTS: KING New Braunfels, Tex. (Comal Broadcasting Co., 1420 kc, 1 kw, day); KIHR Palo Alto, Calif. (ID & K Broadcasting Co., 1220 kc, 1 kw, day); WBEIR West Branch, Mich. (Booth Broadcasting Co., 1250 kc, 2 kw, day); WTBX Paintville, Ky. (B. Kingsley Company, 1496 kc, 250 w, fulltime); WEFY Radio Station, Farmington, Conn. (Preston & Foster, Inc., 1320 kc, 1 kw, day); WFLX-FM to station (Springfield Broadcasting Co., 1660 kc, 5 kw, day); WMFL (FM) Bessemer, Ala., switching from WFLX-FM (Johnston Broadcasting Co.).

AM APPLICATIONS

Bradford, Tenn.—Clifton L. Cooley, 1317 W. Hardy, has been informed he had already constructed a station, building and paying for it himself. He said he was distinctly interested in WTBX hearing that he has been studying and experimenting in radio for 22 years. Petition was included, signed by twenty-three people, requesting FCC consideration as area wtn 250 kw. He didn't believe outlet would interfere with any other existing station. FCC said application was incomplete and would be returned. Filed Feb. 9.

Transfer of Control

WLAW Laurel, Miss.—Miss—Bell يون אלוף, 1143 West Main St., Jackson, Miss., was re-licensed by WMLR, via WMLE, 1180 kc, 1 kw, from Jackson, Miss., to 6100 Mcgill Ave., Los Angeles, Calif., by Frank M. Higbee, 6100 Mcgill Ave., Los Angeles, Calif., Societor. Each director and each of seven others holds 7.14% interest. Filed Feb. 8.

FM APPLICATIONS

Boone, Iowa.—Boone Biblical College, Class A, Channel 257 (99.3 mc), ERP 320 watt, was licensed to WLTB, Fm 88, on Feb. 1.

Glen Cove, L. I.—WGCW, L. I. Broadcasting Assn., Inc. notified FCC that it intended to apply for a station in Glen Cove, L. I., subject to decision by the FCC on the applications of WGBM, WGBA, Fm 98, WGBR, Fm 99, before WGCW could receive a license. The FCC has not yet made a ruling on WGCW's application. It is reported to have a 25,000w power output.

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McMAHON PLAN
Urges U.S.S.R. Exchange
SUPERVISED broadcasts through the United Nations for a public exchange of views in both Russia and the United States was urged Feb. 7 by Sen. Brien McMahon (DConn.) during a speech in the Senate.

The plan was suggested by Sen. McMahon as a simple test of the sincerity of Stalin's statement that he honestly desires to meet with President Truman for discussion of a peace pact.

Another meeting would fail, Sen. McMahon told the Senate, unless the peoples of Russia can be fully informed of purposes of the meeting. The reason for previous peace pact failures, he maintained, was that "the Soviet Government has no responsibility and no accountability to the Russian people." Russia's iron curtain he recognized as "the greatest peace menace in the world."

Sen. McMahon asserted that a peace meeting between Premier Stalin, President Truman, Prime Minister Churchill, and Premier Queille is "vitaly urgent" but felt the iron curtain should be lifted by the Soviet Government as a precondition of that meeting.

His proposal called for direct radio talks by President Truman and other heads of government to the Russian people on the eve of formal peace talks. Reciprocal privileges would be offered Premier Stalin. Adequate translations would be offered with all details worked out by United Nations officials.

"It is obvious that a single series of talks by the heads of democratic governments to the Russian people will not produce a permanent breach in the iron curtain," he told his colleagues. "But in the peace negotiations to follow the democratic nations will be in a better position to use the rights of the United Nations to operate radio stations in each of the Big Five nations, including Russia. Only by producing a precedent of broadcasting of the iron curtain in this fashion can the cause of peace be served."

GEORGE CREAMER
Leaves WINX Program Post
GEORGE M. CREAMER, program manager at WINX Washington since March 1947, has resigned tonight. His future plans have not been announced.

Prior to joining WINX Mr. CREAMER worked in New York for two years as a freelance producer-director and was with NBC in New York for two years. While at NBC he worked on such programs as "The Jack Benny Show," "Wayne King Show," "The Army Hour," "The Catholic Hour," and "The Telephone Hour." He previously served at WOR New York, WOR Boston, WOR New York, WCRP Boston, WLAW Boston and with the Yankee Network, Boston.

RALPH C. CAPLES
Agency President Dies
RALPH C. CAPLES, 76, president of The Caples Co., New York, Omaha and Los Angeles advertising agency, died last Monday at his home in Sarasota, Fla.

