IT MAY NOT HAVE OCCURRED TO YOU, but

**WOR is like a great sale**
for WOR attracts more families, during the day and during the night, than any other station in the United States.

**WOR is like a locomotive**
because, year in and year out, WOR pulls more than a million letters from people in 47 of the country's 48 states.

**WOR is like a lion**
You see, it continues to be the first major station in New York when it comes to carrying the majority of the highest-rated local programs.

**NOTE** — no matter how you measure WOR's effectiveness, and we heartily recommend any method, WOR gets you there fastest, at less cost and with greater results.

— heard by the most people where the most people are

COMING! WOR-Mutual's magnificent new television station, WOR-TV, channel 9. Watch for it.
In 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noon-time poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning...the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924; still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them...the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. "One of the family" in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.
1. **Three Oaks Plantation**, near New Orleans, Louisiana—a gracious, imposing home of the 1840 period. Located on the property of the American Sugar Refinery, it may be visited with the company's permission.

2. **Gulf Shipsïde Storage Warehouse**
Recent $2,000,000 addition to New Orleans' extensive port facilities. Port ranks second in United States in tonnage—first in efficiency. That's another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

3. **WWL's Coverage of the Deep South**
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

---

*The greatest selling power in the South's greatest city!*

**WWL**

A DEPARTMENT OF LOYOLA UNIVERSITY

Represented nationally by The Katz Agency, Inc.
G. A. RICHARDS' bid for personal appearance before FCC in lieu of scheduled March 16 hearing on charges that he ordered news-slanting (story, page 30) got prompt attention of Commission in private sessions Friday. Dropping of scheduled hearing, at Los Angeles, seemed unlikely, however.

BIGGEST representation plum on West Coast to develop in many months grabbed by Free & Peters—KRON-TV San Francisco. Assigned to Channel 4, station is owned by Chronicle Publishing Co. and will affiliate with NBC, when it takes to air early this summer. Contract negotiated by H. Preston Peters with George T. Cameron, Chronicle president. Company spokesman said Channel 4 Station is sixth in TV to be aligned by F&P.

PLETCHER WILEY, general manager of CBS Housewives Protective League, has terminated contract and sold his remaining stock to network. He will continue to serve as network consultant but will no longer be concerned with day-to-day operations.

SRO sign may be hoisted over Radio Executives Club session in New York March 10. There's great excitement over appearance of former President Herbert Hoover, whose elder statesman status has won him new acclaim. When HH was in office, he got radio regulation under way. It marks his first appearance before radio aggregation since he left White House in 1933. And he's now top billing everywhere.

PRESIDENT TRUMAN showing more than cursory interest in radio legislative-regulatory situation, particularly what he regards as "monopoly" aspects stressed in recent Senate subcommittee interim report which dealt mainly with clear channel high power issue. He has covered situation recently with his friend and erstwhile Senate colleague, Burton K. Wheeler, now in Washington law practice.

WHETHER FCC reorganizes in panels or not (and it hasn’t yet given up ghost on plan) it’s practically sure-fire bet that Comr. E. M. Webster will seek and procure reappointment to FCC for full seven-year term prior to expiration of his current commission June 30. Previously Commodore Webster, whose forte is safety and special services, indicated he wouldn’t care about reappointment if he couldn’t specialize in that field. It’s known now that Chairman Wayne Coy is pressing for Webster reappointment as world’s foremost authority in his chosen sphere.

PRESSURE still heard against use of average daily listening figures in next BMB survey due to fear statistics would have to be stretched in many counties. Results from 650,000 sample cards (go in mail Tuesday) deemed adequate for three broadcast-weekly audiences. (Continued on page 70)
DON'T BUY LISTENERS BY THE POUND

Naturally, the lower the cost per 1000, the better!

A perfect example of low cost per 1000 coverage is KCMO, Kansas City's most powerful station. It brings you listeners at a low cost per 1000 because of...a powerful, far-reaching signal... warm, Mid-America styled programming that people like to listen to... and reasonable time rates! Inside KCMO's measured 1/4 mv. area are 5,435,091 potential listeners... in 213 farm and factory rich counties. If you follow the rule of low cost per 1000..., you'll buy KCMO in Mid-America!

ONE does it in Mid-America
ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

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

and KCFM... 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America
He Mows Dull Moments With a Sharp Eye

Something's always popping when he sharpens his weapons, rolls up his voice, and goes to work. His pointed remarks about the top of the news from Washington are heard by a loyal coast-to-coast audience five nights a week. His listeners love to hear him "mow 'em down."

His whetstone is a powerful urge to get to the bottom of things—and he cuts a wide swath through the underbrush of fancy to get to the facts behind the news. Whether farming in Maryland or tilling his Washington newsbeat, his down-to-earth approach reaps a rich harvest.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
100 GETS YOU A 1000...

That's the pay-off stations are getting from Capitol's Transcription Library—and more! Want to know how? Fill out the coupon and we'll rush you the information.

Capitol Transcriptions
Sunset and Vine, Dept. B228
Hollywood 28, California
FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name
Station Position
Street
City State
World's first super-power
all three... use RCA 50-kw's

SUPER-POWER FM STATION WTMJ-FM, MILWAUKEE.
Operates an RCA BTF-50A FM transmitter in conjunction with a high-gain antenna. Total effective radiated power, 249 kw—on 93.3 Mc!

SUPER-POWER FM STATION WBRC-FM, BIRMINGHAM.
Operates a type BTF-50A FM transmitter in conjunction with an RCA 8-section Pylon—880 feet above average terrain. Total effective radiated power, 546 kw—on 102.5 Mc!

SUPER-POWER FM STATION WMCF, MEMPHIS.
Operates an RCA BTF-50A FM transmitter in conjunction with an RCA 4-section Pylon antenna mounted on a 750 foot tower. Total effective radiated power, 260 kw—on 99.7 Mc!

These pioneer stations are making FM service over wide areas a practical reality—with the world's first commercial 50-kw FM transmitter, the RCA BTF-50A!

This is the transmitter that makes it possible to link 50 kilowatts of FM power to a high-gain Pylon antenna and deliver up to 600 kilowatts of effective radiated power—enough radiated power to serve primary areas out to 200 miles radius from mountain elevations.

Here are some of the transmitter features:
50,000 watts output on any specified frequency in the 88-108 Mc band. Grounded-Grid amplifiers and simplified single-end r-f circuits (all class C) for extreme stability and easy tuning. Direct FM to give high-fidelity FM simply and directly (less than 1% output distortion over the range of 30-15,000 c.p.s.). Only 43 tubes in the entire transmitter—and emergency operation may be maintained with only 24 tubes. Only 16 different tube types all told. One high-voltage supply for all high-power needs. Hi-lo power switching for emergency 8-kw operation. Complete air-cooling...using two independently-operated blowers.

Type BTF-50A... immediately available from stock...can be used with an RCA FM Pylon to improve your station coverage materially. For the facts, see your RCA Broadcast Sales Engineer. Or write Dept. 1BB0, RCA Engineering Products, Camden, N. J.
FM's...

Ready to ship RCA 50-KW FM Transmitter, Type BTF-50A. Easiest-handling high-power transmitter ever built—with handsome unified front-panel design that fits any station layout. BTF-50A transmitters are delivered with pre-emphasis network, harmonic attenuator, transmission line monitor, power cut-back and supervisory console.

TRANSMISSION PHOTO BY COURTESY WSRG-FM, BIRMINGHAM, ALABAMA.

BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, GAMBER, N.J.

In Canada: RCA VICTOR COMPANY LIMITED, MONTREAL.
ON THE WASHINGTON SCREEN

WRESTLING FROM TURNER'S ARENA—the most popular sports show on the Wash-
ington Screen! A recent poll by Teleguide Magazine showed the wrestling matches
ever WMAL-TV to be the "number one" favorite of television sports enthusiasts in
the Nation's Capitol. Above, two very popular wrestlers, Chief Little Wolf and
Dutch Schweigart, find themselves in an awkward and painful situation.

WMAL- TV

THE EVENING STAR STATIONS
WASHINGTON, D.C.

WMAL-FM

AGENCIES

ROBERT CARLEY, formerly with Cecil & Fresbrey, New York, as a vice
president, joins executive staff of Donahue & Coe, New York. He was
also formerly with BBDO, New York, and before that with NBC.

ALLY S. NELSON, formerly with E. I. duPont Co., and a graduate of the Tele-
vision Workshop, New York, joins Fuller & Smith & Ross, Cleveland, in
the film department to work specifically on production of television films.

CYRIL J. MULLEN, director of radio copywriting at Needham, Louis &
Broby, Chicago, named chief of visual copy department. He has worked at
Dance-Pigsgold-Sample, Chicago, and Pedlar & Ryan, New York.

LEE MORSE RICH, former executive with the AAA and
director of media for the past two years with Albert Frank-
Guenther, Law, New York, joins William H. Weintraub &
Co., also New York, as media director.

MILTON GUTTENPLAN, former copy and planning director at Xal, Ehrlich & Merrick, Washington, appointed account

GILBERT J. SUPPLE, formerly with Peter Hilton Inc.,
New York, joins radio commercial writing staff of McCann-
Erickson, New York.

Mr. Mullen

GORDON P. BUCK, research executive for past three years at Foote, Cone &
Belding, Chicago, appointed assistant to FAIRFAX M. CONE, board chairman.

LECHE & LECHE, Dallas, opens branch office in Houston at 1910 Travis St.,
under management of GRAHAM B. BOONE Jr., recently elected vice president.

FRED M. JORDAN joins Erwin, Wasey & Co., Los Angeles, as executive vice
president. Until recently Mr. Jordan was executive vice president and Pacific
Coast manager in Los Angeles office of Buchanan & Co., which position he had
held for 16 years. In new capacity, Mr. Jordan will head Erwin, Wasey Los
Angeles operations.

ERIK ISGRIG joins Young & Rubicam, Chicago, as account executive, after
working at Sorenson & Co.

HELEN ENNIS joins copy department of Biow Co., San Francisco.

JAMES STAPLES, former account executive with Ruthrauff & Ryan, Los
Angeles, joins Leo Burnett Co., same city.

FRED R. JONES, formerly with Ruthrauff & Ryan, Los Angeles, joins Abbott
Kimball of Calif., same city, as copy chief. Another addition to agency is R. O.
HIMEI Jr., formerly with Modgil Co., as comptroller.

JOHN MESSLER, formerly with Foote, Cone & Belding, San Francisco, joins
copy department of BBDO, same city.

LARRY PENDLETON of Larry Pendleton & Assoc., Los Angeles, has pur-
chased Packard & Packard, same city. Accounts and personnel of latter agency
incorporated into former under its name. Headquarters are at 1250 Wilshire
Bivd. Telephone: Trinity 8651. JACK PACKARD remains with agency as
account executive. Firm retains its other office at 139 North Maryland Ave.,
Glendale.

ERNEST L. HEITKAMP, writer on Chicago Herald-American for 27 years, joins
Morris F. Swaney Agency, Chicago, as account executive.

JAMES DEAN, former account executive with McCarty Co., Los Angeles, joins
Ralph Tamberi Organization, that city, in same capacity.

GARDNER A. PHINNEY, formerly with Washington Post, joins Courtland D.
Ferguson Inc.'s Washington office as account executive.

C. L. (Ted) BAUM, former vice president of Short & Baum Adv., Portland,
 Ore., joins The McCarty Co., Los Angeles, as account executive.

BERNE ABLEW, former production manager for Blow Co., San Francisco,
joins Abbott Kimball Co., same city, in the same capacity.

ZOLA VINCENT, a former editor of Parents' magazine, joins Brisacher,
Wheeler & Staff, San Francisco, as home economics director.

JOHN S. EMMART, former sales promotion manager for Roma Wines, and
ERWIN H. KLAUS, formerly with Dana Jones Co., Los Angeles, join Buchanan
& Co., San Francisco.

Page 10 • February 28, 1949
Whoever accuses Yankee farmers of chronic sales-resistance should have his bean examined.

In a single 2-week period (in December, of all months) WBZ's New England Farm Hour (6:00 to 7:00, 6 mornings a week) drew 1,650 replies to 3 offers.

And of the 3 offers, 2 required dollar bills!

So don't call the Yankee farmer a cold customer.

He should be at the top of your list!

So should the station that sells more things.

to most New Englanders, in city and country alike:

WBZ in Boston town!

WBZ Boston's 50,000 Watt NBC Affiliate

(synchronized with WBZA, Springfield)
Television

Albuquerque KOB NBC
Beaumont KFDM ABC
Boise KDSH CBS
Boston-Springfield WBZ-WBZA NBC
Buffalo WCR CBS
Charleston, S. C. WIS NBC
Columbia, S. C. KRIS NBC
Corpus Christi KVIS NBC
Davenport WOC NBC
Des Moines WHO NBC
Denver KVOD ABC
Dublin WDSM ABC
Fargo WDAY NBC
Milwaukee WMAW ABC
Minneapolis-St. Paul WTCN-ABC
Norfolk WGH ABC
Omaha KFAB CBS
Peoria-Tuscola WMBD-WDZ CBS
Philadelphia KYW NBC
Pittsburgh KDKA NBC
Portland, Ore. KEX ABC
Raleigh WPTF NBC
Roanoke WDBJ CBS
San Diego KCBQ CBS
St. Louis KSD NBC
Seattle KIRO CBS
Syracuse WBL CBS
Terre Haute WTHI ABC

Baltimore WAAM
Fort Worth-Dallas WBAP-TV
Louisville WAVE-TV
Minneapolis-St. Paul WTCN-TV
New York WPIX
St. Louis KSD-TV
We have no complaint with "prestige" advertising, or with "institutional" advertising, or with any other kind. But best of all we like the functional kind of advertising that gets in and helps solve specific sales problems.

So far as radio is concerned, Bull's-Eye Radio (National Spot) is the one truly functional kind of advertising. It doesn't have to speak with the same voice, or with the same sales message, to the entire nation. No matter what the problem, national spot can meet it directly, without generalizations about local sales advantages, or anything else.

Free & Peters helped pioneer this functional type of radio in 1932, and we've worked at it intensely ever since. We believe we know all its strong points as well as its weak ones, and we'll be glad to tell you all we know. How about now?

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

Atlanta  Detroit  Ft. Worth  Hollywood  San Francisco
Everyone's Contented
In The Piedmont . . .

From proud bovine beauties to bustling textile tycoons, there's a feeling of well being in the WSPA Piedmont area. Healthy, contented cows feast on the good, green grass of this fertile country. Well-pleased dairy farmers brag about their average of 1,765 gallons of rich, nutritious milk daily—justly boastful of their share in the 226 million dollar income that farmers draw from this land of plenty.

People in Spartanburg County are a busy lot. But, we're satisfied. Super-abundant natural resources reward efforts most satisfactorily. Rural and urban enterprise combine pleasantly to balance our billion-dollar economy.

It's a happy thought that when Piedmont people go to market they're backed by a budget to the merry tune of $1,054,811,000.

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

John Blair & Company, National Representative
Harry E. Cummings, Southwestern Representative
Roger A. Shaffer, Managing Director
Guy Vaughn, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

New Business

ROBERT HALL CLOTHES, New York, through its agency Sawdon Adv. Co., Feb. 21 started use of daily quarter-hour programs, announcements and chain breaks on WCKY and WCPO, both Cincinnati. It is special two-week intensive institution advertising campaign promoting move of one of firm's salerooms to new location. After two-week campaign, year-round promotional advertising of equal intensity will be instituted.

AIR KING PRODUCTS Co. Inc., New York (television and radio sets and wire recorders), appoints Joseph Katz Co., New York, to handle its advertising. Agency currently surveying industry and studying field to investigate possibilities of "advertising TV by TV." Radio also being studied as possible medium.

DUNCAN COFFEE Co., Houston, Tex., appoints Leche & Leche, Dallas, to handle $1 million advertising account. Radio to be used.

PACIFIC CHEESE Div., Borden Co. (dairy products) begins 13-week TV campaign on four Los Angeles stations—KNBH ETSK KLTA KTIV. Campaign is to be expanded March 1 to include spots and participation shows on AM stations in San Francisco and Portland. Agency: Young & Rubicam, San Francisco.

EDIBLE OIL INSTITUTE Inc., New York, (formed by group of oil packers to protect industry against packers who dilute or misrepresent products), appoints Gunn-Mears Agency, New York, to handle advertising campaign. Spot radio will be used in major eastern cities to launch campaign, with both English and foreign-language stations to be used.


BRISTOL-MYERS Co., New York (Ipana toothpaste), effective March 29 will sponsor television puppet show Lucky Pup on CBS-TV in New York only on Tuesdays and Thursdays. Program aired Mondays through Saturdays 6:30-6:45 p.m. Agency: Doherty, Clifford & Shelden, New York.

STANDARD OIL OF OHIO to sponsor broadcasts of Golden Gloves Chicago, land finals and International bouts March 4 and May 23 on WGN Chicago, and state high school basketball tournaments on WIRE Indianapolis and KGLO Mason City, Iowa. Firm also renewal 10 news and sports shows on WBBM Chicago, KOA Denver, WWJ and WJR Detroit, KCMO and WDAF Kansas City, WTMJ Milwaukee, WOW Omaha and KFWI Wichita.

MILES LABS, Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), expands sponsorship of Quiz Kids, telecast Tuesdays, 8-8:30 p.m. (CST) on WNBQ (NBC) Chicago, to WWJ-TV Detroit and WNBK Cleveland, March 1. AM show is aired on NBC Sundays, 8-8:30 p.m. (CST). Agency: Wade Adv., Chicago.

Network Accounts . . .


UNION OIL Co. of Calif., Los Angeles, cancels Fleetwood Lawson newscasts on all Don Lee and four Arizona stations effective April 22. Agency: Foote, Cone & Belding, Los Angeles.

MAGNOLIA PETROLEUM Co. to sponsor Texas high school basketball play-offs over Texas State Network March 5 and 12. Agency: Ratcliffe Adv., Dallas.

MILLER BREWING Co., Milwaukee, begins sponsorship of half-hour weekly show starring Lawrence Welk, June 6 for 13 weeks on minimum of 20 ABC midwest stations. Mr. Welk will broadcast from cities in which he will tour. Agency: Kau, Van Patersom, Dunlap & Assoc., Milwaukee.

Adpeople . . .

WILLIAM V. SHAFTNER, formerly with Pacific American Steamship Assn., joins Wine Growers Guild, Guild wine, Los, Calif., as advertising and public relations director.

EMMANUEL KATZ, vice president and sales manager of San-Nap-Pak Mfg. Co., New York, for past 15 years, elected president and a director of company. Announcement came from LOWELL M. BIRRELL, chairman of the board. Mr. Katz directs company's advertising and merchandising program.
That Local Pitch Gets 'Em

Take Hal Victor, for instance—the wagster of the keyboard. He knows Baltimore and Baltimore knows Hal. His fifteen minute strip at 5:30 P.M. is completely wacky—but it’s bright and fresh and full of original material—and the talk of the town. Then there’s Ray Moffett and Bettie McCall, solid citizens with a solid following and a list of “success stories” a yard long.

When your product needs a good local pitch, these “local folks” can do you a lot of good. Your Raymer representative can tell you more.

WCAO
"The Voice of Baltimore"

CBS Basic - 5000 Watts - 600 KC - Represented by Raymer
April 11th

1949 NAB CONVENTION

- 18,000 CIRCULATION
- REGULAR RATES AND SIZES
- DEADLINE MARCH 21, 1949
Who Spends What... Where... and How?

NETWORK PRODUCT ANALYSIS
AN EXCLUSIVE BROADCASTING COPYRIGHTED FEATURE

National (and regional) spot sales in 1948 nudged the charmed $100 million level for the first time.

Who spent what, where... and how?

BROADCASTING will supply these answers in its NAB Convention issue, April 11. It's the key to sound radio buying—an insight into what others are doing.

For the first time network and national spot billings of $239 million will be broken down into 27 product groups—a survey that will help the nation's agencies and advertisers to plan more effective spot schedules.

And that's not all.

The spot survey will supplement BROADCASTING'S network commodity analysis inaugurated in 1947, and which goes into its third edition in the 1949 NAB Convention issue.

And even that's not all:

The convention issue will include:
- Transcription trends and developments
- TV film syndication; Best Sellers; Costs
- Full Coverage AAAA April Convention.
- Plus features built around NAB convention.

For the alert agency and advertiser, the NAB Convention issue is a Thesaurus of vital time-buying facts never before available in one volume. For the alert broadcaster (for anyone with anything to sell in Radio-TV) the NAB convention issue is a MUST—dollar for dollar the best advertising value of 1949.

Guaranteed circulation: 18,000 (2500 above paid subscription minimum) to meet expected extra copy demands. Deadline is March 21. Regular rates and sizes prevail. Write, wire or call (collect) today.

ISSUE APRIL 11th

The Newsweekly of Radio and Television

BROADCASTING TELECASTING

NATIONAL PRESS BUILDING WASHINGTON 4, D. C.
EDITOR, BROADCASTING:

At the last meeting of the board, the directors unanimously voted that the [The Advertising] Council express its very sincere thanks for the recent and valuable contribution of space given to our American Economic System Campaign by Broadcasting. As in the past, we are deeply grateful for the continuing support rendered by magazines throughout the country who, to date, have played such an important role in the Advertising Council's activities.

All members of our board are well aware that the outstanding cooperation on the part of your publication and others in continuing to do a job that is primarily responsible for getting this important program off to a flying start. Likewise, they are aware that as a result of these efforts, millions are being informed of certain important and basic facts concerning our unique economic system and what makes it function.

It is our hope that national advertisers will continue to use liberally the medium of magazines in the task of helping to create a better understanding of our system during the critical times that lie ahead. We feel certain that you join us in the belief that it is imperative that more Americans understand the operation of the system under which we live and of which we are all beneficiaries.

Again, we wish to take this opportunity to thank you, personally, for your timely and generous help.

T. S. Reppler
President
The Advertising Council
New York.

*   *   *

Top of My List
EDITOR, BROADCASTING:

... The excellent job [Respects, Broadcasting, Jan. 17] is nothing more than could be expected from Broadcasting. Since my first NAB convention at the Sherman Hotel, Chicago, in 1936, it has been at the top of my list in the trade publications field.

J. Neil Reagan
McCann-Erickson
Hollywood

*   *   *

'Most Informative'
EDITOR, BROADCASTING:

. . . . continue reading Broadcasting diligently as I have done in the past. It's a most informative publication.

Jane McKendry
Needham, Louis & Brody
Chicago

*   *   *

Quick Results
EDITOR, BROADCASTING:

Within a few days after the release of the 1949 YEARBOOK, we received several inquiries about our service. Since this is the only official listing this organization has had as yet, we think this is another example of the tremendous value of Broadcasting and its publications.

Len Segall
General Manager
Sets Productions
Chicago

*   *   *

Zenith (cont'd)
EDITOR, BROADCASTING:

Thanks for your adroitness in publishing the Kobak article directly following the criticism of Zenith FM ad. Mr. Webb evidently fails to recall that there is only one WEPM in the United States and our coverage is under 150 miles and our advertising of this station is confined to Chicago. May I have permission to reprint with credit your article on the Zenith ad and the following article by Kobak on the Code? I thoroughly enjoyed Mr. Webb's comments because of their inconsistencies.

E. F. McDonald Jr.
President
Zenith Radio Corp.
Chicago

[EDITOR'S NOTE: Communr. Mc-
Donald's telegram refers to a story [BROADCASTING, Feb. 21] on a Zenith ad for its FM station WEPM. The ad was criticized by Maurice B. Mitchell, NAB director of broadcast advertising, and Frank V. Webb, general manager of KFQ Wichita, Kan., for its implied criticism of commercial radio. A speech on NAB Code observance by Edgar Kobak, MBS president, was reported on the same page. Further editorial comment on page 38].

*   *   *

Good Service
EDITOR, BROADCASTING:

How do you guys do it? I never realized Broadcasting went to press on Fridays until I was in your office last week. It's [BROADCASTING] on my desk every Monday, which is phenomenal mail service. P.S. You're doing a swell job for the whole industry.

Bill Grove
KFWB
Cheyenne, Wyo.

Page 18 • February 28, 1949
Repack on Good Taste

EDITOR, Broadcasting:

I am enclosing an advertisement which appeared in the Washington Daily News ... Feb. 2, page 20 which might be cited in evidence in any future discussion of comparative good taste in newspaper and radio advertising. I don't believe any radio station, under any circumstance, would accept such copy. I don't want to victimize the

BOVOL CLEANING POWER OF INNER-AID MEDICINE

One man recently took INNER-AID three days and said afterward that he never would have believed his body contained so much dirty substance. He says his stomach, intestines, bowels and whole system were so thoroughly cleansed that his constant headaches came to an end, several pimples skin eruptions on his face dried up overnight, and even his rheumatic pains in his knee disappeared. At present he is an altogether different man, feeling fine in every way.

INNER-AID contains 12 Great Herbs; they cleanse bowels, clear gas from stomach, act on sluggish liver and kidneys. Miserable people soon feel different all over. So don't go on suffering! Get INNER-AID. Sold by all drug stores.

The ad in question.

Washington Daily News as a particularly horrible, example, but after all it has a circulation of more than 100,000, the Nation's Capital, so newspaper defenders could hardly brush off this particular advertisement as being taken from a non-representative country weekly.

C. M. Keller
Manager, Newsroom
WRC Washington

Stock Quotation

EDITOR, Broadcasting:

... It might be of reader interest if Broadcasting published weekly quotatations of radio stocks sold on the stock exchange, curb exchange, and over-the-counter markets.

