In 1948, as in 1947 and 1946, the National Safety Council gave WHO its highest Award of Honor “for distinguished service to Safety.”

Proudly we acknowledge both the honor, and the people who helped us win it...the 12 WHO script writers, music arrangers and producers who wrote and directed 791 special farm safety features ranging up to half-hour shows...the entire WHO staff who cooperated in broadcasting them...the 22 WHO farm advertisers who contributed time on their sponsored programs...the 130 Iowans who participated in farm safety programs...the state Safety officials who helped in so many ways...the 56 county organizations which enthusiastically supported WHO’s Safety Week Contest...

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this and many other good causes in the public interest—among which we, as Americans, certainly include the cause of helping to sell a vast volume of good American products, via radio.
WTAG
Personalizes
ANNOUNCEMENTS
On Five Daily Participating Shows

"The Julie 'n Johnny Show"
Co-emcees Julie Chase
Johnny Dowell
Monday through Friday
8:15-9:15 A.M.

"Modern Kitchen"
Lyda Flinders
Monday through Friday
9:15-9:30 A.M.

Advertisers who use announcements on WTAG to reach the prosperous Central New England Market get top value for their advertising dollars. WTAG produces five participating shows every day, Monday through Friday, with each participating announcement carefully programmed as an integral part of each show. They're as personal as the script; the exact opposite of the disc — announcement — disc — announcement type of show. In production, the ages and interests of WTAG's entire listening audience are carefully considered. That's why these five daily shows keep YOU participating in sales in the great Central New England Market. When you buy time in New England, buy a buying audience with WTAG, the station with a far greater audience than that of any other station heard in the area.
More Local Coverage Produces More Results

Where the fishing is good, it can be even better if the fishermen spread out.

When you are fishing for sales in New England, there are so many good spots that the more lines you put out, the greater the catch.

In radio, you can get more local coverage with Yankee than with any other station grouping — and it's local coverage in Yankee home-town areas that counts.

Yankee's 24 home-town stations provide access to every important market in New England. Each station is a medium for hard-hitting, concentrated selling in its area. You can line up and maintain dealer interest and co-operation, because you can command and hold consumer attention.

Remember, New England is a network market. Buy Yankee for maximum network effectiveness in this six-state area.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday. 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 670 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Upcoming

Feb. 25: California State Broadcasters Ass'n, Palace Hotel, San Francisco.
Feb. 28-March 1: NBC affiliates meeting, Chicago.

(Other Upcoming on page 64)

Business Briefly


GE SPONSORS VEECK • General Electric Supply Co. and GE radio and television dealers of northeastern Ohio to sponsor Bill Veeck, president of Cleveland Indians baseball club, in Bill Veeck's Report to the Fans on WEEV (TV) Cleveland, Wed. 10-10:15 p.m., starting Feb. 25. Agency, Lang, Fisher & Stashower, Cleveland.

SUTTON DENIES CHARGES OF WILMINGTON DELAY

GEORGE O. SUTTON, Washington attorney for WDEL Wilmington, Del., categorically denied Friday that station's top representative had misrepresented any facts to FCC with respect to progress on WDEL-TV construction, as charged by WAMS Wilmington (story, page 67).

He claimed WAMS petition incorrectly quoted WDEL-TV's progress report, filed in connection with request for additional time to complete construction. Photographs of WDEL-TV site, submitted by WAMS, show tower insulator on ground and also showed steel which WAMS observers failed to recognize, Mr. Sutton asserted.

He said FCC did not finally approve proposed antenna until Jan. 19, "less than 30 days ago."

He reiterated that complete reply to WAMS charges would be filed with FCC with evidence to show how "work on WDEL-TV has been pushed to the extreme in order that the station might get on the air at the earliest possible date." Announced starting date is about May 1.

30-DAY FURTHER EXTENSION IN ASCAP TV NEGOTIATIONS

TO GIVE television subcommittees of NAB and ASCAP more time to negotiate TV licensing agreement, society agreed to additional 30 days extension. 60-day interim arrangement had gone into effect Jan. 1. Arrangement authorizes video use of ASCAP music during period, to be paid for under future negotiated terms or, if no agreement is reached, to be considered licensed gratis by ASCAP.

Television subcommittee of NAB Music Advisory Committee to meet with ASCAP's group Thursday. Robert P. Myers, NBC assistant general attorney, is chairman of NAB subcommittee, which he said is being reconstituted to broaden representation among TV broadcasters.

AGENCY NAMES TV HEAD

WALTER J. KERWIN, with art department of Courtland D. Ferguson Inc., Washington, named television director.

BROADCASTING • Telecasting
Daniel Webster Said It:

THE FARMERS ARE THE FOUNDATION OF CIVILIZATION AND PROSPERITY

There Are 446,639 Farm Homes in the WWVA Coverage Area

With Eastern Ohio, Western Pennsylvania, Virginia and West Virginia as the hub, and spreading into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont, the prosperous WWVA farm audience area encompasses 229 counties.

Here are 1,919,351 people living and working on farms, producing nearly a Billion Dollars worth of farm products annually.

WWVA's locally produced programs, plus solid Columbia Network features, attract and hold this great farm audience. Mail surveys prove they buy WWVA-advertised products. Ask an Edward Petry man today.

Write For Your Free Copy: WWVA FARM AUDIENCE REPORT

WWVA

50,000 WATTS - CBS - WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters, 527 Lexington Ave., New York City
WE Grew Up TOGETHER!

- For twenty-one years—since March, 1928—WFBM has been affiliated with CBS. Through the years, WFBM has gained top Hoosier audience appreciation with popular CBS network entertainment, plus ace newscasts and a wide variety of outstanding locally produced shows. Today, these most-listened-to programs are beamed to over 400,000 central Indiana homes—sponsored year after year by advertisers who measure their radio response in terms of sales dollars.

Hoosiers like the combination. WFBM is Indiana's most popular station according to Hooper listening indices, which prove no other Indianapolis station has outranked WFBM during the past three years.

Successful partnership? You bet! It's been a great twenty-one years, because CBS-WFBM has combined progressive radio policies and excellent programming, supported by well-rounded promotion. With WFBM television coming in June, the next twenty-one years should provide almost two million central Indiana residents with even better entertainment service.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

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

Page 6 • February 21, 1949
KFH IS TOPS

HOOPER STATION LISTENING INDEX

CITY: WICHITA, KANSAS CITY ZONE MONTHS: NOV.-DEC., 1948

SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>KFH KFH-FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING MON. THRU FRI. 8:00 A.M. — 12:00 NOON</td>
<td>21.1</td>
<td>12.9</td>
<td>31.1</td>
<td>31.1</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON — 6:00 P.M.</td>
<td>22.9</td>
<td>22.9</td>
<td>22.9</td>
<td>28.3</td>
</tr>
<tr>
<td>EVENING SUN. THRU SAT. 6:00 P.M. — 10:30 P.M.</td>
<td>12.9</td>
<td>32.8</td>
<td>18.0</td>
<td>33.9</td>
</tr>
</tbody>
</table>

The 1948-1949 Hooper Listening Index indicates a tremendous audience switch to KFH. As an example, Station D above, for the October-November, 1947 (weekday morning) had 40.7 and KFH had 23.4. The same period for 1948 gave station D 35.2 and KFH 27.2 but as you can see above, for November-December, 1948 both stations D and KFH each share 31.1.

At night the KFH audience leads all Wichita stations and exceeds that of Station D by 88%! KFH is indeed tops in Wichita.

5000 Watts - ALL the time

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BROADCASTING • Te lecasting

February 21, 1949 • Page 7
Oklahoma City's
Only 50,000 Watt Station

KOMA
Outlet for the Columbia Broadcasting System

YOUR SOUTHWEST SALES UP?

...Southwest population is up 106% over 1941 ... gross income (1947) was up 235% over 1941.

On February 6 (1949), one payroll alone in Oklahoma City was raised from $22 millions annually to $24 millions.

If you want sales from this increasingly important market, sell through KOMA ... for KOMA alone, with its 50,000 watt primary coverage, offers you a package of 60% of all the rich Oklahoma market.

For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Agencies

BRYAN HOUSTON, formerly director of information for Economic Co-operation Administration, appointed executive vice president of Lennen & Mitchell, New York, effective March 1. JOHN G. SCHNEIDER, vice president and copy chief, promoted to copy director in charge of all copy activities of agency.

RUPERT THOMAS, former vice president of G. M. Barford Co., elected vice president of Walter Weir Inc., New York, Walter Weir, president, announced. Mr. Thomas will assist Mr. Weir in client relations and new business activities.

WILLIAM F. AUSTIN Jr. and RICHARD REINS appointed vice presidents of Brooke, Smith, French & Dorrance, Detroit. Mr. Austin is a creative supervisor and Mr. Reins is executive art director in the Detroit division.

M. J. OSIAS, head of mechanical production department of Williams & Saylor, New York, appointed a vice president and director of the agency.

ELIZABETH POWERS joins staff of Leonard P. Fallman & Assoc., Philadelphia, as account executive. Miss Powers formerly was associated in advertising, sales promotion and fashion analysis with Allied Stores Corp., Sears Roebuck & Co., and De Pinna Inc., all of New York.


CLIFFORD C. KEMNO, formerly advertising manager of the Washington News, joins Mellor & Wallace agency, Washington, as office manager.

PHILIP A. SCHOETTLE appointed to research department staff of Gray & Rogers, Philadelphia. Mr. Schoettle formerly was with Bell Telephone Co. of Pennsylvania.

WILLIAM R. GROOME, formerly account executive with Cortland D. Ferguson Inc., Washington, appointed radio director of agency.

ELIZABETH R. COY, public relations and promotion consultant, joins Lewis & Gilman Inc., Philadelphia, as public relations representative on The Budd Co.’s woman’s program. Miss Coy will headquarter at the Budd public relations office, 630 Fifth Ave., New York.

TOM S. WARD, time buyer with Dancer-Fitzgerald-Sample, New York, for past year and a half, appointed assistant account executive on the Oxydol account under C. L. FITZGERALD, vice president.

EDWARD FROELICH, Boston Red Sox trainer, joins Morris F. Swaney agency, Chicago, as account executive. Mr. Froelich, recently associated with A. W. Sampson agency in Boston, was also former trainer of the Chicago Blackhaws, White Sox and Cardinals and the New York Yankees.


ROY S. DURSTINE Inc., New York, has closed its Cincinnati office and relinquished its accounts in that office.

W. P. BOOTH, formerly with Biow Co., New York, joins Ted Bates Inc., as account executive. Prior to the war Mr. Booth was with the Kudner Agency and before that with Pedlar & Ryan.


RAY OCHER, production manager with Buchanan & Co., San Francisco, appointed secretary of Advertising Production Managers of Northern California.

ERIC J. CUDI joins public relations staff of Geere-Marston, Philadelphia, New York.

FRED M. JORDAN, formerly executive vice president and Pacific Coast Manager of Buchanan & Co., Los Angeles, has set up Fred Moyer Jordan Adv. agency, 680 South Grand Street, same city. Phone is Trinity 3332. Associated with him as account executives are A. F. BANKS, formerly with Retail Adv. Corp., San Francisco, and RALPH GARDNER.

CBS STARS
ARE ALWAYS SHINING OVER EASTERN IOWA
VIA WMT

(above) Jack Benny, world's most generous tight-wad, and his wife, Mary Livingstone.

(right) The famous Maxwell with Benny at the wheel and Eddie Anderson (Rochester) cranking.

N
otorious Violinist - and Collector -
Now Visits Eastern Iowa Via WMT

The man who does what shouldn't happen to a dog to a violin, the collector with the one-way wallet, the parsimonious master of the delayed payment, the man whose bucks grow antlers in subterranean vaults, the put-upon character with the magnificent Maxwell, the man who works with Mary Livingstone and Rochester and Phil Harris, the Wit of Waukegan . . . is another CBS star whose program now reaches Eastern Iowa's vast farm and city market via WMT.

When you want to tap a truly prosperous, well-balanced market, remember WMTland, where loyal listeners in town and country tune regularly to 600 kc. for the best in entertainment. Ask the Katz man for full details about WMT, Eastern Iowa's exclusive CBS outlet.
Feature of the Week

NO MATTER which way you turn in Fort Wayne you cannot escape the Red Cross. That, at least, is the case if you are turning your radio dial between 6:30 and 6:45 p.m. on Saturday evenings.

Through the cooperation of the Fort Wayne radio stations (WOWO, WGL, WKJG) the Red Cross' Carnival is being presented on NBC's WFBF, the ABC network station.

Promotion to position of production manager came two years later.

In 1935 he switched to NBC San Francisco as producer-writer. After a year producing and writing Carefree Carnival he went south to Los Angeles with the show when it was transferred there. With NBC for

(Continued on page 71)

On All Accounts

The stage was made safe for people like John Barrymore when Arnold Maguire changed his mind about becoming a "great actor" and turned writer.

That was 30 years ago. Today, Arnold Maguire is West Coast director of television in Hollywood office of Foote, Cone & Belding. And, in true pioneer fashion, as becomes a "native son of the Old West" (he was born in San Francisco), the tall, good-looking Mr. Maguire has blazed many trails in the years between.

Now suffering with television through its growing pains, he was in radio when giveaways weren't even a twinkle in a sponsor's eye.

His stage career, which followed a year after graduation from St. Matthew's College, San Mateo, Calif. in 1919, lasted one year. During that time he appeared as a "stooge" in a Raymond Hitchcock production, "Hitchock Coo," being shown in San Francisco before going to New York. It was shortly after his stage demise that he made his first $100 in writing by selling a brief comedy skit to Mr. Hitchcock for use in the New York showing of the play.

In 1955, "thanks to a relative" on the San Francisco Chronicle, Arnold landed his first regular job as a roving reporter for the paper. He "roved" there for one year, writing a humorous column on sidelines of the news. One of the most impressive things, he says, was his learning to typewrite.

About this time radio was beginning to assert itself, and for the next few years he tried his hand at writing radio scripts. "They were taking anything at that time," says Arnold, "so I was quite successful in selling them."

In 1930 he put both feet in the radio door by joining KFRC, the San Francisco Don Lee outlet, as a writer. His first chores were writing and producing skits on the Blue Monday Jamboree, and later on Hodge Podge Lodge for the then CBS-affiliated Don Lee network of five stations.

(Continued on page 84)
Consistent Performers in producing sales

These six stations can present your sales message directly in the homes of people who have money to spend... can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for all of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

STEINMAN STATIONS
Open Mike

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

Auto TV Ban

EDITOR, BROADCASTING:

Readers of Jeremiah Courtney's excellent article on legislative bans on automobile television [BROADCASTING, Feb. 7] will be interested in the enclosed editorial which appeared in the St. Louis Star-Times on Jan. 27. The editorial follows:

State Senator Milton F. Napier, of St. Louis, has introduced a bill that would make it illegal to install a television receiver in a motor vehicle where it could be seen by the driver. Even a bad driver who is watching the road is better than a good driver who is not.

The danger of having a receiver that might distract the driver's attention from driving should be apparent to all. It should be apparent, but is not. As true as the rising of the sun, as sure as the fact that "something new" will be added to the next year's automobiles, you can count on some people's wanting to put television on their dashboards.

New York, says Senator Napier, already has such a prohibition. Several other states are considering it. Missouri, which has lagged in passing a strict driver's license law, should be one of the pioneers in this respect.

The bill should make a distinction between commercial television and new uses of television for safety that might be worked out. Television, like radar, has many possible uses. It might be developed to give drivers of vehicles and engineers of trains better vision. It might be developed for example, so as to give the drivers of huge trucks a clear view of the road behind, to alert engineers of trains to see the track better both in front of them and to the rear. Just as road safety requires that some uses of television be banned, so does road safety require that other possible uses be permitted.

Benson M. Roberts Jr. Vice President St. Louis Star-Times St. Louis

Editor's Note: The interesting possibilities of television as a safety device should certainly be explored before state legislatures pass bans on all television for motor vehicles.

Copy Approval Stamp

EDITOR, BROADCASTING:

Many dollars are being spent in a variety of different ways to promote radio advertising.

May I suggest a quite simple but effective idea that will not solve the problem, but will help to accomplish this aim.

Form a research department, perhaps through the NAB, to test articles offered through radio advertisement, or all articles submitted by the manufacturer. If it meets with certain set standards, it would be "accepted for advertising by the National Association of Broadcasters" or some such title.

I believe the manufacturers would go along with the idea and perhaps help pay the expense of maintaining such a test department. After all, it would help them to have their merchandise "accepted for radio advertising." This line could be incorporated in radio copy, newspaper copy, billboards, magazines, etc., thus giving a great deal of publicity to radio advertising in general, at little or no cost, perhaps, to the radio industry in general.

Dick Holloway
Commercial Manager
WTRC, WTRC-FM Elkhart, Ind.

'Airator' Suggested

EDITOR, BROADCASTING:

Out here just off the edge of... "Operation Snowbound" we learned radio and the ski-plane were the only mediums reaching the people prior to Congressman O'Sullivan getting Gen. Pick and the Army talking over these vessels and 'doners too were able to bring regular services to the isolated citizens.

... Some embryonic lexicographer should coin an equivalent radio term meaning a "radio reporter"—how about "Airator"...

Bud Crawford
President
Custer County Besty, Co.
Broken Bow, Nebr.

Add Ammunition

EDITOR, BROADCASTING:

I have just finished reading the editorial "Press-Radio War II" in

(Continued on page 22)
Take to the air

Use WEEI. And you'll send your sales curve soaring in Boston. Because all week long—from sign-on to sign-off all seven days of the week—WEEI delivers the biggest rating more often than all other Boston stations combined!*

To take to the air with a WEEI local origination that commands a sky-high rating, call WEEI—“Columbia's friendly voice in Boston”—or your nearest Radio Sales office.

The sales results from your WEEI program will have you walking on air.

No, Sir, at WAVE we don't push out into the wide open country to Settle (Ky.)! We ain't afeer of Injuns—we just know that kind of pioneering in Kentucky doesn't pay off!

Instead, WAVE attends to business in the Louisville Trading Area. With a total Net Effective Buying Income of over a billion dollars, folks in this great Kentucky market maintain a 46% higher standard of living than do the families in the parts of the State we don't cover!

How about it? Why not skip the bush-breaking and get prosperous in WAVE’s Louisville Trading Area? Or would you ruther git scalped, Scout?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES
Did you ever hear of a listener who paid dough for his favorite station’s “house organ”? Neither had we! But last year 10,031 of us Red River Valley families—in 90 counties—paid 10,031 bucks for our subscriptions to WDAY’s monthly paper, “Mike Notes”!

That’s pretty typical of our fabulous North Dakota hayseeds in the Valley because they all make big dough and all love WDAY! BIG DOUGH? Yup, an average Effective Buying Income per family of $5599! LOVE WDAY? You bet! Every survey shows they prefer it about 4 to 1 over any other station!

Ask us or Free & Peters for all the figgers!
WOR's Own Gallery of Notables

These biographies are fictional, in name and locale, but the results are not; that is, fictional. Every sale mentioned here is a true one, extracted from one of the most extraordinary success story files in American radio.

Alfred and G. G. Martin

Cleft—two brainy WOR advertisers who just l-o-u-n-g-e these days in Sebastian, wherever that is. Called their advertising agent one day, said, “This WOR thing—hear it all over the place. Other people must. Let’s use it.” Said dutiful advertising agent, “Of course, gentlemen.”

While on WOR, the Cleft Brothers’ line increased from three to eight products in a viciously competitive field; plants spread throughout the immediate WOR area. Time and again these shrewd men have said that WOR with its program was a mighty instrument in their company’s and their products’ success and constant growth.

J. Worthingham Grant

Started a little company during the bombing days—remember, 1943? Dropped into WOR one day, said, “Look, most of the money I’ve had I’ve dropped into this idea of mine. Got some cash, but not much. What do you recommend?”

In 8-weeks WOR doubled the sales expectancy this harried maker had set for himself. In 8-weeks WOR put the product on the shelves of 50% more dealers than he had hoped might take it. WOR, in fact, opened up grand distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.
SWEDLEY M. RAMP

Curious client. Had a supremely gifted bird as pet; type undetermined; the bird's, we mean. Wealthy today. Soars frequently above Manhattan area tooting strange Congo instrument, as bird honks.

WOR increased sale of this client's product three times greater than its sales during the previous year. And though the crop was glutting the market—it was a food—WOR aided distributors in selling out their entire supply and helped them maintain a high profit in the face of reduced pricing.

NOTE—all joking—if you considered it such—is essentially minor. But this, we think, is not...

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

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates and the confidence it builds in the hearts and minds of millions of people that make it one of the most successful selling forces in America today.

May we tell you more about it—at 1440 Broadway, in New York?

Or at your office?

—heard by the most people

Mutual

where the most people are
TAYLOR Grant (r), editor-narrator of ABC Headline Edition (7 p.m., Mon.-Fri.), receives congratulations on 1,000th broadcast Feb. 17 from Thomas Vocotta, ABC vice president of news and special events.

PLANs for second annual soil conservation contest in Colorado are discussed by officials of the sponsoring organizations—KLZ Denver and the Denver Post. Consulting state map are (l to r) Palmer Hoyt, Post editor and publisher; Hugh B. Terry, KLZ manager; Lowell Watts, KLZ farm reporter, and Ralph Patridge, Post farm editor. Five $500 prizes will be awarded this fall.

JIMMY FIDLER (r) opens one of 400,000 letters received in his National Kid's Day Foundation slogan contest with John Van Nostrand Jr., v.p. and radio-TV director, Sullivan, Stauffer, Colwell & Boyles.

“BEAUTINA,” Purina’s talking calf heard on the WSM Nashville Grand Ole Opry, is admired by (l to r) S. W. Brown, president of Brown & Bowers, agency; Blake Pullen, southern regional chief of Purina Mills; J. E. Streetman, Purina’s Nashville division salesman; Ralph Jarrett, Purina salesman, and Cowboy Copas, WSM singing star featured on the show.


NALLEY’s Inc. sponsorship plans for Meet the Missus on Columbia Pacific Network are reviewed by (l to r) Ole Morby, CBS San Francisco mgr.; Evert London, Nalley’s pres.; James Heffernan, v.p. Milne-Heffernan, agency, and Bill Shaw, CPN asst. sales mgr.

FIRST regular WNEW New York sports show since war is discussed by (l to r) Harry Krawit, v.p. of Peck Adv., agency for Howard Clothes, sponsor; Jimmy Powers, sports editor, New York News, talent, and David Stein, WNEW account executive.

COMBINED facilities of 18 Tobacco Network and Dixie FM Network stations have been made available to North Carolina’s new governor, Kerr Scott (behind mike). Making presentation are (l to r) Fred Fletcher, Dixie FM Network pres.; Louis Howard, Tobacco Network pres., and E. Z. Jones, Dixie FM Network v.p. and pres. of N. C. FM Assn.

DOUBLE-play advertising campaign using transit FM and car cards in St. Louis for Roosevelt Federal Savings & Loan Assoc. is consummated by (l to r) Robert Hyland, KXOK-FM St. Louis; Robert Seat, Robert Seat Agency, and George Metcalfe, bank pres.
WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr.


WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.
Your *customers* may blanket the area... *but*

The people who stabilize your sales, your present customers, may live 50 miles... 100 miles... 200 miles from the nearest city where you advertise. Are you keeping these regular buyers sold on your product?
does your advertising?

Does your advertising reach the majority of people inside and outside the city limits?... Here are three maps of the mountain states. Which medium best covers the most customers from a single origination point...Denver?

**KOA** is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas where your customers buy.

New York  . . . . . . WNBC
Chicago   . . . . . . WMAQ
Cleveland . . . . . . WTAM
Washington . . . . . WRC
San Francisco . . . . KNBC
Denver    . . . . . . KOA
Schenectady . . . . WGY

**LEGEND**
- □ 50 to 100% of total families reached
- □ 25 to 49% of total families reached
- □ 10 to 24% of total families reached

**TOTAL AUDIENCE IN AREA (DAYTIME)**
- 405,320 (Broadcast Measurement Bureau)

**SPOT SALES**

NEW YORK - CHICAGO - HOLLYWOOD - CLEVELAND - WASHINGTON - BOSTON - SAN FRANCISCO - DENVER
Open Mike
(Continued from page 18)

the Jan. 31 Broadcasting.
I am sure that you have noticed the increase, in the past year or so, of the little, sly "digs" the printed mediums are taking at radio. Scarcely a comic section appears in a newspaper these days without a cartoon that throws a bad light on radio . . . popular magazines are using the same tactics in their cartoon material . . .

And then, there are columns and articles. . . . Some of their efforts are so absurd that you can hear the publisher's cheek crinkling in the background. . . .

William R. Tedrick
Station Manager
KWOC Poplar Bluff, Mo.

[Editor's Note: Our comment is the same as that with which we closed the editorial to which Mr. Tedrick refers: "Radio Is Keeping Its Powder Dry."]

'People' Talk Back
EDITOR, Broadcasting:

I appreciate both the controversy over my "Talking People" and the initiators who have sprung up all over the place—all very flattering.

Choruses, of course, are not new but date back to Euripides, as has been mentioned. And I never said that I was the first to use a group speaking in unison, and Ann August, who wrote the wonderful story which started all this, did not credit such a remark to me.

However, Euripides and his centuries of choral successors—including the moderns—all have had some hint of rhythm holding them together. There was feeling of metric pulse regardless of what they were reciting.

But my "Talking People" perform without the aid of rhythmic meter and pulsations, talking, sneezing, snorting, laughing, weeping in unison with exacting inflections which I do claim to be an innovation and, until I hear a recording dated to prove prior performance—and I would welcome such evidence—I maintain that no one, not even the Greeks, had anything done exactly like Meredith Willson's "Talking People."

Meredith Willson
Hollywood

Mr. Willson (r) and the "Talking People" [Broadcasting, Jan. 31]

Happy at WOL-MBS
EDITOR, Broadcasting:

Radiorama's identification last week (Feb. 14) of our Bill Henry as "Bill Henry, CBS News" calls forth a firm protest in his behalf. It is generally noted, I am told, that there is a more or less measurable trend to that august network; however we at WOL-MBS rise in righteous wrath to assure you it's not happening to Henry! As the photo shows, he is right happy at WOL-MBS. In fact it is our fond hope (and expectation) that Bill will remain an outstanding WOL-MBS news personality for years to come.

A sidelight concerning that Radiorama picture: Mr. Truman told Henry that the microphone which was presented him (on which the President delivered his first House address after assuming office in 1948) was a possession cherished above all which had come to him in the White House.

John Bondeson
Director of Promotion
WOL Washington

Added Credit
EDITOR, Broadcasting:

I noted with interest, your article in the issue of January 24th covering the awards to ZQII in the recent NRADA contest. I wish, however, to call your attention to a mis-statement of fact in paragraph 11, to wit: "Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and acorns blood-and-thunder fare for small fry, the series [referring to The Story Princess program] features such childhood favorites as Little Red Hen and Snow White."

I feel that KSL's fine facilities, and my efforts as actual producer of the show, having directed it since May of 1947, coupled with the able assistance of our expert sound technician, Mr. Alden Richards, are in large measure responsible for the degree of excellence attained. . . .

. . . Thank you for your usual up-to-the-minute reporting of all developments in the industry.

Francis L. Urry
807 L St.
Salt Lake City, Utah

[Editor's Note: Broadcasting is happy to give credit where credit is due on production of The Story Princess program."]

TV Program Coverage
EDITOR, Broadcasting:

There is a crying need for a good publication—such as yours—to cover TV broadcasting from the program angle—both the technical and program content of TV programs, of course.

F. A. Timberlake
TV Engineer
WENR-TV Chicago

Page 22 • February 21, 1949
On WCAU you're in Philadelphia

50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff in Philadelphia and New York... elsewhere by RADIO SALES

AM TV FM

THE PHILADELPHIA BULLETIN STATIONS
NORTH CAROLINA IS THE SOUTH'S NO. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE RALEIGH, North Carolina

50,000 WATTS 680 Kc.

National Representative FREE & PETERS INC.
SUPER RADIO SURVEY

By J. FRANK BEATTY

BMB will die a quiet death when the second industry coverage study is completed this year but in its place may arise a separate broadcast-operated all-inclusive audience measurement and coverage project.

This development topped a series of all-important steps taken by the NAB board of directors at its winter meeting, held last week at the Hotel Roosevelt, New Orleans. The board:

- Created separate corporation to handle All-Radio Presentation with permanent sales promotion project envisioned (see story on this page).
- Aimed straight at heart of threatening world radio developments by setting up operating groups to protect U. S. broadcasting (See NARBA story, page 32).
- Ordered naming of governmental representative to represent industry before Congress.
- Extended President-Miller's contract one year from Oct. 1, 1950.
- Deferred NAB reorganization plan, meantime ordering naming of TV expert and continued reorganization study.
- Called for membership drive.
- Ordered B. R. E.'s anti-code amendment sent to membership for vote.
- Voted against plan to prevent board members serving over two consecutive terms but ordered referendum vote.
- Set up women's activity as separate NAB department.
- Approved new member service to replace NAB reports.

Two topics dominated the Monday-Wednesday discussions, as well as advance committee meetings. They were BMB and international problems.

Feeling was general that something serious had to be done about BMB. The problem consumed almost half of the three-day session. What the board did, in effect, was protect the continued investment of stations in the broadcast-agency-advertiser coverage project which is now well under way and will be completed by autumn.

Useful Functions

The board apparently recognizes that BMB, from a long-range viewpoint, had served a useful function in meeting the desire of buyers of time for specific circulation data. But it has had enough of the present setup and this was made quite clear.

Since the board's action came on the eve of BMB mailing of some 850,000 ballots to listeners, the board did not desire to peril the project. Instead of swelling the axe on all radio coverage and research efforts, the board took the view that perhaps the scattered projects now in operation can be wrapped up into a package that will meet the approval of advertisers and agencies. No action was announced by the board in relation to BMB personnel.