Mr. Caples founded the agency in Chicago in 1921 and has given over 20 years in the railroad business. He worked in various traffic positions with the New York Central, Western Maryland Railway and the Chesapeake & Ohio.

He is survived by his wife, Ellen Fletcher Caples, and a brother, Dr. Byron Caples of Reno, Nev.

STRIKE
StringUtils.ConcatenateStrings(TRANSPORT STRIKE)
Radio Steps to Fore
In Philly Crisis

WHILE a snowstorm gripped the loomed over single-transit-system for five offers of assistance. WIP made its services available leaders as they prepared to meet the walkout deadline, 12:01 a.m. last Friday. Heads of 250 industrial union representatives with a total personnel of more than 200,000 were contacted by direct wire day before the strike and given use of WIP facilities. The offer was for the purpose of giving employees and the public information which aid in alleviating distress caused by the strike.

The WIP special events staff was augmented by other staffers, and an information headquarters on the strike situation was set up. The station offered the police department space for a representative of the department to take information from the management headquarters on traffic conditions so that this information, as well as advice pertinent to the health and economic welfare of the district could be given the public promptly.

WFIL assigned staff members to city and the transportation strike Philadelphia, radio stepped to the municipal authorities and civic city hall. Station's mobile units were on the streets, and lines were up to live broadcasts from ear horns and other strike scenes. Camera crewmen were alerted and WFIL-TV planned to air television newreels as fast as processed. Staffers were instructed to work overtime if necessary.

Early in the week, WPEN had addressed letters to personnel managers of department stores, banks, industrial firms and specialty shops good neighborhood service. An extra girl was to take over on the switchboard to convey latest strike messages to announcers.

WHAT assigned two men with tape recorders to get strike comments "off the man on the street." All strike programs were to be rebroadcast after 1 a.m. WPEN interrupted all programs for messages from strike headquarters.

WDAS, on the air 1 to a.m., was making announcements from the oprad and lending its facilities to aid in the emergency in other respects. Staff was to work beyond quitting hours. WTOL planned similar public service assistance during the strike.

PROMOTION
Kroger Winners Named
PROMOTION awards for exploiting the Kroger Co.'s daytime radio serials have been announced by C. M. Robertson Jr., president of The Ralph H. Jones Co., agency for Kroger.

The stations receiving top honors are WLW Cincinnati, WOOD Grand Rapids, WBKW Terre Haute and WBAA Fort Wayne. Three additional stations, WCHS Chillicothe, WMD Wheeling, WBMD Peoria, III., and WBET Danville, Va., were given honorable mention.

Based on skill and ingenuity in promoting the Kroger programs, the nine-week contest was planned by the Ralph Jones agency to add additional intensity to "The Great Value Show on Earth" campaign for Kroger.

Station's reports on their promotional activities, with 85% of the entries carrying the shows submitting entries. Plaques will be presented to the winning stations March 4 and the person responsible for the promotion job at each of the three winning stations will receive an all-expense trip to Cincinnati.

SEAKS RESIGNS
To Join Wheeler Firm
ATTORNEY General Tom C. Clark announced Feb. 9 that he had, with reluctance, accepted the resignation of Robert G. Seaks, assistant chief of the appeals section of the Antitrust Division. Mr. Seaks will engage in private law practice with former Sen. Burton K. Wheeler and his son, Edward D. Seaks, of the law firm of Wheeler & Wheeler.

Mr. Seaks has been in government service since 1934. He was with the FCC from January 1941 to April 1949 as assistant to the then chairman, James L. Fly. He entered the Dept. of Justice in January 1946 after service with the Navy during World War II.

While with the Justice Dept. Mr. Seaks was engaged in handling appellate problems and preparing briefs in antitrust cases. He also served on the Federal Trade Commission and Interstate Commerce Commission appellate cases.
PULCHRITUDEOUS PROMOTION
Are the Strolling Mystery Models

TO PROMOTE its "Who In Miss Terry?" Contest on Fashions on Parade (Fridays, WABD New York, DuMont), the video program in cooperation with the U.S.O., last week sent six beautiful models wearing jeweled masks for a stroll down different sections of Fifth Ave. The models paraded about the various stores on Fifth Ave. that participate in sponsoring Fashions on Parade. Those stores are Ivel Furs, Paris Decorators, Gotham Luggage and Bathom Hosiery.

The masked models not only attracted attention to themselves but also pointed out the signs in the stores which mentioned the fact that their merchandise could be seen in the show or won on the contest.