Among those which might be included are: RCA (National Broadcasting Co.); Columbia Broadcasting System; WJR, The Goodwill Station; American Broadcasting Co.; Baltimore Radio Show; Monumental Radio Co.; and similar listed issues.

Figures could be obtained as of the close of trading each Friday preceding the date of publication of Broadcasting.

Raymond Adams
P. O. Box 633
Radford, Va.

[Editor's Note: The more active radio stock closing prices are published widely in daily papers. Since BROADCASTING publishes once a week it seems we would run a poor second to our daily cousins on this service. We have innate knowledge of being second.]

Where Is Television?

EDITOR, Broadcasting:

If figures don't lie, I can believe anything now. According to a bul-

Recalls Radio Days

EDITOR, Broadcasting:

... From 1934 to 1940 I was director of public relations for the Crosley Corp. and had an important part in establishing good will between the newspapers and radio in regard to newscasts. It was through my efforts that it was agreed to permit the baseball games of the Cincinnati Reds to be broadcast on the radio, with radio stations WSAI, Crosley owned, and WCPO owned by the Cincinnati Post, broadcasting the games. Red Barber was assigned by WSAI to do the broadcasting for that station and Harry Hartman for WCPO...

James W. Beckman
Real Estate Broker
Cincinnati

Appreciative Mother

AN ASHEVILLE, N. C., mother, Mrs. W. Roy Mozingo, wrote WWNC Asheville to explain how one of her three sons thought listeners had to pay stations for programs and to express her thanks for the free entertainment radio gives. Mrs. Mozingo was discussing some household bills, she said, when one of the boys, five years old, asked, "Mother, how much is your bill for radio programs?" "It made me think," Mrs. Mozingo commented, "why I do not have to pay at all for the delightful radio programs. And what a privilege it is to hear your fine programs and have the cultural and educational advantages [radio] gives my ... sons."

YEARS OF SERVICE TO RADIO . . . .

BY TRANSRADIO PRESS

"Radio's Own News Service"

On March 1, 1934, Transradio sent out its first dispatches to radio clients.

That day marked the beginning of the end of restrictions aimed at the control of news on the radio and the birth of Radio's Own News Service. Transradio has steadfastly maintained the quality and integrity of its news report; its guiding formula: DIRECT coverage for radio.

Transradio has expanded to a two-wire operation and now offers DOUBLE service to radio—a complete general news wire, with special Washington coverage, PLUS an all-Sports teletype service ... both fast, complete, accurate, independent!

Transradio has scored many firsts. First to speed up teletype delivery; first to bring down news service costs by winning a reduction in rates for news wire and teletype facilities; first in the fight to win complete recognition of radio newsmen in Washington and elsewhere.

We pledge ourselves to the principle that radio should have a completely independent source of news. We are ready to help solve your news problems, to do so at a moderate cost. For more information, write or wire.

TRANSRADIO PRESS SERVICE INC.
521 FIFTH AVE.
NEW YORK CITY
THE MAYOR of Odessa, Tex., an oil boomtown on the western range, proclaimed Feb. 12 as "KECK Day," and handed Ben Nedow, owner of the 1 kw daytime station, a parchment which read:

"Radio Station KECK has earned an enviable place in the commercial and civic life of Odessa and the Permian Basin during the time it has been on the air. It has contributed much toward drawing together the peoples of this area in a mutual feeling of high purpose for the continued progress of the world's greatest oil center."

"... I further call upon the listening public of Odessa to observe KECK Day with appropriate listening."

Civic leaders joined in saluting Mr. Nedow in a special broadcast, and for the first time he spoke into the mike on his own station.

Mr. Nedow's accent was not a local one, for as radioman and citizen, his story is unusual. Born in western Poland 43 years ago, he came to the United States when he was 16. With a smattering of business training obtained at B.

On All Accounts

I N THE SPRING of '46, the records reveal, Willson (Bill) Tuttle was named vice president in charge of radio and television for Ruthrauff & Ryan, New York. Rumor is he shook hands all around.

The latter item was probably the most newsworthy fact of the occasion, for, while his election was somewhat foreordained by his service and talent, Bill Tuttle—in the phrase of an enthusiastic if grammatically casual admirer—"is the least hand-shakingest fellow I've ever seen in this business."

But down-to-earth Bill Tuttle once had his day with the stars. Portraying the lead in a Blackfriars production at the U. of Chicago in 1932, the handsome collegian was seen and signed by a Hollywood talent scout for Fox films. A year with Fox convinced Bill that he would never supplant "Trigger" (a name bigger than "Trigger" in those days), so he came east, but with an Oscar. However his Oscar had a surname, and it was Serlin. He appeared in several Broadway productions for the producer, but one day, after serving an apprenticeship at a Fitzpatrick Travelogue in a 42nd Street theatre, Bill felt qualified to apply for and secure a job with a travel bureau as cruise conductor on a voyage to Bombay. After exhausting India and Europe he returned to New York in the spring of '37 to join WOR as staff announcer, director, and later, nighttime manager.

Two years later he joined Ruthrauff & Ryan as a freelance director and handled the directorial chores on Big Sister and The Shadow. Soon afterwards he joined the agency's staff as director and producer in charge of Canadian operations. In 1941 he was named head of daytime operations for R & R.

He left the agency in '42 for one year when he was associated with A & S Lyons, theatrical agents, in charge of the New York office. When he returned to R & R in '43 he was placed in command of talent and new program development. Three years later he was named vice president in charge of radio and television.

In his present position he supervises Amos 'n' Andy, Lionel Barrymore in Mayor of the Town, Gene Autry, Aunt Jenny and The Shadow, as well as the Canadian spot business for Pepsi-cola and Lipton, and programs for Lifebuoy.

(Continued on page 57)
YOU CAN BE SURE... IF IT'S Westinghouse

CUT COSTS 4 WAYS...

with the Revolutionary "SYMMETRON"*

Every major operating cost, plus installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. TUBES: Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!

2. POWER: High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.

3. INSTALLATION: Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.


Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*Trademark

Westinghouse
FIRST IN BROADCASTING
to better serve Greater Miami...

Keeping pace with the fast-growing South Florida area

WQAM - Miami's First Station - has installed entirely new facilities - complete from studio controls to transmitter tower... New studios in Miami's most modern office building... The latest and finest General Electric transmitting equipment, both AM and FM... A new 400-foot non-directional tower located in the population center of Greater Miami... all combine to make WQAM the strongest, clearest voice in South Florida. Too, program and audience measurements show WQAM with the highest "Hooper" in its 27-year history, and the lowest cost per listener in this thriving year-round market.

*Greater Miami and 15 surrounding counties.

A. B. C. IN MIAMI

☆ OWEN F. URIDGE, General Manager  ☆ JOHN BLAIR & CO., National Representatives
AVCO CONfusion

By RUFUS CRATER

MAJOR CHANGES in FCC's procedure for handling broadcast applications— including repeal of the Avco Rule—were proposed by the Commission last Wednesday. The proposal would require advertising of most broadcast applications and establish 90-day cut-off dates for mutually exclusive requests.

The competitive bidding which marks the Avco Rule on station sales would be abolished. But the rule's advertising principle would be extended to commercial AM, FM and TV applications for new stations and renewals; changes in frequency, power, antenna or antenna pattern, and the moving of stations from one community to another, as well as to transfer cases.

The advertising, intended to make sure that the listeners get a chance to be heard on local radio applications, could be by radio and newspaper, or by newspaper alone, in the applicant's discretion. It would start when the applicant notifies his application has been accepted and would last for three weeks—twice a week in a locally circulated newspaper, or once a week by newspaper and once a week via a local station (between 8 a.m. and 10 p.m.).

90 Days to File

Would-be applicants would have 90 days (starting with the date of the first advertisement) in which to file mutually exclusive applications. Those filed after the 90-day period would be dismissed and could not be resubmitted if the original application was denied or dropped, or, if granted, until the grantee applied for renewal of license or for changes in facilities under certain conditions.

Copies of advertised applications would have to be made available for local examination.

The Commission invited comments on its proposals until April 4 and said it would call for oral argument if the comments warranted, even though this was not required. The nature of the changes prompted the desire to get industry's views in advance, the FCC explained.

The rules would apply to applications filed after the effective date, which wasn't indicated, but the 90-day cut-off provision would also be applicable to pending cases.

Transfer Headaches Are Compound

It's This Way . . .

PRIVATE radio lawyers were jumping when FCC released its proposal to adopt new procedural rules and establish cut-off dates for mutually exclusive applications (story, this page). The proposal anticipated repeal of the Avco Rule permitting public bidding on stations up for sale. This would be accomplished, FCC's announcement said, by repealing Rules 1.281 (b) through (e). Only trouble, radio lawyers reported, is that bidding procedure is set up in 1.281 (a).

Top-level FCC officials quieted the tempest with assurances that the Commission didn't mean precisely what it said: The trouble was that the bidding procedure would be abolished, regardless of what it said, which would cause interference within the normally protected contour terminated by a pending applicant, or which would suffer such

(Continued on page 44)

NBC War Council

Group to Plan Strategy

REPRESENTATIVES of 170 NBC affiliates will gather at Chicago's Stevens Hotel today and tomorrow to be briefed by top executives on future NBC plans in the growing competition of radio and television.

At NBC headquarters in New York last week it was reported that every network affiliate would be represented at the special meeting which was called at the insistence of the network's Stations Planning and Advisory Committee.

SPAC urged that in view of the avid interest of the stations in NBC's plans to cope with mounting competition the unusual two-day session was needed.

Outline of Policies

Mr. Trammell, NBC president, will begin the briefing today (Feb. 28) with an outline of the policies which NBC will follow in meeting the future benefit of many of its veteran programs and stars. Mr. Trammell is expected to propose a basic policy trimmed down to fighting weight.

Among encumbrances which NBC will abandon will be its former stand against giveaways and against the broadcast of crime programs at hours when children are listening.

Mr. Trammell, it is believed, will advise the stations that in the knock-down battles ahead the network cannot afford to be restricted by binding rules which, in NBC's opinion, have proved to serve no ethical purpose.

He is expected also to advise the affiliates that NBC has earmarked a substantial sum of money for the development and exploitation of new programs. He will say, it is reported, that NBC is prepared to match CBS dollar-for-dollar in program building, but is not willing to invest all these funds in a few parcels.

NBC, rather, will seek to build comparatively low-budget shows, within easier reach of advertisers. Although NBC is not selling radio short, it is aware that AM networks are at or near the peak of their economics, Mr. Trammell will reportedly say. Its intention therefore is to build low-cost but popular radio shows which can be made into television properties.

After Mr. Trammell's talk, Charles R. Denny, NBC executive vice president, will unravel the NBC battle maps.

Mr. Denny will discuss the instrumentation of the policies. He is expected to unveil for the affiliates the list of prospective programs which the network has put into development since the CBS
**RCA, NBC REPORT**

**Network** Grosses $70 Million

NET EARNINGS of Radio Corporation of America in 1948 amounted to $24,022,047, $5,282,490 more than the 1947 figure. The earnings were equivalent to $1.50 per share of common stock as compared with $1.12 per share the year before.

These figures were disclosed in the RCA 29th annual report released through Gen. David Sarnoff, chairman of the board.

Referring to NBC the report pointed out that the network maintained its position as "America's No. 1 network" and stated that the 1948 revenue was the highest in its 25-year history.

RCA net earnings or profit was 6.7% of the gross income in 1948, compared with 6% in 1947. Total gross income from all sources amounted to $357,817,231, representing an increase of $45,505,659 over the $312,025,572 in 1947.

About 19.8% of the $357,817,231 came from operations of NBC. That subsidiary contributed $70,949,218 as compared with $66,690,991 in 1947, an increase of $5,258,227.

An increase in RCA dividend from 304 a share to 504, amounting to $6,285,525, was declared on Dec. 2, 1948. Regular dividends of 3.358,800 were paid to preferred stockholders. During the ten-year period, dividends paid to stockholders amounted to $65,074,717, or 83.4% of net profits after taxes. During the same ten-year period, the net worth increased by $60,144,745 and now is $127,277,253.

Total earned surplus on December 31, 1948, amounted to $79,499,479, an increase of $13,946,725 over earned surplus at the end of 1947.

Assets of RCA and its domestic subsidiaries were $248,224,472, compared with $216,195,964 in 1947.

In the RCA division, which is the manufacturing unit of RCA, the number of employees increased to a postwar high of 30,911 in 1948. The enthusiasm of the American people for this new art has justified the years of pioneering as a service to the public.

Other highlights:

- NBC—in 1948 total revenue from sales of network and station time was highest in its history. Indeed, during the growth of its television operations the report said that in January 1948, 33% of NBC video hours were sponsored. By the end of the year, 65% were sponsored. "Every standard of appraisal demonstrates the constantly increasing effective use of television as an advertising medium," it was said.

- RCA-Victor Division—All-time high volume of radio electronic products was produced in 1948. The inability to manufacture enough television sets in 1948 to meet demand probably will continue through 1949. Sales of the tube department reached an all-time high.

- RCA Laboratories Division—Ultrafex development in 1948 was such that the day is foreseen when television and ultrafex a radio newspaper may be delivered through the air into every home equipped with a television set, said the report. Ultrafex could deliver the equivalent of 40 tons of mail coast-to-coast in a single day. New and improved circuits and electron tubes and other materials were developed for AM, FM and TV receivers. New antennas were developed for radio and television.

- RCA Exhibition Hall, New York—a high point in radio was such that more than two million visitors have been attracted to this display at Radio City, New York.

**CBS GROSS**

$366,579 Under Year Ago

For '48 4th Quarter

COLUMBIA Broadcasting System Inc. had a total revenue of $19,229,632 for the quarter ending Jan. 1, 1949, an increase of $3,457,969 over the previous quarter but a drop of $366,579 over the similar period a year ago.

Figures for the most recent quarter were made public last week in a report to the Securities and Exchange Commission.

The report listed gross sales less discounts, returns and allowances at $5,162,594. Operating revenues less discounts and commissions were put at $14,067,038. At the network, it was said that operating revenues means income from sales of time and other services in connection with network activities, whereas gross sales is largely income from subsidiary interests such as Columbia Records Inc. and, in summary of the current quarter report and of quarterly reports of the last year follow:

**QUARTER ENDED JAN. 1, 1948**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross sales less discounts, returns and allowances</td>
<td>$5,162,594</td>
</tr>
<tr>
<td>Operating revenues less discounts and commissions</td>
<td>$14,067,038</td>
</tr>
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</table>

**QUARTER ENDED APRIL 3, 1948**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross sales less discounts, returns and allowances</td>
<td>$5,836,583</td>
</tr>
<tr>
<td>Operating revenues less discounts and commissions</td>
<td>$12,850,180</td>
</tr>
<tr>
<td>Total</td>
<td>$18,676,763</td>
</tr>
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</table>

**QUARTER ENDED JULY 3, 1948**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross sales less discounts, returns and allowances</td>
<td>$3,001,883</td>
</tr>
<tr>
<td>Operating revenues less discounts and commissions</td>
<td>$13,084,880</td>
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<tr>
<td>Total</td>
<td>$16,086,763</td>
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</table>

**QUARTER ENDED OCT. 2, 1948**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross sales less discounts, returns and allowances</td>
<td>$4,504,117</td>
</tr>
<tr>
<td>Operating revenues less discounts and commissions</td>
<td>$11,287,546</td>
</tr>
<tr>
<td>Total</td>
<td>$15,771,663</td>
</tr>
</tbody>
</table>

**SMITH DAVIS**

Forms Small Station Div.

CREATION of a new department which will devote itself exclusively to the smaller radio and publication fields, was announced by Philadelphia last Tuesday by Smith Davis Corp., national station and newspaper broker.

The department "will provide a concentration of effort on such properties, which heretofore has been impossible, according to Albert Zugsmith, executive vice president of the firm. Alvin Freemont will direct the division, which will be located in the Philadelphia branch office, 317 S. 16th St. Larger properties will continue to be handled at the main office in New York City.

**LLOYD GRIFFIN**

Becomes F&P Stockholder

LLOYD GRIFFIN, head of Midwest operations for Free & Peters, national radio and television station representative, has become a stockholder in the firm, H. Preston Peters, president, announced last week.

Mr. Griffin, who headquarters in Chicago, has been with Free & Peters four years. He previously was radio director of Knox Reeves Advertising. During the war he managed OWI operations in India. Other stockholders of Free & Peters are James L. Free, founder; Russell Woodward, executive vice president with headquarters in New York, and Mr. Peters.

"Due to circumstances beyond our control, the program originally scheduled will not be broadcast..."
HANDBS OFF

By ROBERT B. LUCE
MAJOR SHIFT in station manager opinion on legislative matters, apparently a result of a cloudy economic climate, was recorded in the 1947 Broadcasting Research Department Research of radio executive opinion. The poll was conducted by Broadcasting's Research Department.

The results:
1. Broadcasters are increasingly fearful of monopoly in the radio industry, and the majority favor government-enforced regulation of the ownership of stations.
2. They are more than ever convinced, however, that government should have no hand in policing, regulating, or otherwise censoring program content.

Increasing economic pressure on the individual broadcaster has perhaps made him more anxious to avoid any legislative limitation on his commercial time sales, the length of his commercial announcements, or the ratio of his station to network time. The same factors may be at the root of the expressed opinion that there should be a limitation of monopoly in radio station ownership.

A similar legislative poll of station manager opinion was taken in May 1947. It is possible to discover the shifts in radio executive thinking on legislative matters. The 1947 poll, as in the case of the 1949 poll, covered a representative cross-section of AM station managers and owners throughout the country. About 12% of all station managers responded—67% of the sample. The results of the 1949 and 1947 surveys are given for comparative purposes. (Table I)

The survey also showed a marked split in opinion on the clear channel issue. About half those polled felt that clear channels should be maintained. Of those felt that they should be maintained, there was little sentiment for power in excess of 50 kw.

New Legislation Needed

Approximately four out of five broadcasters felt there should be new radio legislation in this session of Congress, and more than half the broadcasters felt Congress, not FCC, should tackle the clear channel issue.

On the need for new radio legislation, a conclusive 78% favored a 1949 model to replace the vintage '27 law under which broadcasters are now doing business. However, 15% felt the present law is adequate, as compared with 9% in 1947. (Table II)

Many of those who said the present law was adequate felt that any new legislation might prove worse than the present law; and that sleeping dogs should be left to their slumber.

Practically all broadcasters op-pose legislation giving government power to regulate the ratio of commercial to sustaining programs, the length and content of commercial announcements, and the ratio of time that should be devoted to programs on controversial issues. (Table II)

A minority of 15% felt that there should be some control of the ratio of network to station time, and only one-fourth felt that giveaway programs should be eliminated by government fiat.

In the poll taken by Broadcasting in 1947, the percent of broadcasters who were willing to submit to more stringent programming control was slightly higher than in 1949. Clearly, sentiment on the whole is 80 to 90% against any such regulation.

The broadcasters were less emphatic, but certainly definite in their opposition to the ownership of large groups of stations by a single owner. About three-fourths of those polled indicated they would like to see limitation of the number of stations one owner may own. The percentage of 52% and 51% respectively indicated they would like to see a similar limitation of ownership by newspapers and persons with other primary investments. This sentiment reflects an economic fear of "squeeze" by well-financed corporations entering broadcasting, a field which is noted for the high percentage of small and independent owners.

Broadcasters were more fearful of monopoly than in the previous poll of a year and a half ago. The comparisons are shown in the tabulated results in Table I. In 1947 only 58% felt there should be limitation on the number of stations one owner may own, and only a third of all broadcasters polled felt that there should be limitation on newspaper ownership of stations.

There has been a sizable increase in the proportion of stations owned by newspapers since the end of the war, and it may be this manifestation of increasing publisher-broadcaster ownership that is responsible for the change in sentiment on this point.

Table I
Provisions of a New Radio Law

<table>
<thead>
<tr>
<th>Should the new law governing radio broadcasting provide for:</th>
<th>YES</th>
<th>NO</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAMMING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. The establishment of a required ratio of commercial to sustaining programs?</td>
<td>6%</td>
<td>10%</td>
<td>91%</td>
</tr>
<tr>
<td>2. Regulation of length and content of commercial announcements?</td>
<td>16</td>
<td>14</td>
<td>81</td>
</tr>
<tr>
<td>3. The allotment of a specified percentage of time to be devoted to programs on controversial issues?</td>
<td>6</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>4. The elimination of money giveaway programs?</td>
<td>23</td>
<td>16</td>
<td>74</td>
</tr>
<tr>
<td>5. The establishment of a required ratio of network to station time?</td>
<td>15</td>
<td>15</td>
<td>81</td>
</tr>
<tr>
<td>FINANCIAL &amp; OWNERSHIP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. A formula to fix the price at which a station can be sold</td>
<td>4</td>
<td>6</td>
<td>95</td>
</tr>
<tr>
<td>7. The filing of annual financial statements</td>
<td>44</td>
<td>33</td>
<td>49</td>
</tr>
<tr>
<td>8. The limitation of the number of stations one may own</td>
<td>74</td>
<td>55</td>
<td>24</td>
</tr>
<tr>
<td>9. Limitation of station ownership by newspapers</td>
<td>52</td>
<td>36</td>
<td>45</td>
</tr>
<tr>
<td>10. Rules governing station ownership by licensees with other primary interests</td>
<td>51</td>
<td>37</td>
<td>42</td>
</tr>
<tr>
<td>11. Rules governing multiple station ownership in the same area of different types of outlets (AM, FM &amp; TV)?</td>
<td>31</td>
<td>*</td>
<td>42</td>
</tr>
<tr>
<td>FCC OPERATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Limitation of time, from the day an action is filed, within which a decision must be rendered on any case before the FCC?</td>
<td>76</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>13. Rotation of the FCC chairman</td>
<td>50</td>
<td>32</td>
<td>22</td>
</tr>
<tr>
<td>14. Separation of the FCC into panels; one for broadcast, one for common carrier, one for special and safety services?</td>
<td>65</td>
<td>13</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: No similar question in 1947 poll.

Table II
A New Radio Law

| Do you believe that Congress should enact a new law governing radio broadcasting? | 75% | 80% | 15% | 9% | 7% | 11% |

Table III
The Clear Channel Issue

| Should Congress or the FCC determine the high power, clear channel issue? | Yes | No | Congress 56% | FCC 44% |
| Should the determination be made clear channels? | 50% | 50% | 44% |
| If yes, should maximum power be retained at 50 kw? | 85 | 11 | 8 |
| Power in excess of 50 kw? | * | | |

Note: These questions not included in 1947 poll.

Table IV
Future of FCC

| Continue as an independent agency | 84% |
| Transfer to a government department with cabinet status | * |
| Combine with other agencies | * |

Note: These questions not included in 1947 poll.

Managers Fear Federal Censors, TRENDS Finds...
STORM SERVICE

WESTERN station personnel last week breathed sighs of relief for the first time since Jan. 2 as improved weather conditions brought tapering off in one of radio's most grinding public service jobs.

Since the beginning of the record breaking winter storms, stations throughout the area have performed yeoman's service. Spectacular accomplishments by individual stations have become the rule rather than the exception.

Last week the Army discontinued its "Operation Snowbound" in almost all threatened areas except for parts of North Dakota.

By Thursday, most of the main roads in the hardest-hit states—Nebraska, Wyoming and South Dakota—had been cleared, and station news and special events crews were recalled from remote assignments. Because of space limitations, only a relatively few of the many stations who contributed to radio's performance can be mentioned here.

E. S. (Bud) Neble, news director of KFAB Omaha, telephoned BROADCASTING that the snow level now is about 24 inches, compared with 15 to 20 feet three weeks ago. Only five Nebraska counties are still snowblocked, he reported.

Mr. Neble accompanied Maj. Gen. Lewis A. Pick, chief of "Operation Snowbound," on a 1,000-mile reconnaissance flight Feb. 7.

Late in January, he and Al Bates, studio supervisor, drove KFAB's station wagon 230 miles northwest to O'Neill and Stuart, where they set up headquarters at newspaper offices of the O'Neill Frontier. They made several broadcasts via a battery-powered PM and shortwave set.

Followed Bulldozers

For two days and two nights Messrs. Neble and Bates followed bulldozers through 15 and 20 foot snowdrifts recording interviews. Back in Omaha, a recap of the entire trip was aired, with a recording made for use by Gen. Pick.

Still watching and reporting the blizzard, KFAB is using the snowdrifts for coverage of the forthcoming flood scene in the area.

After the first blizzard, KFAB newsmen recorded on-the-spot happenings from haylift planes. They also recorded a phone conversation with the mayor of Gordon, Neb., where 600 Indians were marooned.

Even before the situation was declared a national emergency, the station's city manager, Mal Hansen, was making transcribed telephone calls to the isolated sections. As the situation became critical, a special crew, consisting of Mr. Hansen, Harold Storm and Cy Hagrman, was dispatched into the snowbound area.

Teaming up with the 10th Air Force, they covered almost 4,000 miles in an effort to keep the listeners posted as to the progress and success of the dropping of food, fuel, medicine and hay. In many cases the broadcast crew also became "hay-pushers," shoveling the commodities out of the planes. The crew also worked with rescue units using helicopters.

Tom Baraas, sales manager of WDAY Fargo, N. D., said his station, although 100 miles "from the worst of it," sent out special events crews. Newsman accompanied a National Guard hayload operation to snowbound Minot, 280 miles northwest.

KOLT Scotts Bluff, Neb., compiled lists of missing persons and broadcast until they were found. Bill Keene, sports announcer at KBRL Boulder, Colo., interviewed Scotts Bluff residents visiting in Cheyenne from KFBC Cheyenne studios by arrangement with KOLT.