A careful study will be made of all types of research and coverage measurement with possibility that something definite will develop by convention time next April.

The management conference during convention week in Chicago will run 2½ days, starting Monday, April 11, and ending Wednesday, noon. Chairman Wayne Coy of the FCC will open the convention Monday noon, with Judge Miller presiding. The annual report of the president will be printed this year.

The Monday afternoon agenda will be a dollar-mark session featuring sales and broadcast advertising problems and ways to increase station revenue in the face of stiffer competition and expansion promotion by other media. An FM session will be held Monday night.

Tuesday morning's discussion will be built around public relations on the management level. Legislation, labor, news and similar industry matters will be included. Tuesday afternoon's agenda will be built around BMB, BMI and international affairs. Final session will be held Wednesday (Continued on page 56).

NAB Board Studies BMB Successor

INTERNATIONAL-MINDED GROUP went into allocation, governmental and treaty phases of broadcasting during NAB board meeting. L to r: Campbell Amoruso, WTAR Norfolk, District 4 director; Emilio Ascarella, KEX-XEG Mexico City, v.p. Inter-American Assn. of Broadcasters; NAB President Justin Miller; Goar Mestre, CMQ Havana, IAAB president; Gilmore N. Nunz, WLAP Lexington, Ky., IAAB delegate and District 7 director.

INDUSTRY PROMOTION

INDUSTRY-OPERATED project to sell advertisers and agencies on the sales power of broadcasting, and then keep them sold, was set in motion last week at the NAB board meeting in New Orleans.

The board approved plans to form All-Radio Presentation Corp. as a separate corporation entirely outside NAB. This corporation will direct the All-Radio Presentation plan, now in the script-writing stage.

Out of the plan may develop the nucleus of a continuing sales promotion drive to divert new advertising dollars into the broadest medium. Such a project would be a partial answer to the million-dollar Bureau of Advertising maintained by the American Newspaper Publishers Assn.

Backers of a permanent all-radio organization reminded the NAB board that the ANPA may double its promotion fund to $2 million with a heavy share of its activity aimed directly at broadcasting.

Recruiting Committee Planned

With pledges of funds to finance the current all-radio promotion film running ahead of expectations, the committee directing the project disclosed that a 39-man recruiting committee will soon be named to bring in more subscribers. Already over 400 stations are supporting the film.

The NAB board heard details of the promotion at its Tuesday morning meeting. Appearing on behalf of the project were Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee; Victor M. Katzer, CBS vice president in charge of advertising and promotion, and Lewis Avery, of Avery-Knodel. The committee has been operating as a semi-autonomous organization but will have complete autonomy as a result of board action approving its incorporation.

While the committee and the board have given thought to the idea of a permanent industry promotion, present attention is devoted exclusively to the current film production.

Mr. Gray told the board that trends toward increased station (Continued on page 56)

NAB Proposes Firm
Super Radio Survey

(Continued from page 25) morning and it will be a television discussion which may last all day.

Originally the board's convention committee had thought of a Wednesday morning session on FM, but this idea had been temporarily replaced by a Monday morning FM meeting. Instead, Monday morning will be devoted to committee meetings.

Annual industry banquet will be held Tuesday evening.

The reorganization project, instituted at the November board meeting, provided mainly for appointment by the president of the government contact official and a television except to meet immediate need for more television service by the association. The reorganization idea has not been discarded. On the contrary, the board felt an exhaustive study should be made of other trade associations and their operations before any major steps are taken.

Resolution proposing a legislative director and industry-owned survey bureau was introduced by Howard Lane, vice president of the Marshall Field station.

The Missing Spencer

SNOW storms in North Dakota delayed Harry E. Spence, KXRO Aberdeen, Wash., en route to the NAB board meeting in New Orleans last week. Scheduled to arrive Saturday, Mr. Spence finally reached New Orleans Tuesday morning after being snowbound in a Dakota hamlet along the Milwaukee railroad. With him on the train were Mrs. Spence and Mrs. C. E. Arney Jr., wife of NAB Secretary-Treasurer Arney.

Stark realism governs the board's action on international affairs, as it was made clear that U.S. broadcasting frequencies are seriously threatened by allocation, treaty and other world developments. Even the fate of privately operated broadcasting is involved as the spread of government-owned enterprise philosophies hems in this country.

Leading up to the board's decisions was a series of resolutions adopted by a special board committee headed by Michael R. Hanna, WHCU Ithaca, N.Y. Other members were Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnone, WTAG Norfolk; Edward Breen, KVFD Port Dodge, Iowa, and Gilmore N. Nunn, WLAP Lexington, Ky.

The committee recommended that the board declare its "positive continuing interest" in all international affairs. It urged that a delegation be sent to the next UNESCO meeting in Cleveland. Mr. Hanna had attended the November UNESCO meeting in Europe. The committee urged that free enterprise radio utilize international broadcasting frequencies. All these recommendations were adopted by the board.

Other steps included approval of a plan to write a primer for broadcasters on the effect of international radio on American broadcasting. Quarterly reports will be submitted to members by NAB, with department heads cooperating in its preparation.

Failure to act quickly on allocations can mean serious disruption of the whole American broadcast picture, the committee warned the board. It stressed that the matter through government departments, legislative branches and finally the people themselves by means of NAB's international broadcasting council. The government was criticized for its failure to have a firm policy on world radio affairs, jeopardizing the American system.

Miller to Meet Truman

President Justin Miller is to confer with Secretary of Commerce, Franklin D. Roosevelt, Washington, D.C., and with other key officials. He will make recommendations to the President concerning the state of NAB's radio and television activities in the United States.

The meeting is expected to take place within the next few weeks, and will be the first between Mr. Miller and the President since his assumption of office.

The meeting will be held in the Oval Office of the White House, and is expected to last for several hours. It is anticipated that the President will discuss with Mr. Miller the current problems facing the radio and television industries, and the steps that can be taken to address them.

The meeting will also provide an opportunity for Mr. Miller to update the President on the progress of NAB's efforts to promote the development of new and innovative radio and television technology, as well as to discuss the future of the industries in the United States.

Following the meeting, Mr. Miller will return to Washington to continue his work on behalf of the radio and television industries. He is expected to have numerous meetings with key officials in the government, as well as with industry leaders and stakeholders.

The meeting is expected to be closed to the media, and no further details will be released until after its conclusion.
NBC AGAIN led the networks in gross time sales with a total of $49,697,600. CBS was its nearest competitor with time sales of $62,266,108. The figures were released by Broadcasting Information Bureau, ABC's gross was $44,304,246 and MBS $22,728,802.

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C. E. HOOPER Inc. received its second setback in as many weeks when, with one exception, its subscriber stations in the Albany-Troy-Schenectady area cancelled their contracts. The cancellations, effective Feb. 14, reportedly were brought about by disagreement over a $15,000 prize contest being conducted by WROW Albany.

Stations canceling Hooper reports in the tri-city area are: WABY W gly WPTR WTRY and WXKW WSNY. These stations will receive an interim Hooper report covering the December-Feb. 15 period.

A Hooper spokesman pointed out that the firm could not take action in this instance because the merchandise giveaway of WROW does not involve a telephone gimmick and hence will not distort Hooper figures. "Our function is to count listeners," he said. If WROW builds up its listenership by the use of the giveaway, it is Hooper's job to count the audience, he stated.

It is understood that WROW will carry the cost of the report through the present period—approximately eight weeks—but the fate of Hooper reports in the area after that are not certain. The nature of the report for the remainder of the period is also uncertain. It is not known whether all stations will be included, even though they have cancelled their subscriptions.

The contest, which is reported to be scheduled to run for the next eight weeks, is said by the other stations to require all day and all night listening to WROW. Basis of the competition is an answer contest. Participants select their three favorite WROW programs, day or night, and write their reasons for selecting these particular offerings.

Get Merchandise

Winners in the weekly contests reportedly receive merchandise awards. These winners are then eligible to compete for the grand prize of $15,000—which includes an automobile.

At the "protest meeting" last Tuesday, station representatives from the area were said to have based their dissatisfaction on the feeling that such a contest, with its big awards, excludes them unnaturally from listener competition. Although several of the stations have giveaway programs, they pointed out that these are confined to specific listening periods and are on a regular sponsored basis.

In reply to a request by the station group that some notation of the contest be given on the report, Ward Dorrell, representing the Hooper organization at the "protest meeting," was reportedly very cold.

He is said to have pointed out that giveaway programs are not an exception these days and that the Hooper report would carry no mention of this local situation. This is one bone of contention as the station representatives felt the sampling firm should make some mention of any unusual local practices which might affect the Hoopering.

Although WROW is carrying the cost of the Hooper firm's service for the remainder of the current test period, the prospect for servicing the area in the future is not felt to be too bright. Stations are expected to move very cautiously in future contracts with Hooper and the feeling is that if they do sign, it will be on a provisional basis.

Three independent New York stations cancelled their Hooper subscriptions a fortnight ago [BROADCASTING, Feb. 14] after charging that the Hooper methods favored certain segments of the industry.

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THE RESIGNATION of John Shepard III as chairman of the board of directors of the Yankee Network, 1490, was announced last week. Shepard becomes chairman of the board of the Shepard Stores, Providence, R. I., a post to which he was elected two weeks ago.

Mr. Shepard entered the radio field in 1922 when, on July 31, he inaugurated WNAC Boston as a public service adjunct of the local Shepard Store—one of a chain which had been founded by his grandfather in 1866. The second station originated by Mr. Shepard was WEAN Providence, connected with the Shepard Store there. From those two stations the network was built by him to its present status as the Mutual regional for New England.

Mr. Shepard also served on the Mutual board, a post which he resigned last year. No reason was given by the Yankee Network for his resignation as board chairman.

Shepard Resigns
Will Head Board of Stores

THE ASSERTION of New York independent stations that comparison of Hooperatings in radio and television was inequitable owing to the higher incidence of telephones in television homes than in radio homes was sharply refuted last week by Mr. Shepard, president of the measurement firm.

The inclusion of television ratings in city Hooper reports of both radio and television listening was the basis for the cancellation of the Hooper service by three New York stations a fortnight ago [BROADCASTING, Feb. 14].

Major Argument

A major argument projected by the stations was that the Hooper coincidental survey technique made it impossible to compare television and radio figures. The independents said they believed almost all homes equipped with television were also equipped with radio whereas a large percentage of radio homes were without telephones.

Mr. Shepard last week told the press that the strongest argument of that subject showed that available percentage of television homes were either without telephones or had unlisted numbers and that there was little difference between the incidence of telephones in television and radio homes.

In an issue of his regular Hooperings, Mr. Shepard explained why there was little difference between the incidence of telephones in television and radio homes.

 Figures showing that non-network owned radio stations derive more income from spot sales than from networks, were distributed last week to members of the National Assn. of Radio Station representatives by Frank M. Headley president of the national organization.

Mr. Headley, who is also president of Headley-Reed Co., reported that in 1947 station income from spot sales, after deduction for agency and station representative commissions, amounted to $60,099,386. In the same year the income from networks was $51,498,551.

Mr. Headley based his calculations on FCC figures [BROADCASTING YEARBOOK, 1948].

Sees Good Trend

Mr. Headley saw an increasingly favorable trend in spot broadcasting. He pointed out that the stations' net income from spot in 1946 was $54,499,401 and from networks, $52,796,821.

The healthy state of national spot radio business, the success of the station representatives' promotion campaigns, the more powerful use of national spot time by larger and small advertisers all indicate that the trend will continue when the FCC figures for 1948 are published," Mr. Headley said.

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ALBANY ROW

Tri-City Outlets Cancel Hooper

Mr. Shepard
Page 28 • February 21, 1949

PRINCIPAL speaker at Advertising Assn. of the West mid-winter conference in Santa Barbara, Calif., Leo Burnett (l), converses with Gilbert L. Stanton, AAW president. Mr. Burnett is head of Leo Burnett Co., Chicago agency.

Study by Headley Mailed

Mr. Shepard

SPOT SALES

G. H. Hooper Inc. received its second setback in as many weeks when, with one exception, its subscriber stations in the Albany-Troy-Schenectady area cancelled their contracts. The cancellations, effective Feb. 14, reportedly were brought about by disagreement over a $15,000 prize contest being conducted by WROW Albany.

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RATE STRUCTURE

To Be Studied by ANA's Radio-TV Committee

Radio's rate structure will be the first and probably the most important responsibility of the radio and television committee of the Associated National Advertisers, according to William N. Connolly, advertising manager, S. C. Johnson & Sons, and chairman of the ANA board of directors.

The committee was authorized by the ANA board at its January meeting and approved as part of the organizational structure at the February meeting last Tuesday.

Commenting on the functions of the new committee, Mr. Connolly pointed out that "shifts in radio audiences caused by the growing stature of television and the increasing number of AM stations as well as other factors should play a decisive role in the setting of rates. It is our responsibility to make our views this score known to broadcasters."

To Meet Needs

"Formation of this committee," Mr. Connolly stated, "will enable us to step up our activities in the radio and television fields sufficiently to make sure advertisers' needs are met."

Albert N. Halverstadt, manager of the radio and media department, Procter & Gamble Co., was appointed chairman of the radio and television committee, which is expected to schedule meetings with network and station top executives to discuss rates.

In addition, the committee plans to make a study of radio and television trends since 1940, Mr. Halverstadt said, to help advertisers using radio to visualize not only how rate changes have occurred in the past but also what the changes have been in the sales return received for investments in radio time.

Another problem for the new committee is to be to find out what measurements radio and TV advertisers need to guide their use of these broadcast media.

Described by Mr. Connolly as a task of "immediate and tremendous importance," this assignment involves not only consideration of the problems which have arisen together with the addition of television to earlier advertising media, but also an examination of all radio research requirements of advertisers during the foreseeable future.

The need for an immediate analysis of the research media of radio advertisers stems from the request of BMB that its sponsoring organizations—ANA, AAAA, and NAB—reexamine their individual needs to determine how best they can be met and which should be handled by a tripartite organization such as BMB (Broadcasting, Jan. 17).

During the discussion of this topic by the ANA Board Chairman Connolly pointed out that BMB's radio measurements leave important questions unanswered.

He stressed the supreme requirement of advertisers for uniform and valid information on radio and television, including leaders in the Radio Council of National Advertisers.

Mr. West

The consensus of this group, he said, was that the new committee should represent not only radio advertisers but also all ANA members who, while not users of radio, are seriously considering the use of television.

Many advertisers, particularly the major radio users, reported that their experience showed the areas of similarity between radio and other media, from the advertiser's point of interest, were far greater than the differences; therefore, they felt it essential to throw the full support of the ANA behind the needs of the radio and TV users rather than to isolate this group as it had been done by the independently incorporated Radio Council.

Following authorization of the formation of the new radio and television committee by the ANA board in January, Mr. West reported, the members of the Radio Council had decided that their interests could best be served by abandoning the council and reconstituting their activities directly inside the ANA framework.

Accordingly, they are discontinuing the limited council operation in an effort to expedite decision-making and judgment at the disposal of the radio and television committee.

During the board's discussion of the personnel requirements of this new committee to make it most effective, the importance of drawing on the full resources of the ANA membership and staff was continually emphasized. One suggestion was that one or more members of the ANA's very active films committee should take part in some of the discussions of the radio and television committee to give TV advertisers guidance in the us of motion pictures.

Another suggestion dealt with similar cooperation from the ANA research and public relations committee when the new group should require advice on problems in those specialized fields.

Mr. West said that these suggestions will be carried out by close cooperation between ANA staff members responsible for these varied activities and by the participation of advertisers serving on one committee in the activities of the others.

Kurie Duties

On the staff level, he said, Jack Kurie, ANA vice president for media and research, will be responsible for the radio and television committee as well as for the advertising research committee. "This guarantee of dual overlapping or duplication of effort will be avoided and that each committee's activities will be channeled in the most productive direction," he said.

Mr. West added that Mr. Kurie will be assisted by Kirk Jewett, formerly of the media department of J. Walter Thompson Co., who has just joined the ANA staff to assist chiefly in radio matters.

1950 Plans

Democrats to Triple Radio Use

Determined to hold its political advantage in Congress, the Democratic party plans to spend three times as much for radio activity during preliminary and 1950 Congressional races as it did during the period preceding the Presidential campaign.

These plans were told to Broadcasting Feb. 14 by Jack Redding, publicity director of the Democratic National Committee.

Mr. Redding indicated that the Democratic party was working harder than ever pinning its hopes on radio during the 1950 Congressional campaign. "In the Presidential campaign," he explained, "we pitched primarily to radio because we felt this was the fastest way of reaching the largest number of people.

Radio Is Best Means

Kenneth Fry, radio director of the Democratic National Committee, also felt that "the best way to get information across to the people is through radio."

The Democratic party is concentrating its efforts on a three-point program for the utilization of radio and television in bringing messages to the voters.

Objectives of the party, as outlined by Mr. Redding, are (1) stimulation of activity in radio by Democratic Congressional leaders through closer working relationships with the committee, Democratic Senators, Congressmen and other high government officials, (2) establishment of closer liaison with radio and television networks, (3) inspiration, through publicity and party meetings on all levels, of larger audiences for broadcasts dealing with national issues.

In their early stages, Democratic plans call for utilization of mostly sustaining time with purchases increasing as the approach of the Congressional races.

As each administration plank is brought up in Congress, party leaders will seek air time to present their views to the public.

For a starter, while Congressional committees debated the proposed new labor legislation, the Democratic National Committee worked day and night to secure time on all four major networks for the presentation of the administration's point of view. A time to plan on the Democratic case will be sought as much other major issues as housing, social security, national health insurance and taxes dominate the Congressional spotlight.

Mr. Redding indicated that the plans include vigorous efforts to encourage the use of local radio and Capitol Hill recording facilities by Congress and Democratic National headquarters, he said, will assist Congressmen in the preparation of radio shows and scripts. Material on various issues will be made available for individual use of the legislators.

Broadcast material will also be made available to radio and television networks. Close cooperation with networks and Congress will be maintained to insure frequent appearances of Democratic spokesmen on public forums and other radio and television shows.

Conferences Being Held

A series of conferences is being held among leading Democrats to receive plans for the public relations campaign, Mr. Redding said.

Party gatherings and meetings will be encouraged at times that Democratic spokesmen are on the air and will call attention to the programs as a means of increasing the listening audience, Mr. Redding said.

Vice President Alben W. Barkley will appear with President Truman (Continued on page 82)
Formal papers were signed in New York and Washington last week effecting long-pending transfers of KQW San Francisco to CBS control and WTOP Washington to WTOP Inc., owned 55% by the Washington Post and 45% by CBS [Broadcasting, Feb. 14].

The moves were authorized by the FCC in a 1970 order compelling the Post to assume active management of WTOP and by CBS to assume operation of KQW. Settlement of the deals has been awaiting disposition of WINX Washington by the Post under condition attached to the sales by the Commission. WINX has been sold for $130,000 to William A. Banks, owner of WHAT Philadelphia, while WINX-FM has been sold for $195,000 to WTOP Inc. [Broadcasting, Jan. 24].

The KQW-AM-FM negotiations were consummated in New York on Wednesday. The WTOP sale was completed in Washington.

The network acquired 100% of the stock of Pacific Agricultural Foundation Ltd., the licensee of KQW-AM-FM, from Ralph R., Dorothy M. and Mott Q. Brunton, who owned 55% of the stock. CBS already held 45% of it. Consideration for the 55% interest was $435,000 plus certain adjustments [Broadcasting, Oct. 25, 1948].

New Board Chairman

New board of directors of the company was elected following the transfer, with Frank Stanton, CBS president, as chairman. Members are Joseph H. Ream, CBS executive vice president; Adrian Murphy, CBS vice president and general executive; Howard S. Meighan, CBS vice president and general executive; and J. Kelly Smith, CBS vice president in charge of company-owned station administration.

Mr. Stanton also was elected president of KQW. Other officers are: vice presidents - Messrs. Meighan, Smith and Arthur Hull Hayes, now CBS vice president in charge of the San Francisco office; secretary, Julius F. Brauner, CBS secretary and general attorney; treasurer, S. R. Dean, CBS treasurer and comptroller; assistant secretary, Kenneth L. Yourd, CBS senior attorney; assistant treasurer, George H. Stadtmuller, member of CBS accounting department.

Philip Graham, president of the Washington Post Co., and Mr. Stanton signed the final papers in Washington for transfer of WTOP.

The Post paid $855,470 for its majority interest in WTOP. Eugene Meyer, board chairman of the Post and father-in-law of Mr. Graham, is chairman of the board of WTOP Inc. Mr. Graham is WTOP Inc. president and also is trustee of CBS' 45% interest.

Concurrently with the signing, John S. Hayes assumed his new duties as WTOP's general manager. He has been general manager of the Post's WINX-AM-FM Washington.

WTOP's History

WTOP remains an affiliate of CBS, which has been sole owner since 1932. Columbus will continue to maintain a separate Washington office in the Warner Bldg., staffed by network personnel. Earl H. Gammons is vice president in charge. Office will include CBS news and public affairs department under Theodore F. Koop, the legal department, and Country Journal headquarters.

Other than Mr. Hayes' appointment as general manager, no other staff changes at WTOP are contemplated for the present by CBS and the Post. In a statement Mr. Hayes said: "We plan . . . no major changes in policy, program or personnel. The station has risen to leadership through the teamwork of its present staff. All of our efforts will be directed toward maintaining and extending that leadership."

Mr. Hayes joined WTOP after 13 months as executive vice president of WINX WINX-FM.

CBS Takes Over Full Ownership of KQW and KQW-FM. Completing deal are Ralph R. Brunton (seated, l) and Mr. Ream (seated, r). Standing, 1 to r: Mr. Brauner, Henry Howard Jr., CBS legal staff, and Clair Stout, attorney for Foundation.

_Station Transfers Effected_

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### NORTON RESIGNS

State Dept. Changes Seen

A REALIGNMENT of State Dept.'s Telecommunications Division was indicated last week after Garrison Norton submitted his resignation as Assistant Secretary of State for telecommunications and transportation, effective last Tuesday. Mr. Norton is now CBS vice president in charge of company-owned station administration.

Mr. Norton was appointed to the post by President Truman two years ago. Meanwhile, Gerald C. Gross, International Telecommunications Union, returned to Washington less than a fortnight ago to supervise preparatory arrangements for the fourth Inter-American Radio Conference, scheduled to begin in Washington April 1.

State Dept. also revealed that nine of 15 nations at the recent Loran Conference in Geneva voted continued use of the aids-to-navigation system in the North Atlantic. Heading the U. S. delegation were Capt. John Cross, USNR assistant chief of Telecommunications, and Capt. Donald McKay, Coast Guard communications chief.

### RECRUITING ADS

**Army and Air to Ask Bids**

COMPETITIVE bids on about $5,000,000 in recruiting advertising for the year starting July 1 will soon be asked by the Army and Air Force, the secretaries of those services announced Feb. 17.

The advertising program is being slashed by more than $2,500,000 from the estimated $5,500,000 to $3,000,000 of the current fiscal year.

All national advertising agencies having an annual billing of $10,000,000 or more will be invited to compete. Gardner Advertising Co., St. Louis, now has the account.

### LEE STATIONS

Ohrt Named to New Post

HERBERT R. OHRT has been named executive vice president of the Lee stations - KGLO (AM-FM) Mason City, Iowa, and WTAD (AM-FM) Quincy, Ill., Lee P. Loomis, president of Lee Radio Operations, announced last week. Mr. Ohrt has been manager of the Mason City stations.

Mr. Ohrt, public relations-promotion manager of the Lee outlets, will assume additional duties of managing KGLO. WALTER J. ROTHSCHILD, national sales manager for the station, will also serve as manager of WTAD-AM and FM operations.
CBS LOAN

Prudential Transaction Explained

DETAILS of the 15-year $5 million loan borrowed by CBS from Prudential Insurance Co. of America became public property last week when the network reported the transaction to the Securities and Exchange Commission.

In the report CBS said the loan was its only outstanding indebtedness of the kind. In an exhibit made part of the report, however, CBS set forth a consolidated mortgage indebtedness of all its subsidiaries of $2,148,908.21.

The new loan, it became clear from the report, took the form of a promissory note dated Jan. 20, 1949, and maturing Jan. 15, 1964. In

interest is payable semi-annually on Jan. 15 and July 15 of each year at 5%. All proceeds given to SBC for the loan was:

"Net proceeds are to be used to maintain cash reserves in view of contemplated large indebtedness and expenditures in the development of registrant's television operations."

A loan agreement, in the form of a letter from CBS to the insurance company, set forth details.

Note for Investment

One important representation of the insurance company was that "it has acquired the note for the purpose of investment and not with a view to or for any transactions with any distribution thereof."

Various methods of paying off the loan are set forth but the principal pari passu contemplated seems to be by annual prepayments starting Jan. 15, 1957, of one-eighth the amount outstanding at that time. As CBS consolidated mortgage schedule revealed that the network owes $435,000 on Amusement Enterprises, Inc., the Jack Benny corporation, which was part of Benny acquisition. This debt becomes due Dec. 31, 1949. Becoming due the same month is a bond securing a mortgage on 47-51 E. 52nd St., New York, for $216,000.

Also payable this year, in September, is a $100,000 bond secured by a mortgage on 111-115 E. 58th St., New York. Thus the network must pay a total of $751,000 by the end of the year.

In 1950 several other CBS mortgages become due, totaling only $100,000. In 1955, however, it has $567,183 falling due, of which $503,708 is a first mortgage indebtedness on the Columbia Records Inc. building at 799 7th Ave., New York.

The rest of its mortgage indebtedness, including a few relatively small mortgages payable on demand, all fall due in the years up to and including 1957, so that, presuming all such debts were paid, not extended or renegotiated, the balance due CBS after the time that would be the amounts still to be paid on the Prudential note.

TWO GET AM'S
Facility Grants to Three

NEW STANDARD stations were authorized by FCC last week for Princeton, Ky., and Lagunna Beach, Calif., while WPAT in Paterson, N. J., WFMF Frederick, Md., and WAMS-Washington, Del., were granted improved facilities.

Leslie Goodaker, trading as The Princeton Broadcasting Co., received construction permit for 1600 kc., 250 watts daytime only, at Princeton. Estimated cost is $7,998 and 900 kw. of radio control. Mr. Goodaker is engineer at WMO Owensboro, Ky.

Thomas E. Danson, trading as Universal Radio Features Syndicate, received CP for 1 kw. day, 25 kw. night on 1550 kc., directional, at Laguna Beach. Estimated cost is $32,553. Mr. Danson is editor and publisher of his own daily newspaper, editorial and feature (radio) syndicate.

WPAT Grant

WPAT was granted power boost on 980 kc. from 1 kw. daytime to 5 kw. fulltime while WFMF was granted boost on 990 kc. fulltime from 500 w. to 1 kw., directional night. Engineering conditions attend both grants. WPAT, an independent outlet, is licensed to North Jersey Broadcasting Co., while WFMF, a CBS affiliate, is licensed to Movency Broadcasting Co.

WAMS, licensed to Wilmington Tri-State Broadcasting Co. Inc., was granted modification of license to permit operation unlimited time, except for those hours after local sunset at Wilmington during which WAWZ Zarepath, N. J., operates. WAMS is assigned 1 kw. only. Comm. Robert F. Jones dissented on this grant.

STARTING DATE of FCC's hearing on the news policies of G. A. Richards, owner of KMPC Los Angeles and WJR Detroit, was postponed last week to March 16. It had been scheduled to start today (Feb. 21). The action was taken by the Commission on its own motion "because of urgent commitments" of Comr. E. M. Webster, who is to conduct the hearing. Comr. Webster has been in Europe since Jan. 26 as chairman of the U. S. delegation to a meeting of the International Telegraph Regulations Revisions Committee at Geneva. He returned last Monday.

The hearing, to investigate charges that Mr. Richards ordered KMPC staff members to slant news stories favorable to the family of the late President Roosevelt and against certain minority groups (Broadcasting, Nov. 15, 1948), is now slated to open at 10 a.m. March 16 before the Court of Appeals in Los Angeles.

The session is expected to take one to two weeks and may then be recessed for reconvene later at Detroit and Cleveland.

The hearing, an investigatory proceeding, is actually a hearing to determine whether a hearing should be held. It was called by the Commission after a staff probe inspired by charges filed by the Radio News Club of Hollywood. If the charges are proven unfounded, the matter will be dropped. If not, there will be another hearing, either via revocation proceedings or action on renewal applications.

Frank E. Mullens, president of the three stations, asserts the charges "will be shown to be without foundation."

Wynn Request

In WKLO Case is Refused

FCC last week refused Wynn Louisville's request that Mid-America Broadcasting Corp.'s application for license for its WKLO Louisville either be held pending until current litigation is completed, or be designated for hearing.

"Any license which may be granted the Company," said the Commission in a letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court make a determination adverse to Mid-America Broadcasting Corp., or any other determination requiring further proceedings."

The case involves FCC's grant to Mid-America for 1080 kc. with 5 kw. day and 1 kw. night. Wynn was seeking the same assignment in lieu of its present 260 w. on 1240 kc. and has appealed the U. S. Court of Appeals for the District of Columbia for reversal of the Commission's grant.

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CBS's ACKERMAN

Named V.P., Program Head

HARRY S. ACKERMAN, CBS director of programs, Hollywood, last week was appointed a vice president and director of network programs, with Hollywood headquarters, CBS President Frank Stanton announced.

At the same time, Arthur Hull Hayes, general manager since 1940 of WCBS New York, left for the Golden Gate city to assume his new duties as CBS vice president in charge of network's San Francisco office. [See Hayes sketch, page 46.]

Mr. Ackerman will continue to head all CBS transcontinental programs of West Coast origination. He will continue supervision of production on such CBS packages as My Friend Irma, Our Miss Brooks, Life With Luigi and My Favorite Husband.

Resigning as vice president in charge of radio program operations for Young & Rubicam, New York, Mr. Ackerman joined CBS Jan. 1, 1948, as executive producer in New York. Developing, during his first six months with CBS, such programs as mr. ace and JANE, Cabin 14 and Sing It Again, he became CBS director of programs, Hollywood, on June 15, 1948.