The contest itself, which is conducted every week on the program, is that of identifying Miss Terry, a well-known personality, by clues sent out but not heard—on the television show. The person who correctly identifies Miss Terry will receive thousands of dollars worth of merchandise. Calls are being taken to people who have submitted the best slogans on "Why Everyone Should Support the U. S. O."

Proceeds of the mail all go to the USO to continue its work in helping the wounded veterans.

The program plans to continue the strolling model idea throughout the entire course of the contest. Actual walks take place about once a week, with an additional masked model who cruises on Fifth Ave. at the same time in an open convertible.

Fashions On Parade is produced by Top Productions, New York.

CONSOLIDATION
Mobilization Discussed

PROPOSALS to consolidate two procurement-mobilization plans will be discussed during a meeting of the Electronics Industry Advisory Committee to the Munitions Board and the National Security Resources Board at the group's second meeting Feb. 16 at the Pentagon.

Reporting on the proposals will be a "task committee" led by leading radio and electronic manufacturers who has made a study of plans submitted by the Radio Manufacturers Assn. and the Munitions Boards. Sponsors in the two groups at the meeting will be the Inter-Serv-

ICE Electronics - Communications Committee, headed by Col. Fred Kuefesh of the Signal Corps.

Emergency "contingency" plans for the electronics industry will be another topic of discussion. The industrial preparedness plan revolves around "ghost orders," which serve as the basis for rapid expansion plans to be placed into effect should a national emergency arise.

The "ghost orders" put major plans to work immediately to effect expansion. In the electronics industry is an object of interest to several large companies and is a few plans off the ability to swing into full production.

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WEST CONFERENCE
Geo. Jennings to Speak

GEORGE JENNINGS, national president of the Association for Education by Radio and director of Chicago Radio Council, will speak at the second annual Western Radio Conference in San Francisco Feb. 24-25, John C. Crabbe, program chairman, announced last week.

Other guest speakers and panel members will include Gerald Mau-

lby, assistant director of public af-

airs, CBS New York; Stuart Novins, CBS Hollywood public af-

fairs director; Richard Bertrandias, writer-producer, KNBC San Fran-

cisco; Paul Speegle, KNBC pro-

gram manager; Keith Kirby, KPIX (TV) San Francisco program man-

ager, and Allen Miller, director of the Western Mountain Radio Council.

M. Jennings will speak on a panel devoted to classroom radio, to be held the evening of Feb. 24.

AIR PERFORMERS
To Entertain Airlift Men

TOP-RANKING radio entertainers will perform in a series of shows for American personnel assigned to airlift operation in Europe, the Air Force announced last Monday. Pro-

grams are being arranged by the USAF's Special Services Division.

First program scheduled for "Operation Vittles" is Take It or Leave It, starring Gerry Moore, who together with other members of the cast are scheduled to leave for Germany tomorrow (Feb. 15). They are slated to make 30 appearances during a ten-day stay, as well as special stop-off shows at bases in the Azores and Newfoundland. Other cast members include Vivian Blaine, Mel Henke and Sybil Bowan.

Two Take It or Leave It shows will be transmitted in Germany and flown back to the U.S. to be broad-

cast on NBC in the regular 10:30 p.m. slot. Five airmen of the "Vittles" project will be featured as contestants.

CONNECTIONS
Consolidation Mobilization Discussed

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BOSTON POOL
Stations Air Documentary

TEN Boston radio stations banded together in a pooled broadcast Feb. 13 (yesterday) and aired a half-hour documentary program to inaugurate publication of a survey of various agencies and communities in Boston. Program was heard from 1:30-2.

The broadcast, titled Supposed Nobody Cared, was carried by WBMA WBZ WCOP WEEI WGBH WMEX WNAC WORL WTAO (Cambridge stations WWM)

City's two television outlets—WBZ-

TV and WNAC-TV—were to tele-

cast the report. All stations will give heavy plugging to the survey and many indicated they would allot special time for discussion.

The research group in charge of the survey studied 85 independent, self-governing communities comprising the metropolitan area, served by 600 voluntary and some 800 tax-supported agencies. Recom-

mendations in the report, one of the most comprehensive ever undertaken by any community in the country, were expected to be revolutionary.

John C. Dowd, of John C. Dowd Inc., Boston agency, headed the overall radio and news committee. Radio consultant included Craig Lawrence, WCOP; James Powers, WNAC; William McGrath, WHDH; Gordon Swan, WBZ, and Paul Dowd, WEA.