KOLT charted a ski-equipped plane to rush aid for the sick and needy, rescuing on the first mission a couple stranded in a car two nights and a day at temperatures of zero to 10 below. The station scheduled hour-long news and special information roundups, and arranged for baby food and supplies to be flown to Gordon.

Farmers in the WGUI Billings, Mont., listening area relied on radio for weather reports and news. Their personal requests were broadcast by shortwave.

When the blizzard hit Utah and the state's telegrapher's transmitter for its KHUP burned, KDYL Salt Lake City rushed emergency facilities to both city and state offices to relay communications alive.

Permission had recently been granted KDYL to install a direct line into the police dispatcher's desk for broadcasting emergency messages. Scheduled programs were interrupted frequently to air police warnings and directions to motorists, directly from the dispatcher's office.

KWGB, daytime outlet in Goodne.

(Continued on page 41)

Radio Does Outstanding Job

KFXD Omaha, Neb., interviews Don Walters (third from left), reclamation engineer at Anderson Dam, after snowslides had demolished five homes and impoverished community of 500 persons in a canyon 1,000 feet below the dam. Snow-blocked roads had isolated the community for eight days before snowslides hit. Interview was conducted on ridg of canyon Feb. 12 about 24 hours before roads were cleared.

L to r: Ed Hurt, KFXD co-owner and chief engineer; Shirl Black, station's program director, Mr. Walters and three members of road-clearing crew.

540 KC LIMIT

A PROPOSAL "in general" to limit U. S. use of 540 kc to not more than 1 kw and to forbid its use altogether within 25 miles of some 224 specified government installations was advanced by FCC last week.

The plan was released, accompanied by requests for comment by March 28, "for purposes of assisting the Commission in making recommendations to the Dept. of State for a position to be taken internationally by the U. S."

Agreement Sought

Actual consideration of the use of the new broadcast frequency in this country, the Commission emphasized, cannot be undertaken until after the North American Regional Broadcast Conference scheduled for Canada in September.

International agreement on use of the new channel is to be sought at that time.

The 25-mile, 1 kw policy is designed to protect operations in the 510-535 mc region, which under the proposal would be assigned to War and Navy mobile stations. Broadcasters on 540 kc also would be required to protect the 500 kc international distress frequency.

Power restrictions on 540 kc have been generally expected, in view of the wide-coverage characteristics of the channel (CLOSED CIRCUIT).

The Commission's proposal came at a time when Mexico which is already using 540 kc with about 5 kw, proposes to employ 150 kc eventually, and is resisting U. S. protests that the frequency should not, under the Atlantic City agreement which made it a broadcast channel, be put into service until after the NARBA conference in September. [Broadcasting, Oct. 26, 1948, Jan. 10].

In releasing its plan, the Commission proposed:

In the U. S., assignments to broadcasting stations for use of frequency 540 kc will be made only on the condition that no harmful interference caused to the mobile service operating in the band 510-535 kc, and on the further condition that no harmful interference is caused to the operation of auto alarms and other uses of the frequency 500 kc.

(For purposes of this plan, the term "seacoast" includes the shoreline of any state, and the term "mobile" is defined as employed.)

The plan was released in con-

(Continued on page 41)

1 kw Maximum Suggested

BROADCASTING • Telecasting
EIGHT-DAY NAB Convention Week program, April 6-13, followed by a scheduled two-day board meeting, will be marked by the most events and the most delegates of any of the industry meetings, plus an “important” address on atomic energy.

With headquarters at the Stevens Hotel, Chicago, the convention will consist of three separate meetings. The four-day Engineering Conference will open Wednesday, April 6, and run through Saturday (see complete agenda, page 32). The Unaffiliated Stations session will be held all day Sunday (see separate story of Unaffiliated Stations Executive Committee, this page).

The Management Conference will open Monday, April 11, at 12 noon with FCC Chairman Wayne Coy scheduled as speaker. General management matters will be held in the Eighth Street Theatre, connected to the hotel, but all luncheons will be held in the Stevens. Committee meetings will be held at 9:30 a.m. Monday.

Insertion of atomic energy into the agenda of the Engineering Conference is of “outstanding importance,” according to Royal V. Howard, NAB engineering director.

The talk on Friday, April 7, is expected to cover use of atomic energy in industry and other peacetime applications. Much of the current nuclear research is known to be along practical industrial lines. During the war Dr. Thiesmeyer was head technical aide of the Office of Field Service, Office of Scientific Research and Development.

New to NAB conventions will be the night meeting to be held Monday, April 11. This session will be confined to an FM panel discussion to be programmed by the NAB FM Executive Committee. Management meetings will close Wednesday noon.

Television will be given close attention during convention week, especially at the engineering meetings, where perhaps two-thirds of the papers deal with video developments.

On the other hand the management agenda places TV on the final morning though visual matters are expected to come up frequently during general discussions. The convention is scheduled to adjourn at noon Wednesday but if delegate interest in the subject justifies, the meetings can be continued into the afternoon.

In keeping with general industry thinking, the first general session Monday afternoon will be a workshop devoted to sales. Answers will be sought to problems created by growing FM industry, including TV; increased pressure from promotion-minded printed media and what the association is doing about it. Ways of increasing business will be dramatically demonstrated.

Tuesday’s program will include a morning discussion of public relations matters on the management level. Its scope will be broad. The Tuesday luncheon speaker has not been announced.

Institutional Matters

The Tuesday afternoon agenda includes a discussion of the increasingly critical problems centered on international developments along with BMB, BMI and advertising of radio stations.

Annual industry banquet will be held Tuesday night, preceded by a reception. Following custom there will be no speeches. Entertainment will be furnished by Carl Haverlin, BMI president, with the aid of network program directors.

Judge Miller is not scheduled for the final convention address since his annual report to the members will be printed. He will preside at most of the management sessions and will introduce Chairman Coy at the opening luncheon.

Registration fee for the entire Management Conference will be $2.50 ($30 if paid by March 19). This includes two luncheons and the reception-banquet. Fee for the Engineering Conference, including two luncheons and reception, is $17.50. NAB registered stations at Sunday meeting carry a $5 registration, which includes luncheon, the NAB board having specified that those stations will be self-defraying.

Monday Registration

Registration for ladies will be $7.50, including a Monday luncheon, ice show and a pre-Easter style show staged by Marshall Field. Visits to Chicago stations are being planned for the ladies.

The annual exhibition of broadcast equipment and services will open Thursday, April 7, under direction of Arthur C. Stringer, NAB staff director. Heavy equipment will be displayed in the 30,000-foot Stevens Exposition Hall beneath the lobby. Little equipment and services will be exhibited in sample rooms on the fifth and sixth floors. One hundred rooms have been reserved. The exhibition will close Tuesday evening.

Judging by advance word from some of the exhibitors, the exposition will introduce new developments in many technical fields, ranging from transmitters and antennas to studio equipment and recording techniques.

Well over half the papers to be read at the Engineering Conference will deal with TV in various aspects, though some of the video topics are being held with AM or FM, or both. One facsimile paper is scheduled along with several on magnetic recording.

Active in planning the Engineering Conference is Roy A. Howard and Neal McNaughten, director and assistant director of the NAB Engineering Dept. They have been working with the NAB engineering executive committee. Dr. William L. Everitt, U. of Illinois, who directed the annual NAB engineering meetings at Ohio State U. before the war, has been aiding in the planning and will deliver an address at the April 7 luncheon.

Engineering Roundtable

Annual FCC-industry engineering roundtable will close the formal meetings of the conference. It is slated for 10:45 Saturday morning.

Appearing for the Commission will be a group of six high officials, led by John A. Willoughby, acting chief engineer. Topping the list are James Eebel, WMDB Peeris, chairman of the NAB engineering executive committee.

Engineer delegates will tour the Hallcrafters Co. plant Wednesday afternoon. Arrangements were made through Charles J. Nesbitt, advertising manager. Hallcrafters

(Continued on page 48)
DEAR EDITOR:

EDITOR: BROADCASTING:

In your editorial “ Forgotten Job,” in the Feb. 14 issue of BROADCASTING, the following paragraph appears:

NAB also inquired into listeners’ preferences and was apparently amazed at the answers it received.

“Surprisingly enough,” said the magazine, “the much-maligned ‘lobbying’ is not listed in any of programs to be avoided. It shares this dubious distinction with the mystery, detective, horror brand of show.”

Fortune observed that these five expressions also are at the top of the list describing favored movies. “Apparently they are the basic ingredients of successful mass entertainment in the U. S.,” said Fortune.

Requests

Fortune also tried to get at reading tastes by offering them a list of eight possible plots for stories. It found the murder story was the most popular story with men but among the least popular with women.

“The results of this survey ‘must be depressing’ to anyone looking for the sure-fire formula for books, movies or radio,” Fortune commented.

The conclusion, if any, is that U. S. taste is healthily divergent and the average consumer can afford to put all his eggs in one basket.

Breakdown of radio listening questions:

Question (asked only of those who have listened to the radio within three months): Do you spend more, less, or about the same amount of time listening to the radio this fall as compared to two or three years ago?

Those Who Attended

<table>
<thead>
<tr>
<th>%</th>
<th>Grade High</th>
<th>Total</th>
<th>School School College</th>
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<tbody>
<tr>
<td>More</td>
<td>31</td>
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<td>Unsure</td>
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</tbody>
</table>

Question (if “less” above): Why are you spending less time listening to the radio nowadays?

Total: have to do other things 30%
Don’t like the programs 16%
Not interested, prefer doing other things 10%
All other reasons 12%
Express no opinion 15%

Radio: No. 1 Pastime

Roper Makes Report in Fortune

Radio listening is now Americans’ favorite leisure activity, while movie-going and book-reading are on the decline, according to a Fortune magazine survey by Elmo Roper.

Only interruption to the trend toward more radio listening which Fortune observed was that in the 3% of the persons polled who had both television and radio sets, half said they were listening to the radio less.

Of those having both kinds of receivers, 15% nevertheless said they were listening to the radio more.

Fortune presented a list of 14 activities to persons who had in the preceding three months listened to the radio, seen a movie, read a book or magazine story and then asked them: “Which two or three of the things on this list do you really enjoy doing most in your spare time?”

Replies showed that 51% of the men listened most to the radio while 54% of the women expressed that preference.

Second place for the men was watching sports events, with 26% of the replies giving that preference; for the women, watching movies followed with 23% while playing cards and going to the movies claimed 20%.

Reading books followed with 18% and reading magazines was next with 16%.

Women’s second preference was needlework (36%) and their other top choices were: Visiting with friends, 34%; reading books, 26%; going to movies, 21%; reading magazines, 19%.

“Listening to the radio is the great common denominator,” Fortune observed.

Summary of Replies

The following table summarizes the replies on radio listening put in the survey. Comparing the present product in each category with that of two or three years ago, respondents said that there were:

Radio

Programs Movies Books Stories

<table>
<thead>
<tr>
<th>%</th>
<th>Total</th>
<th>Men</th>
<th>Women</th>
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<tbody>
<tr>
<td>More</td>
<td>32</td>
<td>36</td>
<td>28</td>
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<tr>
<td>Same</td>
<td>30</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Fewer good</td>
<td>14</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>No opinion</td>
<td>8</td>
<td>9</td>
<td>11</td>
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Don’t like the programs 16%
Not interested, prefer doing other things 10%
All other reasons 12%
Express no opinion 15%
FELTIS DEFENDS "High Pressure" Charges

DEPENDING his administration of BMB, Hugh Feltis, Bureau president, Wednesday denied before members of the Chicago Radio Management Club that he is a "high pressure salesman," as charged in some quarters. He ridiculed reports that speeches of a "threatening nature" to advertisers and agencies.

"BMB has been a great partnership," he declared. "Neither advertisers nor agencies have needed any inducing. They want what we have to offer."

Mr. Feltis likened BMB's population to that of a "referred," or a "doctor who says you're overweight... and you know it's true—but you don't like to agree with him."

He observed that even U. S. census figures stir up controversies.

The second industry coverage study is on schedule, despite curtailment of BMB's staff, he said. Forecasting a total of 1,000 subscribers, he anticipated that $100,000 needed by May 1 will be raised by asking subscribers to pay up for the remainder of 1949.

Mr. Feltis stressed the importance of field work by asserting that "no one can put up an ivory-tower on Park Avenue and blueprint such a broad project."

He said his own experience in working close with the industry has been "especially satisfying."

Expressing the hope that broadcasters will not return to the "claims, counter claims and fantastical measurements" of bygone days, he predicted that other mediums soon will question whether the broadcasting industry has the capacity to set up its own bureau, as other industries have done.

Mr. Feltis said BMB's executive committee has made no commitments beyond the current study.

SALES RECORD
Mueller Credits Radio

SALES of C. F. Mueller Co. (macaroni, spaghetti, and egg noodles) during 1948 reached the highest point in the history of this 82-year-old company, according to C. Frederick Mueller, executive vice president and general manager.

Mr. Mueller pointed out at a recent sales meeting that Mueller's maintains its position of leadership by an intensive high-powered advertising program, supplemented by consistent use of daytime radio. Every week, 60-quarter-hour radio programs bring convincing sales messages to millions of homeseekers, he said. This hard-hitting campaign is backed by heavy consumer and trade magazine schedules.

Mr. Mueller said that the present sales peak has been reached after more than 15 years of consistent sales gains. He emphasized that these increases were not due to a sudden spurt that might level off but represent a steady climb in consumer acceptance.

The reputation of these products was built up, he told Mr. Mueller, by 25 years of constant, year-in-year-out advertising.

Dwayne Jones Co., New York, is the agency handling Mueller.

Hooper Subscribers

ADDITIONAL subscribers to U. S. Hoopings as announced by C. E. Hooper Inc. are Doherty, Clifford & Shenfield, Billington & Co., William Esty & Co., and Geyer, Newell & Granger. Prudential division of General Motors subscribed to program Hoopings, effective with February report.

February 28, 1949 • Page 29
G. A. RICHARDS, charged with instructing employees to slant newscasts, conceded to FCC last week that “portions” of the charges were true, but said no slanting actually resulted, and asked for an opportunity to be heard by the Commissioners personally.

The chief owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit said he “sincerely regrets these shortcomings of the past” and “requests an opportunity to offer personally to the Commission his assurance that they will not recur.”

Additionally, Mr. Richards requested “the advice and aid of the Commission as to any and all actions he should take to assure against even a complaint of bias in the future.”

He asked that the hearing scheduled by the Commission for March 16 be delayed and that he be allowed to appear personally before the Commission ex parte or a member or members of the charges were true. He felt this course would materially shorten the proceedings, possibly making the scheduled hearing unnecessary.

Mr. Richards’ statement and request were presented in an affidavit filed Thursday.

It said he “admits that he has in the past issued instructions to various employees of the stations which could have resulted in slanting of the news, but so far as [he] knows never did so.”

The charges were filed against him by the Radio News Club of Hollywood and led to an FCC staff probe calling for a hearing. The charges claimed he ordered KMPC staff members to slant news against members of the late President Roosevelt’s family and certain minority groups [Broadcasting, Nov. 15, 1948]. Evidence gathered by the Commission staff included documents attributed to him along with seven affidavits of former employees.

In his petition, Mr. Richards said that “with respect to all documents written or bearing notations by him... as far as he knows all said documents and notations are genuine.” Consequently he felt no other oral testimony would be necessary to present the evidence and that the scheduled hearing would not be necessary from that standpoint.

Admits to ‘Portions’

He said he admits the truth of “portions” of statements submitted by present and former officers and employees, “so far as he has knowledge of them.” He thought “the same will be the case” of other documents which FCC’s law department may hold to which he does not have access. As to portions whose truth he may not admit, he felt FCC would find them “irrelevant or of doubtful value.”

Mr. Richards cited his 11-year illness of coronary thrombosis. The resultant confinement, he said, made him “impotent and impulsive, so that, on many occasions, he expressed himself in an extreme or exaggerated manner.”

He told the Commission he had long been convinced that both Communism and Fascism presented a very real menace to our country.

Now, he said, he “realizes that some persons and groups have abused his fear of Communism to their own ends, misleading him to believe that many of the leaders of minority groups were Communists or fellow-travelers and that some leaders of liberal thought were merely fronting for Communism.”

He said he thought in the past that much of the news carried on his own and other stations was slanted “in favor of ideas or persons who were either unconsciously or consciously permitting Communism to engulf our country.” The result was that he had “felt it his public duty to counteract this trend,” he asserted.

Mr. Richards said the officials of his stations were “aware of the effect of his confinement and his tendency toward exaggeration” and that they knew he meant for them to carry out specific instructions only if they conformed to standards of good taste and impartiality.

He reiterated that a study conducted by E. Z. Dimitriou, executive editor of the Philadelphia Inquirer and the Chicago Sun, demonstrated that broadcasts on the stations are “handicapped and slanted toward impartiality.”

Pendency of the case, he said, “has already caused irreparable and substantial injury” and asked “that all three stations, their stockholders and employees due to the injurious, biased and unfair publicity which has been given to them.” He contended the injury “would become critical once a hearing is convened in Los Angeles.”

He said he thought his “admissions, explanations and sincere assurances will convince the Commission that no further hearing is necessary.” But if FCC should feel there should be one, after hearing his personal testimony, then he asked that it be held in Washington to the FCC’s convenience.

Mr. Richards told FCC he had no opportunity to “admit, answer or explain the charges against him,” except as provided through issuance of this statement, and asked for a statement. Since FCC chose to call a hearing rather than institute revocation proceedings, he said, “I am assured that the Commission is primarily interested” in whether he will assure “impartial and unbiased presentation of news” in the future.

He maintained that “all networks and their affiliates” have slanted news for the past 20 years, via newscasters and commentators, and that FCC therefore has “by tacit acceptance condoned partial, biased and even untruthful presentation of the news.”

Counsel for Mr. Richards as indicated on the petition were Burton K. Wheeler, former Senator from Montana; Louis G. Caldwell of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis; Horace Lohnes and Clair Stout of Dow, Lohnes & Alberson, also of Washington; R. Russell Egan, of Mr. Caldwell’s office, and Edward K. Wheeler, who is associated with the former Senator, his father, in the Washington firm of Wheeler & Wheeler.

Harold Frasher

FUNERAL was held Friday for Mr. Harold Frasher, 50, treasurer and director of KROY Sacramento, who died Feb. 23. Mr. Frasher was part owner of KROY Sacramento. Death was attributed to injuries resulting from an automobile accident Feb. 19. He is survived by his wife, Isabella, a son and four brothers.
FCC BUDGET

Subcommittee Testimony Slated for March 3

FCC representatives are scheduled tentatively to appear March 3 before the Independent Offices Subcommittee of the House Appropriations Committee to testify on President Truman’s recommendations for the Commission’s 1949-50 budget.

Chairman Wayne O. Coy will head the FCC delegation and be its principal witness. He will be assisted on details by the other Commissioners (except Paul A. Walker, who left last week for Puerto Rico to conduct a renewal hearing for WPAB-FM, Wheeling, W. Va.) (AFL), the radio branch of the United Hatters, Cap and Millinery Workers Union (AFL), has been produced for sponsorship by business organizations on local radio stations only. The programs were previewed by Secretary of Labor Maurice Tobin in formal ceremonies Feb. 1.

Titled Turning Points, the pack of considerable personnel in dramatizations of famous people and events. Series was written and produced by Emanuel Demby, formerly with the Bow Co. Program supervisor is Nathan Zatzkin. Other shows are in production. The disc is divided into three parts: Actual drama, one-minute testimonials by the stars, and voices of persons associated with the events dramatized. The testimonials, appearing midway through the disc, convey a message on behalf of union label goods. The records are open-end, leaving room for the local advertiser.

UNION SERIES

Offered for Local Use

A SERIES of 13 transcribed weekly radio programs paid for by the United Hatters, Cap and Millinery Workers Union (AFL), has been produced for sponsorship by business organizations on local radio stations only. The programs were previewed by Secretary of Labor Maurice Tobin in formal ceremonies Feb. 1.

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WHAS SALE

Crosley Broadcasting Corp. Only Bidder Left

CROSLEY Broadcasting Corp. was left the only bidder in the $1,925,000 sale of the WHAS Louisville properties last week as Fort Industry Co. dropped out of the contest.

Comedian Bob Hope, who also had announced his withdrawal a few days earlier [Broadcasting, Feb. 21], is still seeking opportunities. Fort Industry, asking FCC Monday to dismiss its application, attributed its decision to a desire to concentrate on television and improvement of AM properties, plus “national economic changes and trends.”

The Commission took no formal action immediately, but authorities thought it would stick to its plans to hold a hearing, even though there is no competition. One of the issues for the competitive proceeding was to determine the amount of signal overlap between WHAS and Crosley’s WLW Cincinnati, in light of FCC’s multiple-ownership rules.

This hearing had been slated to open today (Feb. 28), but with the first two days to be devoted to the WHAS request for additional time to complete its television station. Under this time-table, testimony on the transfer would begin Wednesday (March 2). FCC Examiner Louis J. Bostick has been named to preside.

Fort Industry’s petition, filed by Paul A. O’Bryan of the Washington law firm of Davis, Lock & Albertson, cited four main reasons for withdrawal: (1) desire to “proceed expeditiously” with completion of WJPK-TV Detroit, WSPD-TV Toledo, and WAGA-TV Atlanta; (2) desire to start work on video stations in Miami and Wheeling as soon as applications are granted; (3) desire to “permit drawing a total of $5,659,732 in salaries. Of this number 918 are Washington employees with a $3,670,981 payroll and 406 field workers with total of $1,988,801.

RECRUIT BUDGET

Briefing Session Is Set

A BRIEFING session on the military recruiting advertising account, for 1950 estimated at $3 million will be held in Washington March 7.

More than 40 agencies, billing more than $10 million or more in 1948 are eligible to bid for the account, which under government regulations is annually renegotiated. Currently the account totals more than $4 million. This is divided almost equally between radio, newspapers, and magazines, according to military authorities.

Gardner Advertising Co., St. Louis, holds the current account. For several years previous to 1948, it was held by N. W. Ayer & Son.

The amount of radio to be used in the new account will depend upon the actual amount of the budget and the recommendations of the agency appointed to handle the account, according to Col. Fay Co. Dice, chief of the publicity branch of Procurement Services Division.

Agencies wishing to compete for the new account have been asked to submit proposals with Maj. Gen. Thomas J. Hanley Jr., chief of the Military Personnel Procurement Services Division.

MERCER

Heads NBC Radio Recording

DONALD J. MERCER, manager of the Theasaurus and sales branch of NBC’s radio recording division, has been appointed director of the division, John H. MacDonald, administrative vice president, announced last week.

Mr. Mercer succeeds Robert W. Friedrich, who is resigning March 1, to join World Broadcasting System, New York, a Frederic Ziv Inc. affiliate, as sales manager.

Mr. Mercer joined NBC as a page in 1934. He was promoted three years later to the sales promotion department. In 1941 he undertook similar work for the radio recording division. He served as a captain in field artillery during the war.

Mr. Friedrich joined NBC as a sales representative for the radio recording division in 1937, was appointed manager of the division in 1946, and director last year.

Prior to his NBC association Mr. Friedrich was assistant manager of WMBH Joplin, Mo. He also was with the Joplin Globe and News Herald.
By WILLIAM R. MASON
Dept. of Advertising, School of Journalism, Iowa

INTENSIVE STUDY of manufacturer-retailer cooperative advertising indicates that it is the smaller station that gains the most from cooperative advertising. The station with low wattage, whose coverage area most closely approximates the retailer trading area of the city, will profit most from the increased recognition being afforded by manufacturers through cooperative advertising.

Many manufacturers who had previously relied on retail cooperation in newspapers for their local point-of-sale identifying copy are now realizing that time on the local radio station, providing its power is not too great, is worth attention as a medium for cooperative advertising.

These conclusions are from a survey now nearing completion at the State U. of Iowa.

There are several reasons why the local radio station is gaining increased recognition as a medium for cooperative advertising. The following are those most mentioned by manufacturers in response to inquiries. (These reasons, incidentally, might well constitute the key selling points in the time salesman's presentation.)

The first is the realization that there is little "lost" circulation as there well might be in a newspaper due to out-of-trading area subscription lists, delivery failures, etc.

Second, most manufacturers of nationally advertised products don't like to allot all their advertising allowance to one medium. They would rather see the money spent in different media. Local radio offers the diversification that they like at a rate that isn't prohibitive.

Third, and most important, the setup of radio advertising, the 13, 26, and 52-week package arrangement, is conducive to continuity in a retailer's advertising which most manufacturers feel is very important. This package arrangement also simplifies and facilitates ordering, control, and billing.

A particularly interesting finding was the coverage obtained from a survey of radio station commercial managers regarding their opinions of and policies toward manufacturer-retailer cooperative advertising. Before giving any figures, it should be stated that the survey didn't attempt to obtain the attitudes of the largest metropolitan stations with powerful signals, but rather, the smaller stations with only local coverages. It is felt that a representative cross-section of these smaller stations was achieved.

The smaller station commercial managers indicated that as much as 35% of the total time purchased on their stations was paid for through some sort of manufacturer-retailer arrangement. It was also noted that up to 35% of time purchased by local retailers was paid for in a similar manner.

As might be surmised, there was an inverse relationship between the amount of cooperative advertising on a station and the wattage of the station. This was due undoubtably to the average retailer's realization that the powerful clear channel station's signal carries to points well outside his trading territory and that time purchased on such a station cannot possibly yield a maximum return to him. An average for the sample of stations of time purchased through cooperative advertising arrangements would approximate 8% of total time sold. More important than the smaller station's standpoint is the fluctuation in evidence. On some small outlets dealer cooperative timebuying accounted for 25% of time sales, on others it was as low as 0.1%.