BROADCASTING • Telecasting

Mr. ACKERMAN

READ TO WDSU

Leaves WABB for New Post

APPOINTMENT of A. Louis Read Jr., former sales manager of WWL New Orleans, as sales manager of WDSU AM-TV-FM was announced Friday by Robert D. Sweezey, vice president, The appointment is effective March 1.

Mr. Read succeeds Charles Price, who resigned to join KLXJ-Monroe, La., as chief aide to J. C. Liner, owner-manager. Mr. Read, who is 34, is native of New Orleans. He is leaving WABB, the Mobile Press-Register station, to join WDSU. Prior to his WABB appointment he was advertising director of Weekly Tie Co. and taught advertising sales at Loyola U., New Orleans.

Mr. Read

RICHARDS

Hearing Delayed 3 Weeks

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AD HORIZONS

Weiss Addresses West Coast Clubs

LEWIS ALLEN WEISS, president of Don Lee Broadcasting System and chairman of the board of Mutual Broadcasting System, explored the “Horizons of Television” last week in San Francisco at the annual joint meeting of the San Francisco and Los Angeles advertising clubs.

In the course of his talk Mr. Weiss made the following announcements and predictions:

- Latest estimates show that operating television stations in the United States today are losing an average of $1,000 daily.
- The coaxial cable between Los Angeles and San Francisco should be operating for television within a year.
- One of the top television problems of the day is the “vacuum” of program material.
- Television on the West Coast is far behind television in New York.
- KFRC, the network’s San Francisco outlet, will start construction of its television division station within 30 to 60 days.

Mr. Weiss said he got into television long before it could stand on its own legs and that he, as a member of the board of MBS, is prised by the rapid development of the media. (KTLA, the Don Lee television station in Los Angeles, has been on the air since 1951.)

Horizons Unlimited

He said the horizons of television were limited only by the ingenuity of man’s brain, the things which will be foreseen by future generation.

MAIL ORDER

Closes Radio Department

MONTGOMERY WARD & Co., Chicago retail and mail order firm, has closed its radio department and cancelled all advertising selling for the remainder of the year, J. A. Martin, assistant retail sales manager and director of press relations, said in Chicago Wednesday.

The radio department was eliminated Feb. 1 “because the small volume of radio business did warrant its maintenance,” he explained. Of the 626 Ward stores, only 40 sought and made use of services offered by the radio division.

"Only a very small, percentage of our advertising budget is for radio," Mr. Martin added. Last year, when Ward’s allocated more than $10 million for newspaper advertising, the radio budget was less than $100,000. This year it was lowered to between $50,000 and $60,000, he said.

The broadcasting budget is not expected to be reinstated for television inasmuch as most of the firm’s stores are outside TV market areas, Mr. Martin said.

NARBA RESCUE

Is Goal of NAB Project

AN IMMEDIATE conference with FCC and congressional committee chairman to avert collapse of NARBA will be held by NAB officials. The action will be taken under the threat of NARBA being closed down as a result of "unsettled conditions" cause by failure of FCC to solve the clear-channel problem.

Today the clear-channel issue prevailed in the Senate Dept. from forming its policy in preparation for the NARBA meeting in Canada next September, it was felt by the board.

Collapse of NARBA would mean unrestricted pirating of domestic channels by other nations, the board was informed at its New Orleans meeting (see separate story page 28). These channels would include local, regional and clear facilities. The present would be degradation of service to the American listener and perhaps "chaos" in the industry, the worst in a decade-and-a-half. Other nations would come on U. S. frequencies and would create intolerable interference, the board was told.

The board directed that its NARBA committee work with several NAB engineering members, confer at once with Sen. Edwin C. Johnson (D-Colo.) and Rep. Robert Crosser (Mich), respectively, of the Senate and House Interstate Commerce Committees, as well as FCC Chairman Wayne Coy in an effort to resolve the clear-channel matter. President Justin Miller is to sit with the committee.

45 R.P.M. DISCS

Capital Will Add New Line

STARTING in April Capitol Records Inc. will supplement its regular 78 r.p.m. releases with 45 r.p.m. records according to Glenn E. Wallicks, president. These records will be identical to those recently announced by RCA, and will employ the same changer-player recently announced by RCA-Victor.

Mr. Wallicks said, “We shall also continue to produce our present conventional 78 r.p.m. records and will promote them even more enthusiastically than in the past. We believe that there will be a great public demand for these for a long time to come.”

and eliminate the rival bidders from the competition.

Fort Industry owns seven AM stations, the maximum permitted by FCC policy, but said the Commission it would sell one if necessary for acquisition of WHAS. Six of the seven (all but WMMN Fairmont, WMMN-FM affiliates) the company also operates WJBK-TV Detroit and WSFD-TV Toledo and plans to have WAGA-TV on the air in the future. The three AM stations, in addition to those with TV affiliates, are WGBS Miami, WWVA Wheeling, WLOK Lima, Ohio, and WMMN.
Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!

Tom Tinsley, President • Represented by Headley-Reed
20th Century-Fox Plans Film Series

DOCUMENTARIES

TWENTIETH Century-Fox Film Corp. is ready to make more documentaries for television like the $500,000 filizmation of Gen. Dwight D. Eisenhower's book if ABC can find sponsors for such telecasts.

This was revealed by Spyros P. Skouras, president of the film company, Monday (Feb. 14) at the news preview in New York of the first two 20-minute episodes of the 26-week series based on Crusade in Europe, the Eisenhower best seller.

Less ambitious documentaries already in the plans at Twentieth Century, it is understood. Its television staff, however, is currently tied up with finishing Crusade, only nine of whose episodes have been completed.

Relations Cordial

In a question-and-answer period held after the preview, there was little doubt about the cordiality of relations between the film company and ABC. Mr. Skouras, Edward J. Noble, chairman of the board of ABC and Mark Woods, president of ABC, exchanged compliments on their contributions to a "television first" which they agreed in the words of Mr. Noble "may be television's biggest and proudest thing."

This cordiality was shown despite the fact negotiations have been going on between Twentieth Century and ABC for the acquisition of the network by the film company.

These negotiations no longer are in progress, Mr. Skouras said at his own news conference preceding the preview. He added, however, that his company still is interested in ABC "if the price is right." What price was asked by ABC in the negotiations of several weeks ago is "a state secret," he said.

He further divulged that he has approached no other networks or stations for purchase but that other stations have approached him. He refused to name the stations or their locales.

Mr. Woods, discussing the financial arrangements of Crusade, said each episode would cost a sponsor $15,000, with time and line charges being extra (Broadcasting, Jan. 31). He added that the films also will be offered to independent television stations and to stations of other networks. A suggestion from a newspaperman present at the preview that BBC might be interested in the series resulted in a decision to approach the British network.

TRUSTOVISION

Tests Have 'Bad Day'

THE WEATHER was fine but Stratosvision had its troubles nonetheless in flight tests held last Thursday by Westinghouse Electric Corp. The mishaps which plagued various equipment pieces manifested themselves in one form or other until finally, in late afternoon, the B-29 went "off the air" and nosed its way back to the Baltimore home base.

In the words of Charles E. Nobles, inventor of the system, "it was just a bad day . . . we had all kinds of trouble."

Transmission 'Fair'

Actually the transmission was reported by FCC observers as "pretty fair" and even "remarkably good" during the morning phase of the run. Then things began to happen—to camera control, generator and picture transmitter. Other reactions to the test were unavailable late Thursday afternoon but would be forthcoming this week, Westinghouse indicated.

The converted B-29 started out from Baltimore's Glenn Martin Airport about 10 a.m., flew north into Pennsylvania, covering Hanover, Gettysburg, York and Harrisburg. After circling the Susquehanna River and rural parts of the state, the plane headed down the river into the Chesapeake Bay region, cutting across to Atlantic City.

It was during the flight between the latter area, and Norfolk, Va., that the demonstration went off the air, rather than conflict with WTVK Richmond's TV signal inland. The three hour siege of trouble resulted primarily from a faulty generator which developed an oil leak, according to Mr. Nobles. Transmitter trouble plagued the pictures shortly after 1 p.m. and equipment had to be fixed along the way. The oil, flowing vital equipment parts, wrecked the most telling damage however. Even the camera control developed quirks during the afternoon.

FCC's monitoring station at Laurel, Md., reported the picture as pretty fair until the transmitter went off the beam. In some instances it was remarkably good, personnel said, as when the plane was circling York, Pa., at 12:11 p.m. Pictures of rivers, bridges, racetracks, beaches and airports were picked up effectively, it was reported. Films were also taken of much of the ground panorama.

Test on Channel 6

The Stratosvision plane telecast on Channel 6 as usual. The test had been postponed several times during the past eight weeks, Mr. Nobles said, as Westinghouse engineers awaited favorable weather conditions. Snow, prevalent during that period, does not lend itself to adequate transmission, he pointed out. The atmosphere Thursday was described as hazy during the morning hours.

Westinghouse's receiver at Baltimore had its own troubles too. Personnel reported that local interference from an X-Ray machine blurred reception for a spell.

COMMR. CHANDLER

'Wait and See' TV Effect

BASEBALL Comr. A. B. (Happy) Chandler told members of the Merion (Pa.) Post of the American Legion, Feb. 14, that he is pursuing a "wait and see" policy on the effect of television on baseball attendance. Mr. Chandler said, "I don't think we'll ever see the day when an honest-to-goodness baseball fan will stay away from the parks and watch the games on television."
YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*

BUT . . .

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

Western Michigan, embracing both Grand Rapids and Kalamazoo, is a wonderful market. But like any other, it's got to be reached to be sold. And because of a freakish condition of "fading" in this area, outside stations simply don't get through consistently into Western Michigan!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's topflight leaders, combining excellent coverage with low rates. Our Hoopers prove real audience preference in our two big cities. By projection, you can figure that this preference boils down to about 23% more city listeners alone—and our BMB figures show even higher audience-differentials in the surrounding territory. Best of all, the combination of WKZO-WJEF costs 30% less than the next-best two-station combination in Kalamazoo and Grand Rapids!

Write to us or to Avery-Knode, Inc. for all the facts!

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.

WKZO first in Kalamazoo and Greater Western Michigan

WJEF first in Grand Rapids and Kent County

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
L. A. SURVEYS
TV Sets Up 148% Since Oct.

LOS ANGELES area now has 88,337 television sets—an increase of 148% in three months—according to a survey by the Southern California Radio & Electrical Appliance Assn. Set ownership in the area last October was 36,000.

Approximately 91% of the receivers are located within Los Angeles County, which has a population of 3,881,323. The survey indicates that there is now one television set to each 15 families in the county.

The average video audience for the area is reported as 321,680 viewers, figured on an average of 3.5 viewers per set. About 25% of the sets are in the homes of families in the upper income brackets, the survey states; 65% in middle class families and 10% in the low income group.

Results of another survey in Los Angeles—on the effects of television on set owners—was announced last week by James Nicholson, theater owner and chairman of the television committee of the Southern California Theatre Owners Assn.

Among the findings:

- The average set owner has had his receiver approximately 4.4 months.
- Stay-at-home nights have been increased by 86%: 44% of those interviewed said it decreased their movie-going while 58% felt that television had not altered their movie-going habits. Overall, all decrease in movie-going represented a little over 25%: average guest viewers per night, 1.2 persons.

10,745 TV HOMES
In Middlesex County, N. J.

MIDDLESEX COUNTY, New Jersey, has 10,745 homes equipped with television receivers, and the county's second largest city, New Brunswick, has 394 TV homes. These figures have been released by Advertisers Research, New Brunswick. They are taken from film of TV data chart, corrected as of Jan. 10, Advertisers said.

Highland Park (pop. 9,002), across the Raritan River from New Brunswick, has 446 TV homes, the latest Advertisers study showed. The firm announced its plans to release TV set figures for other New Jersey locations soon.

WAVE-TV Report

WAVE-TV Louisville has issued a four-page "Report on Television in Louisville" which contains the station's activities during the first ten weeks of operations. Material includes facts on: Number of television set owners; total time on the air; public reaction; network programs now on WAVE-TV; outstanding local productions, and list of television sponsors, national and local.

AID TO MOVIES

Giannini Says TV May Be a Boon

TV will promote the movie industry in particular and the entertainment industries in general. That was the opinion of Bernard Giannini, vice-president of the Bank of America, speaking before the Academy of Television Arts & Sciences in Hollywood last Tuesday evening.

As for financing television films, he said that the criteria of the movie financing—character, capacity and collateral—would likewise apply in the new medium.

In examining the effect of television on other media, he said that people won't sit at home for television any more than they would for radio. And he felt that television might be the future "avenue of getting back money on movies which fail in the theaters."

Other participants in the ATAS meeting were Robert Brown, program director of KNBH (TV) Hollywood; Richard Goggin, ABC western television project manager; Arnold Magure, Poole, Cone & Belding, Hollywood television director; Larry Barnhart, president of Cascade Films; Frank Cristal, live TV packager.

Charles Brown, general manager of Video Broadcasting Co., moderated the panel which included questions, and Harry Lubcke, Don Lee television director and ATAS president, presided over meeting.

Mr. McGuire pointed out that in television there was considerably greater distinction between producer and director than has ever existed in radio. In fact, he pointed out that in radio the two are synonymous. On the other hand, in television, he said, the director is the station or network employee who worked with George Brown, who owned the producer, was the agency's representative and worked on the program full-time with no other duties.

Mr. Brown said that NBC aimed to control the program on its air and while it would do business with outside packagers, it would certainly assign its own directors to production of such programs. He also advised his listeners that most departments of television today are only one-man shops and opportunities consequently had to go to the most experienced personnel available.

When Mr. Goggin was asked what hope there would be for "eager beavers" in the present owing to the limited opportunities, he replied "eager beavers have their own procedures." Seriously, he stated that inexperienced talent must find its opening in smaller areas of television since the most competitive situations existed in the centers of New York, Chicago and Hollywood.

PARAMOUNT

DuMont to File Exceptions

PARAMOUNT PICTURES has only a "financial" interest in Allen B. DuMont Labs, has never exercised control, and has had trouble in trying to sell its interest because would-be buyers regard it as an "investment interest only," Paramount told FCC last week.

The firm, acting through subsidiaries, reiterated its position in exceptions to FCC's proposed finding that Paramount's 29% interest in DuMont amounts to control [Broadcasting, Dec. 26, 1948]. The Commission was asked to hear oral argument on the subject. DuMont's exceptions are to be filed today (May 2).

If the proposed decision is made final, Paramount would be unable to acquire additional television stations without obtaining application for a license, a number of views, in view of the five-station limit imposed by FCC rules. Paramount owns two and DuMont three. A proposal of the Paramount television interest appears imminent, however, in view of reports that the company soon will sign a contract to see itself in two separately owned firms [Broadcasting, Feb. 14]. Exceptions to FCC's proposed findings were filed by Bruce M. Pat- rick, Washington attorney, for Paramount Television Productions, which operates RTL Los Angeles and is selling for San Francisco; United Detroit Television, an applicant for Detroit; and New England Theatres, a Boston applicant. The proposal to dispose of these applications, as well as Paramount's for Cleveland and Cincinnati.

The exceptions said Paramount the company would get $20 to $30 a share for its stock, which would mean $12 to $18 million. The company owns all of the $60,000 shares of DuMont's stock, and 43,200 stock (2.9%) of the Class A.

Apart from the conclusion that Paramount controls DuMont—which was attacked as unwarranted by the record and by facts—the film company's exceptions attacked the proposal to deny Paramount's and DuMont's pending applications. Paramount controlled DuMont, the company said, the proper disposition would be to consider them along with competing applications. They grant them subject to "such conditions as readjustments" as FCC might require for compliance with its multiple-ownership rule.

In connection to KTLA, Paramount owns WBKB (TV) Chicago, while DuMont owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh.

TV WRITERS

Organize Guild in New York

TELEVISION Writers Guild became an actuality Monday evening at an organizing meeting in New York.

It is expected that the TWG will become a member of the Authors League, to be held March and will exist side by side with the Radio Writers Guild.

About 80 television writers attended the first meeting, which did two things: Set up machinery to make the new guild a going organization and began discussion of such matters as fees and rights which will become contract demands.

An executive committee was chosen, consisting of: Chairman Lee Berg, Mrs. Ruth K. Friedlich, Oliver Nicoll, Max Wilk, Max Ehrlich, Albert Frank and Land Markeis. The group also passed a resolution asking the Authors League council to permit the first four-week session to act as representatives on the council.

The executive committee was empowered to appoint a membership committee and a craft committee, the latter to discuss television writing. It will consider the drafting of a constitution and will rule until the TWG is admitted to membership in the Authors League and elections are held.

It was said that almost everyone attending the first meeting joined. A $10 admission fee was charged for membership and this will be credited to dues when a membership card is issued at a later date. Writers who work in both radio and television will have to pay dues to both RWG and TWG on a basis which has not yet been decided. It is understood, however, that dual dues will total more than the dues to the joint organization but considerably less than the sum of the dues of both organizations.

POLLAK, RODNER
Get Promotions at WPX(TV)

JAMES S. POLLAK, film manager of WPX New York, and Ar- dien B. Rodner, former president and executive producer of Tele- vision Advertising Productions, Inc., New York, have been named program manager and program coordinator, respectively, of WPX.

The film department has been made a part of the program department with Mr. Pollak exercising general control over all programming activities, according to the announcement by Robert L. Coe, station manager.

Mr. Rodner will act as liaison between the sales and the program departments.

Mr. Pollak, who has been in charge of WPX since joining the New York network television station, created the Telepix Newsreel and was responsible for obtaining exclusive video rights for the Kor- da film series.
Distribution of Listening Homes in Chickasaw County, Iowa

<table>
<thead>
<tr>
<th></th>
<th>7:00-8:00 A.M.</th>
<th>8:00-10:00 A.M.</th>
<th>10:00-12 Noon</th>
<th>Total Morning</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>40.0%</td>
<td>56.8%</td>
<td>48.8%</td>
<td>50.5%</td>
</tr>
<tr>
<td>WHO</td>
<td>20.0%</td>
<td>8.1%</td>
<td>9.3%</td>
<td>10.5%</td>
</tr>
<tr>
<td>WMT</td>
<td>0.0%</td>
<td>5.4%</td>
<td>7.0%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Listed above is the distribution of listening homes among stations in Chickasaw County, Iowa from 7:00 A.M to 12 Noon. During this hour-to-hour check, KXEL showed as much as 7 times as many listeners as any other station.

This is the unvarnished truth which proves Chickasaw County has gone KXEL—in a big way. This is true listener preference. It proves KXEL an amazing 4 to 1 favorite during these morning hours in rich Chickasaw County, whose borders are more than 75 miles from KXEL's transmitter.

Time buyers—You cannot afford to overlook this amazing listener preference that KXEL holds in rich Northeast Iowa.

If you want to sell Northeast Iowa and sell it completely—AT LESS COST PER LISTENER—there is only one answer—KXEL.

See your Avery-Knodel man today or write KXEL for your copy of Conlan's Newest Comprehensive Study of Listening Habits.

KXEL 50,000 Watts ABC

Josh Higgins Broadcasting Company
Waterloo, Iowa

Represented by Avery-Knodel, Inc.
ABC Outlet for Cedar Rapids and Waterloo, Iowa
Milton Berle, Arthur Godfrey and Ed Sullivan are the best liked video personalities, according to a popularity poll conducted by Audience Research Inc.

Survey, part of ARI’s continuing audit of radio personalities, included interviews with viewers in areas of TV service across the nation, where half of all interviews with ARI’s cross section of 3,000 radio owners were conducted. While only 5 percent of the homes in those areas have video recorders, ARI interviews reported that approximately a third of the persons interviewed watched TV and seen television at least once during the week preceding the interview.

These viewers formed the base for the ARI TV personality audit. Viewers were asked to go over the list of top television personalities and check those they had seen on the viewing screen. Then they were asked to indicate which ones they especially enjoyed. Mr. Berle was tagged as “especially enjoyed” by 92 percent of those who had seen him on television, while 80 percent similarly viewed Mr. Godfrey and Mr. Sullivan.

Following the top three in the “particularly enjoyed” list of video stars were: Paul Winchell and Jerry Mahoney, 70 percent; Maury Amsterdam 66 percent; Dunninger 64 percent; Phil Silvers 63 percent; Lanny Ross 51 percent; Howdy Doody 45 percent; Bert Lytell 42 percent.

**THE PULSE**

**COMEDY - VARIETY** show s somewhat ahead of all other types of video shows in December and January, according to The Pulse Inc. New York area survey for those months. Drama, children’s shows, quiz programs and sports followed in that order. Fewer sports, feature films, newscasts and film shorts were shown in January than in December, but more telecast time was devoted to music and Westerns.

Breakdown of the report follows:

**AD DOLLARS**

A BOSTON BANKER said last week that on television the yield per advertising dollar “will surpass any man has devised for the distribution of his product or services.”

Speaking before the Financial Advertisers Assn. of New York, John J. Barry, vice president in charge of advertising and public relations of the National Shawmut Bank of Boston, said he believed television was “destined to transform the American scene.”

**HEAVY TV User**

The Shawmut Bank is a heavy advertiser on Boston television.

Mr. Barry said he was convinced “in my own experience to date as a sponsor of television programs” that the “scramble for time franchises... for spots, 5, 10, and 15 minute time segments, half hours, hours, even hours and a half, will result shortly in a sell-out for the stations in operation.” He said he believed that the “in-the

**ABC TV CENTER**

**Now Available to Dr. Back**

FACILITIES of ABC’s television center at 7 West 56th St. New York have been made available to Dr. Frank G. Back, vice president of Television - Zomar Corp., New York, Frank Marx, ABC vice president in charge of engineering, announced last week. Arrangements were made, Mr. Marx said, in the interest of establishing new standards for television lighting, lens, and utilization of camera equipment.

Dr. Back, internationally known, Vienna-born physicist and optics authority, is the developer of the Zomar and Balowstar lenses, basic lens equipment of the video industry. Working with ABC as a consultant, Dr. Back will essay to develop further both the Zomar and Balowstar lenses, and to establish standards for television lighting complete television operations before putting the system into operation.

Any devices developed as a result of the cooperative research by Dr. Back and ABC, will be made available first to that network, and then to the television industry generally, according to Mr. Marx.

**Get Best Video Buy, Says Barry**

Cites TV Impact

Television advertising is of such impact, Mr. Barry said, that it will “wean its audience away from products and services being sold in other media and limit their purchases and investments to those things which have been proven sound and demonstrated right in their own living room.”

No medium, television, he said, had “provided a method for demonstrating a product or a service.”

**TV PRODUCTIONS**

**Frieberg Heads New Firm**

FORMATION of a new video firm, Columbia Television Productions Inc., New York, and election of Hardie Friberg, former public relations executive, as its president, were announced simultaneously this month.

The new firm, with offices at 270 Park Ave., and West Coast offices at 9597 Wilshire Blvd., Beverly Hills, will specialize in commercial spot announcements featuring well known personalities of radio, music and screen. Mr. Friberg announced that over 150 such personalities were available for testimonials and endorsements on film.

**'HOWDY DOODY'**

Sponsor Adds 7 Stations

**HOLLYWOOD DOODY**

Sponsor adds 7 stations

**UNIQUE ART Manufacturing Co.,** which sponsors Howdy Doody on NBC television Wednesdays 5:45-6 p.m., is extending the program to seven more stations effective Feb. 25. Agency is Grant Advertising.

New stations added: WBZ-TV Boston, WTVT Richmond, WBNF-TV Buffalo, WWJ-TV Detroit, KSD-TV St. Louis, WNBK Cleveland and WNBQ Chicago.

Already taking the program are: WNBC New York, WPTZ Philadelphia, WRGB Schenectady, WNBW New Orleans and WJBK-TV Baltimore.

**CHECKING production plans for new KFI-TV Los Angeles weekly telecast 'Slice of Life' are (1 to): William B. Ryan, general manager of station; Clinton ('Buddy') Twist, Corrleton E. Morse Productions, and producer Corrleton E. Morse.**

**VIDEO VARIETIES**

**Absorbs West Coast Firm**

VIDEO VARIETIES Corp., New York, has absorbed the facilities of West Coast Sound Studios Inc., 510 W. 57th St.

George W. Goman will head the new company, Vanguard St. 73, with other officers from the absorbed firm assuming respective posts in the new company. Martin P. Henry, partner since 1965 in the West Coast company, will be vice president in charge of production, and A. W. Manchee, who, with Mr. Goman, was an original member of the old organization, will be vice president in charge of business and operations.

Otis P. Williams, for many years an account executive with WOR New York and Mutual, and lately manager of WNJR Newark, will be general sales manager of the new corporation, of which West Coast Sound Studios will continue as a department.

The new company, with assets in the $1 million bracket, will assume a round-the-clock schedule of TV film production, all of which will be released through United Artists television department.

**KRSC-TV Schedule**

KRSC-TV, Seattle’s only television station, is now programming six days a week, with the addition of Tuesday to the schedule which has prevailed since it went on the air Thanksgiving Day 1948. Tuesday night program line-up is built around the new program, Star Theater, with Milton Berle. Station has also added the Chesterton Supper Club, which is viewed Friday evenings.
UHF TELEVISION
RCA-NBC Seek 846-854 mc

FURTHER plans of RCA-NBC for high-band television experimentation were disclosed last week in an application filed with FCC for use of 846-854 mc at RCA's laboratory in Princeton, N. J. RCA officials had previously asked for a UHF satellite station at Bridgeport, Conn., to rebroadcast WNBTV (TV) New York (Broadcasting, Feb. 14).

"The immediate purpose of the experimentation" at Princeton, RCA told FCC, "is to obtain propagation data which compares vertical and horizontal polarization with respect to shadows and multipath, in the ultra-high frequency region, under summer and winter conditions." The firm indicated the project would be a continuous one.

RCA informed the Commission it proposes "to continue testing and development equipment originally conceived in our laboratories and tested for a brief period in Washington, D. C., during the latter part of the Washington tests, conducted both in the 500 mc and 800 mc areas, were in conjunction with NBC's WNDB (TV) New York."

The Princeton experimental transmitter will use rated visual power of 100 w with peak carrier power of 400 w, RCA said. The W3XCY Washington transmitter will be adapted for the project. RCA engineers said the transmitting antenna would consist of a parabolic reflector with two dipoles placed at the focal point, one horizontal and one vertical. Through a special switching arrangement either dipole may be excited.

Project will be under supervision of Dr. George H. Brown, RCA Labs. research engineer, assisted by W. C. Morrison and D. W. Peterson.

WTVN (TV) HEARING
Is Set by FCC

HEARING has been designated by FCC upon application of WTVN (TV) Columbus, Ohio, for extension of completion date. The Commission indicated it wished to determine whether Picture Waves Inc., owner, "will fulfill its obligation in proceeding with construction" and if extension grant would be in public interest.

WTVN has granted its construction permit March 17, 1948, with an expiration date of Nov. 17, 1948. In October the station filed application for extension of completion date to Oct. 1 of this year. Facilities assigned are Channel 6 (88-88 mc) with effective radiated power of 14.5 kw visual and 9 kw audio. The permittee firm is owned 46% by Edward and Prudence Lamb, owners of WTOD Toledo, Ohio, and WICU TV Toledo, Ohio. Application is pending for FCC approval to acquisition by the Lamb of 94% interest in WTVN.

FIRST 15 PROGRAM HOPEPERATIONS—Feb. 15 Report

| Program | No. of 
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor &amp; Agency</td>
<td>Stations</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>167</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>167</td>
</tr>
<tr>
<td>Maxie &amp; Molly</td>
<td>167</td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>167</td>
</tr>
<tr>
<td>Geoffrey's Talent Scout</td>
<td>167</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>167</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>167</td>
</tr>
<tr>
<td>Step by the Music</td>
<td>167</td>
</tr>
</tbody>
</table>

AVERAGE of sponsored shows:

<table>
<thead>
<tr>
<th>Smith Bros. (S55&amp;C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(8-15, 15.1) E. W. Johnson (200 kw), 20.6</td>
</tr>
<tr>
<td>(7-30-45, 39.4) Speidel (57 kw), 23.1</td>
</tr>
</tbody>
</table>
| (8-30-45, 23.1) Special Co. (TP)
| (8-30-45, 21.0) Special Co. (TP) |

TORCHLIGHT FIRM
Plans Radio-TV Productions

ORGANIZATION of a new and non-profit television-radio producing group, Torchlight Productions, planned last week, to institute immediate activities.

Among its sponsors are Henry Jaffe, Charles S. Johnson, Max Beerman, Roi Outlet, Edward Res`velt, Louis Untermyer, Walter White and William L. White. President of the new outfit is David R. Kapralik and Jane White is vice president. Offices have been established at 229 West 42nd St.

Initial schedule calls for a dramatic half-hour radio series, tentatively called Conflict, for which scripts currently are being solicited from all Guild freelance writers. Production will start at an early date.

Torchlight also plans a transcription series for local option, and plans to cast its shows from the reservoir of professional acting talent which is available for live but which is utilized only infrequently on network productions.

PROETZ AWARD
Contest Includes Radio-TV

FIFTH annual Erma Proetz Award offered by the Women's Advertising Club of St. Louis will include prize for radio and television. Contest is open to any woman in the advertising field, and entries must be submitted by April 10.

The entries will be judged on their originality, timeliness, soundness of appeal, good taste and overall effectiveness, Mrs. Elmer C. McAd民众, contest chairman, announced. Material submitted must have been created or used between March 31, 1948, and April 1, 1949.

Entry blanks can be obtained from Mrs. McAd民众, 3610 Olive St., St. Louis 3, Mo. The Proetz Award, established in memory of the late Erma Perham Proetz, St. Louis advertising woman, also includes $100 first prizes in two other categories, copy and art and photography.

OPERA TELECASTS
Plans Announced by Woods

PLANS are in the works to telecast the Saturday afternoon performances of the Metropolitan Opera next season, Mark Woods, ABC president, said last week.