City's newspapers are devoting two or three pages daily, for six consecutive days, to publication of survey findings.

February 14, 1949 • Page 89
At Deadline...

ONE AM GRANT, ONE DENIAL PROPOSED BY FCC

PROPOSED decisions adopted by FCC to grant Pittsburg Broadcasting Co. new AM station at Pittsburg, Calif., 980 kc, 1 kw full-time, and to deny request of Crawfordsville, Ind., Journal-Review for new outlet, 1340 kc, 250 w full-time.

In the California case, FCC granted petition of Pittsburg Broadcasting to amend request to change transmitter site and transmitter type. The Pittsburg station would receive some interference from outlet proposed at Oakland, Calif., by C. Thomas Patten, the Commission found.

Crawfordsville proposed denial based on findings of mutual excessive interference with other stations in area.

Principal in Pittsburg Broadcasting: John C. McFarland, musician and former station man, president and 36.9% owner; Fongo Lewis, hotel business, vice president 11.6%; Melvin D. Marshall, former station manager, secretary-treasurer 36.4%, and Joseph Finn, Jr., 11.6%. There are six other stockholders. Messrs. McFarland and Marshall publish weekly paper.

CLINIC DEMONSTRATIONS

NAB Program Clinic, to be held at Northwestern U's downtown Chicago campus, June 27-29, will be broken into three segments, according to tentative NAB plans. Clinic will include technical, service and "horizons" or outlook sessions. Producers and directors (of AM, TV, FM) will be called upon to demonstrate actual programming techniques, and take part in discussion panels. Committee and sub-committee personnel as yet undetermined, though Ted Cott, WNEW New York, chairman of sub-committee of program executive committee, is expected to help map agenda within next two weeks. Present plan is to limit clinic registration to 300 or 400.

AWB PANEL SESSION

Panel discussion on "The Business of Broadcasting" will highlight Friday session during Assn. of Women Broadcasters' sixth annual convention in Chicago March 10-12. Participants, to include: Harold P. Turner, program department director; Lee Hart, retail coordinator, and Maurice B. Mitchell, director of broadcast advertising, with Robert K. Richards, public relations director, as moderator. A. D. Willard Jr., NAB executive vice president, and FCC's Frieda B. Hennecke will address luncheon meetings on March 11 and 12, respectively. Registration deadline announced as March 1.

WNBQ TRIES MICROWAVE

WNBQ (TV) Chicago (NBC) experimenting with microwave relay from Evanston for transmission of weekly Evanston Children's Theatre TV show. Format to include story-telling to youngsters. Children to act parts creatively. Show would be telecast Thursdays, 5-6:30 p.m. (CST).

BSF&D NAMES TWO VPs

WILLIAM F. AUSTIN Jr. and Richard Reins named vice presidents of Brooke, Smith, French & Dorrance, Detroit and New York. Mr. Austin is creative supervisor and Mr. Reins executive art director in Detroit division.

NAB STANDARDS MEET SLATED FOR CHICAGO

FIRST meeting of overall industry Recording and Reproducing Standards Committee will be held at Chicago's Stevens Hotel April 11, 12 during NAB convention week, Royal V. Howard, NAB engineering department director and Committee chairman, announced Friday. Meeting scheduled between broadcast engineers and management conferences, with committee examining standards proposals prepared by some 75 engineers and organizations. Proposals to be submitted then to NAB Board of Directors at convention meeting. Acceptance of standards will be voluntary, Mr. Howard emphasized.

TWO NAMED TO LEVER BOARD

JAMES M. ELLIOTT and Ralph P. Lewis elected to Lever Bros. board of directors, Charles Luckman, firm's president, announced Friday. Mr. Elliott is president of John F. Jelke Co. (margarine), Chicago, and Mr. Lewis heads Harriet Hubbard Ayer (cosmetics), New York. Both firms are Lever subsidiaries.

N. Y. CITY TOLD TO USE TV

NEW YORK urged to use TV to sell city as tourists' mecca and strategic location for new industry at meeting of the city commerce department's municipal promotion committee.

Department previously indicated it would seek money to buy radio time to boost city. Video effort would be financed largely by private business using city messages as part of institutional advertising.

GOEBEL BUYS CUBS

GOEBEL BREWING Co., Detroit, has purchased the entire Chicago Cubs 77-game home schedule to be telecast by WENR-TV Chicago (ABC) from Wright Field beginning April 19. Sale made by Roy McLaughlin, station sales manager. Agency is Brook, Smith, Dorrence & French, Detroit.

Blue Book Down Under

AUSTRALIAN RADIO, part commercial and part national, has its own Blue Book-plus.