This fluctuation would seem to indicate:

(1) Some stations either are not aware of the increased advertising potential of almost every retailer in their listening areas.
(2) Many manufacturers' advertising allowances are either not being used at all or are being channeled into cooperative newspaper advertising. (This conclusion can be drawn because of Sections 2 (d) and (e) of the Robinson-Patman Act which permit competitive advertising only when it is offered without discrimination.)

Cooperative Advertising By Product Groups

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<thead>
<tr>
<th>ELECT. APPL.</th>
<th>AUTOMOBILES</th>
<th>21.4%</th>
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<tbody>
<tr>
<td>FURNITURE</td>
<td></td>
<td>15.6%</td>
</tr>
<tr>
<td>WOMEN'S APPAR.</td>
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<td>8.5%</td>
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<td>MEN'S APPAREL</td>
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<td>6.8%</td>
</tr>
<tr>
<td>COSMETICS</td>
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<td>5%</td>
</tr>
<tr>
<td>DRUGS</td>
<td></td>
<td>4.5%</td>
</tr>
<tr>
<td>FOOD</td>
<td></td>
<td>4.5%</td>
</tr>
<tr>
<td>HARDWARE</td>
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<td>1.9%</td>
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<tr>
<td>MISCELLANEOUS</td>
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</table>

(3) Some stations are not availing themselves of the opportunity afforded by cooperative advertising, and consequently, are not selling as much time as they might.

It is to the local station's advantage to ascertain which retailers in its listening area handle merchandise upon which manufacturers' advertising allowances are offered in order to determine if each individual merchant is aware of these allowances.

It is only in this manner that the local station will be able to exploit fully the opportunity afforded by cooperative advertising. Helpful in this respect is the recent pamphlet prepared by the NAB Broadcast Advertising Dept. entitled, Dealer-Cooperative Radio Advertising.

With regard to the second conclusion drawn above, the study revealed that it is only in rare instances that retailers utilize all the funds made available to them on a percentage or unit basis of their purchases from the cooperating manufacturers. The majority of cooperating copy in companies reporting claimed that usually between 10% and 20% of the fund allotted to cooperative advertising is not used.

With the approach of a buyer's market and the consequent increased desire of the manufacturer of national products to identify his local dealer, the time would seem to be ripe for an aggressive selling effort on the part of that medium which wishes to

(Continued on page 47)

CLARK...CHIEF ENGR.? Leads FCC Candidates

RALPH L. CLARK, director of the Programs Division in the Secretariat of the Research & Development Board, was reported last week to be in the forefront of candidates for appointment as chief engineer of the FCC.

Formerly with the Commission and later in consulting practice in Washington, Mr. Clark would take the secretarial post which John A. Willoughby, senior assistant chief engineer, has held on an acting basis since George E. Sterling moved up from chief engineer to Commissioner in January a year ago [Broadcasting, Jan. 5, 1948].

Mr. Clark's name has been under consideration by top-level officials within the Commission but has not been formally brought before the full Commission, it was understood. Authorities said the date when he would join the Commission, if appointed, would depend upon when he could secure a release from the Research & Development Board. Associates understood that he would like to take a month's leave before moving to the new post.

Mr. Clark, 40, has been associated with radio since his student days at Michigan State College, where he operated the school's WKAR East Lansing. He received his degree in electrical engineering and physics at the college in 1938.

In July of the same year he joined the Detroit district office of the Radio Division, Dept. of Commerce, which later was taken over by the Federal Radio Commission and its successor, FCC. He went to FCC headquarters in Washington as assistant to the chief of the field section in 1935.

The following spring he was transferred to the Engineering Dept.'s broadcast section.

He had an active part in the 1941 North American reallocations, and also the U. S. reallocations, under the North American Regional Broadcasting Agreement.

With Andrew D. Ring, then FCC assistant chief engineer in charge of broadcasting, he resigned in 1941 to form the consulting engineering firm of Ring & Clark. Shortly after Pearl Harbor he went into the Navy as a civilian engineer, was commissioned a lieutenant in June 1942, and became head of the Countermeasures Section, Electronic Group, Bureau of Aeronautics.

In that post he was associated with the development of countermeasures in the electronics field throughout the war, was active in Joint Chiefs of Staff work with respect to countermeasures, and worked closely with the Radio Research Lab at Boston. He also assisted in establishing the Airborne Instruments Lab as a separate organization under Navy sponsorship.

Mr. Clark left the Navy with rank of commander in July 1946 to accept new duties with the Joint Research & Development Board (later the Research & Development Board) upon its establishment by agreements between the Secretaries of War and Navy.
One of the beauty shops in Richmond is a regular advertiser over WLEE. They sponsor six 10-minute programs each week.

Recently they featured a particular permanent wave for a full week. Result: 85% of all the women who came into the shop that week specified the wave advertised on WLEE.

That's the kind of quick, immediate results that Richmond merchants get from WLEE. And that's the reason more and more of them are now using WLEE.

Smart national advertisers are following these local merchants because they know that WLEE is the station in Richmond that produces low-cost results. If you're not already on the list, call in your Forjoe man and get the whole WLEE story.
GOOD wishes to Paul Nielsen (r), WGN Chicago commentator who leaves for State Dept. post in Batavia, are extended by Leslie Nichols (l), his successor, and Robert Hurleigh, news director.

WMEN 14 executives of Radio Sales, headed by Herbert Carlborg (l), eastern sales mgr., and Carl Burkland (r), general sales mgr., attended two day indoctrination course at WEEI Boston Feb. 14-15, they were welcomed by Wilbur Edwards, assistant general manager. In addition to work at the station, the group took a trip around Boston and surrounding territory.

COMPLETION of fifth tower for WHAM New Britain is attended by (l to r) Max Kirshnit, director; Hillis Holt, chief engineer and secretary; Larry Edwardson, president and general manager, and Leo Gaffney, treasurer.

DISTINGUISHED service plaque from VFW is presented to G. A. Richards (r), chairman of the board of WJR Detroit, WGAR Cleveland and KMPC Hollywood, by Michigan VFW Commander Otho Beaudoin.

NEW YORK station officials attending farewell party for Arthur Hull Hayes (l), new CBS v.p. in charge of San Francisco office, included (l to r) Seymour Siegel, WNYC manager; John Hogan, WQXR president, and Elliott Sanger, WQXR general manager.

IRENE Wicker, the “Singing Lady,” discusses first Kellogg telecast Feb. 13 with (l to r) F. M. Thrower, ABC v.p. in charge of sales; J. J. Keenan, New York branch sales mgr. of Kellogg, and Orville Chase, Kellogg account representative at N. W. Ayer, agency.

EXCLUSIVE Washington contract for Richard Ullman Inc.'s commercial jingle library is drawn by (l to r) Marvin Kempner, Ullman v.p.; Herman Paris, WWDC Washington general sales manager, and Ben Strouse, WWDC general manager.

WIP Philadelphia listeners learn of the transit strike end from Mike Quill (second, l), TWU president, as Ed Wallis (l) and Jerry Mahoney (r) handled the WIP broadcast.

DALE Renault (l), Detroit chairman, American Cancer Society, presents “Service Award” to Edwin Wheeler, WWJ Detroit assistant general manager.

SCHEDULE of Chicago Cubs home baseball games to be sponsored by Goebel Brewing Co. on WENR-TV (ABC) Chicago is checked by (l to r) Roy McLaughlin, WENR-TV manager; E. J. Anderson, Goebel president, and James Riddell, WXYZ Detroit manager.
It's impossible

\* You can't cover California's Bonanza Beeline without on-the-spot radio

Radio stations, like washing machines, have their limitations. Especially if you count on outside stations to cover *inland* California and western Nevada. Because this Beeline market—well removed from the coast—is an independent market. And Beeliners naturally find their favorite listening on their own local stations.

So to stake *your* claim in the Bonanza Beeline—where gross buying power is 3 1/2 Billion ... and total annual retail sales top San Francisco's and Portland's combined†—you need the five BEELINE stations.

Together, these on-the-spot stations blanket the Beeline. Individually, each is a strong local favorite. Take KMJ Fresno, for instance. It recently Hoopered two times higher than the next closest station for the Sunday through Saturday 6 PM - 10 PM period. Ask Raymer for more on the BEELINE.

† Sales Management's 1948 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

KFBK
Sacramento (ABC)
50,000 watts 1590 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
THE LATEST WCKY STORY

BABY CHICKS BY THE THOUSANDS—

WCKY'S JAMBOREE SELLS THEM!

Black's Hatcheries of Columbia, South Carolina, using 15 minutes each night in the WCKY Jamboree, has received 3,500 orders a week, each letter containing an order for 100 or more baby chicks.

Read what Mr. Kneecoe of Black Hatcheries says:

"I am overwhelmed. In all my experience in the baby chick business—in all my dealings with radio stations of every wattage where we have time from one minute spots to 45 minute programs, I've never had the experience of receiving 1,000 orders in one day. I feel like the hen that has just laid her first egg. You certainly have some radio station and your announcers are to be congratulated."

THE JAMBOREE COVERS A RURAL MARKET OF OVER 3,500,000 RADIO HOMES IN TEN SOUTHERN STATES

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

The WCKY Jamboree is an ideal vehicle to reach the rural and small town Southern audience.

LOOK AT SOME OF THE OTHER SALES RESULTS ON THE JAMBOREE

MOUNTAIN VIEW NURSERIES of McMinnville, Tenn., selling a home orchard for $4.95, received 4,745 orders in January.

WESTERN STATIONERY CO. of Topeka, Kans., selling a sewing machine attachment for $1.00, received 4,859 orders in 3 weeks in January.

SOUTHERN FARMER MAGAZINE, received 16,462 subscriptions for $1.00 in January.

DO YOU have a rural or farm account?

Call collect
Tom Welstead
Eldorado 5-1127
New York City or
C. H. "Top" Topmiller
Cherry 6565 in Cincinnati

FIFTY THOUSAND WATTS OF SELLING POWER
**Editorial**

**To Cuss Is Truman**

PRESIDENT TRUMAN last week exercised his right of free speech, and with such pungency that his words may echo from the pulpit of the nation for months on end.

If his remarks before the Reserve Officers Association had been broadcast, every station which carried them (usually all four networks plus many independents hook up in tandem) could have been cited by the FCC for violation of the law, which prohibits "obscene, indecent, or profane" utterances over the air. In the extreme, the FCC could invoke revocation proceedings.

Such action, of course, would be ridiculous. But the incident gives rise to interesting speculation. Suppose a station owner, in his private communications to his staff, used profanity—profanity that was never broadcast. Is he entitled, under our free speech precepts, to harbor such views? Or should his right to be a licensee be subject to question?

There is a case pending which raises this as one of the issues. There have been others.

There's another interesting question with a radio regulatory twist postulated by the President's off-the-cuff utterance about a radio commentator who, according to the Chief Executive, was descended from the dog world. The butt of his criticism was Drew Pearson, who contends he exercised his right of free speech in denouncing the President's military aide, Maj. Gen. Van Fleet, because he accepted a decoration from Dictator Peron of Argentina.

Mr. Pearson is a principal applicant for the facilities of WBAL Baltimore in another hoary case pending before the FCC. In view of the President's utterances, and the fact of his designation by the President (and remember HST was the overwhelming choice of the people last November),"what will be the FCC's ultimate ruling in the Baltimore proceeding?" Just asking, that's all.

They Spoke for America

LAST WEEK four youthful voices spoke out for democracy. The lads who won the National Radio Week "Voice of Democracy" contests received their awards in a fitting setting in official Washington, and from the hands of Attorney General Clark, who has a passion for American youth.

Last year there were 25,000 contestants. Four young ladies of high school age won the awards. This year there were 250,000 entrants. Thus, in two short years the event has become a great national competition, destined to continue as long as we have democracy—and that, God willing, is forever.

Nothing more inspiring or wholesome for the cause of democracy could occur in these troubled days of iron curtains, atom bombs, and the showing of teeth across international boundaries.

Radio extends its good wishes to the four young men who spoke so avidly for our American institutions. In the words of Atty. Gen. Clark, they are typical of our American youth. Their understanding of our proudest heritage left all who heard their voices with the feeling that democratic America will be in good hands in our next generation.

Old McD. Has a Chisel

FROM the beginning of radio, one of its most rugged individualists has been E. F. McDonald, president and founder of Zenith Radio Corp. He was the first president of the NAB and was instrumental in its formation in 1922. He owned one of Chicago's early AM stations, but dropped it. Since then, he has been embroiled in numerous controversies, both manufacturing and broadcasting.

Somewhere in Commdr. McDonald's antecedents must be the P. T. Barnum strain. He's a wily one at publicity. He doesn't seem to care how Zenith is mentioned just so it is. His chief lieutenants are artful in exploitation. Tod Leitzel, his publicity chief, has few peers.

In writing these lines we feel we're playing into Zenith's hands. Circumstances warrant the risk.

Commdr. McDonald, who, like all other radio manufacturers, thrives upon that which broadcasters transmit, is selling commercial radio short. He operates WEFM, an FM station in Chicago. He sells no advertising. But he advertises Zenith all day long. He boasts, in full-page ads in the Chicago newspapers, that WEFM has 40 seconds of silence between selections "instead of commercials." WEFM, in effect, is becoming a "free" station.

While Commdr. McDonald uses newspaper and magazine space too—paid space. It has been some years since he has paid for a national radio campaign. But Commdr. McDonald gives WEFM's ads on Zenith's radio contests conducted by other national sponsors. He practically invented the free ride, giveaway precursor.

In answer to the criticism of Frank V. Webb, general manager of KFH Wichita, who characterized the WEFM advertising as "a direct attack on all broadcasters everywhere," Commdr. McDonald argues that there is "only one WEFM" and that its advertising is "confinced to Zenith radio, according to the chief executive (page 18).

That's rather anemic for the thumping Commdr. McDonald. If he's against commercial radio in Chicago, he must feel the same way about it in Kokomo or Walla Walla. Certainly his proposal for "Phonevision," his version of a quarter-in-the-slot TV, sans advertising sponsorship, isn't confined to Chicago. He plans tests in Lincoln, Neb.

Rather than mooch exploitation via publicity gimmicks and giveaways, we suggest Zenith would be well advised to build up its air audience and the record card. RCA, Philco, GE, Westinghouse, Emerson, Motorola and Admiral, to name a few, currently are finding that radio advertising pays off doubly—in direct sales and in creating the programs that keep them sold.

Out-Avcoing Avco

IN PROPOSING to drop the inequitable auction sale aspects of its Avco enterprise, the FCC appears to have become entangled in its own bureaucratic red tape. Instead of reducing the FCC work-load, the suggested requirements, at first blush, would probably mean a tremendous upsurge in adversary proceedings, crack-pot complaints and Congressional oratory, because all new station grants, all renewals and all license modifications would have to be advertised on a variation of the "speak now, or forever hold you peace" vow. There are good features too, such as the cut-off date on filing of competitive applications, which should eliminate dilatory tactics. In the aggregate, however, the proposed rules would make every day a field day for the radio lawyer who would become as important to the station as its transmitter. And the public, slack, would be called upon to kick in more dough to sustain the FCC.

Our Respects To —

RAYMOND HENRY NORWEB

RAYMOND HENRY NORWEB is America's "Ambassador of Radio" in more than just the diplomatic sense of the title. He is the personification of an NAB press agent's wildest dreams—since it is his conviction that "a radio in every room" is totally inadequate.

At the age of 15 he was combing a crystal with a cat whisker to pick up the spark signals from the Great Lakes ore boats. A few years later, during the first World War, he was copying time signals from the Eiffel Tower. During that time he little realized that he was developing a hobby which was to become inextricably woven into his diplomatic career.

For it was Mr. Norweb who laid the ground work for the plenary sessions of the World High Frequency Broadcasting Conference in Mexico City, and until a back ailment interrupted his work, he was chairman of the U. S. delegation.

His enthusiasm for radio reached one of its highest peaks when he became this nation's Ambassador to Cuba in 1945. Ambassador Norweb's chief avocation was apparent to Embassy visitors.

The decorative Embassy residence was filled with radios and the roof tops festooned with antennas. Each room of the huge building had at least one set, his bedroom contained three, and some rooms had even more.

While conducting friends on tours of the building, Ambassador Norweb neglected to point out the lavish appointments and furnishings, so that he might devote more time to displaying his sets and comment on the latest electronic advancements.

Ambassador Norweb was born May 31, 1894, to Henry and Jeanne (Palmer) Norweb in Nottingham, England, near Sherwood Forest, the home of the legendary Robin Hood.

The family moved to this country when the young Norweb was but a few months old. They went first to Philadelphia and later moved to Lake Bluff, Ill., now the Great Lakes Naval Training Station. The next move was to Waukegan, Ill.

The family moved eastward and their son attended grade and high schools in that section of the country.

Mr. Norweb, after some preparatory work at Oberlin College, entered Harvard U., and majored in international law, a subject which was later to play a dominant role in his diplomatic career.

Even before his graduation from Harvard, cum laude, with an AB degree, in 1916, Mr. (Continued on page 51)
WE MIGHT HAVE SAID "PEDIGREED" AUDIENCES instead of "Audited" Audiences. Basically, they mean the same—knowledge of who listeners are. That's exactly what WOV knows about each of 5 Audited Audiences...where listeners live and shop; what they earn, spend and buy; what they like and dislike—vital data on specific listening groups...the result of penetrating, accurate and continuing listener surveys. Audited Audiences, WOV's new and more intelligent approach to the sale of radio time are available to you upon request. Ask us for the facts that will help you to TAKE THE GUESS OUT OF BUYING.

WOV's Pantry Survey...new—accurate—informative, showing the sales acceptance of 365 items in 37 different classifications is now available to any advertiser or agency upon request.

☆ WAKE UP NEW YORK with Max Cole
☆ 1280 CLUB with Fred Robbins
☆ BAND PARADE with Bill Williams
☆ PRAIRIE STARS with Rosalie Allen
☆ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.
The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed pay dirt for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials... all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this... plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.
Additional Speakers Named

ADDITIONAL speakers and program details for the U. of Oklahoma's annual Radio Conference on Station Problems (BROADCASTING, Feb. 7) are as follows: Conference is to be held at Oklahoma City and Norman March 8-9.

Jerome Sill, WMLO Milwaukee, author of The Radio Station, will address the dinner session Thursday evening in Memorial Union Bldg. on the university campus at Norman on "New Problems for Management."

The news clinic headed by Sid Pietzsch, WFAA Dallas, will follow the dinner. Speakers will include: Neal Smith, KMBC Kansas City, "News, a Station Asset;" Bruce Palmer, WKY Oklahoma City, "News and the State," and Michael Griffin, WTAG Green Bay, Wis., "Tales from the Newsroom."

Friday sessions devoted to station survival problems will be divided into two sections, one dealing with general problems and the other with the business approach to survival. One of the highlights will be an address by Maurice Mitchell, NAB director of broadcast advertising, on "Economic Aspects of Radio Advertising."

Other Speakers


Delegates will return to Oklahoma City Friday evening for dinner at the Biltmore Hotel. Program will be sponsored by WKY, and a feature will be the announcement of continuity awards in six classifications by Tom Conroy of Tom Conroy Co., San Antonio. Entries are accepted from any station or agency employee. Classifications include: spot commercials for retail stores, spot commercials for local services, program tie-in copy for newscasts, program tie-in copy for music shows, disc m. c. commercial copy, and miscellaneous.

Saturday sessions on television and a Saturday luncheon sponsored by the Assn. for Education by Radio will be held at the Biltmore. Television speakers, besides those previously announced: J. Soulard Johnson, CBS Radio Sales, Chicago, "Sales in Television;" Beulah Zachary, WBKB (TV) Chicago, "Some TV Production Problems;" Kerf Tips (tentative), Frank-Wilkinson-Schietz & Tips, Houston.

NIELSEN RADI0 INDEX Top Programs

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

JAN. 16-22

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AD SESSION

Ohio State Meet Planned

The FIFTH Advertising and Sales Promotion Conference and the Second Television Seminar operated by Ohio State U. will be held March 17-18 at Columbus. "Advertising in a Buyer's Market" is to be the theme of the seminar, according to Dr. Kenneth Damore, general chairman and Norman.

The conference is to open Thursday (March 17) with a discussion of national advertising in a buyer's market. A luncheon session will deal with responsibilities of management and an early afternoon session is to deal with local advertising in a buyer's market.

The television seminar is to be held later Thursday afternoon. Participants in this seminar have been secured from networks, stations and Ohio advertisers.

Friday morning session will be in the nature of a clinic—being devoted to a review and discussion of the subjects covered Thursday. Session closes with a joint luncheon meeting Friday with the Columbus Advertising Club.

Co-sponsoring the two-day meeting are the Ohio Assn. of Broadcasters, Ohio Newspaper Assn., and all leading advertising clubs of Ohio.

WNOR MANAGER

Earl Harper Is Appointed

EARL HARPER, veteran of more than 20 years in radio circles, has been appointed manager of WNOR Norfolk, Va., which begins operations about April 1, according to Louis H. Peterson, vice president and managing director of WNOR Norfolk, Va., fulltime independent, with an hour on 1230 k w. Permittee is Norfolk Broadcasting Corp.

Mr. Harper started in radio as a sports announcer at WDSU New Orleans in 1926. In 1929 he moved to Cleveland, continuing his sports work and serving as program and publicity director of WJAY WHK WGAR. Moving to New York in 1932, he handled Newark baseball broadcasts for 11 years and was heard on CBS and regional networks, and various New York stations.

In 1944 Mr. Harper returned to Cleveland as sports and special events director of WJW. He was appointed commercial manager of WFHB in 1947, re-signing last year to open the Walker Co.'s Atlanta branch.

Available for Sales-Minded Sensors

TV.... THE NAME YOU WILL REMEMBER


AM.... THE WILLIAM LANG SHOW

With a terrific Network Record.

PEOPLE, PLACES AND THINGS

For Kids 6 to 16. Both 15 minutes. Five-a-week, Featuring Lang's Narrations.

CLAUDE BARRERE

70 E. 47th St., New York 17
Hands Off!

(Continued from page 85)

power to influence public opinion is best distributed rather than concentrated in a few hands."

Another said: "The present pattern of radio broadcasting...has grown up with 50 kw maximum power; increases of a substantial nature for clear channel stations could completely disrupt this pattern."

Only last month Sen. Edwin C. Johnson (D-Colo.) said that this clear channel issue "must be determined by the lawmaking body" [Broadcasting, Jan. 31]. In general, broadcasters agree with this sentiment. However, it can be seen that half of those polled disagree with the report by Sens. Charles N. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.) which urged the breakdown of clear channels. Sen. Johnson endorsed this report.

Opinions on FCC

Several broadcasters expressed the general hope that a new radio law would be more explicit in defining the exact functions of the FCC. As indicated by the response to the questionnaire, there was sentiment that the FCC should be limited to a "technical allocation" function, and that other matters should be left to the discretion of the individual broadcaster.

"Self regulation has made tremendous strides in ever phase of the broadcasting industry in the past few years," a New York broadcaster said. "Much credit goes to Justin Miller and his NAB for these obvious improvements. What has been achieved along these lines obviously is not appreciated in some political circles. Radio has come of age..."

Other broadcasters made comments which indicated that "none of the whole FCC was not doing a bad job," but each qualified his approval with a request for a more tightly written act with no loopholes of interpretation.

FCC's Place in Government

In view of the Hoover Commission's reorganization plans for the executive branch of the government, broadcasters were asked whether or not FCC's position should be altered in any such shake-up. Eighty-four per cent felt that FCC should be continued as an independent agency; 8% felt that it should be placed in a department with cabinet status, such as the Dept. of Commerce, and another 8% felt that it should be combined with other business regulatory agencies such as the Federal Trade Commission or Interstate Commerce Commission. (Table IV)

On the operating policy of FCC, there was strong feeling for the separation of the work into panels, 72% approving the idea of having a broadcast division, a common carrier panel and a panel for special and safety services. About half felt that the chairmanship of the FCC should be rotated among the members of the commission. (Table I)

Greater speed in handling down decisions was urged upon the Commission. About three-fourths of the managers felt that there should be a specified limit in time from the day an action is filed, within which a decision must be returned.

In the financial area, station managers were 89% opposed to the fixing of a price at which stations were to be sold. It was the question which received the most unanimous "no" of all the possible regulatory suggestions contained in the survey. In the same connection, managers were split on the matter of reporting financial condition to the FCC. Nearly half (46%) were opposed, and 44% felt that such information should be reported.

There is a change in sentiment on this point from 1947's ballot—at that time a clear 61% majority were opposed to the idea.

The 89% response to a mail ballot used in this survey indicates the high level of broadcaster interest in these legislative matters. And the low percentage of "don't know" or "no answer" responses to questions indicates that broadcasters as a whole are well informed on legislative matters, and have thought through the issues involved.

The sample used represents an accurate cross section of stations by geographic location; class of station; city-size; and by network affiliation.

WIMA Set Aside

LICENSE of WIMA Lima, Ohio, was set aside by the FCC last week without prejudice to the station's continuing operations on program and test basis. The Commission set aside the license, granted Jan. 31 for 1 kw on 1150 kc, in view of petition for reconsideration filed Feb. 9 by Sky Way Broadcasting Corp., losing competitor for the frequency at Columbus, Ohio [Broadcasting, Oct. 27, 1948].

ABC Names Moore

BRYAN S. (DINTY) Moore has been named to handle legal affairs for ABC Western Division for Lillick, Geary & McHose, Los Angeles, according to Frank Samuels, manager of ABC West Coast operations. He replaces Donn Tatum, resigned to become general counsel and assistant secretary of Don Lee Network [Broadcasting, Feb. 7].
Avco Confusion

(Continued from page 54)

with themselves.