Mr. Woods addressed a regular meeting of New York's Town Hall on "The Present and Future of Television."

In a question-answer session, Mr. Woods predicted that frequent repeats of television shows will be more numerous than repeat radio broadcasts, due to the rapid addition of new set owners. He said television would not entirely replace radio, as the latter can be enjoyed while listeners are doing other work.

Mr. Woods predicted that electronic color television would be available in 10 years, but he emphasized that it would not replace black and white and would be used only when color definitely added to enjoyment. He did not feel that television would hurt motion pictures but believed that both arts should grow and learn new techniques from each other.

KMA PETITION
Seeks TV Call Suffix

KMA Shenandoah, Iowa, petitioned FCC last week for permission to continue to use KMA-TV as the call letters of its television affiliatisation at Omaha, despite the Commission's policy requiring individual calls unless the stations are in the same community [Broadcasting, Jan. 17].

Courts have held that licensees have a property right in their call letters, KMA noted, suggesting that FCC consequently should not have put its new policy into effect without providing for a hearing. Certainly, the station insisted, the policy should not be retroactive, just as the policy of using "W" calls east of the Mississippi and "K" calls to the west was not retroactive. Further, KMA argued, the television station did have to be located in Omaha because FCC has not allocated any channels for Shenandoah.

KMA-AM-TV is one of the relatively few cases affected by FCC's policy of using the use of common base call letters by commonly owned AM, FM and TV stations if they are located in different communities. July 1 was set as deadline for compliance.

VIDEO REPORT
ARI Issues TV Data Digest

AUDIENCE RESEARCH Inc., Princeton, New York and Hollywood, has issued the third in its series of reports on television. Titled Television Facts, A Summary of Progress, the 47-page report presents a digest of information bearing on non-technical aspects of television.

Presenting the television picture as of November 1948, the material is issued in seven major classifications: Facilities, set ownership, set manufacturing, programing, sponsors, commercial appeals, eating habits.

Numerous charts and maps are used to illustrate the copy.

In the concluding chapter, titled "The TV Audience of the Motion Picture Industry," the report points out that "television is, and most probably will continue to be, an addiction in the mass media, while motion picture companies produce for consumer sale," which may lessen the competition somewhat.

CBS Offer to RTDG

COUNTER-PROPOSAL offered by CBS Hollywood directors for cost-of-living increase sought by Radio and Television Directors Guild for call letters, and assistant directors was taken up at a meeting last Friday between the two groups. No results were available as this press was going to press. In increase sought by union was 50%. Amount offered by network was not disclosed, but it is believed that compromise will be effected for 15 to 20% increase.

February 21, 1949 • Page 39
WITH FIVE new stations reporting, the total number of television advertisers increased to 727 in the week of Jan. 2-8. Of this total two-thirds were local-retail adver-
sers, and 234 were spot users. Network advertising dropped fractionally from a total of 37 to 33.

(Table I)

These figures are taken from the eighth monthly Rorabaugh Report on Television Advertising. Data is received from 46 operating television outlets in 27 markets throughout the country. The report is published by the N. C. Rorabaugh Co.,

New York.

The average number of accounts per station increased from less than 14 in October to more than 16 in January, though many of the stations reported in the January report are less than two months old in commercial operation.

Estimated gross time expenditures of these 727 advertisers was $901,185, according to Rorabaugh. A breakdown by types of business reveals that 33 network accounts spent $88,954; 234 spot (national and regional non-network) advertisers spent $143,343, and 460 local retail advertisers spent $88,888.

Increase Over December

These 727 advertisers bought a total of 456 hours and 50 minutes of video time in the reported week. This is an increase of about 23 hours from the corresponding period in December. (See Table II) Of this total sponsored time, 6.9% were announcements (either weather, time or straight commercial) and the rest was programming. The proportion of announcement time dropped slightly from December, when 7.3% of all sponsored time were announcements.

Radio and television set dealers and manufacturers were the mainstay of the video time sales. There were a total of 126 advertisers in this category, or 17.5% of the total. Of this total 101 were local retail dealers in television and radio sets.

Ninety of the 727 advertisers were food and food beverage accounts, and about 10% of the total accounts were apparel advertisers, and an equal percentage automotive advertisers. In these two categories, the major share of advertising was from local retail outlets.

(Table III)

Heavy Spot Users

Spot advertising was used heavily by food and food beverage accounts. There were a total of 54 such accounts. Other heavy spot users were, in order of frequency, beer and wine accounts, apparel, and radio and television manufacturers.

The network accounts were spread through the major advertising categories.

Radio and television advertising has been a consistent leader in television time bought. Food and beverage advertising is second in January accounts, though it was in third spot in the December report. Apparel advertising dropped from 81 accounts to 76, for third place in January.

Household equipment accounts dropped slightly. Insurance,

Business Interests of TV Licensees, Permittees and Applicants as of Jan. 1, 1949

<table>
<thead>
<tr>
<th>Business Interest</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper Publishing</td>
<td>126</td>
<td>31.3</td>
</tr>
<tr>
<td>Broadcasting only</td>
<td>66</td>
<td>16.1</td>
</tr>
<tr>
<td>Motion Pictures, Theatres, etc.</td>
<td>27</td>
<td>6.6</td>
</tr>
<tr>
<td>Radio Manufacturing</td>
<td>25</td>
<td>6.1</td>
</tr>
<tr>
<td>Dealers and Distributors (auto, grocery, etc.)</td>
<td>25</td>
<td>6.1</td>
</tr>
<tr>
<td>Miscellaneous Manufacturing</td>
<td>18</td>
<td>4.4</td>
</tr>
<tr>
<td>Real Estate, Insurance, Finance</td>
<td>17</td>
<td>4.2</td>
</tr>
<tr>
<td>Oil Production</td>
<td>17</td>
<td>4.2</td>
</tr>
<tr>
<td>Educational Institutions</td>
<td>10</td>
<td>2.4</td>
</tr>
<tr>
<td>Miscellaneous Interests</td>
<td>76</td>
<td>18.6</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>409</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Information Not Available. 25

Total. 434

Table I

SUMMARY REPORT OF TELEVISION ADVERTISING June 1949 through Dec. 1948

<table>
<thead>
<tr>
<th>No. of Markets</th>
<th>No. of Stations</th>
<th>No. of Advertisers</th>
<th>Network</th>
<th>Spot</th>
<th>Local-Retail</th>
<th>Out-of-City</th>
<th>TOTAL ADVERTISERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 6-12</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>17</td>
<td>32</td>
<td>55</td>
<td>244</td>
</tr>
<tr>
<td>July 6-12</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>17</td>
<td>32</td>
<td>55</td>
<td>244</td>
</tr>
<tr>
<td>Aug. 6-12</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>17</td>
<td>32</td>
<td>55</td>
<td>244</td>
</tr>
<tr>
<td>Sept. 6-12</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>17</td>
<td>32</td>
<td>55</td>
<td>244</td>
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<tr>
<td>Oct. 6-12</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>17</td>
<td>32</td>
<td>55</td>
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<tr>
<td>Nov. 6-12</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>17</td>
<td>32</td>
<td>55</td>
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<tr>
<td>Dec. 6-12</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>17</td>
<td>32</td>
<td>55</td>
<td>244</td>
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</tbody>
</table>

Table II

TELEVISION ADVERTISERS BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
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<tr>
<td>Agriculture</td>
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<td>2</td>
<td>3</td>
<td>6</td>
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<tr>
<td>Apparel, Shoes, Accessories</td>
<td>4</td>
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<td>6</td>
<td>15</td>
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<td>Automotive, Tires, Service</td>
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<td>9</td>
<td>24</td>
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<td>Aviation</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>33</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>42</td>
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<tr>
<td>Building Materials</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>51</td>
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<tr>
<td>Confections, Gum</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>50</td>
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<tr>
<td>Consumer Services and Utilities</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>69</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>25</td>
<td>26</td>
<td>27</td>
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<tr>
<td>Entertainment</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>57</td>
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<tr>
<td>Food &amp; Food Beverages</td>
<td>31</td>
<td>32</td>
<td>33</td>
<td>96</td>
</tr>
<tr>
<td>Gasoline, Oil &amp; Paint</td>
<td>34</td>
<td>35</td>
<td>36</td>
<td>95</td>
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<tr>
<td>Horticulture</td>
<td>37</td>
<td>38</td>
<td>39</td>
<td>75</td>
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<tr>
<td>Household Equipment &amp; Supplies, Appliances</td>
<td>40</td>
<td>41</td>
<td>42</td>
<td>123</td>
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<tr>
<td>Household Furnishings</td>
<td>43</td>
<td>44</td>
<td>45</td>
<td>132</td>
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<tr>
<td>Industrial Materials</td>
<td>46</td>
<td>47</td>
<td>48</td>
<td>131</td>
</tr>
<tr>
<td>Insurance, Banks, and Loan Companies</td>
<td>49</td>
<td>50</td>
<td>51</td>
<td>150</td>
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<tr>
<td>Jewelry, Optical, and Cameras</td>
<td>52</td>
<td>53</td>
<td>54</td>
<td>159</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>55</td>
<td>56</td>
<td>57</td>
<td>162</td>
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<tr>
<td>Publishing</td>
<td>58</td>
<td>59</td>
<td>60</td>
<td>177</td>
</tr>
<tr>
<td>Radios, Television Sets, Records, Musical Inst.</td>
<td>61</td>
<td>62</td>
<td>63</td>
<td>186</td>
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<tr>
<td>Radio Outlets &amp; Department Stores</td>
<td>64</td>
<td>65</td>
<td>66</td>
<td>195</td>
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<tr>
<td>Smoking Materials</td>
<td>67</td>
<td>68</td>
<td>69</td>
<td>194</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>70</td>
<td>71</td>
<td>72</td>
<td>213</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>73</td>
<td>74</td>
<td>75</td>
<td>212</td>
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<tr>
<td>Telephones</td>
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Table III

ANALYSIS OF TELEVISION ADVERTISING BY MARKETS

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<th>Market</th>
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These markets represented in this report for the first time.

Table IV

ANALYSIS OF TELEVISION ADVERTISING BY MARKETS

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These markets represented in this report for the first time.

(Continued on page 50)
In Maryland, it's WMAR-TV for the kiddies

"Your Television Playground is the best thing that happened to mothers in years," a Baltimore mother wrote WMAR-TV recently. "Now I can get dinner in peace, because my brood is glued to their chairs watching your show every evening."

More than 2,000 Baltimore youngsters have written to WMAR-TV in the last six months, applying for membership in the Television Playground Club. Every week hundreds of Baltimore youngsters receive official "birthday greetings" from the Club headquarters.

Every mail delivery brings the station scores of entries in the Club's "Junior Artist" contest and every week one or more of the Club members receives a prize on the show for his artistic efforts.

Contests, games, hobbies, movies, magic, arts and crafts and sing-along songs combine to make the Television Playground Club of WMAR-TV the top local television show for youngsters in Maryland.

And the grownups like it too, according to the mail. An Army sergeant at Fort George G. Meade recently asked to enroll his whole squad and a 41-year-old father called the station to learn how the last chapter of a serial ended because he had missed that episode.

Television Playground is produced by WMAR-TV every weekday evening at 6:15, just before the outstanding CBS children's show, "Lucky Pup."

Represented by

THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
EDUCATIONAL committee of Television Broadcasters Assn., meeting Tuesday in New York, urged colleges to conduct more research on the televising of sports events has on attendance.

Facts at hand do not present sufficient evidence for a decision one way or the other, the committee said. The group expressed the belief that television increases the gate at collegiate sports events, adding that evidence should prove an adverse effect, televising these events would still be worthwhile because of the public service rendered by such telecasts.

TBA educational committee approved the appointment of a subcommittee to work out the proper research technique for checking the effects of television at individual colleges during the 1949 football season.

Subcommittee Named

Another subcommittee was named to establish minimum standards for television schools in three phases: Technical, program and business. E. H. Rietzke, Capital Radio Engineering Institute, was appointed to handle the technical phase and Irwin was appointed to handle the educational phase. Third member, for business, was not named at the meeting.

Members of educational committee attending the meeting were Prof. Kenneth Bartlett, Syracuse U., chairman; Mr. Shane; Mr. Rietzke; Morrison Smith, National Radio Institute, and Prof. Edward C. Cole, Yale U.

CONSTRUCTION of studio building for WLWC, Crosley Broadcasting Corp.'s television station in Columbus, Ohio, is under way. There will be three studios on first floor, a central control room on second. Transmitting building 400 feet from the studio structure is nearing completion. When station is completed, games will represent an investment of approximately $500,000. Both WLWC and its sister TV station, WLWD Dayton, are slated to open late in March. Crosley's WLWT Cincinnati is already in operation.

F. & M. SCHAEFER

Buys Dodger Video
On WCBS-TV

F. & M. SCHAEFER Brewing Co., Brooklyn, has contracted for sponsorship of telecasts of all home games of the Brooklyn Dodgers on WCBS-TV New York, at a figure reported to be well above $300,000 overall.

Rights to telecast the games, which last year were set by the ball club at $1,000 a game, were tripled this year, and facility charges of the TV station have also increased in line with the increased number of TV set owners from last year.

BBDO New York, agency for Schaefer, arranged the TV contract and also set the deal for the company's co-sponsorship with General Foods Corp. of AM broadcasts of all Dodger games, both home and away, on WMGM New York.


WNBT (TV) New York, NBC's key video station, withdrew from the baseball broadcasting picture this year after having telecast the Giants home games for the past two seasons. Reason for rejecting the fat baseball contract lies in the increasing number of night games played by the team and their conflict with the regular line-up of NBC-TV network programs. Last year in mid-season WNBT transferred its night games to WPIX, which this year is carrying the whole Giant TV schedule.

Asked how WCBS-TV, key CBS video station, would handle the conflicts between night baseball games and its regular TV program schedule, a station spokesman explained that the anticipated summer lay-offs of many TV programs would permit WCBS-TV to broadcast more than 50% of the scheduled home night games of the Dodgers. The remainder, he said, would probably be farmed out to other New York video station, although definite arrangements for this have not yet been made.

WABD, key of the DuMont TV network, will give baseball precedence over other programs, it was said.

FIGHT PA. FEE

Retailers File Suit

PHILADELPHIA Retail Liquor Dealers Assn., representing 1,000 taverns, filed a suit in equity in Dauphin County Court, Harrisburg, Pa., on Feb. 12, to restrain the Pennsylvania State Liquor Control Board from collecting television permit fees in Philadelphia taverns. The Dauphin County Court ordered the Liquor Board to show cause why it should not be restrained.

Twenty-seven taproom operators, members of the association, brought the action, charging that the $120 television fee, equal to one-fifth of the taproom license fee, is excessive and out of all proportion to the cost of licensing, supervision and enforcement.

Abraham J. Levinson, counsel for the operators, said that, in effect, the fee amounted to an excise tax and not a license fee. He pointed out that courts have ruled that license fees must bear a relationship to the cost of enforcing the law. He said the fee would bring in $300,000 annually in Philadelphia, Bucks, Delaware and Montgomery counties.

NEW YORK

ARMS STUDENTS

Hear Wonders of Radio, TV

ACQUAINTING 76 officers from the U. S. Armed Forces Information School, Carlisle, Pa., with the wonders of radio and television as public relations media, a group of NBC executives were to meet with them Friday in all-day session at New York's Johnny Victor theater.

The men, from the Army, Navy and Air Force, were to hear introductions by Charles P. Hammond, NBC vice president and assistant to the president, and view the network's documentary film "Behind Your Radio Dial." They were to hear Sydney H. Elges, NBC vice president in charge of press, Francis C. McCall, director of news and special events, and John H. Kirby, former chief of the U. S. Army Radio Branch and now NBC program consultant.

Following luncheon at the Hotel Dorset, the student officers were to tour NBC's new Park Ave. television studios and RCA Bldg. studios.

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BROADCASTING • Telecasting
For the first time... anywhere!

**SPOT AND NETWORK BILLINGS**

**OF THE**

**NATION'S LEADING RADIO ADVERTISERS**

NOW... for the first time radio buyers will get SPOT and NETWORK Billing by product groups... 27 categories including drug and toilet goods, food and beverages, cigarettes and tobacco, etc. all broken down by amount the advertiser spends, where he spends it, what his money buys. These vital time-buying facts will be current, usable, up-to-the-minute 1948 figures.

This copyrighted analysis will highlight the April 11 NAB Convention issue. Around this centerpiece will be grouped other important business features on AM-FM-TV. Along with the regular spot and convention news.

**NAB CONVENTION ISSUE**

Guaranteed circulation is 18,000—2500 above our subscription list. Every national and regional advertiser and agency will be covered.

**Advertising Deadline: March 21. Regular sizes and rates prevail.**

*Write, call or wire collect for reservation.*
As it has to every man who’s ever bobbled a commercial, the desire to be a wireless announcer occurred to young Art Barrie about 5 years ago. So, forthwith, Art became an "ANN:" with hustling, bustling WSPD in a place called Toledo, O., a gem of a city that’s crammed with culture, glass and auto equipment factories and high per capita incomes.

Well, Art’s head is no more pointed than the next announcer’s, but he has the rare and wonderful knack of making people (consumers) fall in love with him, en masse.

What happens? Well, before you can say "Fort Industry Station," Art’s on-the-street program "Adam Street Congress" is a sock hit, and dough
rolls in every time Art makes a plea for underprivileged kids or evicted families — results take place every time Art makes with a client's commercial.

Then folks in some 200 small towns around Toledo began demanding a personal look at Art Barrie—so Art starts visiting them and he's welcomed more enthusiastically than a pre-war dollar.

Front page newspaper stories and editorials herald Art's arrival in the small towns. Gigantic processions, led by local high school bands, follow him around. He's paraded on donkey-back ... made honorary mayor or fire chief ... municipalities proclaim "Art Barrie Day."

Art Barrie becomes, like several other WSPD headliners, a community institution ... becomes one of the best known, most influential radio figures in the entire Toledo area ... with a high, high Hooper.

Cash in! Each Fort Industry Station has the same kind of alert, progressive management as WSPD, which recognized Art Barrie as a potential hit and gave him the build-up that put him over ... at each, you'll find creative programming in action ... local shows with super-Hoopers and super-Sell. More, you'll find that all Fort Industry Stations are affectionately regarded, locally, as community institutions. Attracting and holding loyal listeners is the forte of Fort Industry Stations—so is the delivery of tangible, profitable sales results!

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJMK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
Our Respects To —

ARTHUR HULL HAYES

ARTHUR HULL HAYES boarded The Detroit in Grand Central Station at 7 p.m., Wednesday, sank into a seat, wiped his brow and breathed a sigh of relief. He was off for San Francisco at last.

The hunted and somewhat guilty look of the past three and a half months was gone. He no longer had to dodge anybody.

For weeks he had been holding his hand up in front of his face, crossing streets suddenly against traffic, all to evade meeting people he said goodbye to months ago.

For, back in October, when CBS announced that he was leaving his post as general manager of WCBG New York to become vice president in charge of the network's San Francisco office, friends gathered 'round to say goodbye. Parties were held. Going away gifts presented.

And Mr. Hayes remained.

He remained to hear his friends say: "I thought you'd gone long ago" or "What, you still here?"

It all became a tiresome routine.

But now that was in the past. Behind him he was leaving an impressive record. Under his leadership, WCBG had become one of the outstanding radio stations in America, having top spot, morning, afternoon, and evening in one listenership survey in New York, its walls plastered with awards.

It was a listenership built around WCBG-owned shows which he had developed. Among the station's top programs and personalities he had a hand in bringing along are Arthur Godfrey, Phil Cook, Margaret Arlen, Missus Goes A Shopping and This Is New York.

It was a listenership which apparently agreed with the Hayes philosophy of station management. It is his creed that the measure of a station is not in its offices or transmitter or its gaudy trapping, but in service to listeners and community.

"You can have a junk pile for a station building," he believes, "but if the people listen and feel you help and entertain them, you have a good station."

Now, in the speeding train, he could look back to the time he had come to New York "practically steering" in the middle of the depression. With him, were his wife and the first of his four children, Arthur Hull Jr., then a babe-in-arms. The banks had recently closed in Detroit and he was one of hundreds just let out at the Campbell-Swaid agency there.

Now, fifteen years later, he could regard

(Continued on page 66)

Page 46 • February 21, 1949
The toughest stretch in the SALES PROMOTION JOURNEY is "THE LAST THREE FEET" at POINT-OF-SALE. Here, the interested customer meets THE ONLY SALESMAN YOU CAN HAVE at the moment of decision-to-buy. HE IS THE FOOD STORE CLERK.

THE NEW... NOVEL...

ABSOLUTELY DIFFERENT

WSAI "Personnel Training For Sales" plan will SHOW THE FOOD STORE CLERK:

- HOW TO DISPLAY YOUR PRODUCT
- HOW TO ADVERTISE AND HIGHLIGHT YOUR PRODUCT IN THE STORE
- HOW TO INCREASE SALES OF YOUR PRODUCT

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL, INC.

CINCINNATI

WSAI

A. B. C.

RUSH ME full particulars on "SHELF LEVEL" food selling...
For driving stage

GL-5513

THE EYE IS EXACTING!

To assure high video-signal quality, specify G. E.'s pace-setting 220-mc triodes in your new TV transmitter design!

The best, most up-to-date... these words must describe every unit of your television circuit if you mean to get off on the right foot competitively. So start by choosing General Electric ring-seal tubes. Designed directly for grounded-grid circuits, they plug in quickly, firmly, with wide contact areas. Lead inductance is extremely low. The tubes need minimum neutralization.

All external parts are silver-plated to reduce r-f losses. Fernico metal-to-glass seals are used throughout. Sturdy, compact, built to true precision standards, Types GL-5513 and GL-9C24 are acknowledged performance leaders in the TV and FM fields.

Study the ratings of these modern yet service-proved v-h-f triodes; then phone your nearby G-E electronics office for further facts, plus (if desired) the application counsel of an experienced G-E tube engineer. Or, wire or write Electronics Department, General Electric Company, Schenectady 5, New York.

RATINGS AND ELECTRICAL CHARACTERISTICS

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Plate ratings per tube, Class B r-f power amplifier

(video service, synchronizing peak conditions):

- Max voltage: 3,000 v | 5,000 v
- Max current: 1.2 amp | 2 amp
- Max input: 3,300 w | 10 kW
- Max dissipation: 1,200 w | 5 kW
- Power output, typical operation: 1,360 w | 3.4 kW

Plate ratings per tube, Class C r-f power amplifier

(key-down conditions without modulation):

- Max voltage: 4,000 v | 6,500 v
- Max current: 1 amp | 2 amp
- Max input: 3,600 w | 12 kW
- Max dissipation: 1,200 w | 5 kW
- Power output, typical operation: 2.45 kw | 9 kw

*Includes power transferred from driver to output of grounded-grid amplifier.
NBC PROMOTES
Knobc, Dine Are Moved Up

Mr. Dine
Mr. Knobc

THOMAS E. KNOBE, NBC director of the press department, last week was promoted to administrative assistant to the director of NBC television operations, and Joseph C. Dine, former trade editor, was named to succeed him in press.

Mr. Knobc becomes assistant to Carleton D. Smith, the director of television operations. Mr. Dine assumes the position of director of the network's press department, reporting to Sydney H. Eiges, the vice president in charge of press. The appointments are effective immediately.

Mr. Knobc became press department director Oct. 1, 1947, having been assistant manager since January 1945.

Mr. Dine joined NBC as trade editor in 1946 after serving with 77th magazine. Both Messrs. Knobc and Dine have impressive war records in the infantry.

Mr. Knobc was wounded in action in New Guinea where he served as a rifle platoon commander with the 32nd Division, winning a Distinguished Service Cross, Purple Heart and Combat Infantryman's Badge. He was discharged as a captain.

Mr. Dine won two Silver Stars, two Purple Hearts, a Bronze Star and the Combat Infantryman's Badge while serving in Italy, France and Germany as a rifle company commander with the 36th Division. He was a major at the time of his relief from active duty.

Mr. Knobc's service with NBC antedates the war. He joined the network as a news editor in Washington in 1938 after three years with the United Press. In 1940 he became director of NBC's Washington news department.

Mr. Dine was a Worcester, Mass., newspaperman before the war. Simultaneously with the elevations of Messrs. Knobc and Dine, Mr. Eiges announced the promotion of Allan H. Kalmbacher, former television editor, and Samuel Kaufman, former exploitation editor, to the newly created jobs of television manager and special services manager, respectively.

QUITO RIOT
Broadcast Causes 21 Deaths

BROADCAST of a fictional "Invasion from Mars" by a station in Quito, Ecuador, has resulted in the death of 21 persons, with at least 15 others injured. Similar to a program staged by Orson Welles in the U. S. in 1938, the Feb. 12 broadcast in Quito was based on H. G. Wells' novel, The War of the Worlds. Radio Quito interrupted a musical program to announce "an urgent piece of news." Then followed a vivid description of the attack of Quito by the men from Mars. Hysterical listeners poured out into the city's streets. When they learned that the invasion was only a radio drama, they turned into an enraged mob.

The army was called out and used tanks and tear gas to quell the crowds. The building housing Radio Quito and Ecuador's principal newspaper, El Comercio, was wrecked, resulting in the deaths. Property damage was estimated at $500,000.

The government appointed the Minister of Defense to investigate, indicted the station's art and drama editors and arrested 10 other persons. Radio Quito interrupted the program after the panic began to announce that it was only a drama, but it was too late to quiet the angry crowds.

GARFIELD & GUILD
Walter Guild to Resign

WALTER GUILD will resign March 1 from Garfield & Guild, San Francisco, to organize a new agency, taking many accounts with him.

Firm name of Garfield & Guild will remain with Sidney Garfield. New agency headed by Walter Guild will be Guild, Bascom & Bombiglia. Temporarily, at least, the two agencies will share present offices at 45 Second St.

Major accounts held by each agency will include:

Garfield & Guild—Ray Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith's of Oakland.

Guild, Bascom & Bombiglia—Bear Creek Orchards, Newell-Gutradt Co. (Stryker's soap), Growen-Englis Baking Co. and Alexander Balart Co. (Alta Coffee).

COPYRIGHT SUIT

Motion to Dismiss Filed

A MOTION to dismiss a $1,200,000 copyright infringement suit brought in federal court in Texas was to be filed jointly late last week by NBC, Russell M. Seeds agency, Chicago; Brown & Williamson Tobacco Co. and Raleigh cigarettes. The defendants were to file a joint motion alleging that all were improperly served.

The four defendants were named by the plaintiff, William E. Ballard, of Palo Pinto County, Tex., in a suit charging that People Are Funny used a copyrighted idea of his [Broadcasting, Jan. 17]. The program is broadcast on NBC under sponsorship of Brown & Williamson for Raleighs, through the Seeds agency.

BROADCASTING • Telecasting

Ray Owens
Newscaster
11:30-11:45 a.m.
Highest Hooper in Town for Any Local Program Day or Night
9.7 Latest Report

FRANK J. COSTELLO, Mayor of Syracuse, says: "I heartily approve your present method of handling the news. Mr. Owens commands the respect of everyone in the City Hall for his unbiased treatment of the news. It is my opinion that this type of broadcast is preferred to one in which personal opinions enter."

Straight News Reporting

WFBL reports the FACTS - not opinions, a rigid policy which has paid off in the BIGGEST SHARE of DAY and NIGHT AUDIENCE in Syracuse!

14 Newscasts Daily

WFBL keeps folks informed on the local, national and international scene. WFBL not only scoops the town, BUT other stations as well!!!

Ask Free & Peters for the WFBL News Booklet and Availabilities

WFBL in Syracuse...The No. 1 Station

February 21, 1949 • Page 49
Teletatus

(Continued from page 40)
on the air with 29 accounts in its first reported month. New Orleans also made a good showing in its first report, with 23 accounts. Memphis shows an aggressive local sales effort, as 21 of its 29 accounts were local advertisers. Milwaukee's one outlet is the prize winner. Though it had a total of 42 advertisers in December, it added 19 new accounts in January, and made a net gain of 24 advertisers, to bring its total number of accounts to 56 in January. Of this total, 32 were local retail advertisers. (See Table IV)

Program Types

For the first time, studio live programming exceeded remote in total number of sponsored hours telecast. In December remotes accounted for 30.7% of all programming, but in the reporting week in January, live studio programming was 41.2% of the total, and remote dropped to 24.1%. Film programming was the next most frequent production method, with a total of about 75 hours during the week. (Table V)

Of the total about 18 hours were film announcements, and news and sports programming each used 18 1/2 hours of film during the week. The remainder of the programming was a combination of slide, film and live production.

Sports programming was still far and away the most popular form of programming on the television screen. A total of 175 hours and 47 minutes of sports remotes, commentary or news was presented, accounting for more than one-third of all video sponsorship. No other program category approached that total. (Table VI)

Variety shows, nearly all network programs, were in second place in total telecast time, with about 77 hours or 16.9% of the total. (Network shows hours are multiplied by the number of outlets using that show.)

The two other leading forms of television programming were dramatic (again largely network) with 12.1% and news broadcasts, accounting for 7.5% of all programming. The rank order of various types of programs is given in the first column of Table VI.

---

Know how they do it in Monroe?

THICK or thin, here's a female audience that takes life and malted milks with equally keen anticipation. On their toes when it comes to keeping abreast, they have a lot to say about the 223 millions of dollars spent in KMLB's seventeen northeastern La. parishes and three Ark. counties. They give plenty of ear to KMLB, the TUNE-IN station in these parts. They're waiting to hear about your product or service!

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED
FIRST SYMPHONY TELECAST
April 19, 1948—First telecast of the Detroit Symphony from the Music Hall.

FIRST CIRCUS TELECAST
March 7, 1948—First commercial telecast of a circus broadcast to the public.

FIRST VETERANS DAY TELECAST
Nov. 11, 1948—First telecast of Veterans Day ceremonies.

FIRST SAILBOARD TELECAST
June 1, 1948—First telecast of sailboard racing.