London's new Broadcasting Control Board announces it not only will control but also develop and coordinate broadcast services. Among its powers, aside from allocations and assignments: To decide how much advertising shall be broadcast, and what political and controversial matter shall be carried. Australia currently reported to have 102 commercial stations plus 44 national outlets which are managed by semi-governmental Australian Broadcasting Commission. Almost 1,500,000 radio listener licenses outstanding, report says. Commercial stations said to be spending more than $1.0 million per year on locally produced programs.

WHIM GIVEN LAST CLASS B FM FACILITY IN PROVIDENCE

PROGRAM considerations were chief basis of decision adopted by FCC to grant remaining Class B FM facility (Channel 260, 99.9 m) in Providence, R. I., to WHIM Providence and deny competitive request of WRIB.

Commission found WHIM had "definite plans for the longer period of operation." Further, since FM outlet would duplicate AM programs, FCC ruled WHIM represented better integration of ownership and management.

Commission commended WRIB's proposal to duplicate its language broadcasts in light of large foreign population there. But FCC stated that proposal of proposed WHIM's operation "discloses that this applicant has not exercised such a reasonable degree of diligence over its Portuguese language programs."

TV-RADIO PRODUCING FIRM


Closed Circuit

(Continued from page 4)

interested in low-power FM church networks, will petition FCC shortly to permit church organizations to operate 10 w stations in educational 88-92 mc band. Request for similar authority for municipalities and comparable groups may be deavoring of educational band could accommodate 1,000 stations if sizeable portion were 10 watters.

CARLOS MARISTANY, well known for concessions he won for Cuba as head of her delegation at 1946 NARBA Interim Conference, is key figure in some puzzling developments: He's not only been named director of Inter-American Radio Office (OIR) but also is or is slated to be Cuba's new Minister of Community Development. OIR appointment, he's still on Cuban government payroll, which U. S. traditionally dislikes where international officials are concerned. Though all other NARBA nations have agreed to two-year extension of present NARBA from March 28 expiration date, he's on record as saying Cuba won't go along [Broadcasting, Nov. 15]; now he concedes he probably will.

DONALD COOKE Inc., New York, radio representative, expected to merge with Lorenzen & Thompson Inc., newspaper and radio representative. Cooke firm will take over latter's complete radio properties effective mid-Feb.

PHILIP MORRIS cigarettes through its agency Cecil & Presbrey, New York, scheduled to make sale decision on new daytime early this week.

COLLEEN MOORE considering Chicago TV offer to handle fashion commentary similar to that of Gloria Swanson of WPIX New York. Decision expected next month when Miss Moore returns to Chicago from Arizona.

REVERE CAMERA Co., Chicago, looking for major TV show to be telecast locally from Chicago, with possible extension to network. Programming expected to tend toward masculine taste. Firm's first video was 15-minute show on WBBR Chicago last December. Agency, Roche, Williams and Gleezy, Chicago.

BROADCASTING - Telecasting
Several of the most disastrous ice and snow storms in history struck Texas and the Southwest recently. Communication lines stayed down and roads were impassable.

An irritating imposition to metropolitan areas, these storms threatened wholesale disaster to Southwestern farmers and ranchers.

To save millions of dollars worth of precious livestock, these cattlemen demanded immediate and vital information regarding the storm—What were expected low temperatures? How much snow would fall? How long would the storms last?

In WBAP-820's great 50,000 watt, clear-channel coverage area* this invaluable information was broadcast regularly, and received on home-powered radio sets.

For almost three decades now WBAP-820 has been delivering special services of this kind to the rancher and farmer. The station's file bulges with grateful letters from these people attesting loyalty that can't be matched.

*10-100% BMB penetration in 742 counties in 22 states, 1,802,240 families. 90-100% BMR penetration, 71 counties, 2 states, 549,810 families. WBAP-820 Nighttime BMB, March, 1946.
The preservation of the sacred fire of liberty and the destiny of the Republican model of Government are justly entrusted to the hands of the American People."

from the MAXIMS of George Washington
born February 22, 1732

YOU'RE RIGHT, MR. WASHINGTON, AND AS AMERICANS, WE ARE DOING OUR LEVEL BEST TO BE WORTHY OF THIS SACRED TRUST

50,000 WATTS 50,000 WATTS 50,000 WATTS (DAYS)
CLEVELAND DETROIT LOS ANGELES

WGAR ★ WJR ★ KMPC

G. A. RICHARDS, CHAIRMAN OF THE BOARD

THE GOODWILL STATIONS