Applications for applications would generally have to meet the same tests set for new applications. If an application were denied and then amended so as to change frequency, power, hours of operation, antenna pattern or station location involved, or to change control of the applicant, then the application would be given a new file number, taken out of the hearing pool if it had been set for hearing and would have to be resubmitted.

Exceptions: Amendments to applications for one FM or TV channel instead of another, provided the new channel is available in the allocation tables.

Renewal Applications

Renewal applications would be filed four months ahead of expiration of the license, instead of the present two months.

Applications for the facilities of an existing or authorized station in another market, mutually exclusive with those of an existing or authorized outlet, could be filed only during the 90-day period. Following first advertisement of the existing station's renewal application, with this exception:

If an existing station applied for change in power, frequency, operating hours, antenna pattern, or location, then a mutually exclusive applicant might enter the case within the 90-day period, provided his application was mutually exclusive with both present and proposed operations of the existing station.

Thereupon the licensees of the existing station would be required to make a choice: Either submit a renewal application within 60 days for comparative hearing with the mutually exclusive request, or dismiss his application for changes. If he chose dismissal, he could refile during the four months preceding expiration of his current license.

In the case of applications set for hearing, it would no longer be possible for an applicant to secure dismissal "without prejudice" during the 30 days preceding the scheduled hearing date. Until then, applicants could withdraw their applications by notifying the Commission and the other parties to the hearing (at present, formal petition to dismiss is required in hearing cases).

After the 30th day before the scheduled hearing date, under the proposed rule, all dismissals—for whatever reason—would carry a proviso forbidding re-filing within 12 months.

A 90-day period would be counted from the first hearing date set by the Commission, in cases where hearings are set and later postponed.

No petition to amend would be accepted after issuance of a proposed decision in the case, except "an amendment involving removal of a named person in case of death; if such person holds a minority interest in the applicant."

Protection for Applicant

The proposed rules would protect an original applicant for a renewal case from a deluge of mutually exclusive requests.

To illustrate, FCC took the case of Applications A, B, and C. Application A was filed first. Application B, mutually exclusive, was filed during the prescribed 90-day period. Application C could then be filed during the 90 days after the expiration of the application was mutually exclusive with B but not with A. Thus FCC might be able to grant both A and C, but not both B and C.

The new TV and Class B FM applications, FCC said, would be considered mutually exclusive if they requested the same channel or if the number of applications for that station was greater than the number of channels available. The Commission has followed a similar policy in the past.

There were more than one applicant was seeking a given FM or TV channel but where other channels were available the Commission could, under the proposed regulations, make mutually exclusive by assigning an applicant to a channel different from the one he requested.

Applications inconsistent with FCC's rules would be dismissed, subject to the right of the applicant to request, within 20 days, a hearing or oral argument on the question of inconsistency.

Time Limit

Petitions for rules changes which would adversely affect a pending application would have to be filed within the 90-day period following the first advertisement of the application involved.

If the Commission had held a rule-making proceeding and amended or refused to amend a rule, no further request to change that rule could be made within a year. One exception was the amendment of 1941 where "a showing is made that due to changed conditions since the Commission last acted, a waiver of the one-year provision should be granted."

The section on rules changes, however, would not alter FCC's present policy of requiring rule-making proceedings whenever changes in the TV or FM allocations tables are requested. Each area designated in the tables would be regarded as a separate case, "so that the [one-year] provision is applicable only if the Commission's action related to an assignment for the entire area." Thus, FCC explained:

If the Commission denies a petition for rule-making proceeding requesting that a television station channel X be removed from City A to City B. The petitioner for the making of a channel from City B to City A would be eligible for a hearing for one year, even though the request involved rezoning Channel Z to City B. However, a petitioner making a request for rezoning Channel X to City C to City E, to be eligible for a hearing for one year, to remove a channel from City C to City A. Until an applicant submitted proof of advertising his application would not become available for processing. Proof would have to be submitted within one week after the last publication.

General The advertisement would be carried in the community where the station is located or proposed. But, where the application proposed to move a station from one location to another, the advertisement in both communities would be required.

Following is the text of the Commission's proposal with respect to the application which might be included in the advertisement:

1. The name of the applicant or application; whether the applicant is a partnership, the names of the partners; if a corporation, the names of the stockholders (or subscribers); if a partnership or a corporation, the names of the directors or, if the corporation has more than five stockholders, the number of stockholders (or stock subscribers) and if the corporation has more than five stockholders or deficient or in any case, if the applicant is a corporation, the names of the directors or any partner or the secretary of the corporation.

2. A description of the authorization in the application showing the number of channels (FM or television), type of authorization (e.g., for new facilities, expansion of facilities, renewal of license or transfer of license), the number of channels or facilities involved, the number of hours of operation, and the specific location or location of the station or stations. The number of channels or facilities or the number of hours of operation, the number of channels or facilities involved, and the specific location or locations of the station or stations will be indicated in the advertisement.

3. A statement that copies of the application will be available at the Commission's office in Washington, D.C. The address or office will be indicated by the applicant within the commission or any other office where the station is to be located.

4. An indication to any person having no any information concerning the application for the applicant or the operation of the station may communicate with the Commission.

'DEMOCRACIA'SOLD

Was Center of Clark Incident

SALE of the Argentine morning newspaper, "Democracia," by Senora de Peron to a group of affluent associates of the Peron government, was reported in an Associated Press dispatch Feb. 18. The wife of Argentine President Juan D. Peron disposed of the newspaper last November, although the development came to light only this month.

Democracia, which almost without exception has a presidential party line and serves as its mouthpiece, will be remembered as the publication which last July embroiled its front page correspondent, Herbert Clark's dispatch on the Inter-American Broadcasting Asan, assembly, as well as his personal letter to Broadcasting's publisher.

The documents had been intercepted through a "providential circumstance" as proof that "North American capitalist monopolies" were intervening in Argentine affairs [Broadcasting, July 26, 1948]. The U. S. State Dept. subsequently wrote to the Broadcasting-Argentine incident.

New executive ownership of the newspaper said there has been no change in editorial and operating policies. Its new president is Alberto A. Dodero, a close associate of the Perons and wealthy shopping magnate. Maj. Vicente C. Aloe, administrative secretary to President Peron, is vice president.

Broadcasting  Telecasting
WMP$ MOVES
Radio City Is New Home

MOVE by WMP$ Memphis to new studio and office space in Radio Center is slated to take place today (Feb. 28). The new location features seven studios, including a theatre studio, and is reported to have cost a quarter of a million dollars.

In making the announcement, Harold R. Kreelstein, vice president and general manager, termed the new facilities as among the most modern in the South. He said that another floor in the building would be designed to house the FM and television facilities of WMP$.

Although the new location is not finished as yet, the station reports that the move was necessitated at this time due to expiration of its lease in Columbian Towers. The formal opening is expected at the end of May or in early June.

WOODS APPEAL
Climaxes Heart Drive
ABC President Mark Woods, chairman of the public relations committee of the American Heart Assn., last Saturday climaxd the National Heart Campaign with an appeal for generous contributions to the $5 million fund to combat heart disease.

Closing a special all-star ABC broadcast, "Have a Heart, Mr. Woods said "there is hope for a healthier future if we all get behind this campaign and help our doctors and scientists."

NIGHT SSA PLEA
Filed by Two Daytimers

TW0 MORE daytime stations filed petitions with FCC last week seeking special service authorizations for nighttime operation on 730 kc. They were WLIN Merrill, Wis., and WTKI Durham N. C., both assigned 1 kw daytime on that frequency.

Earlier such request was filed by WPJK Alexandria, Va., seeking SSA for 250 w nighttime on 730 kc. WPJK presently is assigned 1 kw.

LOW-POWER FM
Asked for Church Groups

AUTHORITY for recognized religious groups to operate low-powered non-commercial FM stations on the same basis now provided for educational institutions was requested last week by the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas.

They asked FCC to amend its rules to permit such operation in the 88-92 mc educational FM band or elsewhere in the FM spectrum, declaring that 10-w stations operated by churches could be invalidating cultural and religious life [Closed Circuit, Feb. 14].

The Baptist General Convention of Texas, according to the petition, has been informed by some 180 associated churches that they are "definitely interested" in setting up low-power FM broadcasting units. These can be established at relatively low costs and would reach substantially all of the area represented by the respective church's memberships, FCC was told.

The petition, filed by Leonard H. Marks and Bernard Koteen of the Washington law firm of Cohn & Marks, contended that "there is now no effective demand for use of the FM spectrum set aside for non-commercial educational operation which would in any way justify reserving that band rather than permitting its use for the purpose, at least equally important as education, of religious broadcasting."

About 82 educational stations are operating or authorized in the 88-92 mc band.

SPAC
(Continued from page 28)

raids began capturing some of NBC's biggest stars.

He is not expected to minimize the mention of the recent shift of International Harvester's Harvest of Stars to NBC from CBS or of the firm hope of NBC that it will entice U. S. Steel's Theatre Guild of the Air from ABC.

Mr. Denny reportedly will point out that NBC's program department, which has been busier than it has been for years, has examined hundreds of programs and has come up with a list of 50 or so of "possibly acceptable" programs.

Whether Mr. Denny will have at hand the identities of the programs with which NBC will fill its Sunday evening schedule was not known.

So far no replacements have been announced for International Silver's Ozzie & Harriet, which dropped 6:30-7 p.m. on NBC, which moves to CBS next fall; for Ford Motor Co's Fred Allen, at 8-8:30 p.m., when Mr. Allen quits radio temporarily, at the end of his present season; or for Sterling Drug's Manhattan Merry-Go-Round, now heard 8-9:30 p.m., which is being dropped.

Three Hours to Fill
Since Philip Morris Co. is thought likely to move its Horace Heidt Show, now heard 7:7:30 p.m. opposite Jack Benny, in the near future, NBC will have a 180-9:30 p.m. time (except for the Phil Harris-Alice Faye program sponsored by Rexall) to fill.

Mr. Denny is expected to say that if negotiations with U. S. Steel reach fruition, the Theatre Guild will move into the 8:30-9 p.m. Sunday time, in which a sustainer is now heard. Or, that failing, the network may place Henry Morgan, with whom it recently signed a radio-television contract, in that period.

Mr. Denny will also remind affiliates that NBC has another comedy property it believes promising in the team of Dean Martin and Jerry Lewis. At least one sponsor is said to be seriously considering the team, and the principal difficulty delaying the Martin-Lewis debut is finding a suitable time for them.

Messrs. Trammell and Denny will address the Monday morning session of the affiliates. After lunch, a closed meeting of the stations will be held with network executives excluded. The Tuesday schedule will be devoted to television.

Top television executives of the network will discuss the network's video plans in the Tuesday morning session. A luncheon at which Wayne Coy, FCC chairman, will be chief speaker, will follow. The afternoon session again will be a stations meeting followed by a meeting to which NBC executives are hidden in case stations have questions to ask.

For Sales

-Over a million people in 79 counties of Georgia, South Carolina and Florida.

-3½ times more people than any other station in this market.

-A $557,206,000 retail sales area.

FOR SALES

It's G89 in Savannah

WSAV
Represented by Hollingsby

BROADCASTING * Telecasting

February 28, 1949 * Page 45
Storm Service
(Continued from page 28)
land, Kan., was virtually the only contact that area had with the outside world during the height of the blizzard. When the storm became critical, KRGB contacted the FCC in Washington, via a local ham operator, and gained permission to continue broadcasting after the customary 4:30 p.m. sign-off.

The station carried transcribed and recorded music until 11 p.m., interspersed with frequent storm warnings and distress messages. After that time, a standby engineer was on duty at the transmitter throughout the night to take additional messages. KRGB's entire staff worked long hours over-time taking down messages from stranded travelers and air- ing distress pleas.

Staff members at KOTA Rapid City, S. D., went on a 24-hour working schedule during the first three-day blizzard that swept that section of the state. Announcers Harpo Horton, Harley Hanson, Ralph Gilquist and Dick Andrews kept up a constant broadcast of distress calls as they were phoned to the station.

When airplanes were finally able to take off on the third day, Harry S. Petersen, director of special events and sports, boarded one of the planes as a spotter and did much toward relief of stranded ranchers and farmers.

Ground distress signs for airplanes were broadcast at 15-minute intervals by KOTA, aiding greatly in the rescue effort.

Indiana listeners were given a first-hand account of conditions in the blizzard area by Gordon Graham, news chief, WIBC Indianapolis, who flew with an emergency team of the 10th Air Force on its "Operation Haylift." On his five-day flight, Mr. Graham covered 5,600 miles over Nebraska, South Dakota, Wyoming and Colorado.

Sunny California also was given direct coverage of the disaster which had struck neighboring states. Sam Braly, newscaster at KSUE Susaaville, Calif., went out on an "Operation Haylift" flight the second day of the event to describe the dropping of hay to livestock in eastern Nevada. Gerry Oliver, commercial manager, also covered part of the operation, flying from Susaaville to Fallon, Nev., where he recorded an interview with the commanding officer of the operation.

After the recorded interviews were aired on KSUE, they were mailed to KWZ Ashland, Ore.; KOOS Coos Bay, Ore., and KEVR Everett, Wash.

Don Peach, farm director at KOA Denver, cooperated with the Colorado flying farmers to tell farm families what to do in emergencies. Advice from college and stock specialists in care of stock in the storm area was aired, as well as other information. Bill Day, newscast chief, reported eyewitness accounts during the worst part of the blizzard.

A series of seven special broadcasts was aired by Mal Hansen, farm director at WOW Omaha, on his Farm Service Reporter. These included two from a haylift plane and one each from an Army operations office, a plane which dropped medical supplies and food, Red Cross offices in Norfolk which serviced 22 northwestern counties, a field near West Point where the staff doctor, the Norfolk hospital with messages to snow patients and a ski-plane which had been on 150 rescue missions.

Floods in New England
While the West and Midwest dug out from under a snow blanket, New England was struck by floods. North Adams, Mass., one of the hardest hit spots, received almost constant service from WMNB and its FM affiliate, WMFM. All regular programs on the stations were cancelled during the emergency, giving way to details of the flood and a constant stream of official disaster relief announcements and emergency appeals. Staff members worked under terrific handicaps, wading through hip-deep water to open the station 2 1/2 hours before regular sign-on time.

During most of the time, a foot of water covered the floors of the offices and studios. In the control room the water level was kept as low as possible by a bucket brigade of staff members, until electric pumps were obtained by air appeal. When the water in the control room flooded the audio circuits the station was forced off the air until a remote amplifier could be installed. Water remained on the air constantly, however.

WCNX Middletown, Conn., on the air less than a month, had the first report of its flood problem during the New England floods. The station was built with the idea of providing reliable service under flood conditions, according to Kenneth A. Bishop, chief engineer.

When the site for the transmitter was selected it was found that the maximum flood level recorded in that location was about 32 feet. As the ground elevation at the base of WCNX's tower is only five feet, the station was faced with a construction problem.

It was solved by installing a shunt fed antenna and mounting the antenna tuning equipment on a platform built on four telephone poles 35 feet above the ground. To locate the transmitter house above the maximum expected flood level it had to be built 600 feet from the tower. Tower lighting cables and coaxial feed line are suspended from a pole line which the engineers constructed.

Air Tolerance
White Lawd Broadcasters

BROADCASTING has done more to depict the Negro as a human being and an integral part of American life than motion pictures or the stage, according to Walter White, executive secretary of the National Association for the Advancement of Colored People.

Speaking at last Thursday's Radio Executive Club luncheon meeting at New York's Roosevelt Hotel, Mr. White said, "Steps in the right direction have already been taken by the industry, in the hiring of Negroes as actors, singers. It can be done, he pointed out, in the hiring of commentators, news analysts, engineers and technicians in the field."

Radio should set the pattern in the practice of non-discrimination, rather than follow such patterns, Mr. White said. Steps in the right direction have already been taken by the industry, he mentioned. In the hiring of Negroes as actors, singers. It can be done, he pointed out, in the hiring of commentators, news analysts, engineers and technicians in the field."

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The Newark stations boast three Negro staff members, including a night engineer, an assistant television cameraman, and Bill Cook, staff announcer, who disc jockeys two hours daily, and who do hourly reports. The program was heard between 1:30 and 2 a.m. four times for periods of fifteen minutes each day, according to Bill Greene, WAAT program manager.

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Fast Time Bill

A BILL to authorize establishment of daylight saving time in the Washington, D. C. area, passed Feb. 10 by the Senate was referred Feb. 14 to the House Committee on the District of Columbia. The measure (S.1385) was referred by Sen. J. Howard McGrath (D-R. I.), would authorize the District's Commissioners to establish the fast time annually.

In Altoona, Pa., It's
ROY F. THOMPSON

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEKER ASSOCIATES

Canadian Independents

ACTION to be taken by Canadian independently-owned broadcasting stations before the forthcoming Royal Commission on radio, television and cultural agencies of the government, is to be discussed at the March meeting of the directors of the Canadian Assn. of Broadcasters. Meeting will be held at the Chateau Frontenac, Quebec.

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SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WDBJ

CBB 5000 WATTS, 960 KC

Owned and Operated by ROBERT MEKER, INC.
FREE & PETERS, INC., National Representatives

Page 46 • February 28, 1949
**Co-op Advertising**  
(Continued from page 32)  

The study has revealed conclusively that the local radio station wants to be that medium. Eighty-seven per cent of the commercial managers surveyed felt that co-operative advertising offered an excellent opportunity to achieve a stronger position in the retail advertising picture, and warranted the additional work entailed in keeping accounts straight and in furnishing duplicate bills and transcriptions for manufacturers.

**Type of Job**

The study also indicated to some extent the type of job that time salesmen have cut out for themselves if they expect to make a strong bid for the cooperative advertising allowances available. Nearly half the radio station commercial managers felt that the average retailer was eager to participate in cooperative advertising arrangements and 54% felt that he had to be sold on it, either by the manufacturer or the medium salesman.

The study also revealed the types of manufactured goods advertised most commonly on the reporting stations through cooperative manufacturer - retailer arrangements. (See chart, page 32).

Electrical appliances and automobiles lead the list by far but there is a sufficient number of accounts in the furniture, hardware, men's and women's apparel, and cosmetics fields to warrant investigation by the local station into retailers' awareness of manufacturer advertising allowances.

Retail stores that are the most logical prospects are: Home appliance shops, automobile agencies, men's and women's clothing shops, particularly those catering to the carriage trade, department stores, and drug stores.

**Newspaper Competition**

Finally, the study indicated that when the local station moves into the thick of the fight for the cooperative advertising allowance, it assumes a position even more in direct competition with the local newspaper, the traditional cooperative advertising medium, than it has been in previously.

The average small retailer is prone to feel that the cost of radio advertising is prohibitive. The manufacturer's advertising allowance may well be the strongest weapon that the small local radio station has in assuming greater importance in retail advertising.

As the time salesmen can point out, the retailer only pays for a percentage of a proposed announcement or program time, the manufacturer paying for the remaining portion. This makes the medium of radio available to a far greater number of retailers. If the time salesmen can convince the retailer of the advantages of radio as a medium for his cooperative advertising dollar, not only will he have brought new business to the station, but he will have also established business contacts with the advertising-minded retailers of his coverage area who are the logical prospects for time purchases of their own without manufacturer aid.

**Cooperative manufacturer - retailer advertising seems to be an excellent means of achieving more retail accounts for the local station. Indeed, local radio seems to be a "natural" for cooperative advertising.**

**KMAC Denied**

KMAC San Antonio's petition for reconsideration of FCC's taxicab radio grant to Yellow Cab & Baggage Co. [Broadcasting, Aug. 16] has been dismissed by the Commission. The station claimed the taxicab radio antenna, to be located near KMAC's would affect the KMABC directional pattern. FCC noted that KMABC failed to submit evidence and that the taxicab company had cited precautions taken to avoid interference and had submitted supporting measurements.

**AT&T REPORT**

**WE 13.5% Above 1947**

AT&T total assets reached $10,000,825,026 in 1948 and net income for the year was $2,222,415,688, a rise of $1,237,246 over the $1,185,239 reported for 1947.

Earnings on the common stock amounted to $0.86 a share, compared to $0.66 in 1947.

The figures were given out last week in the Bell System's annual report published in advance of the AT&T's 64th annual meeting April 20. President Le Roy A. Wilson said the system is "in financial good health" and stressed that it is to the advantage of the public that the company's earnings remain high to continue its services. The report reviewed AT&T advances in television in the past year and promised that more such developments are on their way.

Also made public was the Western Electric Co.'s annual report, which by virtue of its manufacturing for AT&T, had record sales of $1,132,972,000 in 1948, a 15.5% increase over 1947. Earnings amounted to $50,848,000 or 4.5c per dollar of sales. After paying dividends of $36,000,000, or $4 per share, there remained $14,848,000 of the year's earnings invested in the business. Assets of the company were $683,019,116, compared with $654,387,297 in 1947.

**HELLMAN NAMED**

To Represent NAEB

EDWIN HELLMAN, director of WOBE-FM Cleveland, has been appointed official representative of the National Assn. of Educational Broadcasters to the second national conference of the U. S. National Commission for UNESCO. Announcement of Mr. Hellman's appointment was made by Richard B. Hull, director of WOJ Ames, Iowa, and president of the NAEB.

Mr. Hellman will attend the three-day UNESCO conference in Cleveland, March 31, April 1 and 2.

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**WSBT**

—and only WSBT

—commands the South Bend audience!

Sure, people can hear other stations in South Bend—but they listen to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

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**WSBT SOUTH BEND**

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting

February 28, 1949 • Page 47
AGENDA—THIRD ANNUAL NAB BROADCAST ENGINEERING CONFERENCE
April 6-9, Hotel Stevens, Chicago

WEDNESDAY, APRIL 6
10 a.m. Opening; Meeting, NAB Engineering Executive Committee.
2 p.m. Break.
6 p.m. Reception-Cocktail Party.

THURSDAY, APRIL 7
9 a.m. Opening; Meeting, NAB Engineering Executive Committee.
4:30 p.m. "New and Low-Cost Television Transmitter Site." E. S. Cammer, commercial engineer, Engineering Production Group, RCA-Victor, Camden.
5:30 p.m. "The Practical Solutions of TV Installation Problems." Robin D. Compton, technical manager, WABC (TV), Washington.
9:30 a.m. "A 2,000 mc Television Recording Reel." Martin Silver, project engineer, Federal Telecommunication Labs, Southfield, Mich.

LUNCHEON, 12:30 p.m.
Presenting: Neil McNab, Assistant Director, NAB Dept. of Engineering.

1:45 p.m. "The NAB Recording & Reproducing Standards for Disc and Tape Recording." Robert M. Morris, radio facilities engineer, ABC.

3:15 p.m. "Magnetic Tape Recording & Reproducing." Dr. E. J. Begun, vice president, Brush Development Co., Cleveland.

FRIDAY, APRIL 8
9 a.m. Opening; President: William L. McLeod, network advisor, NAB engineering executive committee, vice president, WSB, Atlanta.


Ready for Chicago (Continued from page 27)

hosts will include President William C. Morgan, along with Ray W. Durst, executive vice president; Nelson P. Case, engineering vice president; R. W. Maher, sales engineer, and Mr. Nesbitt. Tour of ABC and NBC television plants in Chicago is scheduled Saturday at 3 p.m. At the same time an open meeting will be held by the NAB recording and reproducing standards committee, which started its stabilization project eight years ago.

Overall convention arrangements were made by a board subcommittee of which Howard Lane, WJJD Chicago, is chairman.

AGWAP NAMED To AT&T Vice Presidency

AT&T last Wednesday announced the election of Frederick R. Kappell to the vice presidency in charge of its Long Lines Dept. Mr. Kappell, who has been assistant vice president of the company since January, succeeds Bartlett T. Miller, who had been vice president of Bell System relationships with the federal government departments, and other communications companies including connecting telephone companies.

Mr. Kappell came to AT&T from the Northwestern Bell Telephone Co., where he had been vice president in charge of operations since 1942.

James A. Mahoney

JAMES A. MAHONEY, 55, one-third owner of WCYA Bristol, Va., was found dead in a room in a New Orleans hotel last Tuesday. His neck was broken and he had been badly beaten. The motive was apparently robbery, police said, although they believed the killer got less than $100. The wealthy Virginia bachelor, who owned much of the commercial property in Bristol, had been scheduled to board an airliner Tuesday morning for Yucatan, as part of a vacation of several months in Central America.
WKAX, KTAT
Okay on Transfers Asked

APPLICATIONS were tendered at FCC last week for approval of transfers of WKAX Birmingham, Ala., and KTAT Frederick, Ohio. Standard Broadcasting Inc., a new firm headed by Ralph M. Tanner, WKAX sales manager, buys WKAX for $60,000 from Courier Broadcasting Service Inc., licensee, which wishes to devote interest to WKAX-FM, now under construction. Courier president is Glenn V. Tingler.

In KTAT deal, Jack Oswalt, station's business manager, buys 25% interest for $4,000. Details of transfers follow:

WKAT Frederick, Okla.—Assignment of CP from Frederick Broadcasting Co. to new partnership, same name and including three present partners plus newcomer, Jack W. Oswalt, Mr. Oswalt, business manager of KTAT, acquires 25% plus certain services. Others include: J. D. Jones Jr., 26%, Ronald W. Wheeler Jr., 36%, and Wason Al Albritz, 15%. WKAT is assigned 259 W day on 1570 kc.

WKAX Birmingham, Ala.—Assignment of interest in Commonwealth Broadcasting Service Inc. to Standard Broadcasting Inc., for terms not disclosed. Mr. Tanner wishes to divest itself of AM outlet so as to concentrate on the rapid growth of WKAX-FM now under construction.