FIRST MIDGET AUTO RACE TELECAST
March 4, 1947—First telecast of a midget auto race.

FIRST FIGHT TELECAST
June 22, 1947—First telecast of a boxing match.

WWJ-TV
First all the way!

WWJ History
One of Firsts
Radio, FM and Video
All Led the Way

The history of WWJ-The Detroit News and its "offspring" WWJ-TV and WJBX—has been a story of firsts and firsts again. WWJ was the first station in America to broadcast regularly scheduled programs of entertainment. WWJ-FM was the first frequency modulation station in the United States. WWJ-TV was the first television station in Michigan and the first in the whole country west of the Atlantic seaboard.

Here are some of WWJ's firsts:

May 28, 1922—First orchestra organized especially for broadcasting. The Detroit News Orchestra, 16 pieces.

June 9, 1922—Thomas E. Dewey makes first radio bow, as bat
tone. June 18, 1922—First Radio Wedding—Wendall Hall, the "headlined Music-Maker" as the bridegroom.

Feb. 13, 1925—WWJ joins NBC. March 1925—WWJ broadcasts the Coolidge inaugural.

October 1926—WWJ moves into its new studios across from The Detroit News.

May 1941—WWJ establishes the first FM station in Michigan, WENA, since renamed WWJ-FM.

Oct. 23, 1945—First TV in Detroit. Experimental programs sent from the Penobscot Building to Convention Hall.

March 4, 1947—WWJ-TV begins televising experimentally.

May 2, 1947—The Detroit News Spelling Bee televised first time.

FIRST BASE BALL GAME
June 1947—WWJ-TV starts commercial operation. First base ball game telecast (by Ty Tyson) Tigers-Yanks.

June 4, 1947—Carnival on Ice.

June 6, 1947—Boxing at the Olympia.

June 19, 1947—Midget Auto Race.

WWJ is the first station in Michigan to assure for its listeners the news and entertainment they want, when they want it. As the country's first AM-FM station, WWJ is a leader in every aspect of broadcasting. WWJ has pioneered in radio and television and continues to lead in both media. WWJ is Michigan's station.
Your 1949 Radio-TV Picture - 25”x35”

Excellent for presentations - visualizing markets - charting sales territories, costs and volume - ready reference at a glance.

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D.C.

Please send 1949 Radio-TV Maps $.. enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00.)

NAME ..........................................
FIRM ..........................................
ADDRESS ......................................
CITY ............................................
STATE .........................................

Network Expenditures
(Continued from page 27)

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1949 Exp.</th>
<th>$ Increase or Decrease</th>
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<td>IV</td>
<td>CLEAR STONE &amp; MASON INC.</td>
<td>3,000.00</td>
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<td>III</td>
<td>CONTINENTAL ALUMINUM PRODUCTS CO</td>
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<tr>
<td>II</td>
<td>COCA-COLA CO.</td>
<td>10,000.00</td>
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<td>I</td>
<td>COLE, H. C., MILLING CO.</td>
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<tr>
<td>CREAM OF WHEAT CORP</td>
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<td>0.00</td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 54)
"STEP ON IT BOYS! THEY'RE ADVERTISING ANOTHER DRESS SALE ON WGN TONIGHT!"

YES, THIS IS LITERALLY WHAT HAPPENED when Hirsch Clothing Co., John Nesbitt’s “Passing Parade” and WGN got together for two announcements on the night of November 29, 1948. No promotion or advertising other than these two commercials was used and yet $19,000 worth of dresses were sold before closing time the next day.

This is a Hirsch story, a Nesbitt tale and a typical WGN listener response.

---

A Clear Channel Station... WGN Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 230 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eckelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 335 SW Oak St., Portland 4

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Network Expenditures (Continued from page 58)

Class  Sponsor and Product  1948 Exp.  1947 Exp.  $ Increase or Decrease

II  GENERAL FOODS CORP.  

Bakers Chocolate, Minute Tapioca, 
Cabinet, Swansdown, Certo, Jell-O & 
Jello-Puddings, Confections, Pies, Corn 
Tour, Cereals, Maxwell House 
Coffee & Instant Coffee, Smoko, Online's 
Dog Food, la France & Sottine & Other 
Products  

6,774,602  7,064,046  -290,448

II  GENERAL MILLS INC.  

Streets Cheese, Ginger Cake Mix, Preguick, 
Soups, Gold Medal Flour, Tastee Telletta, 
New look, Gold Medal, Cafe Flour, 
Cheerios, Wheatsized, Snack & Other 
Products  

7,190,599  7,053,473  +116,747

II  GENERAL MOTORS CORP.  

Chevrolet Autos  

1,297,491  1,048,500  +248,991

II  GILLETTE SAFETY RAZOR CO.  

Automobiles  

1,637,311  1,269,754  +367,557

IV  GENERAL MOTORS CORP.  

Chevrolet Autos  

1,467,289  1,269,754  +189,427

IV  HANCOCK, JOHN, MUTUAL LIFE INSURANCE 

Corporation  

Life Insurance  

186,618  229,464  -42,846

IV  HARTFORD LIFE INSURANCE CO.  

Mutual Life Insurance  

418,002  457,672  -39,670

VII  HAVARD, R. I., & SONS  

Cedartex & Other Cereals  

151,357  323,020  -171,665

VII  HAZEL-ARDEL  

Paper & Other Cereals  

53,820  56,521  -2,700

VII  HENDRICK & SONS  

Household Finance Corp.  

457,924  546,419  -88,495

VII  HUDSON COAL CO.  

Coal  

49,088  49,088

VII  ILLINOIS WATCH CASE CO.  

378,943  

VIII  INTERNATIONAL BROTHERHOOD OF 

Boilermakers, Iron Ship Builders 

and Helpers of America  

16,907  

An excerpt from a letter to 

Cleveland's 

Chief Station

"Congratulations on 

your record distribution of "Jimmy Dudley's Baseball Reference and Scoring Book" for the 

Standard Brewing Company. The deluge of requests for this book in the short space of time is a tribute to the 

calling power of WJW"

Bill O'Neil, President

WJW

BASIC ABC Network

CLEVELAND 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Page 54 • February 21, 1949

ACCORD

Accordianist Rejoins Heidi

DIFFERENCES between Horace Heid, band leader, and Dick Contino, accordianist, have been re-

solved by an impartial mediator. The young musician was scheduled to

rejoin the Heidi troupe in New

Orleans yesterday for its featured

NBC broadcast at 7 p.m. EST.

Mr. Heid and Mr. Contino issued

a joint statement in New York

Thursday announcing the 

settlement.

In the statement Mr. Heid said

he was withdrawing an injec-

tion suit against Mr. Contino and Mr. 

Contino said he was completely satisfied now.

58
LEMME IN!
*BNB SAYS SO!

WE CAN'T-
CONLON
SAYS NO!

BMB has some very interesting looking figures showing how 50 KW stations should infiltrate this area.

But what does a scientific coincidental survey show?

CONLAN found in a scientific sample of 8,455 homes that 2%-1.9% to be exact—listen to outside stations.

98% listen to the Alexandria stations.

P.S. If your station is in this same situation, we'll be glad to hear from you.

KVOB
CENTRAL LOUISIANA'S
FASTEST GROWING STATION
Mutual Broadcasting System
Soon 1000 W — 970 KC
All programs duplicated over KVOB-FM at no extra cost
Operating costs and general business trends are leading advertisers and agencies to inspect their advertising dollars with greater care. As a result they need more selling, he said, adding that use of radio for institutional advertising is decreasing.

Advertisers are going for hard-hitting sales techniques, he said, and other media are greatly expanding media-wide sales efforts. Radio has been selling against itself in the "good years" but collective selling is now needed, he said. Television has confused buyers, minds as to the real potential of broadcast selling, he suggested.

Outline of the script for the all-radio film will be ready for the NAB convention in March. Mr. Gray said, along with typical segments of the film now slated for completion in time for the fall sales season. Mr. Ratner is starting to write the draft script, following completion of preliminary work.

Shows All Radio Good

Mr. Ratner emphasized that the board that film will show that all radio is good, in all its forms, AM and FM, from announcements to hour shows. It will demonstrate by actual on-the-scene movie how sound broadcasting is an enormously versatile medium and can attract any advertising need. There is no problem in selling pre-mature time at present, he said, when the film will show that all time is a good sales weapon.

Answering fears that the film might emerge as a network or big-station promotion, Mr. Ratner pledged that the film will not have a network slant. He said the story will be told entirely in the terms of local station operation "because that's where the listener gets his radio."

Mr. Avery, in charge of utilization of the film, gave the board his four-point plan to show the film in every community in the nation to business, service and civic groups as well as individuals.

The plans for exhibition of the finished film are: Plan A, presentation in eight major markets in conjunction with local committees of subscribing stations (these markets yielding 95% of national advertising); Plan B, showings in the next 142 markets where local committees will organize showings, aided by complete sets of instructions; Plan C, showings in committees or towns before service clubs, civic groups and religious organizations; Plan D, showings by individual stations to individual prospects and to store meetings and similar affairs.

Radio Promotion

Network Expenditures

(Continued from page 54)

(Continued from page 58)
This car was showroom-new in 1940, when Keystone Automobile Club first used KYW to tell people in the Philadelphia area about the Club's helpful services.

As the years rolled by, Keystone has been able to keep in touch with more and more club members... *more and more car owners...* through this regular weekly radio program. Motorists in the nation's third market have come to rely on the Keystone program for information and advice. And Keystone's membership, in the same period, has increased 33 percent!

Whatever the product or service you want to sell in the Philadelphia market, you'll do well to follow Philadelphia business leaders and start selling on KYW. Renewals prove results; KYW gets both! Get in touch with Free & Peters... today!

**NINTH YEAR, STILL GOING STRONG**
A Posy for Irwin Johnson

Johnson wins all popularity polls in Central Ohio as disc jockeying and as an出众的 personality. It was only natural that Columbus’ Annual Mum Show should name its chrysanthemum “The Early Worm” in honor of his morning WBNS program which helps folks start the day in a high good humor. Johnson is the first in radio to receive such a distinction.

Civic Affairs Are of Special Interest to WBNS—

Richard A. Borel, general manager of the Station, sets the pace for all as an enthusiastic worker for fifteen organizations from the Boy’s Club to the Columbus Philharmonic. He is also an active member of CBS Affiliates Advisory Board.

Twenty Years on WBNS—That’s the record of the Capital City Products Company, makers of Dixie Margarine and Kingtaste Salad Dressings. Dixie and Kingtaste are household words among the names of Central Ohio and another demonstration that consistent WBNS time pays dividends.

WBNs SPOTLIGHT INC.

POWER 5000 D-1000 N CBS

ASK JOHN BLAIR

Page 58 • February 21, 1949

BROADCASTING • Telecasting

EVERTERT R. CLINCHY, president of the National Conference of Christians and Jews, last week announced winners of the sixth annual Brotherhood Week radio awards. Based on “contributions to mutual understanding and respect among all the American people,” the awards are made by NCCJ, sponsor of Brotherhood Week.

The first television award to be made, goes this year to WPIX New York for its program Television Chapel, featuring religious programs of all faiths.

The radio awards are:

To ABC for its Child’s World series by Helen Parkhurst; to CBS for three programs, The Friend and Peter Stuyvesant, The Dreyfus Case and For This We Live; to the Armed Forces Radio Service for Miracle in Brooklyn by Robert C. Vinson; to the Jewish Education Committee of New York for Worldover Playhouse.

The following stations received awards for meritorious contributions throughout the year to the cause of brotherhood: WNBC New York, WHO Des Moines, WEAN Providence, WIOD Miami, WROW Albany, KZL Denver, WWDC Washington.

Brotherhood Week observance runs this year from Feb. 20 through Feb. 27. President Truman is honorary chairman of the event, with Nelson A. Rockefeller general chairman.
The consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
Network Expenditures
(Continued from page 68)

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1947 Exp.</th>
<th>% Increase or Decrease</th>
</tr>
</thead>
<tbody>
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<td>VI U. S. ARMY &amp; U. S. AIR FORCES RECRU 280,588</td>
<td>444,003</td>
<td>-36,417</td>
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<tr>
<td>VIII U. S. NAVY COMMAND &amp; U. S. Army Commanding Officer</td>
<td>7,512</td>
<td>292,070</td>
<td>-15,656</td>
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<td>IX U. S. STEEL CORP.</td>
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<td>IX UNITED STEEL WORKERS OF AMERICA</td>
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<td>13,082</td>
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<td>X U. S. TOBACCO CO.</td>
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<td>XI Tobacco</td>
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<td>523,922</td>
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<td>7,442</td>
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<td>465,516</td>
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<td>XII WILSON, WILLIAM H., &amp; CO. INC.</td>
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<td>11,297</td>
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<td>XII WHITFIELD'S PARFUM COMPANY</td>
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<td>XII WILSON, WILLIAM, JR.</td>
<td>871,399</td>
<td>791,767</td>
<td>+79,632</td>
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<td>XXVII YOUNG PEOPLE'S CHURCH OF THE AIR</td>
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WPIK Application First
Of Many Expected

FIRST of a predicted flurry of daytime-station requests for fulltime operation on Mexican 1-A channels was filed with FCC last week by WPIK Alexandria.

This application is linked with the campaign of the Daytime Petitioners Asso., composed of daytimers on the six Mexican 1-A's, to secure nighttime as well as daytime use of the channels [Broadcasting, Jan. 28, 1949].

WPIK is headed by Howard B. Hayes, also president of DPA. Its request was for special service authorization to operate at night with 250 w on 780 kc, which it currently uses on a daytime-only basis with 1 kw. The SSA would run to Nov. 1.

A half-dozen other daytimers are known to be planning similar moves, although some of them may be influenced by FCC's reaction to WPIK's. The flurry undoubtedly will increase if the Commission accepts the Alexandria application and indicates early consideration of the question.

Core of the question is the "Gentlemen's Agreement" with Mexico whereby the U. S. does not do fulltime stations on the six Mexican channels. The agreement was linked with the North American Regional Broadcasting Agreement, which has since expired and been extended. DPA officials claim the "Gentlemen's Agreement" was not extended along with NARBER.

RED CROSS SHOW
Truman Talk on 4 Networks

President Truman will address a special Red Cross message to the nation Feb. 28 on a half-hour broadcast launching the 1949 American Red Cross fund campaign, the Red Cross announced last Tuesday. His talk will be carried by ABC, CBS, MBS and NBC.

The President will speak from the White House at 9:56 p.m. during the last four and one-half minutes of the special broadcast which will originate in Chicago at 9:30 p.m. Earlier portion of the program, broadcast from a Red Cross rally at Chicago's Medina Temple, will be carried by ABC only. This portion will include an address by Gen. Dwight D. Eisenhower and an original drama starring Helen Hayes and James Stewart, with special music by Wayne King and his orchestra.

March has been designated "Red Cross Month" by presidential proclamation.

BASEBALL CASE
Lawyers Study Next Move

ATTORNEYS for the major leagues in the Garde case (Broadcasting, Feb. 14) said at week's end that they have not yet decided whether to appeal the case to the Supreme Court of the United States on matters of law or go to trial on the facts in federal district court in New York.

The case was remanded for trial Feb. 16 by U. S. Court of Appeals in a decision which directed the lower court to determine whether the telecasting and broadcasting of baseball games brought organized baseball within the scope of anti-trust laws and whether baseball violated such laws. The Court of Appeals ruling in effect denied the applicability of a 1922 Supreme Court opinion by Justice Oliver Wendell Holmes, who held that baseball was not in interstate commerce. Federal law, therefore, would not be applicable. The appeals ruling was to the effect that telecasts and broadcasts have now changed the nature of baseball to an interstate operation.
THIS RADIO STATION EXECUTIVE WAS SHOCKED WHEN HE HEARD ABOUT THE TRANSCRIPTION BROADCASTING SYSTEM.

This first real Transcription Network is the only answer to the 3 major problems hounding hundreds of stations:

**BETTER PROGRAMS at LOWER PRICES with NATIONAL SPOT SALES ASSISTANCE**

- **works for you** . . . It delivers a balanced 8¾ hour unit of 5 top open-end transcribed shows immediately:
  - **HOLLYWOOD’S OPEN HOUSE**
  - **ROBBINS’ NEST**
  - **ANYTHING FOR LAUGHS**
  - **IT'S A GREAT SHOW**
  - **RADIO THEATRE OF FAMOUS CLASSICS**

- **works for you** . . . It furnishes gratis complete local press, merchandising and promotional material on each show.

- **works for you** . . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

- **works for you** . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

- **works for you** . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station’s class “A” one-time ½ hour national rate per week ($40 minimum weekly).

**SECURE COMPLETE INFORMATION FROM:**

**TRANSCRIPTION BROADCASTING SYSTEM, INC.**

11 East 52nd Street  
ELdorado 5-5511

New York, N. Y.
Seven Stations Are Involved In FCC Applications

EXCHANGE of ownership interests between KRUX Santa Cruz and KDON Monterey, Calif.; sale of WFTC Kinston, N.C., for \$61,000 by Jonas Weiland, and purchase of majority interest in WJVB Macoupin, Ill., Beach, Fla., by Reginald B. Martin and Lester M. Combs for about \$25,000 are reported in transfer applications tendered for filing last week at FCC.

Monterey Peninsula Broadcasting Co., a Speidel Newspaper interest, swaps its 100% interest in KDON with Taft R. Wrathall and L. John Miner for their combined 50% holding in KRUX, plus \$11,250 cash each. Grant R. Wrathall, brother of Taft R. and consulting engineer, retains 50% holding in KRUX.

Other transfer applications filed with FCC last week also include assignment of license of KGFR Grass Valley, Calif., from '49er Broadcasting Co. for \$15,000 to Joe D. Carroll, manager of KMYC Maryville, Calif.; acquisition of majority interest in WANE Fort Wayne, Ind., by C. Bruce McConnell, Indiana businessman and broker, for \$11,850 by Merle H. Smith and Glenn R. Thayer; and sale of 25% holding in WROD Daytona Beach, Fla., for \$20,000 to Wade R. Sperry to WLAK Lakeland, Fla., already 25% owner.

The KRUX-KDON reorganizations, involving several complicated transactions, stem from long efforts of Monterey Peninsula to improve facilities of KDON, a Class IV local outlet on 1240 kc with 250 kw. KRUX is a Class III-A regional outlet on 1460 kc with 1 kw full-time, directional. KRUX's present coverage pattern is said to be "slightly better" than that proposed by KDON in a pending request to switch to 1240 kw with 5 kw day and 5 kw night. The KDON application would be dropped. KRUX plans to seek boost to 5 kw on its present channel, it was said.

The KRUK-KDON transfers are each contingent upon approval by FCC of the other. Request is also made for waiver of the Avox rule requiring public advertising to allow open bidding for the facilities. It is pointed out that no one else could "meet the exact terms and conditions" specified in the agreements and the transfers merely involve reorganization of radio interests among the respective present owners. It is pointed out that they have long been associated with radio and no newcomers are being introduced.

Details of the various transactions follow:

WFTC Kinston, N.C. - Assignment of license from Jonas Weiland to KMSW Petersburg, Va., and officer and management agreement. If Jonas Weiland is chief owner of WJVB Kinston, he will divide that interest equally among his wife, Dorothy Weiland, and daughter, Jane Weiland.

The WFTC Kinston station, which it would give WFTC 19.77% of total FCC license of all Kinston stations, is assigned to the following principals: A. K. Burns, president; H. S. Brookes, vice-president; Leo J. Wendt, treasurer; and Alton Holt, secretary and general manager. WFTC is assigned 250 kw full-time on 1250 kc.

KGFR Grass Valley, Calif. - Assignment of license for '49er Broadcasting Co. to Joe D. Carroll for \$31,500. Mr. Carroll presently is chief owner of KMYC Maryville, Calif. Assignment is subject to FCC's finding that: '49er is operating without requisite public advertising to allow open bidding for the facilities. It is pointed out that no one else could "meet the exact terms and conditions" specified in the agreements and the transfers merely involve reorganization of radio interests among the respective present owners.

WJVB Macoupin, Ill. - TV's Texaco Star Theater is now available in Elizabethtown, Ky., via WJVB's 5 kw day and 15 kw night.


WJVB Macoupin, Ill. - An FCC order to file for Channel 1230 kw day for WJVB's sale.

KGFR Grass Valley, Calif. - Assignment of license for '49er Broadcasting Co. to Joe D. Carroll for \$31,500.

KGFR Grass Valley, Calif. - Assignment of license for WROD Daytona Beach, Fla., for \$20,000 to Wade R. Sperry to WLAK Lakeland, Fla., already 25% owner.
MEMBERS of the Atlanta Journal 25-Year Club participating on the At Home With Elsibeth show over WSF-TVAtlanta are welcomed by the show’s star, Elsibeth Hofmann. Veterans are (l to r) John M. Outler Jr., general manager, WSF and WSF-TV; John Paschell, editor emeritus; Maurice Hopkins, advertising department and Sam Dull, assistant advertising director. The four have compiled a total of 154 years with the Atlanta Journal Co.

KOB-WJZ CASE

ABC Asks Commission For Action

ABC called upon FCC against last week to terminate KOB Albuquerque’s seven-year occupancy of 770 kc, which is assigned to the network’s WJZ New York as a 1-A clear-channel frequency.

The network asked the Commission application for licensed operation on 770 kc, which it has shared with WJZ under special service authorizations since November 1941, or to hold a further hearing with particular attention to the prospects of KOB sharing 1030 kc, 1-B channel, with WJZ Boston.

KOB is formally assigned to 1030 kc but was given special service authority to use 770 kc on grounds of interference with the Boston station. Action on its application for permanent assignment on 770 kc has been held up pending a decision in the overall clear-channel case, which itself has been held up by Senate Interstate Commerce Committee intervention.

ABC has two other pending petitions calling for a “prompt” decision on the 770 kc case. One was filed in October 1945 and the other in February 1946. FCC has not acted on either one. Nor has it acted on a petition filed by KOB last October asking for removal of its application from the pending files and for immediate grant, and stressing the need for an early decision irrespective of the outcome of the clear-channel case.

Asks Extension

KOB also has pending a petition for extension of its special service authorization on 770 kc from March 1 to Nov. 1.

In its petition ABC reiterated its contention that continuation of KOB on 770 kc may hinder “if not preclude” retention of the 1-A status accorded the channel by the North American Regional Broadcasting Agreement (NARBA).

The network pointed out that a grant of KOB’s request for further extension of its special service authorization would mean the station will still be on 770 kc when the new NARBA is negotiated in September.

Notes NARBA Factor

With reference to the overall clear-channel case, the petition noted that a Senate Interstate Commerce subcommittee has recommended that FCC issue no decision until after the NARBA conference [Broadcasting, Jan. 31].

“No formal announcement has been made of what action will be taken by the Commission in response to the report, but it is significant that no decision in the clear-channel proceeding has been announced, even though the U.S. NARBA proposals must be transmitted to other countries by May 2, 1949,” the petition asserted.

Under the special service authorization KOB operates on 770 kc with 60 kw day and 25 kw night. ABC claimed this has caused “substantial interference to WJZ within its normally protected service area, with a resultant loss in service by a substantial population in areas where the programs of ABC are not otherwise available.”

The KOB application is for 50 kw fulltime, non-directionalized. This, ABC contended, would cut off 81,988,866 persons from secondary service from WJZ, plus 2,374,006 within the normal primary service area.

The petition was filed by Joseph A. McDonald, ABC vice president, secretary and general attorney, and Andrew G. Haley and James A. McKenna Jr. of Haley, McKenna & Wilkinson, Washington counsel for the network.

The Patroon of the week

WALTER KNIFFEN

Media Director,
H. W. KASTOR & SONS
ADVERTISING CO.
Chicago

Despite his extremely youthful appearance, Walt has 32 years experience in the agency business... all 32 with Kastor, a near record at least in the agency field. The William G. Rambeau rep today presented Walt with his certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.

PATROON
Aristocratic Landholder of the Hudson Valley

Typical WPTR promotion for a sponsor’s program includes courtesy announcements, newspapers, billboards, bus cards, direct mail and lobby displays.

10,000 Watts of POWER
Night and Day
Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N.Y.

February 21, 1949 • Page 63
**PHILLY MEET**
Mitchell Addresses NICD

SERVICE establishments and other local businesses who want maximum advertising effectiveness should publicize their strong lines and "in-demand" services regularly on radio, Maurice B. Mitchell, NAB director of broadcast advertising, told the National Institute of Cleaning and Dyeing in Philadelphia last Tuesday.

Mr. Mitchell addressed a morning sales promotion session of the institute's 40th annual convention and exhibition. He spoke on "Radio Advertising Suggestions." General theme of the three-day meeting was "Better Your Quality — Better Your Future."

"The advertiser who consistently uses his advertising to associate himself in public with his least saleable services is doing nothing more than paying for an announcement of the fact that he is a poor businessman," Mr. Mitchell said.

After understanding their objectives, local advertisers should take advantage of the "beamed program technique" which radio affords, Mr. Mitchell added, saying: "When you buy radio to advertise your strong departments and your in-demand services, you're following the precepts of some pretty good retailers." Local businessmen are now radio's biggest customers, he pointed out.

**ZENITH AD**

FULL-PAGE advertisement by Zenith Radio Corp., extolling the virtues of its FM station, WEFM Chicago, and new model portable AM-FM set, while taking to task commercial radio, elicited heated replies from industry circles last week. Statements of protest were issued by Maurice B. Mitchell, NAB director of broadcast advertising; Frank V. Webb, general manager of KFII KFHP-FM Wichita, Kan., and others.

The advertisement, appearing in the Chicago Tribune Feb. 13, said that "WEFM is the FM Radio Station which sells no advertising... and has a 40-second silence between selections instead of paid commercials." It added: "There are only two announcements per hour (required by law). No paid spots. No singing commercials." WEFM was cryptically described as "truly an island of refuge in today's radio world."

Characterizing the advertisement as a "move of desperation," designed to move new low-priced Zenith models, Mr. Mitchell declared that "non-commercial" stations and newspapers "have been tried before" and the "results speak, not only for themselves, but for the American people." He observed that the firm's policy, if projected, seeks to eliminate "the very audience which commercial radio has built up for it and all other radio manufacturers—an audience which has invested over $2 billion for more than 77 million radios..."

**Sparks Non-Commercial Controversy**

In a telegram to NAB, Mr. Webb characterized the advertisement as a "direct attack on all broadcasters everywhere" and urged AM-FM-TV operators to register "strong protest" to Zenith President Eugene McDonald.

"The demonstration is in extremely poor taste for it represents a firm which stresses on the American system of broadcasting, a system that has made it possible for Zenith to acquire millions in profits at the broadcast expense..." Mr. Webb declared.

Mr. Mitchell also denounced the Chicago manufacturing firm for what he termed "violation of our industry's clearly stated policy concerning free time chisels." He said that weeks ago Zenith requested "free advertising time of both AM and FM broadcasters to promote an FM set. Broadcasters also received a followup letter pointing up something certain markets and "suggesting they'd be delivered to areas where such free promotion was delivered by stations..." Mr. Mitchell continued.

**KCBC QUTS MBS**

To Use Transit FM on AM

KCBC Des Moines terminated its affiliation with MBS effective last Monday and the station made plans to duplicate its Transit Radio programming on AM in place of many of the former network shows.

Actual cancellation with MBS followed unsuccessful talks between the station and network for renewal of the affiliation contract. A network official said that the KCBC termination was a breach of contract. Myles H. Johns, executive vice president of KCBC, expressed confidence that the contract termination was permitted under a 24-hour cancellation clause, which the network contended applied only to it and not MBS.

KIOA is succeeding KCBC as the Mutual outlet in Des Moines.

Mr. Johns said he believed his station would be the first in the country to duplicate Transit Radio on AM. He said one rate would be charged for both the AM and FM programs and that by the time KCBC is ready to duplicate it will be from 50 to 60% sold out. An official of Transit Radio in New York acknowledged that if KCBC duplicates it, probably it will be the first in the country to do so.

**REFINING**

Another Reason Your Advertising Dollars Get Results on KFDM

As profiled in recent issues of LIFE and HOLiDAY, refining in this 3-city market is conducted on a scale unsurpassed by any other refining concentration in the world. You expect to see things buzzing in such a singularly blessed market...and what's more, you can look for that buzz to last. Reach this buy-minded audience with ONE station — KFDM, new 5000 WATTS DAY AND NIGHT!

**Brown to Hoopper**

THE RESIGNATION of Thomas A. Brown Jr. as president of the Radio Council of National Advertisers Inc., to become vice president in charge of advertiser relations for C. E. Hooper Inc., New York, was announced last week.

"I don't know if there is going to be enough advertising around to support four radio networks and five television networks," he said.

**Upcoming**

March 1: Kansas City area station meeting with local attorneys and Don Getty, NAB general counsel, Hotel Muehlebach, Kansas City.

March 2: Waider Co. Hearing before FTC continued, Durham, N. C.

March 4-9: "Men of Progress" (TV studio), Municipal Auditorium Navasota, Texas.

March 5-6: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Oklahoma.


March 7-9: Canadian Assn. of Broadcasters directors meeting, Chateau Frontenac, Quebec.

March 7-9: Chicago Television Council national TV convention, Chicago.


March 8-9: National Marketing Conference, Nell House, Columbus, Ohio.


REVERSES
Mr. Crowl Can Take 'Em

SELLING time is comparatively easy for Roy Crowl, WHBC Canton, Ohio, although it has its reverses. Telling time—for Mr. Crowl, at least—has some reverses, too.

When Mr. Crowl is out calling on WHBC clients and prospective clients he wears a 17-jewel wrist watch in a gold-filled case. At first glance it looks like any other wrist watch, but—look again. The numbers appear in reverse positions and the hands move counter-clockwise.

A watchmaker in Mineral Wells, Tex., by changing the works in Mr. Crowl's watch, accomplished the counter-clockwise stunt. The WHBC salesman suggested counter-clockwise clocks carrying messages reading, "Don't be backward—buy our product." But the Patent Office wouldn't hear of it unless Mr. Crowl and his watchmaker friend would buy a complete clock factory already in operation. It was another reverse, but Mr. Crowl is accustomed to reverses.

ORIENTATION
Course for NBC Employees

APPROXIMATELY 500 NBC employees registered for the network's eight-week television orientation training program which opened Feb. 10 in New York. Carleton D. Smith, director of television operations, described the courses to follow. Subjects to be covered are: Plans and problems, organization, programming, production, program facilities, feature services, news and special events, technical operations, sales, promotion, publicity, station relations and local operations.

Speakers will include the following NBC executives:

Sydney H. Elgee, vice president in charge of press; William R. McAndrew, assistant to the vice president in charge of the Washington office; Norman Blackburn, national program director; Warren Wade, national production manager; Robert Wade, manager, television production facilities; William Garden, director of field programs; Russ Johnston, director, film division; W. Ray Kelly, assistant director, film division; James H. Nelson, director of advertising and promotion; Robert Schenby, director, television engineering; F. A. Wankel, assistant director, television engineering; George H. Frey, director, network sales; Reynold H. Kraft, assistant to the director, network sales; Easton C. Woolley, director of stations department; Adolph Schneider, director of television news; James M. Callas, director of owned and operated stations; Thomas R. McFadden, manager of WHBC, WNBT, and WNBC-FM, New York, and William Webb, audience promotion manager.

Crime Fighter Role

TELEVISION's potentialities in the war against crime came to the forefront Feb. 7 when WNAL-TV Washington carried a special program featuring the pictures and descriptions of America's ten most wanted criminals. The material was supplied by the FBI. In a statement prepared by J. Edgar Hoover, director of the Bureau, and read by Bryson Rash, ABC Washington special events director, Mr. Hoover said in part: "The advent of television offers a new adjunct to law and order, and I see in this new medium an instrument of great aid and assistance in the future protection of society."
Respects

(Continued from page 46) his New York job as done. He had come from a big town to a bigger one, had joined CBS and, after several jobs, built WCBS from a one man to a 96 man operation.

He could look forward to San Francisco, where he will take over operation of KQW and KQW-FM, outlets transferred to CBS. He also will have other duties, as yet largely undefined.

He has been to San Francisco numerous times and the city has always fascinated him. He has great faith in its radio and television future. He could say, as a press release has said for him: "I believe San Francisco will play an increasingly important role in programming and I am privileged in being able to undertake a share in this development."

Mr. Hayes doesn't talk so formally as that, but the thought is there and he subscribes to it.

People in San Francisco may want to know about him. He was born in Detroit, July 1, 1904, and is a tall, blue-eyed man who looks younger than his 44 years, despite generous amounts of gray in his hair.

The fact he has a philosophy of station operation may not be accidental. He was graduated from U. of Detroit in 1926 with the degree of Bachelor of Philosophy.

But long before his college graduation, he had already sown the seeds which grew into a desire to go to New York.

He had become an amateur magician, capable of mixing all kinds of potions and of pulling the usual swallow variety of rabbits out of the usual moth-eaten tophats. But by college days he was good enough at it to appear professionally. Naturally, an entertainer looked to New York.

In addition, there was the example of Gene Buck, who had been errand boy in the Detroit drug store operated by Mr. Hayes's father.

Mr. Buck went to New York, became a partner of the great Ziegfeld and made his fortune. Mr. Hayes was bound to do the same.

James J. Hayes, father of his son, did not discourage his boy. Just the same, the son served the same kind of apprenticeship as Gene Buck—only more so. Young Hayes not only ran errands, but he also began mixing potions as well, both on stage and in the drug store at the same time. He became a licensed pharmacist.

But when his college days were over, he decided that the things he learned most were show business and advertising. He couldn't make up his mind between them, but the first concrete offer came from advertising. He joined the Detroit News national advertising department.

In 1928, he went over to the media department of Campbell-Ewald. Under his persuasion, a radio department was set up. He looked on radio as a happy wedding of show business and advertising, his two great interests, and it was only natural then that he got into broadcasting.

With its huge General Motors account, Campbell-Ewald probably would have remained his niche for a long time after that—except for the depression. But economic woes cut the C-E staff to ribbons. Mr. Hayes was one of those lopped off.

He decided to go to New York. First off in New York he had handled CBS as an account executive for Radio Sales. A year later he was appointed the department's eastern sales manager. In January 1938, he was appointed to head WABC, now WCBS. Until then, WABC was exclusively a network station, offering no time for local sale.

Under his direction, first as sales manager and then in 1940 as general manager, he had the opportunity to provide the welding of show business and advertising which were his twin interests. The station became the key outlet in the entire Columbia network.

He has been chairman of the sales managers executive committee of NAB; chairman of the NAB committee on standardization of rate cards; a member of the NAB committee on contracts, and of NAB retail promotion committee. During the war he served as OWI regional radio consultant for New York and New Jersey. He is a member of the faculty of Fordham U.'s School of Communications Art; chairman of the radio committee, Cardinal's Committee of the Litany, and on the board of advisers of WFUV, Fordham's radio station. He is also a board member of Arthur Godfrey Productions Inc.

His name is also in many other organizations, in which he has had an active interest. His primary activity in the past few weeks has been sending in letters of resignation and regrets that he will be unable to attend future meetings—at least until the commuting situation between San Francisco and New York gets straightened out.

With all his business and civic duties, Mr. Hayes has found time for a full family life. He and his wife, the former Florence Gruber, and the four children, usually do things together. The offspring are Arthur Jr., 15; James L., 13; Mary Anne S., Florence Margaret, 5.

All the children are radio-minded and make their own "radio shows" at their Scarsdale home on the twin turntable whose sound is piped from room to room.

He has a well-equipped woodworking shop where he makes furniture. He has a 19 foot "Lightning" sloop and outboard which the family use in Long Island Sound.

Mr. Hayes is going off to management.

RALPH L. ATLAS, vice president and general manager of WIND Chicago, has been elected to the board of directors of WMCA New York. Mr. Atlas was recently retained by the New York station as consultant to management.

JACK TODD, former manager of WIKK Erie, Pa., has been appointed general manager of KAKE Wichita, Kansas. He was formerly manager of KANS Wichita.

LOU GILLETT has been appointed general manager of KCMC Moline, Ill. He was formerly with KPOJ Portland.

JAMES MURRAY, manager of EQV Pittsburgh, has been appointed Pennsylvania Week Radio Chairman for Allegheny County in 1949.

GALEN GILBERT has joined KGER Long Beach, Calif., as general manager. He replaces LEE WYNNE, who recently resigned to set up his own advertising agency in Los Angeles Broadcasting, Jan. 1). Mr. Gilbert was formerly partner and general manager of KVHL Pauls Valley, Okla. Prior to that he was with K B Y E Oklahoma City as commercial manager.

J. C. LINER Sr., owner of KMLB Monroe, La., has been ordered by his physician to take a long rest. He has been indisposed since the death of his son several months ago.

San Francisco alone for the time being so the children can continue at school and so he can find a permanent home for them. The last leg of his journey will be made aboard the Superchief and San Francisco real estate operators may well take note of his arrival. It is safe to say the local radio fraternity will benefit by his arrival.

ATTENTION

FM Station Owners

We can probably show you how to make FM pay off.

Phone, wire or write

STORADIO ADVERTISING CO.
501 Corver Building
Des Moines, Iowa
Phone 3-1231

Management

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WAMS ACCUSES
WDEL-TV of Stalling

ACCUSING WDEL-TV Wilmington, Del., of falsely reporting construction underway, WAMS Wilmington asked FCC last week to call a hearing on the station’s petition for additional time for completion.

WAMS also applied for WDEL-TV’s assignment on Channel 7 (174-180 mc), requesting 1 kw visual and 600 w aural powers and antenna height of 300 feet above average terrain. Channel 7 is the only one currently allocated to the Wilmington area.

WDEL Inc. received its television grant Dec. 25, 1947, according to WAMS petition, and was given an extension of time to Feb. 23, 1949. Its current request for more time—to Aug. 23—was filed in January. In it, WAMS said, WDEL reported progress on the television station as follows:

Site purchased, land graded and fenced, tower foundations now being constructed. Tower to be delivered this month, to go up under way. Work on roadway and building foundation underway.

But, WAMS charged, an on-the-spot examination three weeks after the request for additional time was filed showed that “nothing in the way of construction has been done.” WAMS submitted photographs purportedly made at the proposed site by its president, L. Sutherland, vice president and general manager of Wilmington Tri- State Broadcasting Co. (WAMS and WAMS-FM), and Henry C. Eastburn of Wilmington, described as “a disinterested person.”

The affidavits said a visit to the proposed site of WDEL-TV on Feb. 12 showed:

1. “The only evidence of any grading work was such as appears to have been done in connection with the construction of a road leading into the site proper.”
2. “No evidence whatsoever of the construction of any tower foundations.”
3. “The only materials located on the site are approximately 36 crates of guy wire insulators and a small box of undetermined content.”
4. “There are sticking out of the ground six or eight metal stakes with bags attached thereon, the site proper of which is not apparent.”
5. “No evidence of any building construction, including building foundations, on the site.”

Mr. Eastburn said he was informed that the roadway was constructed last September or October, and that “no construction of any nature has been engaged in on the site” since that time, so far as his informants knew.

WAMS cited the Supreme Court’s decision in the WOKO-J" case as pointing out “the seriousness of withholding true information or furnishing false information to the Commission.” The station charged the WOKO-J" case “has not proceeded in good faith” and “will not be able to complete construction of its television station within any reasonable time that might now be extended by the Commission.”

The petition, filed by Harold E. Mott of the Washington law firm of Welch, Mott & Morgan, said that in seeking additional time WDEL had attributed the delay to RCA’s failure to deliver necessary equipment. “To the petitioner’s knowledge,” WAMS said, “RCA does not manufacture or sell concrete or other building materials.”

WDEL is slated to file its reply to the charges this week.

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WAMS also reported:

1. “A CO-OPERATIVE service for television set owners of metropolitan Detroit was inaugurated Feb. 16 by WJBK-TV and Detroit receiver distributors. Television Roundtable was originated to bring to light all problems being encountered by set owners for discussion and solution by the service managers of receiver distributors.”

2. “A Woman’s World GIVING the women of Cleveland a look at the latest in cooking, fashions, shopping hints, decorating and garden-

3. “‘Hiddengarde, Andy Russell, Frankie Lane, Carmen Miranda and many others.”

4. “Suburban News Roundup’ TWELVE weekly newspapers in Eastern Pennsylvania and New Jersey and WFIL Philadelphia are cooperating to present Suburban News Roundup. Program features regular summaries of news from areas adjacent to the Philadelphia metropolitan district, and is heard each Saturday from 1:30-2 p.m.”

5. “Television Roundtable” A CO-OPERATIVE service for television set owners of metropolitan Detroit was inaugurated Feb. 16 by WJBK-TV and Detroit receiver distributors. Television Roundtable was originated to bring to light all problems being encountered by set owners for discussion and solution by the service managers of receiver distributors.

6. “Stamp Program DESIGNED to appeal to stamp enthusiasts in the Bay Area, new Sunday afternoon program ‘Stamp Man,’ has been started by KQW San Francisco. Albert Henry, owner of Philatelic shop in San Francisco’s Palace Hotel, presents bulletins on U.S. stamps, background stories of old stamps and issue dates of new ones. He also includes a follow-up on foreign stamps and a “Stamp Story of the Week.” Program is sponsored by Kilpatrick’s Bakery through Emil Reinhardt Adv., Oakland, Calif.”

FEBRUARY 11 to FEBRUARY 17

March 10 at Washington, in re applications.

Shively Best Co., Center, Tex.—Continued application.

March 15 at Washington, in re applications.

Kennedy Best Co., Center, Tex.—Continued application.

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<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, 1339 Wisconsin Ave., N.W., Washington, D.C.</td>
<td>Adams 2414</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>WC Bldg., 1407 Pacific Ave., Washington, D.C.</td>
<td>Santa Cruz, Cal.</td>
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<td>A. D. RING &amp; CO.</td>
<td>Munsey Bldg., Washington, D.C.</td>
<td>Member AECCE*</td>
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<td>CRaven, Lohman &amp; Culver</td>
<td>Munsey Building District 8215, Washington, D.C.</td>
<td>Member AECCE*</td>
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<td>Worthington C. Lent</td>
<td>Office &amp; Laboratories, 4813 Bethesda Ave., Bethesda, Md.</td>
<td>Oliver 8200</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D.C. 1605 Connecticut Ave., MI 4151</td>
<td>Dalls, Texas 1720 Wood St., Riverdale 3611</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N.W. STERLING 7932</td>
<td>Washington, D.C.</td>
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<tr>
<td>William E. Benns, Jr. &amp; ASSOCIATES</td>
<td>3738 Kansas St., N.W.</td>
<td>Ordway 8071</td>
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<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>Specializing in Antenna Problems, 1011 New Hampshire Ave., RE 6646</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIERY</td>
<td>Suite 604, 1757 K St., N.W. National 0196</td>
<td>Washington, D.C.</td>
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<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N.W.</td>
<td>Washington 6, D.C.</td>
</tr>
<tr>
<td>William L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N.W. Republic 5883</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>H. V. ANDERSON AND ASSOCIATES</td>
<td>Consulting Radio Engineers, 134 Clarence St., Phone 7-277</td>
<td>Lake Charles, La.</td>
</tr>
<tr>
<td>Philip Merryman &amp; Associates</td>
<td>Consulting Radio Engineers, 1501 Monroe St., Toledo, Ohio</td>
<td>Telephones-Kingwood 7631, 9541</td>
</tr>
<tr>
<td>R. R. Bitter</td>
<td>Consulting Radio Engineers, 4212 Monroe St., Toledo, Ohio</td>
<td>Telephones-Kingwood 7631, 9541</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>“Registered Professional Engineer” 820 13th St., N.W.</td>
<td>Executive 8073</td>
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CASH DISCOUNTS

4A Group Says Radio Lags in Practice

RADIO and television stations lag behind most other media in support of the 2% cash discount practice and, as a consequence, bear the brunt of most bad debt losses suffered by media.

That conclusion was reached by the American Assn. of Advertising Agencies. The Committee is headed by Ben Duffy of BBDO. At a recent meeting in New York it considered a report of its subcommittee on cash discount, headed by H. H. Dobberteen, of Benton & Bowles. Mr. Dobberteen found the cash discount situation “pressuring” in every field except broadcasting.

The discount is allowed by 94.6% of daily and Sunday newspapers, by 92.7% of general magazines, by 72.5% of business papers, he reported. Individual radio stations, on the other hand, have ignored the cash discount practice to the extent that only 9% provide the incentive for prompt payment.

Of newer FM stations, only 8.1% allow it and of 40 television outlets listing rates at the end of 1948, only two allowed the discount, it was said. In the TV field, absence of the discount is more serious among stations because radio has no machinery for

WNHC BASEBALL

To Carry Braves, Red Sox

ELM CITY Broadcasting Corp., operator of WNHC New Haven, Conn., has announced sponsorship plans for this year’s baseball games of the Boston Red Sox and Braves. As has been the case in the past three years, the broadcasts, over WNHC AM-1080, will be sponsored by the Atlantic Refining Co. and Narragansett Brewing Co.

The baseball broadcasts are slated to start March 12 when the station begins a series of 20 Braves and Red Sox games of the Grapefruit League Spring Training Schedule from Florida.

EDWARDS AID

Cited by Hygiene Group

APPROXIMATELY $145,000 in contributions to the National Committee for Mental Hygiene, was attributed to Ralph Edwards and his Truth or Consequences show, NBC, Saturdays, 8:30-9 p.m. The Committee whose medical director is Dr. George S. Stevenson, president-elect of the American Psychiatric Assn., will share the profits received from Mr. Edwards’ “Mr. and Mrs. Hush,” contest with the National Health Foundation.

Funds are expected to be used by both organizations to develop adequate mental aid facilities in individual states, but actual allocation will be made by a committee set up for the purpose.

Truth or Consequences is sponsored by Proctor & Gamble, Cincinnati.

Patricia Ryan

PATRICIA RYAN, 26, radio actress, was found dead last Tuesday morning in her New York apartment, after having been stricken while playing the title role in the NBC Cavalcade of America broadcast of “Valentine for Sophia.” She also played Henry’s girl-friend Kathleen in the NBC Aldrich Family. Miss Ryan was discovered by her husband, George Robert Gibson.
**FCC Actions (Continued from page 68)**

**Decisions Cont'd.**

**KVER Albuquerque, N.M.**—Granted 36-day extension of time within which to file a petition for reconsideration of grant.

**KRZU Santa Cruz, Calif.—**Granted license for 9-1490 kw FM to change station from 1170 AM to 103.9 FM. New station to be located at 37° 24' 55" N., 122° 23' 36" W. New station to be known as KOCN, Santa Cruz.

**KCBS Corpus Christi, Tex.—**Granted license to change to new transmitter. Station to be known as KHYU.

**KBGE Atlanta, Ga.—**Granted license for 9-1490 kw FM to change station from 1170 AM to 99.5 FM. New station to be located at 33° 49' 23" N., 84° 30' 05" W. New station to be known as KJPJ.

**KWSJ Huntington, W. Va.—**In connection with 9-1490 kw FM, granted 30-day extension of time within which to file a petition for reconsideration of the license.

**KIJO Kinston, N.C.—**Assignment of license from 49 Berlin, Co. to J. D. Carroll.

**WFTC Kansas City, Mo.—**Assignment of license from Kansas City, Mo. to B. D. Poppe.

**RNC Radio Chester, Pa.—**Granted license to carry on the air.

**KROF San Antonio, Tex.—**Granted license to carry on the air.

**KCRN regulations**

**February 15 Applications**

**ACCEPTED FOR FILING**

**AM—270 kw**

**Easland County Besty, Co. Eastland, Tex.**—New station 940 kHz 250 w AM DENOMESD to return 710 kHz.

**License for CP**

**KVER Albuquerque, N.M.**—License to cover change frequency AMENDED to change name licensee from intermountain Besty, Co. to Western Air Inc.

**WWVO Valdosta, Va.—**License to cover CP new AM station.

**February 16 Applications**

**ACCEPTED FOR FILING**

**AM—1240 kw**

**KSMA Santa Maria, Calif.—**CP change from 1450 kHz to 1240 kHz. New station to be known as KSCB.

**Feature**

(Continued from page 19)

WJGJ-FM WFTW-FM WANE—The activities of the Fort Wayne, Allen County Chamber of the American Red Cross are being presented to the people. The simultaneous broadcast started Feb. 12.

The program, titled Your Red Cross Show, originates in the

Taft T. Wrathall and Grant R. Wrathall d/b/a WROD Trans. Co. to Central Coast Counties Radio Inc. (Contingent on grant of KDON trans. fee).

**AM—988 kw**

**KICA Clovis, N.M.**—CP change from 1250 kHz 250 w untl. to 980 kHz 1 kw untl. DA-DN and change trans. site.

**AM—1420 kw**

**WLEA Hernell, N.Y.—**CP change from 1250 kHz 1 kw D to 1420 kHz 1 kw D 560 w untl. DA-DN and change trans. site.

**February 14 Applications**

**APPLICATION DISMISSED**

**AM—930 kw**

**WBBS Huntsville, Ala.—**APPLICATION DISMISSED Feb. 14 application for CP change from 1440 kHz 250 w untl. to 1390 kHz 1 kw D 560 w untl. DA-DN.

**AM—1490 kw**

**Joe F. Rushion, M. D., Shreveport, La.—**APPLICATION DISMISSED Feb. 14 application for CP new AM station 1480 kHz 250 w untl.

(Continued on page 82)

**Eye Appeal as well as Listener Interest Radio Picture Albums for Your Station**

Radio Albums individually planned for your station have tremendous listener appeal...enrich listener support.

No cost to you, front cost to your listeners. The American plan guarantees first, prepaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights—American albums are available to only one station in each city.

Personal effective—Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available. American albums are individually designed, and beautifully executed—the finest available.

Write, wire or phone—Full information gladly sent without cost or obligation to you.

Act today—write, wire or phone for complete details. No obligation.

Phone 4-3262

**February 21, 1949 • Page 71**
Help Wanted

Managerial

New Michigan regional, new territory, wants commercial manager. Salary commensurate with ability and experience. Reply with complete history. Box 195a, BROADCASTING.

Wanted—Manager experienced in all operations of commercial radio station. Must have experience and ability for earnings and interest in station for right man. Salary and commission. Preferably with newspaper experience). The only one brave enough to look into my office. Box 196a, BROADCASTING.

Salesmen

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 115 West Tabb St., Petersburg, Virginia.

Wanted—Two salesmen interested in unlimited income per day. Here is an opportunity to the right man to receive 50% commission against 15% commission at an inde- pendent station. A chance to build a heavily promoted radio station in one of the best metropolitan spots in the United States. This is a cash business, the income is increasing the $1000 a month salary position. Two men only interested in permanent positions. Please send information regarding yourself and willingness with complete history. Box 199a, BROADCASTING.

Two salesmen—no getters wanted. Progressive southern station. Soon 5000 watt. Prefer letters with three years experience, commission against drawings account. Reply with complete history. Box 200a, BROADCASTING.

Two years experienced. Seller wanted. Progressive eastern market. Reply with complete history. Box 201a, BROADCASTING.

Salesmen wanted for new fulltime station in West Seattle, Washington. Salary and commission. Replies available. Box 202a, BROADCASTING.

Manager—Looking for capable commercial manager. Salary and commission. Excellent opportunity. replies available. Box 203a, BROADCASTING.

Salesmen wanted. Experienced man for television station. Give complete data and interest. Box 204a, BROADCASTING.

Help Wanted (Cont'd)

Technical

Anouncer-engineer. Send disc and photograph. WROD, Daytona Beach, Florida.

Wanted—Chief engineer by KMVI in New York City. Must be able to take over and run. Salary $1000 per month. Reply with complete history. Box 206a, BROADCASTING.

Chief engineer—Reliable, cooperative, experienced in all phases. Excellent opportunity. Box 207a, BROADCASTING.

Production—Programming, others

Giri for traffic department, independent, Missouri river town. Pays about $400 per month. Start Box 208a, BROADCASTING.

Commercial program producer for new Chicago FM station. Please address application to experience, history, ideas, etc. Box 209a, BROADCASTING.

Commercial experience chief for regional Michigan network station. Must be able to work on complete charge of department. Permanent position. Must have thorough knowledge of administrative duties. Include experience, references, sample of work in reply. Box 210a, BROADCASTING.

Wanted—Combination man with good voice and radio telephone first ticket. Good on 60 degrees and pleasant air. Network station, Charleston. Replies will be held in confidence and all others will be discarded. Box 211a, BROADCASTING.

Wanted—Experience girl with good voice for woman's show. Unusual opportunity. Good pay. Box 208a, BROADCASTING.

Wanted—Combination man with good voice and radio telephone first ticket. Good on 60 degrees and pleasant air. Network station, Charleston. Replies will be held in confidence and all others will be discarded. Box 211a, BROADCASTING.

Help Wanted (Cont'd)

Situations Wanted

Managerial

Combination manager-program director successfully Hoopering 5 kw net at Washington market 260 thousand. Topnotch commercial—promotion manager available. Salary market or salary on initial impression. Good opportunity and permanence could be arranged. Seriouse inquiries invited, program manager must have complete plan to produce listening and profits. Send Box 185a, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good references. Box 117a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year net- work affiliations in advertising business. Good references. Send Box 99a, BROADCASTING.

Manager presently employed. Fifteen years experience, handling network, management, network and independent station operations. Salary and on- tines, salary requirements reasonable, previous records and references. Reply Box 82a, BROADCASTING.

Young, experienced and successful manager desires change. 15 years radio, 10 years TV. Interested in working manager who announces, sells and has a profit record. Top in local programming, station administration and operations. Box 282a, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 286a, BROADCASTING.

Salesman—College graduate. Young, experienced and successful sales about announcing. Prefer middle west or east. Box 285a, BROADCASTING.

Situations Wanted (Cont'd)

Help Wanted

Television

Salesmen

Wanted: Experienced man for television station. Give full details and picture immediately. Box 176a, BROADCASTING.

Manager

Combination manager-program director successfully Hoopering 5 kw net at Washington market 260 thousand. Topnotch commercial—promotion manager available. Salary market or salary on initial impression. Good opportunity and permanence could be arranged. Seriouse inquiries invited, program manager must have complete plan to produce listening and profits. Send Box 185a, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good references. Box 117a, BROADCASTING.

Manager presently employed. Fifteen years experience, handling network, management, network and independent station operations. Salary and on- tines, salary requirements reasonable, previous records and references. Reply Box 82a, BROADCASTING.

Young, experienced and successful manager desires change. 15 years radio, 10 years TV. Interested in working manager who announces, sells and has a profit record. Top in local programming, station administration and operations. Box 282a, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 286a, BROADCASTING.

Salesman—College graduate. Young, experienced and successful sales about announcing. Prefer middle west or east. Box 285a, BROADCASTING.

Topnotch personality on loose. Twelve years experience, sales and radio telephone. Box 176a, BROADCASTING.

Situations Wanted

Sales manager

Wanted: Experienced man for television sales. Good opportunity. Box 206a, BROADCASTING.

Wanted: Experienced man for television station. Give full details and picture immediately. Box 176a, BROADCASTING.

Manager

Combination manager-program director successfully Hoopering 5 kw net at Washington market 260 thousand. Topnotch commercial—promotion manager available. Salary market or salary on initial impression. Good opportunity and permanence could be arranged. Seriouse inquiries invited, program manager must have complete plan to produce listening and profits. Send Box 185a, BROADCASTING.

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May I have the pleasure of making money for you and me with my new managerial plan? Box 286a, BROADCASTING.

Salesman—College graduate. Young, experienced and successful sales about announcing. Prefer middle west or east. Box 285a, BROADCASTING.
Situations Wanted (Cont'd)


Engineer—1st phone, single, age 27, car will travel. No broadcast experience. Box 215a, BROADCASTING.

Engineer, age 22, single and have car. Transmitter, studio and remote experience with 230 watt station. Desire to work with a station in midwest. Will move with notice. Box 182a, BROADCASTING.


Veteran with first class license available immediately. Box 181a, BROADCASTING.

Sportscaster—one of southwest's top men, now employed executive capacity. small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Station I'm locating for carries professional playoffs in all major sports. Well-rounded experience in all facets of announcing. Detailed information and appointment desired. Request Box 194a, BROADCASTING.

Staff announcer, four years experience, strong on news, commercials and mar- kets. Colleague here. Box 107a, BROADCASTING.

First phone—Engineer, veteran, 28, married, two weeks notice, will consider Midwest. Available immediately. Bartlett & Mill Street. Henderson, Kentucky.

Combination inam, married, 26. 21/4 years experience, first phone, first telegram, present job, college degree. North Dakota or southern Oklahoma. Require $80.00. Available one week. Box 171a, BROADCASTING.

Operator—first phone, 18 months experience including construction, turn- table, remote, recording, transmission, knowledge. Service and civilian radio schools.“No license.” Box 174a, BROADCASTING.

Experienced chief engineer—wants more engineering and less announcing. Veteran, 29, willing to work out of town for permanent job. Will do news, sports, play cards, etc. Must be good engineer. Box 188a, BROADCASTING.

First phone engineer, desires position with future in broadcast station. Two years instructing experience. Some limited studio experience. Does one time announcing if desired. Can produce 200 meter QM. Box 192a, BROADCASTING.

Engineer eight years experience studio, transmitter, construction FM, now em- ployed in newspaper field. Age 26. Box 154a, BROADCASTING.

Desire position. Have 1st class tele- gram license with 12 years experience. Live in Birmingham, 10 years. Delbert King, 132 N. 54th St. Birmingham, Ala. Phone 5-2311.

Engineer, 1st phone, experience. Graduate F. C. A. Southern states preferred. Box 216a, BROADCASTING.

Situations Wanted (Cont’d)


Excellent Opportunity. Salesman. Background in advertising. Will travel. Box 235a, BROADCASTING.

Television

Television producers, programmers and studio script writer. Will script, direct and produce television shows. Box 172a, BROADCASTING.

College graduate, 6 years of radio experience in sports, special events, au- dio-matic participation, interviews, news and disc shows. Wants to get started in television industry. Available immediately. Would prefer network position in AM. Box 190a, BROADCASTING.

Television position as production or studio assistant or script-continuity writer desired by man with two years experience and have written on commercials. Second position to providing plenty of work with opportunity to learn. Box 105a, BROADCASTING.

For Sale

Stations

For sale—Control or minority interest in network affiliate station, 120,000 watts. Box 178a, BROADCASTING.

For sale—Eastern market. Station (W45) available at $125,000. Box 185a, BROADCASTING.

FM antenna. 4 bay federal square loop, complete with accessories. Box 191a, BROADCASTING.

Equipment, etc.

For sale—one Used Budia model 6-DTG- 2171 kilowatt powered generator set. Excellent condition, 50 cycles. Price $900.00. Box 191a, BROADCASTING.

For sale—Western Electric 330. 118, 119 tubes and complete. $500.00. For sale—Eastern market. Station (W45) available at $125,000. Box 185a, BROADCASTING.

Complete equipped mobile unit, one 25 watt VHF and one 100 watt MF. Make offer. Contact Jim Strope. Melville and Federal Square, Melville, N. Y. Phone 7132.

For sale—Complete 3kw General Electric FM equipment in good condition, used only year. Anxious reasonably price. State Journal, Topeka, Kansas.

Situations Wanted

Announcing

One Zingo, insulated, guyed, uniform cross section, tubular steel ladder 160 feet, high. Excellent condition, kept painted and just re-guyed six months ago. Type A high lift equipment. Complete box with 12 ohm copper coaxial line included. Also, one 60' Guyed antenna tower, 54-AN antenna used six months and in excellent condition. Presently being used on 118.3 mc's. Can be adjusted to other frequencies. Contact BROADCASTING.