Lazarus Broadcasting Co., a major corporation which operates WKXO-FM, Springfield, Ill., over WJIR Chicago, vice president; Hail Bon-durant, WJBC Bloomington, secretary-treasurer; Charles R. Cook, WJPP Harris, director (for three years); Fred C. Mueller, WEEK Peoria, director (for one year). There are two hold-over directors, Arthur F. Head, WJJD Chicago (until 1951), and Leslie C. Johnson, WHBF Rock Island (until 1950).

Prof. Siebert, who is one of the main experts on law as it affects radio and the press, gave a complete exposition of the pros and cons of the privilege law. After the discussion the membership was polled, but the majority judgment was to meet with the Illinois press groups' presidents to investigate any mutual interest in sponsorship of an Illinois law in the protection of news sources.

Two representatives of the Indian Brodcasters Asso'n., Dan Park, WIRE Indianapolis, secretary-treasurer, and George Joseph, WISH Indianapolis, were present at the meeting. Oliver J. Kelley, WTAX Springfield, and Harold L. Dewing, WCVS Springfield, were the hosts in charge of arrangements.

O.R.E.N. ASSN.
Elects Jacobs President

OREGON State Broadcasters Assn. elected Lee W. Jacobs, president of Inland Radio Inc. (KBKR Baker), president at its annual meeting Feb. 14 at Oregon State College. He succeeds Frank H. Loggan, president and general manager of KBND Bend.

Mr. Loggan, Frank H. Coffin, KGW Portland public relations direc-tor, and Mel Baldwin, KTTI Tulamook general manager, were named directors.

The association elected Bud Chandler, general manager of KFLW Klamath Falls, vice president, and Ted Cocke, program di-rector of KOIN Portland, secretary-treasurer.

Hal Shade, KOOS Coos Bay sta-tion manager, led the roundtable discussions. A seminar on radio work for college students was di-rected by H. Quentin Cox, KGW Portland general manager; V. B. McWorthy, president of Western Radio Corp. (KODL), the Dailes, and S. W. McCreedy, KUGN Eugene general manager.

State Sen. Robert Holmes, KAST Astoria, discussed state legislation pertinent to radio. The banquet speaker was Robert Pribee, KRSC-TV Seattle.

WJBW Extended

CHARLES C. CARLSON was granted extension of temporary license to April 1 by the FCC last week for continued operation of his WJBW New Orleans. The Commission granted in part his petition for extension of his license pending application in the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The Court of Appeals decision had upheld an earlier FCC ruling to deny renewal of license for WJBW on grounds Mr. Carlson had "demonstrated his unfitness" as a licensee through repeated violation of Commission standards and rules (Broadcasting, Feb. 21).
D. C. SURVEY
Details on Data on Viewers

CHARACTERISTICS of Washington viewers are detailed in a joint television survey conducted by three of the District's four TV stations—WMBW WMAL-TV WTUG—during the week Feb. 8-15 and released last Thursday. The Washington telephone directory was used as the basis for sampling and locating a random selection of TV homes, with 5,500 calls put through.

There are 36,850 sets in the area (indicated by projecting the percentage of sets installed to the total number of telephone homes in the Washington area plus 4.6% for non-telephone homes). About 1,200 are in public places.

Other results of the study were these:

Number of persons per family averages 3.7 in TV homes, of which 2.8 are adults. 47% have children under 13. An average of 1.8 children in TV homes have average families. 38% of the TV set has a seating capacity of 43.5 persons. Average length of ownership of TV set is 7.7 years old. 85.7% of families with TV set have a head of the household or manager, an official or professional status; 4.4% of those who are employed. Among white collar families, and 7% are among blue collar families, and 7% are among manual laborers.

According to the survey, about 63% of the 36,850 sets installed as of Feb. 15 have 10" tubes; 20% 12"; 10% 14", 3% smaller, and the rest other screen sizes. 42% of the sets are located in northwest D.C.

AT&T TARIFF
Network Modifications Hit

SUSPENSION of the TV network modifications proposed by American Telephone and Telegraph Co. is reported today. A petition filed with FCC last week by Television Broadcasters Assn., Allen B. DuMont Labs. and Philo Corp. and Philip P. Foundation was heard by the UHF tariff board. Effective March 1 [BROADCASTING, Jan. 24].

Petitioners assert that the modifications “do not in any way correct the inequities and discriminations complained of by petitioners which have been the subject of hearings” already concluded [BROADCASTING, Dec. 6, 1948]. Principal dispute is over limitations of use of private relay facilities with those of the telephone company. The January amendments set two categories of circumstances under which such interconnection would be permitted temporarily.

The petitions further request that a hearing be held to consider the lawfulness of the telephone company’s plans to build such a network, and that such hearing be deferred until a decision is given in the earlier proceeding. The dispute over interconnection was summarized by both the telephone company and the industry in proposed findings and conclusions recently filed with the Commission [BROADCASTING, Feb. 7].

More Space Seen
In Spectrum

FCC was assured last week that a plan can be worked out to provide important market and leave one-third of the television region open for future use.

This assurance came from the Joint Technical Council of the Institute of Radio Engineers and the Radio Manufacturers Assn., which had been asked to study the TV problems.

The JTC report also offered “four representative allocations plans” which, based on present VHF and UHF standards, would provide for a minimum of two, three, four, and five stations in each network affiliation area.

Simultaneously JTC recommended that FCC “reserve adequate space for a future color television system in a band above 900 mc and below 2,000 mc.” This recommendation was based on belief that “it may be found necessary to place the ultimate color television system higher in the frequency spectrum than 890 mc,” currently the limit of the UHF area assigned for VHF.

The report of the committee, submitted to FCC Chairman Wayne Coy by JTC Chairman Philip F. Converse, of the RCA Frequency Bureau, expressed belief that “it is not practical to assign VHF channels only to primary cities and UHF channels only to secondary cities.”

The report maintained that “as more channels are made available for television, the demand for additional channels in the large metropolitan centers must be accommodated.” It further stated that both VHF and UHF channels will have to be employed in these cities.

The “representative allocations plans” submitted by JTC were prepared by Raymond Simonds of the RCA Frequency Bureau. Two studies were offered for each of the four channels, one assuming the use of frequency synchronization on VHF channels alone and the others assuming synchronization on both VHF and UHF channels.

The following tabulations show the number of 6-mc VHF channels which would be required, and the number which would be left free for experimentation, if synchronization were employed on VHF only:

- For minimum of two stations in each major market, 23 channels needed, 46 channels left; for at least five, 64 and 34 left; for at least four, 64 and 18; for at least five, 65 and 4.
- If synchronization were employed on both VHF and UHF the allocation location could be as follows, according to the JTC report:
  - For at least two stations, each major market, 18 channels needed and 51 channels left; for at least three, 27 needed and 42 left; for at least four, 40 and 29; for at least five, 52 and 17.

It was pointed out that in both cases, 75 kw auroral antenna height would be 1,478 ft. above average terrain. Estimated cost of the station is $141,500, first year operating cost $36,000, expected revenues $100,000.

Mr. Lewis indicated that the plan would be served an area of 12.7 sq. mi. and population of 78,729; area comprised of 65% of whom are rural residents” who under existing allocations “may very well be forever foreclosed from receiving television service. Therefore, to his Winchester radio interests, Mr. Lewis also is 60% owner of WFVA Fredericksburg.

studies the number of stations specified for each market is the minimum and that “more than a maximum would be available for the great majority of these locations.”

The plans were worked out on the basis of 150-mile co-channel and 75-mile adjacent-channel separations for synchronous operations, and 100-mile and 150-mile adjacent-channel separations in the absence of synchronization. In a few cases, JTC saw, directional antennas would be necessary.

WHIO-TV
On Air; Signs ABC

WHIO-TV Dayton, Ohio, has concluded affiliation negotiations with ABC, bringing the total number of ABC-TV stations to 22, including six outlets owned and operated by the network.

WHIO-TV started operations Wednesday, Feb. 25, on Channel 4, on a temporary license arrangement made by Ernest Lee Jahntz, ABC vice president in charge of stations, and J. Leonard Reinsch, managing director of the station. Mr. Davis, owner of the new TV operation.

CAMELS BOXING
Debuts on DuMont-WFIL-TV

R. J. REYNOLDS Tobacco Co. (Cameal Cigarettes) last month began sponsorship of weekly Philadelphia boxing telecasts over the DuMont TV network, with WFIL-TV as the originating outlet [BROADCASTING, Feb. 21]. Commentary is handled by Tom Moorehead, WFIL sports director, from the Arena city, a port of the program. Program is titled Camel's Sports Caravan.

Present at contract-signing ceremony earlier were Peter A. Tyrrell, Arena's president and general manager, Joseph D. Reynolds and Roger W. Clipp, general manager of the Philadelphia Inquirer radio and TV stations; Charles White of WFIL-TV; Whip McElroy, ad- vertising agency; Leslie Arries, DuMont sports and special events director; William Cornish, DuMont account executive, and Kenneth W. Stowman, WFIL TV sales manager of WFIL and also a vice president of the Arena.

PHILADELPHIA HONOR

Conferred on WFIL, WFIL-TV

THIRD ANNUAL award of the Philadelphia Fellowship Commission was presented to WFIL and WFIL-TV, The Philadelphia Inquirer stations, on Feb. 23 for “efforts consciously designed to serve the highest principles of television democracy” and in recognition of “immeasurable” contributions for better relations among all races and the arts.

The WFIL stations were the unanimous choice of the committee, headed by Mrs. Anna McGarry, for their pioneering efforts in development of radio and TV programs.

Page 50 • February 28, 1949
the busy network

NBC Television is attracting more network advertisers than all the other networks combined... sponsors who use an average of 14 NBC stations compared to the average 8 on the second network... making NBC the far-and-away leader in sponsored hours—3 times more than any competitor. Things are really humming on America's No. 1 Network.

NBC Television
In Philadelphia Television, it’s

WPTZ

Over 2nd Station by 91%

Over 3rd Station by 222%

On January 8th, all three Philadelphia television stations made individual pickups of the Mummers' Parade. None of the stations is normally programmed at the time of the parade; preference for any one had to be predicated on technical superiority, program know-how or tuning habit.

During the period from 11:00 AM to 3:00 PM, when all three stations were on the air, a coincidental telephone survey made by an independent research organization* showed WPTZ to have almost twice as large an audience as the 2nd station and more than three times as large an audience as the 3rd station!

Moreover, sponsor identification on the WPTZ telecast was 73.8% compared to 65.3% on the 2nd station and 57.2% on the 3rd station.

It strikes us that this survey helps to put a price tag on the value of such intangibles as experience, facilities and that elusive factor called “tuning habit.” And it certainly demonstrates that if you want to reach the Philadelphia television audience—second largest in the world—you’ll do it at materially less cost per receiver over WPTZ.

If you’d like a copy of this survey or current availabilities on WPTZ, drop us a line or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

*Patterson, Korchin & Company
By DAVE GLICKMAN

WHAT are the Hollywood film studios doing about television?

Although the major film studios have “long range plans” for production of movies for television, small and large Hollywood independent producers have for sometime been active in the new medium.

Few have actual contracts for their products. Most of them are filming on speculation and it is estimated that some 150 production units in the area are “dabbling” in television.

Others have but recently set up shop with plans to do a dual job. Some are radio packagers who are adding TV film departments. There are others so new that a firm name and address are only evidence of their efforts.

On Assignment

There are a few who are filming on assignment from either networks, stations, advertising agencies or sponsors themselves. Some are building library services in preparation for the day when such films will have wide distribution. But most of the going concerns are doing work on “spec” with hopes of snagging a customer or two.

Consensus is that many of these companies which have struggled into existence during the past year will close shop for lack of sales of their low budget and poor quality product. Bigger and better financed outfits, assured of a guarantee of distribution, are the ones that will head the parade in the judgment of most advertising executives.

Among those actually in TV film production with product sold or leased to advertisers, stations or networks are Jerry Fairbanks Inc., Telefilm, Gene Lester Productions, Hayes-Parnell, IMPRO, John Sutherland Productions, Marshall Grant-Realm Productions, Wilding Pictures Productions of Calif., Five Star Productions, Raphael G. Wolff Studios, Rockett Pictures, Pictorial Productions, Jam Handy Organization, Churchill-Wexler Productions, Eddie Albert Productions, United Productions of America, Simmel-Meservey, George Fox Co., CineTel, Vitatone Film Productions, Bell International Pictures, Roland Reed Productions, Larry Finley Productions.

Many completed sample productions are being projected in Hollywood. A few are good, but advertising agency executives classify most of them as “poor quality,” “inferior” and with cost “out of proportion.” If a prospective sponsor likes the sample and is willing to finance series, the producer will roll in full production, they say.

Prices Vary

Price, of course, depends upon the “who” involved in the conception of any given series. Nature of the production itself likewise regulates price.

Further range in the price of proposed film production springs from the fact that some producers do not see fit to risk their reputations below a certain figure which they consider to be the minimum for quality production. Another factor of uncertainty results from absence of clear-cut salary scales by the several unions.

With formation of his Hal Roach Television Corp., Mr. Roach has switched 100% to TV film production. His schedule calls for 15 series of pictures for TV with a minimum of 15 films each. They will run 26 minutes each. He has already completed one each on the first series of six.

His studio setup represents a $6 million investment. At present the lot is a rental studio, with a number of TV as well as screen producers occupying space, but with the upsurge in activity, Hal Roach Television Corp. expects to take over the entire facilities.

Following in the footsteps of his father, Hal Roach Jr. with Palmer T. Beaudette organized R & B Corp. to produce TV films, it is reeling Life With the Erwins. It’s a half-hour family show starring Stuart and June Erwin, and is first of three separate series that R & B will make.

IMPRO made the 27-minute, 15-unit Cases of Eddie Drake for CBS. Production unit announced it will spend $6,500,000 in 1949 to make more TV pictures. Included is a musical for CBS.

Five Star Productions is making live, cartoon and combination commercials for various sponsors. The firm also developed three “animated” TV shows for ABC which are available to advertisers through the network. They include Guess Again, 30-minute weekly cartoon quiz; Artie in Crime, 30-minute weekly comic strip mystery; and Pot Luck, home economic cartoon to be screened as part of a live program.

Marshall Grant-Realm Productions is shooting 20 stories from the classics for American Tobacco Co. (Lucky Strike cigarettes). Titled Your Show Time, each is 30 minutes in length. Production unit has also made some Philip Morris commercial shorts and with completion of the Lucky Strike TV series, will start work on a new series for an unnamed sponsor.

Telefilm has its 8½-minute Roving Cameras sponsored and unsponsored on stations throughout the country. Series is being sold for from $25 to $120 per show, depending upon TV sets in use in various markets.

The Evrione Johnson in Hollywood series, of which three audition samples are available, is being offered by Telefilm on a once weekly, 10- or 15-minute basis and

(Continued on page 14 of Insert)
Said Mr. McDonnell: "It is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere."

NABET last week fired what it considered to be the opening shot in a battle with IATSE.

President John R. McDonnell of the National Assn. of Broadcast Engineers, who recently released a statement in which he blamed IATSE for making labor peace impossible in the television industry.

Mr. McDonnell said that IATSE, whose full title is the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, AFL, made demands on NABET which prevented solution of the jurisdictional problems outstanding between the two unions. Said Mr. McDonnell:

"It is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere."
FILM COMMERCIALS

BY HARRY WAYNE MCMAHAN

"JUVENILE DELINQUENT" is a proper description of many a television commercial going out in the world to seek its fortune today. Juvenile in construction and delinquent in sales power, such a TV spot is criminally neglectful of its duties to its advertising parentage and to the society it must serve.

Often conceived in dreamy-eyed unreality, these errant urchins are born into a very hard-hearted world, a world quick to laugh at their deformities and ridicule any lack of good breeding. So, before we toss these juvenile delinquents into jail let us consider what correctional measures might be judiciously applied.

The "don'ts" come first, always, unless you want an obstreperous "problem child."

Budget First

1. DON'T WRITE YOUR SCRIPT FIRST. Do set your budget first. Like buying a home for the expected child, you first must determine how much you can spend—then tell the architect your needs and specifications. Create the house to fit the budget. You may find you have to give up an extra room or two, but don't stint on the essentials—bedroom and nursery. That means consumer interest and practicality.

2. DON'T RISK UNTRIED DIRECTORS. Do demand sample screenings. See a few sample children before you adopt or start your own propaganda. Specifically, ask to see sample screenings or successful films in the budget range you have selected.

3. DON'T PRODUCE JUST ONE FILM. Do produce a series of 7 or 13. Large families have many advantages. So, a series avoids monotony on the screen, lowers production costs and properly develops a campaign for full cumulative sales value. Obviously, it costs a producer almost as much to gear up for one film as for a series, since talent and craftsmen are hired by minimum day or week.

4. DON'T "HOP ABOUT" FOR SUBJECTS. Do have definite format and theme. While we must avoid monotony, we still want all the children to look alike and bear a family resemblance. Smart repetition of a selling theme has an invaluable cumulative effect. This is the reasoning behind our "Safety Sign" series for Ford, "Sampler" cartoons for Whitman's "Let Visit America" for Coca-Cola and "Hollywood Mini-Tours" for Dr. Pepper.

5. DON'T TRY TO ADAPT RADIO COMMERCIALS. Do plan first the visual. Yes, little children should be seen and not heard. The impact of TV over AM is computed at 10-to-1. WHY? The visual, supplemented by the aural. Note that word "supplemented." One picture—is still worth reams of chatter.

Let Salesmen Sell

6. DON'T USE "LIP-SYNCH" DIALOGUE. Do use "off-screen" announcer. Actors are rarely adequate as salesmen; lip-sync slows action (and adds costs). Let your actors demonstrate—have a qualified commercial salesman to sell! Exception: In the "testimonial" type of commercial, use a forceful single line of dialogue from the star.

7. DON'T MAKE 'EM FIGHT TOO LONG. Do stay within one minute. There is rarely any excuse for 1½ and 2-minute TV spots.

8. DON'T HAVE TOO MANY ACTORS. Do concentrate on 1 or 2. Too many actors in one film confuse. Where there is a single "key" model, the audience can than become ingratiated to a personality and a more personal sales job can be accomplished.

9. DON'T FIRE YOUR GUN TOO FAST. Do win audience interest. A good formula: allow the first one-fourth of your time to winning attention and interest—then start selling.

10. DON'T GO OVERBOARD ON NOVELTY. Do remember your objective. While it is important to "entertain" that initial interest, don't try to continue being so "cute" you forget to do your sales job. Cartoons are naturals for TV spots, but remember they are best for trademarks, trade characters and exaggerated demonstration. Beware of string puppets. Use caution with live comedy, the most difficult mood to present effectively in commercials.

11. DON'T FIGHT HASTY DEADLINES. Do allow ample production time. Rushing the normal gestation period is dangerous. Waste makes, in addition to waste, headaches and unnecessary overtime expense. Good films have been delivered in 2 weeks; 30 days is (Continued on page 18 of insert)

Mr. McMahan

TELECASTING
Buying television time involves dozens of time-consuming details. To make the time buyer's task a less harried one, NBC Spot Sales has assembled a wealth of data. The information listed at the right on all NBC Spot represented stations is yours for a phone call.

Providing you with each of these 36 items is a basic service of the best-informed television representative in the industry, your NBC SPOT salesman.

Backed by the experience and know-how of the nation's first television network, utilizing the
superior facilities of NBC Programming and Production, Research and Engineering,—NBC SPOT SALES is your best source for all spot television information.

the nation's major television stations in the nation's major markets are represented by

**Television Buyer's Check List**

**Market Information**
- □ television set circulation
- □ population in coverage area
- □ radio families in television area
- □ retail sales
- □ food and drug sales
- □ general merchandise sales
- □ effective buying income
- □ counties within coverage area
- □ estimated total television audience
- □ forecast of set installation

**Station Information**
- □ program schedules
- □ availability lists
- □ rates
- □ ratings
- □ audience characteristics
- □ coverage maps
- □ competition's program schedules
- □ competition's rates
- □ studio equipment available
  (live and film studio equipment, cameras, etc.)

**Program Information**
- □ description of program format
- □ photographs of talent and set
- □ biographies of talent
- □ adjacencies
- □ competition
- □ type of audience
- □ ratings and surveys
- □ audience response stories
- □ success stories
- □ promotion and merchandising
- □ rates and contract terms

**General Television Information**
- □ audience surveys
- □ all U. S. television stations
- □ advertisers using television
- □ agencies handling television
- □ technical data
- □ film
By MARK GOODSON

**QUZZICAL?**

**DIGEST OF TV PROGRAMS**

Issued by Curtis Publishing Co.

**Adoption of Giveaway Format Studied**

**‘QUZZICAL?’ TV**

**Page 3 • February 28, 1949**

**By MARK GOODSON**

People who have seen the quiz show in AM radio pay off are now reading their own $64 question: “What will happen to the prize program? Who will win?”

Do people want to watch a quiz as they now are willing to listen to one? How drastically will program formats have to be re-structured to fit the cameras? And—will this reshuffling so raise the costs of the quiz show that it will lose one of its most attractive traits, namely, its ability to sell goods at the lowest competitive rates?

The first temptation to an advertiser will be to solve the problem the easy way—by putting his going radio show right before the cameras.

He may not get much network opposition on this—since many executives involved in television operations have been trained in radio, and think in terms of television as radio with pictures.

On the other side of the coin, he will find other key men in the TV set up (usually down the line a little in production, but in the advertising department) who are saying programs in television are fine—radio without, it is claimed, the bad points—nothing but the good.

Mr. Goodson, says Mr. Goodson, “Radio formula will be employed for the quiz show right—no question. It is a good formula, a formula that has worked. But—what kind of quiz show will you get using that formula? We at AM radio have had a lot of experience with quiz shows, and we have seen what’s been done to them. There are no gimmicks, no tricks, no nonsense in radio quiz shows. It’s all straight, all right. We know the audience will respond to it; they will be interested in it. And we know that the audience will respond to the quiz show, that it will be a success. And that it will be a success in television.”

Mr. Goodson then went on to explain the television quiz show concept, and how it could be done.

**DIGEST OF TV PROGRAMS**

A 49-PAGE DIGEST of television’s progress, with information and statistical data compiled to be of use to the television businessman, has been published in mimeographed form by the research department of Curtis Publishing Co., Philadelphia. Titled “The Television Industry,” the study was prepared by Fred Bremer, market analyst in the department.

The theme of the study is that television will be a great industry. “It seems unlikely,” says Mr. Bremer, “that the industry will have any trouble with the-what is called—regulation. The industry is growing at a rapid pace, and it seems unlikely that it will have any trouble with the government.”

The study notes that already the price range on television receivers is down and that “so far the price of receivers has been determined in the purchase.”

The study notes that the future of television is bright, and that “the industry’s capacity to produce...more rapid growth is curtailed by inadequate production of station transmitting equipment and...inadequate development of network facilities.”


**TELECASTING**

The working out of this kind of act takes time, imagination, work, and money. Whereas the network executive, or the TV show executive, is a writer, a research girl, and a secretary, the TV salesman is a man and assistant plus several conferences with our full staff to dream up eight to ten weekly questions.

And remember, in AM radio a question consists of words on paper.

In TV a question means actors (or boxers or magicians or jugglers or dancers) plus costumes, plus props, plus make-up, plus dialogue writing, plus rehearsal.

Costs? We have gotten away by the skin of our teeth with two hours rehearsal—but as our acts grow more complex this must increase.

The price of the TV package has actually been kept lower than the AM package by dint of working out as many trade deals as possible and because fees in (Continued on page 19 of next issue)
Sure, television's amazing

—and it's practical, too!
### MARCH

#### PM 5:00

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<td>Cartoon Trolls</td>
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* CBS presents Edgeworth Tobacco Co.'s Sportman's Quiz (E-M), 7:30 to 8:00. * During March these programs will alternate with basketball games sponsored by R. J. Reynolds Tobacco Co.
### IS TV COMING OF AGE?

TelePulse surveys for the week of January 3-9 (pre-East-West cable) show that daytime programming is here to stay, and that there is a daytime TV audience.

Comparatively, the three TelePulse cities stack up as below:

<table>
<thead>
<tr>
<th>City</th>
<th>Weekdays</th>
<th>Weekends</th>
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<tr>
<td>New York</td>
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<td>22.7</td>
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<td>Philadelphia</td>
<td>19.0</td>
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<td>Chicago</td>
<td>15.0</td>
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You cannot afford to ignore this ever-growing slice of the TV pie!

For Other Telefacts, Ask The Pulse —

The 100% Yardstick of TV Measurement

### HIGHEST 1/4 HOUR TV SETS-IN-USE

(12 Noon — 5 P.M.)

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<thead>
<tr>
<th>City</th>
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<tr>
<td>Chicago</td>
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<td>52</td>
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### THE PULSE, INCORPORATED

110 FULTON STREET
NEW YORK 7, N.Y.
Arthur Godfrey—star yarn-spinner and salesman for four different products—got a 97% correct sponsor-identification for Chesterfields on his first CBS-TV broadcast, highest ever recorded on any TV program. Once television plants a product or an idea in the mind it's not only there to stay but already hard at work for its sponsor.

NOW OPERATING IN 30 MAJOR MARKETS
NEW long-range reception antenna, called a "Yagi-Beam," is being made available to the public, Harold R. Ellis, president of Roger Television, New York, announced last week. Mr. Ellis said the antenna will eliminate double and blurred images and other types of interference and permit strong reception of weak signals. Antenna was developed from work originally done by Prof. H. Yagi, Japanese scientist.