Two Brush magazine wire recorders model BK-303. Perfect condition. Contact box 119a, BROADCASTING.

NEWCASTER, REPORTER

WANTED

For sale—Scott dynamic noise sup- pressor 910-8. Includes tubes and re- pairs. Contact box 120a, BROADCASTING.

Almost new. $75.00. Write WLW, Dunbar, Conn.

Help Wanted

Salesmen

$8,000.00 REWARD

FOR RIGHT MAN

If you are between 30 and 45, own an auto and are willing to travel west coast, there is a position open with a leading coast 15th with leading newspaper publishing company. Prefer man with radio time sales experience. Exclusiv- e representation required. Expenses advanced against liberal commissions. Execu- tive type position. Good prospects. Send references, experience, and photo.

BOX 207a, BROADCASTING.

Technical

Chief radio engineer—Late midwestern edu- cational institution is seeking its radio broadcasting facilities. It is in the market for a chief engineer who can head up the operation and take its ins and outs and operation of a 10 kHz frequency modula- tion station. Studies and all equipment are set. Must have a 10 kHz frequency broadcasting station. Interested applicants are requested to include in their letters complete details of their edu- cational backgrounds and experience, personal history and salary expected. Write Box 109a, BROADCASTING.

EXPERT AM-TV SPORTSCASTER AVAILABLE

Desires position with station having strong sports schedule, preferably with TV or previous experience. Nine years experience. Good reputation in play-by-play all sports, now handling complete TV sports sched- ule. Well known, prefers spot sports and plans doubtful. College education, extensive news, special events back- ground, etc. For box No. 212a, BROADCASTING.

(Continued on next page)
TRAFFIC CONTROL

New System Installed at WALA Mobile

TO PROVIDE a ready reference and control center for the programming of WALA Mobile, Ala., the station has installed a new traffic control board. Through a system of movable cards and colored tabs all essential information is available at a glance.

The chart board in the traffic department gives a weekly index of all scheduled programs as well as showing availability.

Called a “Sched-U-Graph,” the set-up was designed by Remington Rand.

The board includes 100 pockets arranged in eight rows. The first row at the left carries the time schedule, the other seven rows carry the daily schedules.

Cards are staggered so only the name of the program shows at the top. Vital statistics are carried on the remainder of the card, such information as sponsor, starting and expiration dates.

Four different card colors are used to denote different program classifications. To the left of each

WANTED TO BUY

Construction Permit
and/or
Small Station
Eastern Market preferred
Financially responsible and competent principals

BOX 160a, BROADCASTING

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS- SELLERS
List with Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
9051 Sunset Blvd., Beverly Hills, Calif.

The “Sched-U-Graph” at WALA Mobile.

... and at the end of a broadcast period, colored signals are used to denote spot availabilities.

BE-BOP’ ABROAD

Block to Air Show on ‘Voice’

SEEKING to improve diplomatic relations among the countries of the world, WNEW New York disc jockey Martin Block is scheduled to beam his Make Believe Ballroom to foreign audiences sometime this month. Through the State Department’s “Voice of America,” the disc jockey ambassador hopes to bring American culture to the far corners of the earth, creating a new world, dedicated to “be-bop” and “schmaltz”—or peace at any price.

Undaunted by the triviality of language barriers, the irresistable Mr. Block is currently cramming up on a half-dozen or so foreign tongues, including algebra. Aided and abetted by genuine linguists, Mr. Block will do the opening, introduction and sign-off in various languages, spelled phonetically.

Program, with comprehensive background supplied to create foreign understanding of America’s Dorsey, Goodman and Lombardo, etc., will follow its domestic format.

PANEL ON BMB

Audience Data Discussed

BMB audience data, their significance and their proper use, were discussed Monday by a six-man panel at a luncheon meeting of the market research group of the New York chapter of American Marketing Assn.

In the absence of Cort Langley, assistant to the president of BMB, called out of town on business, the panel discussed BMB’s similarities and differences from engineering measurements of station coverage, program rating service, measurements of program popularity and Audit Bureau of Circulation’s measurements of the average number of purchasers of newspapers and magazines.

Edward B. MacDonald, chairman of the market research group, presided at the luncheon held at the Sheraton Hotel, New York. Panel members were: J. F. Kurte, ANA vice-president; Frank B. Kemp, assistant media director, Compton Adv.; W. H. Mullen, director, Magazine Adv. Bureau; Howard C. Hapit, account executive, ANPA Bureau of Advertising; H. M. Beville Jr., NBC director of research; Paul R. Benson, MBS assistant director of research.

TRANSIT FM

WWDC-FM Reports Sale

MORE THAN 35% of all available time was sold when WWDC-FM Washington began its transitcasts, Ben Strouse, general manager of the Capital outlet, revealed last week.

Time was purchased by 14 advertisers, both national and local, when broadcasts to 20 FM-equipped busses of the Capital Transit Co. began Feb. 10. Mr. Strouse said. Seven different agencies placed one account each.

Accelerated installations have been inspired by initial advertiser and listener reaction. One hundred busses will be equipped with FM receivers by April 1 and 500 vehicles by the end of the year, Mr. Strouse announced. Eventually all of the company’s busses and street cars will carry the sets, according to present plans.

RARE OPPORTUNITY

for broadcast equipment sales engineers

Design and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho
PACIFIC SOUTHWEST California, Nevada, Utah, Arizona
SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana
SOUTH EASTERN 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 21a, BROADCASTING.
**WISCONSIN BILL**

Censorship, Says 'Journal'

A BILL to prohibit stations from broadcasting "any story, description or account of death, bloodshed, lust, crime, or other than a current news event," was introduced in the Wisconsin state legislature Jan. 21 by Sen. Brown of Oshkosh. The bill (SB 414) is a proposed amendment to a present statute relating to obscene language, writings and moving pictures "tending to corrupt morals."

The bill was introduced at request of the Lutheran Ladies Assn. and has been referred to the committee on state and local government. One hearing on the bill has been held and a second one scheduled.

In an editorial in the Feb. 10 issue of the Wisconsin Journal, owner of WTMJ WMJ-FM WTMJ-TV, the bill was classed as one more attempt "to get the legislature involved in the uncertain field of censorship." The bill attempts to run around the constitutional guarantee of freedom of speech by exempting news broadcasts, the editorial stated.

"But the dodge surely would be clear to any court. The legislation would seem to be wasting its time if it is seriously considering this measure. In the case of radio, even those police powers that may be exercised are pre-empted by the Federal Communications Commission."

Regarding the effect such a bill would have on Wisconsin radio if it were enacted, the editorial stated:

At the first hearing at Madison, it was pointed out this would shut the door on the broadcast of the main body of Shakespeare's plays. Shakespearean tragedies are replete with bloody stuff. Yet every high school student in the state who has taken English has heard them. ... A great many Bible stories would seem to be tabooed. Our best historical dramas would be cut out of the window. We could not hear the story of the assassination of President Lincoln. Garfield and McKinley could be tabooed. In fact, what would become of the Wisconsin radio listener but magic? Oh, and what would become of those who might be interested in how wide a delinquency is placed on the word 'most.'

The people of Wisconsin surely realize that censorship is a sign not of progress but of decadence. It is a way, not to promote democracy—but to end it.

**Radio Ups Savings**

FIRST Federal Savings and Loan Assn., Kenmore, N. Y., reports an 80% increase in the number of its Christmas Savings Club accounts as a result of using radio. For several weeks before Christmas the station was listening and closing commercials on a news roundup three times a week 11:50 a.m.-12 noon on WXRA, Kenmore, 11 kw daytimer on 1080 kc. Number of accounts jumped from 850 to 1,560, Leonard Rautenberg, loan company's president, said.

**News**

**James Day, director of public affairs and education for KNBC and NBC's San Francisco office, is taking a leave of absence from his post for two-year tour of duty with Allied Occupation forces in Japan. He will serve as radio information specialist with Radio Unit of the staff of Supreme Commander of Allies in the Pacific. He will work with 12 American radio specialists in supervising operation of the two networks of Broadcast Corp. of Japan. WILLIAM M. MINNETTE, KNBC staff news writer for past two years, has been promoted to succeed Mr. Day, and HARVEY RACHIS, formerly a writer of KTLI Tallamook, Ore., has joined KNBC's news staff to replace Mr. Minnette.**

**First Chicago Marine Reserve of the Ohio Year Averaged 3.5 in Jim Hurlbut (II), WMAB (NBC) Chicago's reporter-at-large for 'outstanding achievements in the field of radio broadcasting.' Award, presented by Lt. Col. John M. Bathum, commanding officer of the Marine Reserve's 9th Infantry Division, was made also for Mr. Hurlbut's "development of an unusual format, and exceptionally keen interpretation of local news."

**BUSINESS-LABOR**

KJR Backs Roundtable

A STEERING committee of seven men, representing management, labor and the public, has been established in the State of Washington to work toward formation of a permanent industrial roundtable group. Periodically the group will meet to consider business and labor problems of the Pacific Northwest.

Plan is an outgrowth of 13-week series, Out of the Fog, originated by KJR Seattle and broadcast also on five other stations throughout the state [Broadcasting, Dec. 27, 1948].

The steering committee will set up a roundtable group of eighteen persons, with six each from labor, management and the general public, and with six alternates for each category. The total group is expected to meet monthly, and to report periodically to the public.

Majority of the labor and management representatives who appeared on Out of the Fog when the series was aired from Sept. 9 to Dec. 2, 1948, have been actively working toward continuing the roundtable.

**Lanphier Re-elected**

CHARLES J. LANPHIER was re-elected president of Wisconsin Broadcasting System, licensee of WFOX Milwaukee, at the annual stockholders' meeting. Mr. Lanphier is WFOX's manager. Others elected were: Thad Wasielewski, Milwaukee attorney and former Congressman, vice president; Robert Secrest, chairman; and Stanley H. Nastal, member of the board of directors and secretary. WFOX is a 250 w daytimer on 890 kc.

**James A. McCulla has joined KMPC Hollywood as news editor, Mr. McCulla was formerly announcer-producer with KSO Des Moines, and before that announcer with WLV Cincinnati. In addition to his duties as news editor, he will do a five weekly quarter-hour newscast.**

**Julian Piercefield has been appointed assistant director of WCHS (FM) Columbus, Ind.**

**Holmes Alexander, Washington columnist, has joined WFBF Baltimore, where he will direct a series of news programs with LOU CORBIN, WFBF newscaster.**

**Jim Hurlbut, WMAB Chicago's reporter-at-large, has been appointed an honorary member of the Chicago Patrolmen's Club and the Chicago Police Sergeant's Association in recognition of his efforts to "credit good police work." He has been asked to be guest of honor at theVisibility police sergeants Feb. 23 in the Morrison Hotel.**

**RusS Park, assistant farm program director at WLS Chicago for three years, is retiring to manage a family farm near Mechanicsburg, Ill., where he will raise grain and livestock.**

**PROBE AUTHORITY**

**AUSTRED for House ICC**

AUTHORITY for the House Interstate and Foreign Commerce Committee to conduct investigations relating to matters coming within the committee's jurisdiction, is sought in a resolution introduced by Rep. Robert T. Secrest (D-Ohio).

Purpose of the measure (HRes 100) is to eliminate the necessity of seeking House approval for investigations each time the Committee decides to launch a probe into matters coming within its jurisdiction. The bill has been referred to the House Rules Committee.

Although the strongest reason for introduction of the measure is believed to have been to insure jurisdiction over petroleum matters, the resolution would also cover communications. Rep. Robert Crosser (D-Ohio), chairman of the House Commerce Committee, introduced a similar resolution (HRes 107) Feb. 16.
"Commercial" Sermon

Some improvements, like public address systems in churches, have a way of sneaking up on people. At least parishioners of Fort Wayne's First Presbyterian Church think so. The church installed a new public address system and, to overcome distortion, placed 20 speakers in a 500 pew area. When Rev. Edward Coller mounted the pulpit, speaker volume was turned up and a musical serenade permeated the pews. Listeners, who may have ascribed it to church improvements or a new kind of FM, were soon set straight. Midway through the sermon, news bulletins and a commercial followed. But the pastor continued, unaware he was competing with a WANE Sunday broadcast. System was picked up and amplifying WANE's signal—because of a technical fluke and lack of an arrestee device.

Canadian Radio Manufacturers plan to produce 12,500 television receivers this year, according to M. Brownlee, executive secretary of the Canadian Radio Manufacturers Assn., Toronto.

Julius Caesar

NBC will telecast the entire production of Shakespeare's "Julius Caesar" Sunday, April 3, through facilities of WNBW (TV) Washington, Soco-Vacuum Oil Co, New York, will sponsor the show that is to be carried by coaxial cable to the 14 interconnected cities. Production will be staged in authentic Elizabethan style by the Masquers of Amsterdam College performing in the playhouse of the Folger Shakespeare Memorial Library.
TENTATIVE proposals for development of a stand-by mobilization plan for the communications industry were discussed Friday at a meeting of an industry advisory committee assisting the National Security Resources Board.

The communications advisory committee meeting was the first in a series of conferences between government officials and industry advisory committees.

R. A. Lumpkin, president of the Illinois Consolidated Telegraph Co., was slated to present the report of the informal task group assigned to make a preliminary study of means to mobilize the communications industry in the event of a national emergency. Recommendations for formal plans to submit to NSRB were also anticipated, in addition to appointment of similar task groups to consider phases of the industry's capacities and formulation of reporting and appeals forms for use in an emergency.

The agenda included reports from industry representatives on four main subjects: (1) World War II—the situation at the beginning and wartime events; (2) the situation at the end of World War II; (3) postwar events and present situation, and (4) outlook for the future—war or peace.

Leighton H. Peabody, assistant director of NSRB's Office of Production and expert in communications mobilization planning, presided over the session.

Among the government officials invited to attend were Wayne Coy, FCC chairman; Rear Adm. Earl E. Stone, chief of naval communications; Maj. Gen. Francis L. Arkenbrandt, director of U. S. Air Force communications; Maj. Gen. S. B. Akin, chief Signal Officer, U. S. Army; Commr. W. H. Kreamer, USN, of the Joint Communications and Electronics Committee, and a representative of the Dept. of State.

Advisory committee members, all from telephone or telegraph companies, include H. T. Killingsworth, general manager of AT&T's long lines department, and K. S. McHugh, vice-president of AT&T.

**CONTRACT COSTS**

**Munitions Board Revises**

REGULATIONS covering contract cost principles in the Atomic Energy Commission Procurement Regulation have been tightened through revisions developed by the Army, Navy and Air Force in cooperation with the Munitions Board.

Section 15 of the regulation, dealing with types of allowable costs in supply and research contracts with commercial organizations, research contracts with non-profit institutions and construction contracts, has been revised.

Portions of the section pertaining to the allowability of advertising costs have been modified to permit advertising in trade and technical journals only under supply and research contracts with commercial organizations, provided that it does not offer specific products for sale.

Advertising must be placed for the purpose of offering financial support to journals which are valuable for the dissemination of technical information within the contractor's industry, the national military establishment announced.

The effective date of the section was changed from Feb. 1, 1949 to March 1, 1949. Charity and community benefit donations are not now allowable as contract costs.

The changes were in addition to those previously made in Section 15 (BROADCASTING, Dec. 20, 1948).

**E. Rawls Hampton**

EDWIN RAWLS HAMPTON, 66, a member of the WFAST White Plains, N. Y., transmitter plant by Julius Geilenkirchen (r.), engineers at the stations, is Frank A. Arns, WFAST-FM managing director. Mr. Geilenkirchen, who took up planning while in a Veterans Administration hospital last summer fighting a "bug" he brought back from three years' Army service in the Pacific, is working on an interior of the transmitter house.

**FILMS FOR VIDEO**

Released by United World

UNITED WORLD FILMS is reissuing films for video on a regular monthly schedule, its television department has announced. Films, most of them never before offered to video stations, are made available to TV stations at specified rental terms and under an agreement permitting stations to purchase as many programs as desired.

Lewis Blumberg, sales manager of United World's television department, said the first six months' program will include the following:

Children's features, 13 films of 20 to 60 minutes each, made for J. Arthur Rank's children's film programs; two series, five and six reels each; 13 "Stronger than Fiction" episodes; a sports package of 11 to 13 reels featuring Babe Ruth and other sports personalities; series of British "Secrets of Life" films on animal and plant life interspersed with humorous narration; "Atomic Physics" presented in four parts and featuring such leading scientists as Albert Einstein; the Julian Huxley science series on biology; two series of travel films and a football series to be utilized by stations on sponsored football programs for showcasing during half-time intermission.

**KNAK to 1 kw**

A POWER increase to 1 kw has been announced by KNAK 600 in Lake City, Utah. The station moved Feb. 12 to 1280 kc when the power change took place. None of the station's operations have been changed. The station uses 500 w directional at night. Operation formerly was on 1400 kc with 250 w.

**We Like Meadville—**

It's a great little community...check-full of prosperous farm families that count on WMGW for good music...farm and market reports and up to the minute news. When you broadcast your advertising message over WMGW you are assured not only of a listening audience but a buying audience! WMGW spent advertising dollars always result in direct sales gains for you. For further information contact:

WMGW
521 Fifth Ave.
N. Y. C.
TV KNOW-HOW
New Ideas Needed, Says Hutchinson

TELEVISION programs won't improve until television executives know what they are doing, according to Thomas H. Hutchinson, technical director of television, School of Radio Technique, and author of Here Is Television. Mr. Hutchinson last Tuesday addressed the luncheon meeting of the Adven. Women of New York at the Hotel Astor.

"Too many dramatic programs are drawing from the same sources, namely, successful stage plays," Mr. Hutchinson said. "And sponsors are busily vying with each other to obtain the same programs."

As a result, he noted, "Mademoiselle, for instance," is a "play switch," being seen on one sponsor's show one week, and on another's the following week.

"Television needs new ideas and new talent," he said, "and it's not necessary to have big names and unlimited budgets to succeed in the new field."

Richard Hodgesen, Paramount Picture's technical director of television, outlined the four-faceted video program engaged in advertising ten times as effective as radio advertising. He also pointed out that in preparation for the still further growth of video, Philco had trained "more service men than all other manufacturers put together."

"About color television, Mr. Baral RCA Console Has Centralized Features

A. R. Hopkins, manager of RCA Broadcast Sales, has announced development of a universal transmitter control console, capable of providing centralized control of the mixing and primary switching operations for AM, FM, and television transmitters.

Up to nine different types of 'blocks' or sections may be bolted together in various combinations to form a console capable of satisfying the requirements of one or more transmitters of any type. The basic unit of the console consists of an audio control turret and an r-f control turret mounted on two desk-type sections with removable end pieces.

Other available units are a 90-degree desk section, a television control console, a complete turret with blank panel, and a 4-channel wing turret with blank panel.

The audio turret of the FM console contains all mixing and switching facilities for up to six large circuits, a seven-position selector switch for monitoring all important circuits, and individual bridging pads for equalizing the level of the various signal sources.

HIGHWAY WARNING
System Planned in Nebraska

NEBRASKA stations have started action to set up a unified, efficient and fast highway reporting system for use by all stations in the state. Soren Munkhof, news director at WOW Omaha, suggested the plan at a meeting of Nebraska Associated Press radio stations in North Platte. He reported on a similar operation set up in Iowa through the cooperation of the state public association, state highway department, state patrol and weather bureau.

The project will be handled by a committee composed of William Newens, KOIL Omaha manager; chairman, Mr. Munkhof; Harry Pack, KPOP Lincoln manager; Bud Neble, KFAB Omaha news director, and Ed Makiesky, bureau manager of AP in Omaha. The committee is to meet with representatives of the Nebraska highway commission and safety patrol and representatives of the U.S. Weather Bureau stations located at Omaha and Lincoln.

CHARLES MICHelson Inc., New York, has announced that during the past week, Feb. 11, six news markets had contracted for its Blacketons, The Magic Detectives, quarter-hour transcribed series. New stations are: WBRC Talladega, Ala.; WRBC Jackson, Miss.; WJME Woodside, L. I., N. Y.; WHAL Shelbyville, Tenn.; WHLF South Boston, Va., and WNBG Fort Wayne, Ind.

FREDERIC W. ZIV Co., Cincinnati, has announced that EREO Everett, Wash., has contracted for six of its transcribed shows. Also announced was KOMO Seattle's purchase of the Wayne King Show. All contracts are for six weeks.
SLOAN AWARDS
Board Picks 10 March 29

RECIPIENTS of ten Alfred P. Sloan radio awards for outstanding public service in the field of highway safety will be chosen at a meeting of the board of judges in Washington, D.C. March 29. The 1948 awards are open to regional, local and clear channel stations, and national and regional networks.

Decorative bronze plaques will be presented some time in April by Alfred P. Sloan Jr., chairman of the Sloan Foundation and chairman of the board of General Motors Corp. The ceremonies will be held on a nation-wide network. Board of judges includes Kenneth G. Bartlett, radio department head, Syracuse U.; Ned Dearborn, president, National Safety Council, and others.

Closing date for entries is March 1. All types of commercial and sustaining programs promoting traffic safety are eligible. Networks and stations should submit entries direct to Automotive Safety Foundation, 700 Hill Bldg., Washington 6 D.C., which is administering the radio award program. Entries in the form of statements should include program description, presentation method, and ascertainable results.

LIONEL HAMPTON made his television debut last month over WAVE-TV Louisville, Ky. Mr. Hampton and his orchestra debuted on station's Club Ebony.

William Kostka has resigned as director of information for United States Brewers Foundation and will open public relations office in Denver early in March. He formerly was publicity director of NBC, vice-president of Institute of Public Relations and managing editor of Look magazine.

Edward (Bill) Reiche, for the past three years eastern editor of Popular Mechanics magazine, has joined the department of information staff at RCA, New York.

BMI CANADA Ltd., Toronto, is expanding its operations, and has opened an office at Montreal primarily to cater to the French-language field. Office is at 1102 St. Catherine St. West, with Marguerite Jacques as office manager, and Clyde Moon in charge of radio liaison.

Elbert Halin, former publicitycontinuity director of WBAP-WPAA, Fort Worth-Dallas, has been appointed continuity director of the Institute of Radio Broadcasting, Dallas.

Equipment
William W. Boyne has been elected vice president of Zenith Radio Corp., New York.

Roger M. Wise, authority on electron tubes, and his group of tube engineers are joining technical staff of Philco Corp., Philadelphia. William Three years eastern editor of Popular Mechanics magazine, has joined the department of information staff at RCA, New York.

G. W. DeSousa has been appointed sales manager of the General Electric Co.'s tube division at Schenectady, N. Y. Other new GE appointments include: O. K. Lindeley as assistant sales manager, communications products, for the specialty division at Electronics Park, Syracuse, N. Y., and Grady L. Boark as New York district manager for the company's electronics department.

GENERAL ELECTRIC Co., Special Products Division, Schenectady, N. Y., has announced production of a new model wide range power supply apparatus which features a controllable output voltage output from 500 to 80,000 volts. Apparatus is designed for laboratory applications where a variable voltage at low current is required.

Charles P. Baxter, formerly controller of the department, has been appointed to newly created post of assistant general manager of the RCA Victor home instrument department, according to Henry G. Baker, general manager. Mr. Baxter will assist Mr. Baker in the administration of sales, engineering, design, purchasing and manufacturing operations, including factories in Camden, N.J., Pulaski, Va.; Bloomington, Monticello and Indianapolis, Ind. George K. Bryant, formerly general plant accountant for the department, will succeed Mr. Baxter as controller.

Television
Sam E. Hunsaker, former radio writer for N. W. Ayer & Son and originator of the George Gallup show on CBS-TV last autumn, has joined famed TELESCops, New York, producer of television packages.

Renzo Cesana has joined John Masterson, John Reddy, and John Nelson, producers of ABC and Groum, as head of new television production department. Mr. Cesana was formerly producer of ABC ladies' show and operated his own Hollywood agency.

Van Car Productions, subsidiary television package organization of Van Diver & Carlyle, New York advertising agency, has purchased exclusive video rights to Friar's Frolics, weekly one-hour variety show created by the Friar's Club. The revue features stars of movies, radio, Broadway and opera working with directors, writers and production men. Show is said to be drawing interested audiences from several heavy advertisers, and early sponsorship is expected. The Friar's sold rights to their Frolics to help raise funds with which to build an anticipated new clubhouse.

Telespots Inc., New York, has announced sale of one of its series of 18 open-end, one-minute, one-camera filmed commercials. Series, Better Living, featuring household decoration hints, is one of five such filmed groups produced by Telespots for regional sponsorship by local advertisers. Better Living was purchased by Seven Santini Brothers (moving and storage), New York, who also purchased time for the programs on WPIX New York. Sale of film was completed on rental agreement covering 50% of the time charges for a 13-week period. Contract to produce sponsor's copy bracketing open-end spots was also awarded to Telespots.

Walter White Jr., President of Commodore Productions & Artists Inc., Los Angeles, and Shirley Thomas, vice president of firm, will be married tomorrow (Feb. 29) in Hollywood.

Don McNamara, television director of Telefilm Inc., Hollywood, has confined to his home with broken right leg suffered recently when skiing at Yosemite Valley, Calif.

Mrs. Margaret Hart Nelson Olsen Advertising Company Feb. 25

Dear Maggie:

"My store" said Uncle Butch, "is so big a man ain't got no reason to call for not bad. Walkin' down the street the other day one of them WCHS fellows stops me, says, "Mister, is that your name?" I said, "yes, and you?" The feller says, "I'm SURF, I just loan in the rain barrel for a fix. They're so strong I won't buy the least one standin' knee deep in sod. First time I took a bath since I was caught out in the rain 15 years ago for bare bottom day. Mighty fine shoe, but that SURF Mighty fine promotion."

I set a real WCHS St. Louis, Missouri as always.

WCHS
Charleston, W. Va.
I
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Promotion

WAIST-deep in a kangaroo's fan mail is pretty Kay Blossom, WFAA Dallas star. Object of all 14,000 letters is a new kangaroo character on station's "Daddy Ringtail" children's show about "humanized" monkeys. Young letter writers are sending in names for the kangaroo. Prize to the winner is a new bicycle.

WANDER CASE
FTC Hears More Testimony

FURTHER testimony was placed before the Federal Trade Commission in support of the government's complaint charging Wander Co. with dissemination of false advertisements (including radio) on behalf of its product, Ovaltine. The hearing was continued to March 1 at Durham, N. C.

Testimony before FTC Trial Examiner Abner E. Lipscomb began last Monday and was taken over a four day period. It dealt with the scientific issues involved, generally relating to the therapeutic qualities claimed by Wander Co. for its product. Three doctors testified: Dr. Eliza C. Allbright, head of the physiological and biological department, George Washington U's Medical School; Dr. E. N. Nelson, head of the vitamin division, Drug Administration, and Dr. C. R. Hardman, Washington practitioner, also associated with George Washington U.

All offered opinions tending to discredit Wander's claims and support the allegations of R. P. Bellinger, government attorney.

which were in the public interest. It gives a total of 7,976 announcements and 4,217 programs, a total of 1,138 hours of time for 1946.

CPS Booklet Issued

COLUMBIA PACIFIC NETWORK has distributed a booklet outlining the whys and wherefores of radio on the Pacific Coast. Information includes network's coverage area; its programming; new services; its program promotion and its music service.

Additional information because 6,460 people in WNAC-TV Boston's television area desired additional advance information as to program schedules, the station is now distributing weekly program schedules. The offer of schedules was made only on WNAC-TV. In a promotion release the station broke down the requests as follows: 5,729 from Massachusetts; 7 from Connecticut; 11 from Maine; 284 from New Hampshire, and 383 from Rhode Island. Also included in the release was a map of the area, and a sample program schedule.

Personnel

FRANK MURPHY has been appointed guest relations manager at ABC's Central Division, replacing HENRY SCHAEFFER who is now night service manager in Chicago.

HOWARD C. CLARK, former sales and promotion representative for M. W. Hy M. N. B. Blixton for the "Granny Bop" queen.

Dick Koster has resigned as public relations director of WFL and WFL-TV Philadelphia to take over as director of public relations for the Federation for Railway Progress in Washington.

RALPH GENTLES, KXOK St. Louis, public relations department, is father of a boy, Robert James.

REALM PRODUCTIONS
Incorporates in S. F.

FORMAL articles of incorporation indicating a capitalization of $50,000 have been filed in Sacramento by Realm Television Productions Inc., with Stanley Rubin as president.

Other officers are Louis Lantz and Soby Martin, vice presidents; Norman Elzer, treasurer, and Morris Coppersmith, secretary and general counsel. Realm is co-producer, with Marshall Grand Productions, of the series of American Tobacco Co. films to be titled Your Show Time.

First 26 films are in current production at Joe Roach Studio with Messrs. Rubin and Lantz serving as producer-writer and Mr. Martin sharing producer-director assignments with Charles Haas of Marshall Grand Productions. Mr. Elzer represents both companies as general manager.
FMA SESSION

Speakers, Agenda Given

PARTIAL list of speakers and subjects for FM Assn.'s Time Sales Clinic in New York April 1 was announced last week by FMA President William E. Ware. The clinic will be held at the Hotel Commodore.

Generally titled "What's What in FM," the one-day session will cover such subjects as listener characteristics and growth of FM audience; case history report on programming from individual FM station operators, and sales results of special cooperative campaigns with dealers, manufacturers and advertisers.

Everett Dillard, president of Continental FM Network and WASH (FM), Washington, D. C., will analyze latest available figures on set production and estimated total number of receivers in use. A report on the current nation-wide, dealer-station set merchandising program will be delivered by Ted Leitzell, public relations director, Zenith Radio Corp., Chicago.

Programming-sales techniques—what advertisers can expect from FM stations and FM's role in advertising—market plans—will be discussed by Herbert Georges, vice-president and general manager of WHEB-WFM 1-FM, Portsmouth, N. H. Other speakers and subjects will be announced at a later date, FMA said.

Purpose of the meeting is "to bring advertisers, agency people, broadcasters, set dealers and other interested parties up to date on the progress of FM," according to Mr. Ware.