TELEVIEWING

KSTP-TV Area Report Made

AVERAGE tune in by Minneapolis-St. Paul television owners is 72.9%. This figure is reported by Gould, Brown & Sunnay, Chicago, and is based on 9,300 sets in the area as reported on the NBC Research Television data chart.

The weekly average number viewing per home was 2.6 with the average television family numbering 4.0. Of these, 2.6 were adults.

At the time of the survey, which was completed Jan. 25, the average set owner viewed 125 hours a week after 6 p.m. KSTP-TV Minneapolis-St. Paul was then transmitting 13% hours a week at night, including test patterns.

Program types in order of preference were indicated as: Sports events, serials, movies, westerns, educational programs, news, marionettes, Sunday evening plays, plays, animal serials and art programs.

WTMJ-TV HOURS

Weekly Schedule Expanded

Ten hours of afternoon programming and five hours of dinner music will be added to the schedule of WTMJ-TV, Milwaukee Journal station, starting today (Monday), increasing its air hours to 45.

Expanded schedule includes Monday and Tuesday afternoon shows, only afternoons which station has not programmed in the past. Daily shows will begin at 2:30 p.m., Mondays through Fridays, and 3:30, Saturdays and Sundays.

TELECASTING

THE ADDITION of sight to sound broadcasting alone will not compensate for lack of "hard, solid thinking" on news and feature values. CPTV discussions on TV have shown that video will enjoy little more success than radio's 20 year effort to make "good oyster soup without oysters," according to the Agriculture Dept.'s radio service.

In its weekly newsletter to radio farm directors, the Office of Information, Mr. Reynolds, refers to RFDs, contemplating video programming for the first time, some simple ways of "boring in on TV without advertising." Mr. Reynolds, radio and TV operators, points out that discussion type formats can sometimes be adapted from AM and applied to agriculture interviews on television by the press conference method. He suggests that "short of digging and leg work, one way to get fresh informational value into TV discussion is to time it to coincide with the issuance of important news releases and reports on research and economics." Certain agricultural books offer a take-off point for an "Author Meets Critic" type of show, Mr. Reynolds adds.

As for visual props, a movie (silent or with sound included) is a good bet, either as a short sequence in the nucleus of an entire show.

"With the movie as a prop (very literally speaking), one can take advantage of an aura of mystery and work with his guests as he wants to... and then come up behind the movie with commentary," Mr. Reynolds reasons. Such a show helps RDF break the ice TV-wise with minimum work, and also get acquainted with TV movie requirements and operations, he believes.

Radio farm directors can also serve as liaison with women's programs on personnel by calling their attention to pertinent USDA and land grant college information on canning, household equipment, recipes, food-buying and clothes-making. Mr. Reynolds tells RFDs that "whether you merely watch the women folks execute your ideas, or act on Dana Reynolds' camera on the farm end of a consumer story, you get valuable TV experience."

Everything considered, proper attention to discussion shows adapted for TV may augur to give them some of the same appeal of a comparable piece in Reader's Digest, Time or Saturday Evening Post, according to Mr. Reynolds.

TV POLICY

To Be Discussed by CAB

POLICY on television is to be discussed at the March meeting of the board of directors, Canadian Assn. of Broadcasters, at Quebec City, March 7-9. Proposals of the Canadian Broadcasting Corp. for co-operative operation of TV stations at Montreal and Toronto are to be studied, and a possible alternative proposal is to be considered.

Under present CBC proposal private interests would put up the financing for the TV stations and CBC would do the programming with financial help from private stations.

Also to be discussed at the meeting will be finalisation of plans for the annual CAB meeting in June, problems of rate structure, policy for the private stations for this year's NARBA meeting, and rate structure policies.

PROTESTANTS

Radio, TV Shows Planned

NEW RADIO and television programs to serve the interests of the Protestant churches will be inaugurated by the Protestant Radio Commission, it was announced last week by Dr. Paul C. Payne, vice president of the commission and general secretary of the Board of Christian Education, Presbyterian Church in the United States.

Two new program series will be introduced. One will feature half-hour concerts of church music by the Collegiate Chorale directed by Robert Shaw, and a second, mental health and pastoral counseling, presented in cooperation with the Commission on Mental Health of the Federal Council of Churches of Christ in America. The transcribed "All Aboard for Adventure," which has proved popular with children and was formerly produced by the Joint Religious Radio Committee, will be continued by the Commission.

Television set may prove to be Albany, N.Y.'s, solution for getting young people to attend church social functions regularly. The Rev. Clayton G. VanDeusen of Emanuel Lutheran Church in a guest appearance on WPTV Albany's "Behind the Pulpit" program last October expressed to H. W. Maschmeier, moderator of the show, a desire to find some means by which to attract his young people to church socials. Mr. Maschmeier immediately suggested establishing a television center in the church. During the first week in December, Albany's Emanuel Lutheran Church inaugurated the first such church sponsored TV center in the Capital District, and one of the first of its kind in the country.

STERLING VIDEO

Production Firm Expands

EXPANSION of Sterling Television Productions, Chicago, into teletranscription and development of video production aids has been announced by Henry C. Quinlan, promotion director of WBBK Chicago, Balaban & Katz TV station.

Sterling Television is a wholly owned subsidiary of B & K, organized a fortnight ago to develop and sell the multiscope [BROADCASTING, Feb. 14].

Telettranscription series will stress sports, beginning with the Chicago Racing Assn.'s midget auto races from Soldiers Field June 6. WBBK hopes to film and air 18 video shows this year.

The one-hour sight and sound films are expected to cost a station $200 or less, depending on the number of subscribers, Mr. Quinlan said.

THEATRE WING

To Offer Radio, TV Classes

THE SPRING session of the American Theatre Wing's professional training program gets under way March 7 with five courses offered in the television and radio division.

Courses will include television seminar, television laboratory, television station operation and management, radio acting, radio dramatic coaching.

Opportunity to write, direct and produce will be offered in the television laboratory, with practical work with cameras and equipment on two shows a week over closed-channel facilities of W2XT, experimental TV station in Jamaica, L. I. Radio acting classes expect to use facilities of WINS and WOR New York.

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Hollywood Eyes $ TV $ (Continued from page 3 of Insert) at $2,000 and $2,500 per reel respectively. Telefilm also has a new five minute sports program in audition form. Rental is for from $15 to $75 per show, depending too on market sets.

Besides several series for NBC, Jerry Fairbanks Inc. has produced TV commercials for such advertisers as Eastern Air Lines and Camel cigarettes. Firm is also making 30 five-minute open-ended animated shorts, Crusader Rabbit, and a 20-minute series, Musical Journeys, which will be distributed through its own organization. The NBC series includes Public Prosecutor, Jackson & Jill, Quizology, Television Closeups and Going Places With Uncle George.

Hayes-Parnell is publisher of the ten-minute Family Quiz on KPLX San Francisco and KFI-TV Los Angeles (Bank of America). It's available for syndication in other markets outside of California. New Shows

Packagers also have a 130-unit, 10-minute TV film, TV Komet, directed to children and available for one national sponsor. For syndication are also a series of one-minute time signal announcements, Happy Hour Glass, and Looking at Football Through the Sports Glass, a completed five-minute feature.

Hollywood sees television as a major consumer of film. Producers maintain that there is only one proven method by which a show can be planned, rehearsed, staged, edited, previewed and televised with professional perfection. And that's via film. As the unchallenged film capital, producers feel that they possess the best facilities and personnel trained to turn out a salable product. They further believe that eventually a minimum of 65% of programming will be on film.

As a result, many a film can has come off the shelf with contents being offered to TV. Being passed around on paper also are hundreds of ideas "which might make a television film series." In the expensive stage too are scores of other productions. They are available in story board form with scripts, as well as in pilot or sample film.

Following briefly are activities of a few other production units in the area:

Aper Film Corp. made 24 Gillette Safety Razor Co. World Series TV commercials last summer and has just completed a new series for that same advertiser. Firm also is currently producing commercials for a couple of other unnamed sponsors.

Bud Abbott has set up a deal with Harrison Productions, television film makers, to produce a series of comedy shorts, both straight and musical. They'll be banned Abbott Productions and will be shot on both 16mm and 35mm. Mr. Abbott will not appear in the films because of his Universal-International contract. Other well-known comedians are being lined up.

Doreen Abrahams and Seymour Roth have completed a 12½-minute film in Western serial chapter format, Titled Rainbow Road, the film stars Jimmy Lloyd, Peggy Stewart and Lee White.

Atwood Productions filmed Spinwhizzer, a 13-time series which is released to about 15 TV stations. Packaged also is a 13-time, 9½-minute short subject, What's in a Name?, licensed to stations at $13.50 a reel per showing.

Bell Activities

Bell International Pictures does TV program production and commercials by contract. Among properties available for television in sample are Dark Venture and Retribution, two psychological dramatic series, originally broadcast over AM stations of ABC a couple of years ago. Each completed show runs 30 minutes. First will be done in 60 stories. Latter will include 183 stories. In story board form are Hollywood Harmony House, a 15-minute light comedy romance, and Sing With the Stars, a community sing type show with "living room" audience as participants.

Cascades Pictures of California has a score of completed story board samples for advertising agency and sponsor consideration and pretests all products locally. Films made Productions produces both live and film programs with TV shows including the Los Angeles Open on golf, Tennis by Contract, Top Pile Tennis and Miss America.

Dudley Pictures Corp. made the 26-time, 10-minute This Land of Ours series now on NBC-TV, and an animated series for NBC's Mill of the World of Ours for the network. Both are educational features.

Eclipse Productions, headed by Michael Colin, made a pilot film of a proposed TV whodunit series titled Fireside Detective, which would be available in 26 stories, at 27 minutes each. Sample was made on 16mm with use of 35mm sound equipment. Firm has a situation comedy, Derby's Ringside Cafe, in the making. It will also be 27 minutes in length and include 26 episodes.

Award Finalist

Emerson Films reeled the 17-minute Christopher Columbus picture selected as one of the six finalists for the "best film made in Hollywood" award of the Academy of Television Arts & Sciences.

Hollywood Television Productions, newly organized by Raymond Gross, is packaging Tales From the Arabian Nights for TV showing. Series will be tailored for 30-minute time slots, with John Oberg doing the scripts.

Gene Lester Productions, besides having the commer for Standard Oil Co. of Calif., Union Oil Co., and Famous Artists, has in production Movietown Newsreel, a 13-minute open-ended series shot in sound.

Major Television Productions, recently organized by Leonard A. Harrison and Mickey Phillips, will produce 20-minute TV films for between $7,000 and $7,500 per picture. Schedule calls for a TV series of musical and documentary mysteries, to be rolled on 35mm and reduced to 16mm.

Martin Murray Productions, in association with Harry Revel, song writer, has turned out 19 2½-minute TV musical shorts titled Murray's Movie Melodies and has started producing a similar series in five- and ten-minute segments.

Pictorial Productions is making a series of one- and two-minute TV commercials for B-B Pen Co. Films will feature sports and entertainment personalities and other "names in the news." Pen company will spend $75,000 on TV commercials this year.

Norman L. Spor Productions has The Barber of Sportsville in production. The 12½-minute film will be in 52 stories.

Sentinel Productions has completed showcase samples of four 10- and 15-minute TV series of 13 stories each. They include fashions, puppets, factual subjects and a philosophical feature. Firm also makes open-end and to-order commercials.

Telemount Pictures, headed by Henry Donovan and Harry Bellmont, has wound a complete series on speculation. Titled Magic Lady, the 13-unit series, reportedly cost Telemount $65,000 and was rolled on 16mm with 12 days of shooting.

Telepak, besides doing TV film production, is also acting as releasing organization for various other producers and has 16 packaged shows available. Included are five completed films. Remainder are on story board with accompanying script.

Tele Reels' Work

Tele Reels Production, recently set up by Jack Berne and Eriel Waltman, has started production on a series of 13½-minute TV shorts, Hollywood Hobbies. Audition film is built around Richard Cromwell, motion picture actor, whose hobby is ceramics.

Tele-Tours Films is making a series of 10- and 27-minute travelogues.
shorts titled *Portraits of America*. Seven are completed, with pilot film titled *Gettysburg* having been recently telecast by KRNH (TV) Hollywood as a test.

Vallee Video Inc. has wound its first in a series of 15-minute TV cartoon films and is offering the five-week series to sponsors for $4,500 per week. Titled *Telecomics*, films consist of a quartet of three-minute cartoons, with another three minutes left open for commercials. First, it is reeling a series of 12-minute musical shorts starring Steve Gibson and his Red Caps. Available too is the 12½-minute human interest anecdote series *It Could Happen to You*, narrated by Rudy Vallee, and selling regionally at $1,750 per show.

**Travel Talks Leased**

James A. Fitzpatrick is leasing his "Traveltalks" for television, renting 82 pictures made six to eight years ago which have reverted back to him after exhausting MGM release dates. The two-reelers which represent a $500,000 production investment, are being re-recorded and reedited for telecasting.

Television Pictures Distributing Corp., headed by Toby Angish, has closed a deal involving TV rights to 543 motion pictures, some released as recently as 1943. Deal also entails production of 1,000 or more shorts for television within a year. Included is a series of one-reel Westerns.

Louis Weiss & Co. has acquired rights to 24 Westerns and is renting them out to TV stations. Also available for telecasting are several old-time, silent two-reeler shorts to which musical background and sound effects will eventually be added. Weiss in addition is planning to make serials specifically for TV. First will be a mystery-detective format series with each episode running 12½ minutes.

Although saying little or nothing about what they plan, the manner of production, major film studios are keeping a close eye on television. Behind the scenes there is great activity and they all aim to be ready when the market develops further.

There is comprehensive planning on part of Warner Bros., Paramount, Universal - International, Columbia, 20th Century-Fox, and others. Nasquer Bros., King Bros., David O. Selznick, B. DeMille have all announced intentions to produce motion pictures for the new medium.

**U-I Documentaries**

Universal-International, through its subsidiary, United World Films, New York, firm produces television documentary subjects for industrial accounts and has a deal under way with another major unnamed advertiser. U.W.F., handling U. S. distribution of Ray Rank products, has also leased 11 packages to TV stations. U-I has made some experimental pictures on its Universal Ranch, and it is expected that before many months go by there will be much shifting of

**WAAM PUBLIC SERVICE**

Station Adapted UN Jingles to Television

**SPECIAL UN jingles, originally prepared for radio by Ted Cott, vice president in charge of programming, WNEW New York, have been adapted to television by WAAM (TV) Baltimore. Station is telecasting one-minute spots once daily, using a series of cartoon slides, as a public service feature.**

The idea came to orthicon light when Joel Chaseman, WAAM news editor, noticed travel reports that Mr. Cott had prepared a radio series. Mr. Chaseman wrote to WNEW and requested the record. He then worked out the details with Joe Corcoran, WAAM staff artist, who developed the idea for the slides. The WAAM news editor was planning to arrange a similar setup for Father's Day.

Spot opens with the WNEW special "Charter Song" disc and first slide showing UN world and a number of flags. Other illustrations include a soldier shown leaving home, a baby over whose head a dove of peace hovers, a family approaching "freedom home" and two hands clasped in friendship, with scale, flags and books in the background. Series opens and closes with UN and soldier cartoons.

Audio portion consists of pledges:

*We are determined to make the United Nations an instrument to put an end to war... We are determined succeeding generations will live to see the peace we're working for... We reaffirm our faith in fundamental human rights, in equal rights for men and women... We reaffirm our faith in justice and respect for law, in equal rights for every nation... We are determined... to live to see the peace we're working for...*

**SALES POTENTIAL**

*American* Surveys TV

A POTENTIAL television sales volume of $170 million in 1949 among readers of *The American Magazine* is predicted in a survey just released. Of those planning to buy a TV set this year, 47.5% expect to pay cash and the median price anticipated is $90.5.

The information was compiled from questionnaires sent to 1,500 of *The American Magazine’s* 2,000,000 subscribers. Names were taken at random according to city, geographical and city size and pattern of the magazine's circulation. Of the questionnaires sent, 70.9% were used in compiling the information.

TV set ownership in homes surveyed was 32.4%, compared to the TBA estimated average of 21.8%. Of the set owners, 24.8% see complete video programs with 55.4% viewing in a friend's or relative's home. Viewing twice a week or more is done by 14.9% of these non-owners and 20.2% view once a week.

Intention to buy a set was indicated by 25.8%—54.4% indicated however, they were still undecided. Of those planning to buy, 40% showed a brand preference and 64% have a definite idea as to what type they will buy. A 10-inch screen was preferred by 27.1% but 46.3% did not know what screen size they would buy.

Of the 232 respondents who indicated they would not buy a television set this year, 52.5% said they could not afford a set and 47.5% felt it wise to wait for improvements which might be forthcoming.
By Dr. FRANK G. BACK

EVERY so often one of my television friends—generally a layman whose main interest in television is what he sees on his receiver—will ask me questions that go something like this: “Why do my pictures sometimes seem fuzzy and out-of-focus?” “Why are they sometimes washed out and weak?” “Why is it that the silk lapels on a man’s tuxedo jacket often look gray?” “Why is it that many times when they shift from one camera to another the crispness of the picture fades?”

Those are typical of the questions that more and more television viewers are asking. And the questions show that, as the first novelty of owning a television set begins to wear off, Mr. Average Viewer is inclined to look into the matter of owning a television set before he feels the need of solving complicated problems in lighting and cameras. Unfortunately, the comparison can be brutally harsh. However, it need not be quite as harsh as it is often.

The Lesser Problems

In a way, a good many of us in television are still a little awed by the miracle of video itself. We have solved many of the major problems, but have paid little or no attention to the “minor” ones. The quotation marks are intentional, for many of the problems considered minor are vitally important. They are TV’s “tremendous trifles.”

A good television image is born right in the studio. No receiver can add quality that isn’t there. The basic ingredient of television—and of any picture-recording system, for that matter—is light. Yet, in many studios little attention has been given to illumination. In terms of the ultimate picture that is painted electronically on the end of the picture tube, light is more than just illumination as measured in foot-candles.

**Qualities of Light**

Light has definite qualities. It can be “hot” or it can be “cold.” It can have color. And for best image results the light must be blended and balanced to match the light and color characteristics of the optical and electronic systems of the TV camera. A studio set that appears brightly and correctly lighted to the human eye, or to a light meter, may not necessarily appear adequate to the camera’s eye.

Basically, the television camera consists of a lens system and an image orthicon, or TV pickup tube. Both have definite limitations where light is concerned. Lenses used on television cameras are not designed nor corrected for visible light plus infra-red light response. Some image orthicons have little or no response to infra-red; others do have infra-red response.

Infra-red illumination, such as that given off by incandescent lights not provided with heat filters, adds little to the total effective illumination in terms of actual pickup by cameras fitted with orthicons not sensitive to infra-red.

Still worse, if infra-red responsive orthicons are used, it adds confusion. Since the lenses are not infra-red corrected, the “hot” or infra-red light creates a sharp focus in one plane, the “cold” visible light a sharp focus in another. The best focus that can be had is at least a compromise between the two.

In television, the oil-and-water rule applies to the use of both “hot” and “cold” lights. They cannot be mixed.

**Fluorescent Lights**

Experience has shown that, of the light sources now available, fluorescent lights give the best overall studio illumination. For high-lights incandescent spots serve well, but must be equipped with heat filters. High-pressure mercury lamps and cadmium lamps also can be used for highlighting if desired.

There has been an unfortunate tendency among studio technicians and engineers to reduce illumination almost to the minimum and shoot with their camera lenses wide open. This may be desirable from the point of view of the actors, but it certainly is most undesirable from the point of view of image clarity and crispness. This is particularly true when shooting close-ups. With a F/1.9 lens wide open it is perfectly possible to have an actor’s eyes in crisp focus while the tip of his nose and his ears will be fuzzy and blurred.

For general all-around camera work, lenses should be used stopped down to at least F/8. This will give adequate depth of focus to allow for movement and depth in the scene itself. The important point is to increase the overall illumination to the point where lenses can be stopped down. About 100 foot-candles of illumination should be maintained as the general minimum for normal studio work, with greater intensities being used for the highlights.

Recently there has been considerable talk and speculation regarding the possibility of relying on infra-red illumination in the picking up of actual stage shows. Here again, the “no-mixing” rule with regard to infra-red and visible illumination under normal operating conditions still holds. It is perfectly possible to pick up and transmit a good image of a stage show illuminated by both infra-red and visible light, but all the visible light must be filtered out, lenses must be used that are infra-red corrected, and all cameras must be fitted with image orthicons responsive to infra-red light.

Even then the ultimate result will not be good. Stage settings, costumes and makeup will have to be described with infra-red illumination. Colors and materials have a habit of changing their appearances under infra-red lighting—the main reason for the odd-looking TV performers.

No, infra-red pickup is not the solution of the problems of telecasting stage shows, church services and similar remote programs where the light cannot be controlled.

The answer lies in using image orthicons that have no infra-red response and high-quality, high-speed lenses that can be used wide open. In stage pickup that is not sensitive to infra-red will give good results under the poorest lighting conditions for long-range pickups.

In the studio, however, where (Continued on page 18 of Insert)

FOR MORE than a quarter of a century, Vienna-born Dr. Frank G. Back has been solving complicated problems in light and optics. In 1928, when he first visited this country, he brought with him his “gastroscopes,” a revolutionary peanut-sized camera that could easily be swallowed to take pictures inside a patient’s stomach.

After returning to this country in 1939 and becoming a citizen, Dr. Back helped the Army, Navy, and Air Force solve many knotty optical problems. Then, in 1946, he announced the perfection of his new famous Zoomar lens—allowing the cameraman to zoom, or shift, smoothly from a sharp overall view directly to an equally crisp close-up. He was given TBA award for outstanding technical development.

A few months ago, his company, The Zoomar Corp., announced another new television first—the Video Balowstar—a high-quality, high-speed lens that can “see” with no more illumination than that given off by a single candle at a distance of one foot.

Dr. Back examining the Video Balowstar
Better programming still sells more goods

January production as WSB-TV included 152 live shows, 25 of them by remote. An ambitious schedule for a station off the coaxial—but not unusual for WSB, which brought to its TV operation 27 years of radio experience and program know-how.

This knowledge of what a Georgia audience wants... plus the ability to deliver it... plus the prestige of being first with video in the deep South has solidified an audience enthusiasm and loyalty which time-buyers know how to evaluate.

We have some excellent program packages attractively priced. Ask any Petry man for details—he will be glad to tell you more about them.

WSB, AM and FM. And WSB-TV are affiliates of the Atlanta Journal, Atlanta, Georgia

Telecasting

February 28, 1949 • Page 17
The light can be controlled, one of the most important details in the production of a good TV image is the use of blindered lighting matching to the light sensitivity characteristics of the image orthicons being used; another is to use image orthicons whose response characteristics roughly match when televising a multi-camera show. Unfortunately, image orthicons vary in their response to any given light source.

What can stations do about the illumination problem? The obvious solution is for each station to calibrate the camera tubes in stock and then always use tubes whose characteristics roughly match when televising any one multi-camera show.

It is not difficult to calibrate an image orthicon. It can be accomplished easily with nothing more than a pocket ruler, some strips of colored paper and standard studio and monitoring equipment.

The most important pickup tube calibration test is its relative sensitivity to light—but let's not forget that light as well as "heat" as well as intensity.

Since fluorescent lights probably provide the overall or key illumination in most TV studios, the tubes should be matched for their response to fluorescent illumination. To do this simply set up an assortment of fluorescent tubes, ranging them through the various colors to day light. Turn the lights on and focus your camera containing the tube to be tested on them. The oscilloscope on the monitor will tell the story. The relative light sensitivity of that particular image orthicon can be read directly from the "tops" of the oscilloscope's pattern. There will be as many peaks or "ups" as there are light sources, and they will correspond from left to right.

The pocket rule gives the relative sensitivity of that particular tube to each of the fluorescent light sources. Each tube will vary, but this information, filed away with each tube, will provide the first important key to the problem of successfully matching tubes.

The same test performed in a slightly different way can be used to check a pickup tube's sensitivity to the illumination from incandescent lights. Since the source of light in an incandescent lamp is relatively small—optics experts call it a "point source"—we cannot set the lights up in a row as we did with the fluorescent lamps. Instead we must set up a target in the form of a white stick, or a folded sheet of paper affixed to a black background, and illuminate this target, in turn, with each of the types of incandescent lights we are using.

We can then focus our camera on the target, and by measuring the single peak formed on the monitor's oscilloscope for each source of light as it is turned on, determine that particular image orthicon's sensitivity to each type of incandescent light. This information, again filed away with each tube, provides the second matching key.

Color Sensitivity
To calibrate a pickup tube for color sensitivity—the tube's ability to translate actual colors into the gray scale of the black and white image—it is necessary only to make up two simple color charts. Make one chart about four feet square; the other about the size of the viewing screen on the camera's monitor. The charts need be nothing more than strips of colored paper pasted on stiff cardboard. If you like, the stripes can be placed in the general order of the spectrum—starting with the reds, going through the greens, yellows and blues, and ending up with deep purple. In any case, the colors on the two charts should be identical and arranged in the same order.

Set the larger of the two charts up vertically in front of your camera and illuminate it with a balanced combination of fluorescent and heat-filtered incandescent light matched to the tube under test. Focus your camera on the chart. By taking the smaller color chart and comparing it with the image on the monitor, you can make an adequate visual check of the color to black-and-white translating qualities of the tube being calibrated. This color-sensitivity information provides the third key to tube matching.