WOIC Daytime TV

WOIC (TV) Washington will start daytime programming today (Feb. 21), inaugurating three daily CBS TV programs from 12:45 to 2 p.m. Station is second in D. C. to enter TV daytime field in the past five weeks. Additions include network's Warren Hull Show, Varsity Fair and film shorts. In addition WOIC will carry Earth We Live By, a CBS TV film agricultural program.

STATION, sponsor and agency representatives complete arrangements for the big television contract for Gimbel Bros., Philadelphia. Store will sponsor Gimbel's Television Breakfast Carnival 10-11 a.m. (EST), Mon.-Sat. (excluding Wed.), on WFIL-TV Philadelphia Feb. 28-March 26. Details are discussed by (l to r) Kenneth W. Stovman, television sales manager of WFIL-TV; David Arens, publicity director, Gimbel's; Howard Enders, manager, Robert J. Enders Advertising's Philadelphia office, and Donald S. Kellett, WFIL-TV administrative assistant in charge of television.

STANDARD BRANDS

Appoints Compton Adv.

STANDARD BRANDS, New York, has appointed Compton Adv., New York, to handle the advertising campaign for its Tender Leaf Tea, Tender Leaf Tea Balls and Instant Leaf Tea, effective April 15. The billing of the account is said to be approximately $114 million.

Standard Brands had been handled by J. Walter Thompson Co. for the past 15 years. The agency, however, will retain the Fleishman-Yeast and Chase & Sanborn products of the company.

Standard Brands has used radio consistently for the last decade but dropped two of its network shows last year, Fred Allen now sponsored by Ford, and Edgar Bergen. Its third network show, One Man's Family on NBC, which has been sponsored by the firm for the past ten years, was also dropped this month. The advertiser was one of the first to use an hour-long show on television when it sponsored The Hour Glass on NBC-TV last season.

Future radio and television plans have not been revealed as yet by Compton.

Effective News

Henle Presents Views

EFFECTIVE presentation of news on television is still something to shoot for, according to Ray Henle, editor-in-chief of Stereo 2-Star Extra (NBC, Mon.-Fri., 6:45 p.m., EST). Mr. Henle presented his views on television news during a discussion of the effect of television on standard radio news broadcasting at a meeting of the National League of American Pen Women in Washington Feb. 6.

Mr. Henle said: "None of the straight news programs now on TV have come up with the answer to the need for a well balanced presentation of pictures and voice. People will not indefinitely look at a man who for 15 minutes merely reads a radio script; nor will crude still pictures and unrelated news shots fill the bill. . . . TV will have to provide the means of making news live. So far no one has come up with the right answer." In radio and TV, said Mr. Henle, "trained newsmen who know what news is and who know how to measure the important from the unimportant and the interesting and entertaining from the drab and colorless will find that their superior judgment and experience will continue to pay off."

Humor Award Urged

ADVISORY Board of the Pulitzer Committee has been petitioned by the National Laugh Foundation to add a prize for humor in literature to its present awards. The Foundation, which devotes itself to the discovery and development of "creative funmakers," contends a category should be added similar to those for poetry, fiction, non-fiction, plays and news. National Laugh Week begins April 1.
**FCC Actions**

(Continued from page 71)

**February 17 Decisions**

**BY COMMISSION EN BANC**

FM Authorizations

Granted CP new Class A FM station; issued CPs in lieu previous cond. to three FM outlets.

Application of License

KOBN Fremont, Neb.—Granted assignment of license from Inland Biscuit Co. to Walker Newspapers Inc. for $22,000.

**AM-1580 kc**

Leslie Goodaker t/a The Prinston Bscg Co., Princeton, Ky.—Granted CP new AM station 1580 kc 200 w 3; estimated cost $7,986 exclusive of studio construction.

**AM-1520 kc**

Thomas E. Banson t/a Universal Radio Feature Syndicate, Laguna Beach, Calif.—Granted CP new AM station 1520 kc 1 kw D to station Beach, Radio Co. WINN Louisiana, WBNY Thomas Leslie KORN Granted application to Walker engineering for change from 1450 kc, to 1410 kc, and for change from 1949 to 1949, with estimated cost $11,400, first year operating cost $28,000, renewal $12,000. Applicant is licensee of WENA Marion, WBSL Berkeley, Va. WYF Feb. 14.

**TV APPLICATIONS**

Charleston, W. Va.—Joe L. Smith Jr., 520 1st Ave., Charleston (174-180 mc), ERP 15.5 kw visual, 2.5 kw audio, antenna height over average terrain 330 ft. (Requests facilities of WDEL-TV, seen by commission as public interest, educational, and community benefit. Applicant is licensee of WENA Charleston, WBSL Berkeley, WYF Feb. 14.)

Springfield, Ill.—WCVS, Inc., Channel 19 (178-188 mc), ERP 2.4 kw visual, 1.2 kw audio, antenna height above average terrain 43 ft.; estimated cost $331,380, first year operating cost $75,906, revenue $50,000. Applicant is licensee of WCVS-AFM-FM there. Filed Feb. 14.

**Petition Denied**

Radio Corp. of Arizona Inc., Phoenix, Ariz.—Denied petition for reconsideration and grant of application for new station 1460 kc 260 w.

Petition Dismissed

WBNY Buffalo, N. Y.—Adopted memorandum opinion and order dismissing petition seeking reconsideration of Commission's action in granting application of Dunkirk Bscg, Corp. for new station 1460 kc 260 w.

**Requests Denied**

WINN Louisville, Ky.—Denied request that Commission (1) withhold action on application of Mid-American

**1950 Plan**

(Continued from page 72) on a coast-to-coast broadcast of the Jefferson-Jackson Victory Dinner program over the combined facilities of the four major networks and the Continental FM Network from 10:30-11 p.m. (EST) Feb. 24.

Mr. Barkley will speak from San Francisco and the President from Washington.

Full-broadcast coverage will be given.

The Midwest will receive telecasts via coaxial cable.

GOP leaders are also concentrating their efforts on radio.

Edingle, radio director of the Republican National Committee, revealed this month [Broadcasting, Feb. 7] that radio would serve "as the spearhead of a revitalized fighting force."

Congressional leaders of the Republican party had announced plans for a giant public relations project, designed to advise voters of the activities of GOP legislators [Broadcasting, Feb. 7].

Mr. Caraway and Joseph W. Martin Jr. announced appointment Feb. 14 of members of the Congressional committee to supervise the job.

Members are Rep. Martin, chairman; and Reps. Leonard W. Hall (N. J.), James C. Aullincollo,

24%: John B. Caraway Jr., vice president and 60% owner Electronics Research Inc., Evanville, Ind., and one-third owner Engineering Services Inc., member of FM antennas for Col-

KGW PORTLAND, OREGON

COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

PORTLAND, OREGON

BROADCASTING • Telecasting

FEBRUARY 17, 1949

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Nelson at Boston

Super Radio Survey
(Continued from page 88)
formation two years ago.
Chairman of the council will be a man of recognized public stature and independent thought, to be selected by council members. A working committee would cooperate in finding solutions for common broadcast problems.

Among council objectives are development of sounder methods for licensing; quicker ways of solving international allocation problems; mutual understanding between the FCC and licensees.

Practical Laboratory
To a considerable extent the council will serve as a proving ground, or practical laboratory, avoiding political, economic and social enterprises. As a result of its mutual-aid setup it will bring valuable by-products in the form of lessened efforts by official agencies to get into broadcast activities beyond their authority or knowledge; avoid allocation mistakes by the FCC; provide for advance review of proposed FCC policies before actual decision or announcement.

High praise was voted the Inter-American Assn. of Broadcasters for its efforts to promote private broadcasting and resist government operation of radio. IAAB was praised for its work and the board pledged its continuing support. Text of a resolution adopted on the final day of the board meeting follows:

The board endorses the courageous work of the Inter-American Assn. of Broadcasters, the interests of free radio, in the establishment of national broadcasting associations in the various countries of the Americas and the promotion and encouragement of free private enterprise system of broadcasting in this hemisphere.

Earlier the board had voted to support efforts to set up broadcast stations under government ownership, with special reference to the insular government station in Puerto Rico.

Judge Miller, now serving under an Oct. 1, 1945-Sept. 30, 1950 contract with an added 1950-1955 advisory role, was granted a one-year extension by mutual agreement.

This one-year pact, at $50,000 a year and expenses as at present, will absorb the first year of the 1950-1955 agreement under which he serves as legal advisor at $12,500 a year. Furthermore, he is to get a year's notice of any change in the arrangement.

The membership drive is to be a concentrated campaign. In charge will be C. E. Arney Jr., secretary-treasurer, and Mr. Richards. It is designed to help NAB expand its services and possibly reduce individual station dues.

The board voted to submit the Breen anti-code amendment to the membership with an explanatory statement. Similar action was taken last November but a committee named to write an explanatory statement to accompany the referendum ballot couldn't agree on what to say. The amendment was presented last May by Edward Breen, KVPD Fort Dodge, Iowa, but passed over by the board because it wasn't received 30 days before the Los Angeles board meeting. It would remove the board's power to write standards of practice from the by-laws.

What will happen if the membership approves the amendment is open for discussion. The board was vested with code-writing power when it adopted the code at Los Angeles last May but its power in case the Breen amendment is approved becomes a touchy legal matter.

The board voted to submit to the membership an amendment proposed by William B. Smullin, KIEM Eureka, Calif., District 15 director. The amendment would prevent directors from serving more than two consecutive terms. In voting, the board made it plain that it was opposed to Mr. Smullin's idea. The vote was 19 to 2.

Picture of the international allocation problem was given by Forney Rankin, NAB international adviser to President Miller, along with Goar Mestre, owner of CMQ Havana, president of Inter-American Assn. of Broadcasters, and Emilio Azcarraga, XEW-XEQ Mexico City and theatre owner, IAAB vice president. Mr. Mestre appeared before the board in connection with a series of visits he is making to Western Hemisphere nations in the interest of promoting hemispheric freedom of radio. He plans to visit Puerto Rico, Venezuela and Colombia, and will attend the third NARBA in Canada as an IAAB delegate.

Mr. Azcarraga will attend the Canadian sessions as IAAB vice president and possibly as a Mexican delegation observer. He may accompany Mr. Mestre on one or two of the trips to other nations.

Warnings Heard
The board heard their account of IAAB efforts to preserve free radio and their warning that the activity must be pushed or government may take over. Effects of the Peron regime in Argentina to conduct radio propaganda in Cuba were reviewed (Broadcasting, Feb. 14).

Mr. Rankin told of efforts of the International High-Frequency Conference in Mexico City to reach an agreement and urged firm action by U.S. broadcasters in preparing for the next NARBA with critical effects on all broadcasting.

The board took the international problems under advisement.

Judge Miller named a committee to study allocation matters. An allocation committee consists of T. A. Craven, engineer consultant; Everett Dillard, WASH Washington; Calvin J. Smith, KPAC Los Angeles; G. Richard Shaffo, WIS Columbus, S. C.; H. W. Stavick, WMC Memphis.

Members of the IAAB policy committee are Sears, McCollough, Armstrong, Nunn, Hanna and Breen. This committee is making a presentation to the NAB Board of Directors for its consideration on the 1949-1950 budget, with a suggestion that the NAB should provide an additional $5,000 for the program.

The board believes that $5,000 will be adequate for the purpose of the program but at the same time, the board also feels that the NAB should provide a grant to support the program. The board feels that the NAB should provide a grant to support the program.

Agreement was reached on the name of the committee to discuss the whole role of NAB in audience measurement was in line with resolutions adopted at three district meetings last summer.

Text of the board's BMS resolution is as follows:

The board resolves that the president of the NAB shall name a five-member board committee to study NAB roles in the future structure and status of a radio audience measurement organization to meet today's competitive and research problems; and that this committee is to report back to the board at its April meeting in Chicago with specific recommendations.

Approval was given a plan to rework completely the present NAB reports to the membership. Instead of the present NAB Reports, the association will publish weekly summaries of its news releases to the trade and general press. It will supplement these with a series of member service bulletins.

The plan was presented to the board by Mr. Arnon as chairman of a special committee which studied the matter in January.

Other members were Howard Lane, WJJD Chicago, and Willard Egufl, WBCC-FM Bethesda, Md. The idea is expected to save 23% of the printing budget, or about $12,000 annually.

All departmental bulletins will be financed out of a common fund but departments will be restricted to the share they may receive. The idea originally conceived by Mr. Richards.

James Dawson, director of information, will be in charge of the project, to be known as NAB Member Service.

The board endorsed a plan to re...

(Continued on page 88)

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**BROADCASTING • Telecasting**

For a better-than-ever BUY
in OHIO'S THIRD MARKET
now UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

**WFMJ**

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

---

**FIRST... WHERE THERE'S MOST!**

**WJDX** NBC AFFILIATE IN JACKSON MISSISSIPPI

Money means a market... and in JACKSON, MISSISSIPPI, there's more money than ever before. Book delays of 1948 were the highest on record. 5% over 1947. 1949 shows WJDX-WJDX-FM give you efficient coverage on lowest cost.

**5000 - DAY**

1000 - NIGHT

**19 YEARS' LEADERSHIP**

Represented Nationally by the
George P. Hollingbery Co.

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the next five years, he worked on such shows as "Olsen & Johnson," "Adventures of Sherlock Holmes," "Lam 'n' Abner," "Cavalcade of Hites," "Kay Kyser Show" and Bob Crosby Show.

Footes, Cone & Belding beckoned in 1941 and Arnold left NBC to join the agency in Hollywood as producer of the Kay Kyser show. During the next four years there he produced such shows as Johnny Mercer Show, Hедda Hopper and Charlotte Greenwood show.

In 1945 when people were starting to talk about "some crazy thing called television," the agency got on the bandwagon and appointed Arnold Maguire West Coast director of television.

In 1948 he was in on a "first" when FC&B's client, Union Oil Co., sponsored a half-hour before and after the first telecast of the Rose Bowl Game in Pasadena on KTLA Los Angeles.

Since then he has produced for Union Oil telecasts of Santa Anita Races, Icecapades, and various other Los Angeles events on KTLA. He is currently producing a weekly two-minute animated television film series, "Midford Muddle," for Security National Bank, Los Angeles, on KTTV there. He is also planning another quarter-hour television show for the same firm.

In addition he is working on television plans for seven other Los Angeles firms—B. B. Pen Co., Cole of California, S & W Foods, Southern Pacific Railroad, California Fruit Growers Exchange, Lockheed Aircraft, and All-Year Club of Southern California.

The one permanent advantage of Arnold's stage career was a dancer in the show, Evelyn Draper, who in 1984 became Mrs. Maguire. Mr. and Mrs. M. and one daughter, Susan, 16, currently enjoy a six-room home and quarter-acre in San Fernando Valley.

Not much of a club man, Arnold is a member of the Hollywood Advertising Club and Academy of Television Arts and Sciences.

His active hobbies are golf and tennis. He confesses he's never broken 109 in the former. His most recent hobby however is sitting in his office waiting to see if anyone is going to fall through the large hole in the ceiling. Gap is a result of being chomped through by firemen to let smoke out during recent fire which drove two of his fellow-executives out of their offices. The fire, caused by a short circuit, occurred shortly after the agency had moved into its new halls.

Television business is still going on as usual, reports Arnold, although in "charcoal-bowed offices."

**ALBANY SUCCESS**

**WABY Signs $100,000**

**FREE**

**FULL MONTH'S SERVICE**

HERE'S A SERVICE THAT BRINGS YOU... More than 650 Commercialss covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sale, Program and Continuity department... EVERY MONTH Issued 30 days in advance, this service is used by more radio stations than any other Continuity services combined! But—you'll never know how much NRB's value-packed service can mean to you—until you actually try it! So we offer you a complete and full months service—FREE! No cost!—no obligations You can't lose so send coupon now.

**SEND COUPON NOW**

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440 PARK AVENUE / NEW YORK 22, N.Y. (212) 753-5560

Pleased to make your full 30 days service without cost or obligation.

Name_________________________

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City___________________________

State__________________________

Station________________________

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**CHICAGO MEETING**

**CTC to See Nielsen Device**

A. C. NIELSEN, president of the A. C. Nielsen marketing research firm, Chicago, is planning to introduce a new video audience measurement device at the Chicago Television Council's national television conference March 7-9.

No details of the machine will be divulged before that time, according to James Stirtin, consultant and general manager of ABC's Central Division.

Appearing with Mr. Nielsen will be Dr. Sidney Roslov, president of The Pulse Inc. C. E. Hooper has been asked to attend also, Mr. Stirtin said.

Between 45 and 50 video experts from networks, stations and agencies are expected to address a minimum of 250 persons, he added.

CTC is mailing 5,500 brochures and invitations to agencies, advertisers, TV stations now on the air and others planning to begin operations. Schools and colleges with actual or prospective video courses also will be invited to send representatives, Mr. Stirtin said.

Three-day session will be held at the Chicago Hilton, where 500 rooms have been reserved. Registration fee for council members is $22.50, for non-members, $27.50. The organization making a combination offer of membership in the council and the conference fee for $30.

**$10,000 RESULTS**

**Attributed to WXYZ-TV**

Business totaling $10,000 in two weeks directly attributed to WXYZ-TV Detroit (ABC) by Sid Caswell, general manager of the General Electric Supply Corp., Kansas City.

GE has been sponsoring participation spots on Charm Kitchen twice weekly since November, but the offer resulted in $20,000 worth of business three weeks ago for the first time. Viewers were told they could write in requesting a GE dealer to visit their homes and draw plans for complete GE kitchens. Mail response resulted in this high volume of sales, Mr. Caswell reports.

As a result, his firm has renewed participation in the Edythe Fern Melrose show for 13 more weeks, from Feb 21.

**Golden Gloves on TV**

Four major events in the 22nd annual Golden Gloves boxing tournament will be telecast by WGN-TV from the Chicago Stadium and fed to the Midwest and eastern Great Lakes network, under sponsorship of the R. J. Reynolds Tobacco Co. (Camel cigarettes). Telecasts, slated for Feb. 21 and 22, March 4 and 6, will begin at 8:30 p.m. (CST). Jack Brickhouse, WGN sports service manager, will give the commentary.

**Do as I Do...**

WIRL, Peoria, Ill. is apparently a firm believer in the value of radio as an advertising medium—even to the extent of plugging its shows on other radio stations.

Robert B. Jones, its manager, has signed a 52-week contract with WSIV Pekin for its signoff to take care of the WIRL nighttime programs. The move, according to Mr. Jones, was calculated to gain more listeners—for WIRL, that is, since WSIV is a daytimer.

**NEW PACKAGES**

Hile-Damroth Produces Six

HILE-DAMROTH Inc., New York, producers of video commercials, has announced completion of six new package shows available immediately.

Title: The Munro Leaf Clubhouse, juvenile feature with Munro Leaf, creator of Ferdinand the Bull; Say Can You See, visual quiz show, featuring Jay Jackson; Our Kids on Sports, half-hour of plays by Percival Wilde, with author's introduction; Tell Me Another, anecdotes starring New York Herald Tribune sports editor Bob Cooke; Budget Planning the Menu, conducted by Frank Wetherell, U. of Connecticut director of dining halls; Opera As You Like It, with Carol Longone and guest stars.

Hile-Damroth produces video commercials for such companies as RCA-Victor and Jell-O.

Ahrens Elected

CHARLES E. AHRENS, Central Radio Division news editor of UP, was elected president of the Chicago Radio Correspondents Asen. at the group's February meeting.

Other officers — Spencer Allen, WGN-TV, vice-president; Richard Elliott, WCFL, secretary; Donald McGibney, WAIT, treasurer, and Julian Bentley, WBBM, and James Hurbut, WMAQ, members of the executive board. Mr. Ahrens succeeds Ervin Louis of WLS, who automatically becomes an executive board member.

**LIBEL and SLANDER**

Invasion of Privacy

Plaintiff—Hans Count-Priest

Insurance for the wise Broadcaster

OUR UNIQUE EXCISE POLICY

Provides adequate protection. Surprisingly inexpensive cost to you TO THE BROADCASTER.

For details & quotations write

**Employers**

Reinsurance Corporation

Insurance Exchange Bldg.,

Kansas City, Missouri

BROADCASTING • Teletasting
SEARCH for new sources of revenue to meet higher operating costs and to permit broadening of public service programming marked the annual meeting of the Louisiana Assn. of Broadcasters held Wednesday and Thursday at the Hotel New Orleans in the Crescent City. J. Roy Dabadie, WJBO-WBRL(FM) Baton Rouge, LAB president, was in the chair.

NAB President Justin Miller, first speaker of the day, warned the association of the need for television. BMI will not provide personnel, he said, explaining increased income will permit better services. He said the tune-in must be increased by better programming and personnel. His station is located in a community of 25,000, he said, but is a TV applicant.

Clair R. McCollough, WGAL Lancaster, Pa., NAB director-at-large for small stations, urged the members to become more active in NAB and the state association and to take a more active role in public-service problems. He told of NAB services and said that can be provided cheaper; there are many stations building up others into the NAB fold.

Dr. George A. Mayoral, co-manager of WMJR New Orleans, said AM station patterns are being hemmed in, with programming and public services now further out of proportion to the limited facilities available to transmit them. He felt the AM station should have been built as public as an improved technical service; predicted FM sets will be cheaper; advised use of FM transmission to windows.

JUDGE MILLER

Says TV Will Help Radio

TELEVISION's rapid growth will bring increasing enjoyment of AM and FM broadcasting rather than retard their growth, Judge Justin Miller, NAB president, told the New Orleans Rotary Club at its luncheon last Thursday. He recalled that broadcasting had started the forecasts two decades ago when it started the phonograph and music industries to new heights instead of destroying them. Judge Miller told the Rotarians how broadcasting has assumed professional status in law and medicine, with standards of conduct self-regulated as in other professions.

He went into the practical problems facing radio in domestic and international affairs and outlined new technical developments.

NAB board members were guests at the luncheon: Gilmore N. Nunzi, WLP Lexington, Ky., was presented a book, Old Croate Days, by the club. He accepted on behalf of the board.

**Session Held in New Orleans**

said the physical equipment investment in WDSU-TV, which was installed as economically as thought possible, ran $350,000.

Henry W. Slavick, WMC Memph., Sixth District director, in brief remarks, commended LAB and pointed out that a resolution unifying the LAB and NAB, the LAB meeting looking toward an industry owned audience measurement organization, had been approved by the meeting.

Don Petty, NAB general counsel, wound up the meeting with an off-the-record discussion of radio's myriad legal and legislative problems.

**Super Radio Survey**

(Continued from page 84)

organize the Assn. of Women Broadcasters as a department within NAB. The AWB board had voted overwhelmingly in favor of the idea at its Southern Convention March 10-12 in Chicago. Funds were appropriated to make the plan feasible, including an AWB secretariat for the executive committee and election of AWB district chairmen in the 17 NAB districts.

Attending the New Orleans board session were: President Justin Miller; A. D. Willard, executive vice president; C. E. Arney, JR., secretary-treasurer; Don Petty, general counsel; all for the administrative staff; H. B. Bumpas, research director; Richard P. Doherty, employee-employer relations director; Robert R. Richman, director of public relations; and John Johnston, executive committee member.

President Justin Miller; A. D. Willard, executive vice president; C. E. Arney, JR., secretary-treasurer; Don Petty, general counsel; all for the administrative staff; H. B. Bumpas, research director; Richard P. Doherty, employee-employer relations director; Robert R. Richman, director of public relations; and John Johnston, executive committee member.

**Carlson Denial Upheld**

FCC's DENIAL of Carlson's application for license renewal for WJBO New Orleans, on grounds that repeated violations of FCC rules and standards "distinguished" WJBO from its unfinitured competitor [Broadcasting, March 5, Nov. 22, 1948], was upheld by the U. S. Court of Appeals for the District of Columbia last week. In an opinion "renewing" that WJBO, the Commission awarded the facilities —1230 kc, 250 w, full-time— to Mr. Carlson's divorced wife, Mrs. Louise C. Carlson, competing applicant.
At Deadline...

SCRIPPS-HOWARD ASKS REHEARING FOR CLEVELAND

SCRIPPS-HOWARD Radio filed petition with FCC seeking rehearing of Jan. 26 final decision granting 130 kc at Cleveland to Cleveland Broadcasting Inc. (WRE-FM) and asking stay or recall of construction permit pending settlement [BROADCASTING, Jan. 31].

Scrpps-Howard charged Commission erred in finding greater ownership-management integration for Cleveland Broadcasting, failed to make proper comparative findings in its decision, improperly concluded grant of Cleveland Broadcasting would effect greater diversification of mass media of communication, wrongly found neither application to have better program plans than competitor, disregarded superior experience of Scripps-Howard and unjustly found that more efficient use of 1300 kc proposed by Scrpps-Howard to be outweighed by other considerations.

January ruling was second decision. First, two years ago, was later set aside for further hearing.

EXPRESS PUBLISHING CO. FILES BID FOR KTS A


KTS A is one of three stations involved in pending transfers by which 15-year-old station ownership of O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will be dissolved. Others: KRGV Weslaco and KANS Wichita. Mr. Autry's firm, KOOL, Phoenix, minority interest in KOWL Santa Monica. Express Publishing headed by Frank G. Huntress. KTS A, CBS affiliate on 560 kc with 5 kw, would be managed by Charles D. Lutz, general manager of KYSM, if acquired by Express Publishing.

THEATRE TV IN PHILADELPHIA

COMMERCIAL television show will emanate from Philadelphia motion picture house during regular performance at Roosevelt Theatre in suburban Frankford Tuesday night, March 1, when Telekids is telecast from stage, 7:30-7:45 p.m. on WFTZ. Show will rotate among three Paramount theatres in Philadelphia area. Other two theatres are Nixon and Tower. Weatherguard Mfg. Co., Philadelphia (aluminum doors and storm windows), will sponsor Telekids for 30 weeks. Flen & Schwerin, Philadel- phy, is agency.

NBC ADDS WGAL-TV, WDEL-TV

ADDITION of WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., to NBC's list of television network affiliates announced Friday. WGAL-TV begins operation on Channel 4 April 1 and WDEL-TV on Channel 7 May 16. Total NBC TV affiliates now 33.

INDIANAPOLIS TV STATION IS PURCHASED BY WIRE

PURCHASE by WIRE Indianapolis of William H. Block Co.'s television station WUTV that city for $377,788-$97 reported in application filed with FCC. Earlier in week granted deletion of its FM station WMHC, Block firm said in transfer request it "has decided not to continue its TV activities and desires to recover only its out of pocket expenses."

Commission Friday denied WUTV petition for continuance of hearing, scheduled March 21, on request for extension of completion date to June. WUTV granted CP for Channel 3 (60.66 mc) in October 1946. WUTV has had several completion date extensions. Last December it was denied extension of special authority to make equipment tests, first granted May 1947.

WIRE is chiefly owned by Eugene C. Ful- liam, broadcaster-publisher. WIRE estimated construction cost would be $275,725, first year's operating cost $250,000 and revenue $120,000.

Block cited following breakdown of WUTF expenses: Salary of engineer, $11,889.33; engineering expenses, $1,832.66; studio rent, $7,120; telephone (toll), $38.38; equipment, supplies and miscellaneous, $13, 205.68; legal fees, $1,616.24; consulting engineering fees, $497; rental of test equipment, $440.

Closed Circuit

(Continued from page 4)

plans will not be decided until early spring. Meanwhile Liggett & Myers (Chelsea-eld) is confering with CBS and Mr. Crosby for spon- sorship next fall.

FM BROADCASTERS and certain manufac- turers are exploring development of average-priced TV-FM combination (using new metal tube) which could give FM transmission much-needed adrenalin shot. It's reported that FM circuit can be added to TV receiver for less than $2, manufacturer's price.

CBS has suspended indefinitely plans to add to Hollywood studio and office facilities because of "unreasonably high construction costs."

LONG-RANGE thinkers in international tele- communication are contemplating in- ternational interchange of TV programs. Kottiest problem of moment is how to relay and synchronize our system with that of British, which uses different line and frame standards, for both transmission and reception.

WHO will be radio's legislative representative on Capitol Hill in pursuance of NAB board action last week creating that post? Names mentioned at closed board sessions as possi- bility include: Lucien Hilmer, former FCC as- sistant general counsel for broadcasting, who a decade ago served on Senate Interstate Com- merce TV committee staff, former GOP Rep. Everett M. Dirksen of Illinois, and former Chairman Clarence F. Lea of House Interstate Commerce Committee, both ex-Congressmen voluntarily retired at last session. Appointment rests with NAB President Justin Miller.

WHAM Rochester TV adjunct, to be known as WHTM, expects to hit air with test pattern in late March or early April. Target date for regular commercial operation (including net- work) is seen in mid-June.

NAB, NTP SCHEDULE CONVENTION

...see TV Trade Journal, page 1...
Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal... and then, advertising.

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south— not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St.  630 Fifth Avenue
Cincinnati 2, Ohio  New York 20, N.Y.

Chicago 1, Ill.  Hollywood 28, Calif.
Mercury, "messenger of the gods," was slow compared with Ultrafax—which moves at the speed of light.

Recently, at the Library of Congress, a distinguished audience saw documents flashed across Washington by a new means of communication... and reproduced in facsimile.

This was Ultrafax in action—a super-fast television communications system developed at RCA Laboratories. Reproductions of any mail—personal, business, or military... including police descriptions, fingerprints, bank drafts, government records, military maps—can travel at 186,000 miles a second!

Material to be sent is placed before an RCA "flying spot" scanner, and transmitted by ultra-high frequency radio signals. Miles away, the pictures appear on a picture tube and are photographed. Negatives, by a new photographic process, are ready for printing or projection in 40 seconds.

Eventually, when Ultrafax comes into commercial use, a complete Sunday paper—every word, every picture—may cross America in 60 seconds... a letter in the twinkling of an eye.

Science at work...

Ultrafax is but one of scores of major achievements pioneered at RCA Laboratories. This leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N.Y. 20.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television