With these three easily obtained bits of information on hand, the television technician cannot only select image orthicons with comparable characteristics for use in his cameras for any one show, but he can control and balance the illumination to allow those tubes to operate at their best. With matched tubes and lighting blended to the average characteristics of the camera tubes, received images will approach a standard quality. There will be less change in image quality as a result of any of the changes from closeups to long shots required for studio work.

The basic choice of the type of image orthicon itself is an important one, and the necessary changes from closeups to long shots require pickup switches between cameras.

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**TELDISCO**

LAST November, Teldisco Inc., New Jersey distributor for DuMont television receivers, had a problem. A rush of sales had forced its “home” models in short supply at a time when demand was rising through the spring. The situation could have been handled, as was the case in New Jersey, but the company decided to do it its way, with a $100,000 advertising campaign.

Rising to the challenge of the situation Teldisco, under the guidance of its agency account executive, Elliott Nonas, utilized the ingenious alternative of promoting the “home” models for use in game rooms, auditoriums and Situation Supply.

Mr. Nonas, head of his own New York agency, has been handling Teldisco’s advertising for the past year.

His current campaign for the company features a five-a-week program on WABD called Johnny Olsen’s Rumpus Room. The format provides for two New Jersey DuMont dealers to be spotlighted each day. Commercials are woven into the entertainment portion of the audience participation show so that the studio audience actually takes part in the commercial programming.

For example, Johnny Olsen conducts a regular contest to discover which of two contestants can mention, in a given time, the greatest number of features of the DuMont telesets. Prizes are contributed by the spotlighted dealers of the day.

The Nonas agency is currently preparing an extensive campaign in aural radio to promote the sale of the International Harvester refrigerator by way. It is reutilized exclusively now by Teldisco in northern New Jersey and Orange and Rutland counties in New York.

In commenting on the striking success achieved by Teldisco television, Mr. Nonas observed, “A lot of agency folk are touting video as the sales medium of the future. I disagree with them. Television is the sales medium of the present.”

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**TV RIGHTS**

**‘Enlargement’ of Radio Rights Says Baltimore Judge**

CENTURY Athletic Club won its long drawn-out fight to telescore weekly boxing matches at Baltimore’s Coliseum when a Circuit Court ruled Feb. 17 that the agreement as it falls within the definition of broadcasting and entails the same rights.

The decision, handed down by Judge E. Paul Mason in Circuit Court No. 2, represented a victory over a New York partnership which owns the Coliseum. The Gotham firm had contended that the Athletic Club’s lease does not specify television name, only broadcast rights. Television is a distinctly different and separate entertainment and communication medium, it had argued.

The suit was lodged by the Century Club, with Lucy Ann Garvey and Avram Ruffin as counsel.

After defining the issue—whether the right to broadcast by radio includes the right to broadcast by television—Judge Mason gave several definitions of “broadcasting,” which he admitted were unsatisfactory. He pointed out, however, that since transmission and reception are conducted “in the same manner,” there is no reason that radio bears a very close scientific relation to television.

Judge Mason observed that television may supplant radio and has made “an extension” of the number of persons who several years ago numbered themselves as regular radio listeners. He declared: “This extension is, therefore, in direct competition with radio.”

Interpreting telescore rights as an “extension or enlargement” of the club’s right to radio broadcasting, the judge pointed out that telescore rights in the tenant’s hands “does not involve any inconsistency with the other things it is permitted to do under the lease... The tenant produces the boxing bouts...”

Text of Judge Mason’s ruling in part:

The right to telescore is inferred to belong to the tenant because it is an extension or enlargement of its (the tenant’s) right to radio broadcasting and in its hands does not involve any inconsistency with the other thing permitted to do under the lease.

The tenant produces the boxing bouts. The televising of such bouts will not put the building and the premises under any greater servitude and is not inconsistent with the tenant’s right to broadcast by radio.

The landlords or their predecessors drew the contract. Under the rule that no one who prepares a contract has included all his reservations, it must be so construed most strongly against the party who prepared the contract. (The issue is) whether the right to broadcast by radio includes the right to broadcast by television.

Since the transmission and the reception are conducted in the same manner, possibly to a higher frequency basis for television, it would seem that radio may not have the same scientific relation to television.

The main difference between the two is the type of mechanism used to transform sound into electrical impulses on the one hand, and the images into electrical impulses on the other, with the same variations on the receiving end, that is the television home.

Such a construction of the contract could not possibly be the parties intended... It is a fact that television may supplant radio and the present-time radio serious inroads on the number of persons who several years ago numbered themselves as members of the regular radio listeners.

Television, in its own right, is in direct competition with radio. Television was not commercially available in 1943, when the lease was executed. The tenant could not have been expected to guard against something not in general use at that time.

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**FULTON LEWIS**

**Starting Simulcasts**

FULTON LEWIS jr. added television to his current Mutual radio network Feb. 21 when he began a series of simulcasts over MBS and WOIC (TV) Washington, new Bamberger outlet [CLOSED CIRCUIT, Jan. 3]. The commentator has been signed for 52 weeks with options.

Mr. Lewis is heard five times weekly, 7-7:15 p.m., on more than 800 Mutual stations, and is sponsored as a co-op feature on some 325. Simulcasts originate from the studios of WOIC, with the TV version offered on a sustaining basis to backers at the outset. He is retaining his present program format—opening, middle and closing commercial time slots coincide on both AM and TV. When Mr. Lewis travels his spot will be filled by substitute commentators, including Phelps Adams and Kenneth Crawford.

---

**ONE WAY**

**Of Losing 248 Viewers**

THE television feature, Open House, on WPTZ (TV) Philadelphia recently was directly responsible for 248 welders, riveters, pipe-fitters, ploders and other construction craftsmen from the local area signing up for an 18-month job in the Arabian desert.

The program, sponsored by the Corn Exchange National Bank, was not put on as a special effort to call out workers, but came about, due to Roy Neal making a routine interview. In the interview, John Shanahan, representing the Bechtel International Construction Corporation, told of the need for skilled workers to construct pipelines in Saudi-Arabia. C. Pierce Taylor, Pennsylvania State Employment Service district manager, related that the next morning the 248 men appeared and signed up. The Philadelphia office of the PSES thus became the only office in the United States to meet its quota of men for the overseas assignment.

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**Quizzical TV**

(Continued from page 8 of Insert) television are as yet low and profits for the packager nearly invisible.

Undoubtedly, as the television audience grows and TV starts operating on a real network basis, the video quiz will cost considerable more than its AM counterpart yet—possibly even more in relationship to other television shows around it—to keep it from being a smart buy for the advertiser.

Audience-participation will have a place for itself in television as it has in AM—but agencies and producers will need to uncork the imagination and expend the sweat to satisfy television’s demanding terms.
DuMont penetrates 29 of the 30 markets where television is now operating. It will include the 30th market, San Francisco, in March, 1949.†

DuMont Programs Shown Live on these stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WABD</td>
<td>New York</td>
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<tr>
<td>WFIL-TV</td>
<td>Philadelphia</td>
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<tr>
<td>WAAM</td>
<td>Baltimore</td>
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<tr>
<td>WTTG</td>
<td>Washington</td>
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<tr>
<td>WNAC-TV</td>
<td>Boston</td>
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<td>WNHC-TV</td>
<td>New Haven</td>
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<td>WGN-TV</td>
<td>Chicago</td>
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<td>WRGB</td>
<td>Schenectady</td>
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<td>WBEN-TV</td>
<td>Buffalo</td>
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<td>WJBK-TV</td>
<td>Detroit</td>
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<tr>
<td>WEWS</td>
<td>Cleveland</td>
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<tr>
<td>KSD-TV</td>
<td>St. Louis</td>
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<tr>
<td>WTMJ-TV</td>
<td>Milwaukee</td>
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<td>WDTV</td>
<td>Pittsburgh</td>
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<tr>
<td>WSPD-TV</td>
<td>Toledo</td>
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<tr>
<td>WTVR</td>
<td>Richmond</td>
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Programs shown on these stations by DuMont Teletranscription

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WLWT</td>
<td>Cincinnati</td>
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<tr>
<td>WDSU-TV</td>
<td>New Orleans</td>
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<tr>
<td>WAGA</td>
<td>Atlanta</td>
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<tr>
<td>KSTP-TV</td>
<td>Minneapolis-St. Paul</td>
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<tr>
<td>WHEN</td>
<td>Syracuse</td>
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<tr>
<td>KLEE</td>
<td>Houston</td>
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<tr>
<td>WAVE-TV</td>
<td>Louisville</td>
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<tr>
<td>KRSC-TV</td>
<td>Seattle</td>
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<td>KDYL-TV</td>
<td>Salt Lake City</td>
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<td>WMCT</td>
<td>Memphis</td>
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<tr>
<td>KOB-TV</td>
<td>Albuquerque</td>
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<tr>
<td>WBAP-TV</td>
<td>Fort Worth</td>
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<tr>
<td>KTSU</td>
<td>Los Angeles</td>
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</tbody>
</table>

†The DuMont Network will extend to four other markets in March and April

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFRC-TV</td>
<td>San Francisco</td>
<td>March 1, 1949</td>
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<tr>
<td>WICU</td>
<td>Erie</td>
<td>March 1, 1949</td>
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<tr>
<td>WLWD</td>
<td>Dayton</td>
<td>April 1, 1949</td>
</tr>
<tr>
<td>WLWC</td>
<td>Columbus</td>
<td>April 1, 1949</td>
</tr>
</tbody>
</table>

*An estimated 9,670,000 viewers according to January 31, 1949, set installation figures.
George D. Galley, former program director of WPTI Pittsburgh, has been named manager of WJPA Washington, Pa., succeeding C. R. Galley, who has joined WIMA Lima, Ohio, as director of sales.

Walter Callahan, assistant general sales manager of WLW Cincinnati, has been appointed assistant to Marshall N. Terrell, vice president in charge of television of Crosley Broadcasting Corp., with special duties in the field of sales representation. Mr. Callahan started in radio with WCPO Cincinnati as salesman and later moved to the same position with WLW and WSAI Cincinnati. He was named manager of WLW Chicago sales office in 1933 and became assistant to James D. House, president, and R. E. Dunville, vice president and general manager of Crosley. Mr. Callahan was general manager of WSAI when it was owned by Crosley and later by WIP and WITP.

R. A. (Bob) Novak, program director at WAZF Yazzoo City, Miss., has been appointed assistant manager of KDRT formerly with WPTS New Orleans.

Robert W. Frudeger, formerly station manager of KBUR Burlington, Iowa, and head of Wonder Suds Div. of Iowa Soap Co., has been named assistant manager of WOL Gabesburg, Ill., chairman of E. J.Huber, who has joined KTRI Sioux City.

Lew Roskin, formerly of CFRN Edmonton, Alta., has been appointed manager of CJDC Dawson Creek, B.C.

Arthur C. Stringer, director of special services for NAB, is a judge in National Safety Council's Public Interest Award for 1948 competition. Award is given for "exceptional service to safety by public information media and sponsors of public service advertising campaigns." Contest closes March 15.

Harry Mallish, general manager of KFWE Los Angeles, is in New York on two-weeks business trip.

Joan Orr has been appointed manager of new 250 w permitted in Nainamao, B.C. She formerly was with CHUM Toronto, and CKLN Nelson, B.C.

Benedict Gimbel Jr., president and general manager of WIP and WIP-FM Philadelphia, has been named chairman of Philadelphia's annual Blind Week for the fourth consecutive year.

For a series of assignments and conferences during the conception and nourishment of the Good Neighbor policy.

As secretary, counselor and in other capacities, he gained added prestige at embassies in Chile, Bolivia, Mexico, Uruguay, Dominican Republic and Trust Territories.

Ambassador Norweb was a U. S. delegate to the Inter-American Radio Conference in Havana, Cuba, in 1937. It was at these sessions that NARBA originated.

An all-time production record was established at the second Inter-American Radio Communications Congress in Santiago, Chile, in 1940, when the work of the body was completed in ten days. Ambassador Norweb, serving as a U. S. delegate, played a major role in proceedings.

Departing from the field of radio for a short time in 1941, he served as chairman of the U.S. delegation to the Third General Assembly of the Pan-American Institute of Geography and History in Lima, Peru.

Portugal knew him as the U.S. Ambassador in 1945. In 1946, he was U.S. Ambassador to Cuba.

He was elevated to the class of career minister Nov. 14, 1946.

While serving as chairman of the U.S. delegation to the important World High Frequency Telecasting Conference in Mexico City, for the first time in his brilliant career radio threw him for a loss—but so far as is presently known not a diplomatic one.

Ambassador Norweb was obliged to follow a doctor's advice and take leave of the conference, due to back injuries he sustained while there.

He is pain, not so greatly by the injury, as by the realization that through an ironic twist the injury was caused by trying to move what he terms "a so-called 'portable' radio.'"

The accident has failed to dampen Ambassador Norweb's enthusiasm for radio and he is currently muster- ing his forces for an all-out fight for better programs, fair international distribution of frequencies and the advancement of experimental engineering.

Extensive travels and numerous conferences have given the radio man a brilliant perspective on communications as a whole and broadcasting, in particular.

Radio problems he prefers to survey from the commercial, political and engineering angles and whenever possible, to reduce the divergences between the three points of view.

Ambassador Norweb makes his home on Lake Shore Boulevard in Cleveland.

Tall, slender and with a sprinkling of gray in his abundant hair and his closely-cropped mustache, he is a delight to friends and associates as the most likely candidate for "Man of Distinction" fame.

Emery May Holden, whose name is associated with ownership in the Cleveland Plain-Dealer, became his wife Oct. 18, 1917. They have two children, Henry Raymond, and Alice Helen. His vision is 20/20 and the two given names of a son are transposed each generation in the Norweb family.

In view of their father's extensive radio background, it is readily understandable that both sons served as radar officers with the AAF during World War II and that the eldest son now is with WHK Cleveland.

Ambassador Norweb's active and colorful career as a foreign service officer has come to an end, but the diplomat hints that his on- time hobby may "very possibly" develop into a full-time occupation.

Once his back has strengthened, Ambassador Norweb hopes to devote considerable time to other interests such as baseball, swimming, boating, fishing, hunting—and, of course, radio.

He is a member of Harvard Club, Brook Club, India House, River Club (New York), Union Club (Cleveland), Metropolitan Club, and Chevy Chase Country Club (Washington, D.C.).
MUSICAL salutes to Saturday night house parties taking place in South Jersey are given over Womid Atlantic City on its House Party Time, one of several new shows. Hour program is sponsored by local Citizen Club distributor and Kramer Beverage Co. Listeners are invited to inform station of socials and Kramer arranges to have case of Club distributed to parties. Recorded music is handled by Bob Brown. New series of Italian-American programs featuring classical music also has been added by WMID, as has a Sunday feature, In the Public Eye, presenting Paul Hawn with comments on New Jersey news.

Learn to Type!

TOUCH TYPING will be taught via radio when new program, Learn to Type Right, starts on KOMO Seattle. Master of the craft will be sponsored by Pantorium, Seattle launderer and cleaner. Emphasis of teaching will be on "visualizing." Robert S. Nichols Adv. developed series.

Medal Winners Featured

STORIES of men who have won the Congressional Medal of Honor are presented in new television series show produced by A. S. Curtis Features Syndicate, Washington, D. C. Availed to interested stations, series offers weekly story of one CMH hero, approximately ten minutes long, using slides of art work and photographs, plus narration. Show requires no camera men, live actors, etc., according to producer.

INTerviews Held

VIEWERS of Capital Cities, local radio program over WPJS Evansville, Ind., are profitable for passers-by who have thought of interest to pass on to listeners. In keeping with program's title, A Penny for Your Thoughts, station awards a penny to each interviewee in addition to gift certificates for services or commodities. Program is sponsored on participating basis. WPJS also has started new program to acquaint residents with activities of Evansville Public Museum. Charles Beegs, museum director, conducts show, telling listeners about current exhibitions at museum and future plans, plus interviewing frequent authorities.

Writers Featured

VIEWERS of Crossword Quiz, telecast over WSB-TV Atlanta, get chance to participate in contest with studio audience. Any time when studio contestants miss word selected by Bob Grimes, quizmaster, listeners may call studio with their answer. Correct answer wins $1.

Dual Station Show

LISTENERS to WCSI Columbus, and WNNI Warsaw, Ind., FM stations owned by Syndicate Theatres Inc., heard both stations at once on recent dual broadcasting event. Graeme Zimmer, radio director of Syndicate Theatres and conductor of WCSI Saturday Night Bandstand, had as his guest on show Bob Williams, disc jockey at WNNI. The two conducted their programs together, with Mr. Williams in Warsaw and Mr. Zimmer in Columbus. Each station took its turn at playing records.

Sports Coverage

By end of basketball season, KDEC Decora, Iowa, expects to have carried more than 70 games, including games in state tournaments in Iowa and Minnesota as far as teams in its listening area progress. KDEC has tried to cover every team in its area at least once with additional coverage to games of special interest. Most games were carried live. Station displayed many of its network (MBS) shows to maintain its rigid sports schedule. In advertisement in Dubuque Telegraph-Herald, KDEC emphasizes its sports policy which it called "personalized service." Enthusiastic response from school officials and coaches is reported by station, in addition to increase in attendance at games.

TV Critics

REVIEWS of local and network television programs are featured on new program conducted by Ruth Chilton on WJMj Philadelphia. WJMj reports it does not consider series unethical inasmuch as it is not in competition with television, which it considers a different art form from broadcasting.

Amateur Poets

POETICALLY inclined listeners to KTOP Topeka, Kan., now have opportunity to have original poems aired on Friendly Philosopher show. Bill Griskey, m.c., requests listeners to submit verses which are read with an organ background. Writer of poem receiving most mail votes during months receives as prize.

Political Feature

ALL NINE nominees for office of mayor of Mattoon, Ill., appeared on WBH Mattoon in recent pre-election broadcast of The Roundtable. Each nominee was interviewed for one minute by Ray Livesay, station manager and program moderator, after which each was given two minutes to state his platform and qualifications for office. Advance publicity announcements were carried three days prior to program.

Originate from Car

INSIDE of Kaiser-Frazer car was an original Automatic Mobile Day program titled Made At Willow Run, aired by WCPA Boston last Tuesday. Ken Meyer of WCO's special events staff handled show from Boston's Kaiser-Frazer showroom. Program featured interviews with company representatives, description of new car and music by Kaiser-Frazer Quartet. Part of broadcast was made as car moved around showroom.

Learning to Fly Via TV

FLYING LESSONS are being given on new series of telecasts, Flight Time, on KHJW (TV) Syracuse, via film and actual studio ground instruction. Writers of four best letters on "Why I Want to Learn to Fly" are receiving flight course free. To lend authenticity to the telecast and help students, single-engine trainer plane is used in studio lessons. Cooperating with WHEN and handling actual flight instruction is Ward Air Service of Syracuse.

To Air BBC Shows

BRITISH Broadcasting Corp.'s dramatic and musical programs will be aired exclusively in Chicago by WMOR, FM station scheduled to take air next month. Jules Powower, program director, in making announcement, said the station will program transcribed World Drama plays, Picture Parade, half-hour excerpts from British films, and British Concert Hall, one-hour symphony with various musical groups. WMOR will operate at 102.7 me with 40 kw.

TV Amateur Talent

CHANCE for amateurs to test their ability to entertain by television is offered by WPX (TV) New York in a new series, Four Star Talent Search, Fri., 8-8:30 p.m. Talent chosen from preliminary auditions to appear on the program compete each week for cash prize, plus a week's engagement at Bradley's, New York supper club.
Top quality power tubes for more than 25 years

Broadcast engineers from coast to coast have learned through the years to depend on Western Electric tubes for long life and top quality performance.

Included in Western Electric's line are power tubes and rectifiers for stations of every power, AM and FM. Designed by Bell Telephone Laboratories, these tubes are now manufactured for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

For full information on Western Electric tubes to meet your station's needs, call your local Graybar Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric transmitting tubes will be on display at the I. R. E. Convention.

Quality Counts

Western Electric

Feature
(Continued from page 30)
Co. occupies its own 1½-story brick building, 50 by 140 feet. It is a 19-year-old business. Studios of KECK—which is slightly over 2 years old—are above the store.

After making a sudden decision to launch a radio station in Odessa in 1946, Ben Nedow increasingly concentrated his interest on broadcasting.

Some time ago, when he was in New York, Mr. Nedow decided to set NBC straight on some figures pertaining to Odessa. Before he was through, RCA chief Gen. Sar-noff himself had given him a half hour of his time.

When it is considered that the 1930 population of Odessa was under 4,000 and the 1940 population about 8,000 and today's population is over 47,000, it is evident that the Odessa story commands interest. Oil is, of course, the answer. Thousands of producing wells, five natural gasoline plants, a vast carbon black plant, and in the city's trading area.

Until the postwar period, Odessa had no radio station of its own. It now has three (KECK, KOA, KRG).

When Ben Nedow decided to go into the radio business, his only knowledge of broadcasting, other than as an ordinary listener, came from buying time for his furniture store on a west Texas station in another city. Mr. Nedow has a basic philosophy about radio.

"I wanted a quality station," he says. "I wanted to give the people what they deserved. Give them a dollar's worth of advertising for every dollar spent."

Something he would not do, he decided, was "not to crowd too many commercials one after an- other."

KECK runs about 55% commercial, 45% sustaining. While it has a western band that satisfies the native yen for cowboy music, KECK also runs about two hours of classical music a day.

His own People's Furniture Co. uses a 1-hour Sunday show of classical, along with two 50-word daily spots and a 5-minute syndicated show a day. This is the only advertising his store does, having dropped newspaper entirely a year ago, according to Mr. Nedow. "We get results," he says, "and meet a store payroll of eight people."

KECK raised $927 for the March of Dimes in January in a contest among three shows. Listeners "bought" request numbers by making contributions. KECK do-nated 188 15-minute periods to the drive, and Mr. Nedow gave a $50 check to John Vacca, chief an- nouncer, as high man with his Make Believe Ballroom, which Mr. Vacca then gave as his own contribution—raising the grand total to $987.

KECK won two first awards (news, and folk and western music) and a third (sports) in 1948 judgments of radio program-
ing.

While Odessa is a long way from anywhere (327 miles west of Fort Worth, 287 miles east of El Paso), Mr. Nedow and his KECK studios are smack in the middle of things in Odessa. The station and its big call-letter sign is across from City Hall, a block from the Post Office, across the street from the Elliott Hotel and a half block from the new modernistic $350,000 Court House.

KECK's transmitter tower rises 408 feet into the sky 3 miles west of town amid 30 leased acres and operates with what Mr. Nedow prides himself as being one of the strongest ground systems in west Texas.

FINCH FACSIMILE
European Distribution Set

NEA Service Inc., New York, through its Acme Teletronix divi-
sion, has become exclusive agent for distribution of Finch Telecommunications Inc. equipment for facsimile newspaper and radio broadcast use in Europe and Great Britain.

Announcement of the arrange-
ment was made jointly by Fred S. Ferguson, NEA president, and Capt. W. G. H. Finch, president of Finch Telecommunications.

Distribution of Finch equipment in Europe for other facsimile uses, such as business and commercial transactions, police broadcasts and government enterprises, will also be handled by Acme Teletronix, but on a non-exclusive li-
cense basis.

Acme plans to offer the Finch equipment as an extension of its present Telephoto network service, which connects newspapers in European countries. Dagens Ny-
heter, Stockholm newspaper, was the first to institute facsimile newspa-
per production in Europe.

O. V. Johnson

O. V. JOHNSON, 53, account ex-
ecutive of Dana Jones Co., Los Angeles, died suddenly of a heart attack in his office Feb. 8. He had been with the agency for past 20 years, most recently handling Bullock's (department stores) ac-
count. Besides his widow, Marjorie, he leaves two children, Donald 20, and William 16. Funeral services were held Feb. 11 at Pierce Bros. Mortuary, Los Angeles.

WJAX Ups Power

WJAX Jacksonville, Fla., NBC affiliate, Feb. 18 began operation on increased nighttime power of 5 kw. Station previously operated on 0 kw daytime and 1 kw night-
time. Frequency remains 920 kc.

RED CROSS
Radio to Back Fund Drive

OBSERVANCE of March 1 as "Red Cross Day" by the major radio and television networks has been announced by American Red Cross national headquarters. All sustaining network programs that day will carry a Red Cross message and some of the sponsors have been asked to cooperate. Continued radio backing for the 1949 fund campaign, running through the month of March, is expected.

Material for radio and television network origination is available through the local chapter. In addition to scripts and general information on the Red Cross and stories of six network star presentations may be obtained. Scheduled for the series are; Bob Hope, Bing Crosby, Jack Benny, Dennis Day, Phil Harris and Alice Faye, and the American Album of Familiar Music. Four-and-a-half minute dramatic programs and 15- and 45-second spots are being sent to stations in the NAB. They are transcribed on a double-faced disc.

It is expected by the Red Cross that more than 1500 stations will carry material in cooperation with local chapters. Over 300 foreign language programs spotted throughout the country will carry the Red Cross message in eight languages to specialized audiences.

SALT LAKE CITY
Ad Club Names Winners

FOUR Salt Lake City stations divided awards at the fourth an-
nual awards banquet sponsored by the Salt Lake City Advertising Club Feb. 17. Over 50 entries were received in the radio division, re-
ported to be a new record total. Judges were Maurice Mitchell, Lee Hart and Harold Fair, all of NAB.

The winning stations and classifi-
cations were: KDYL, first in quiz and sports broadcast; KALL, first in transcribed music and women's appeal; KUTA, first in live music and variety; KSL, best in drama. Specific programs were named in some of the winning classifications. No award was given in the field of radio news.

WE HAVE
THE FORMULA

Time buyers know that some sta-
tions pay, while others do not.

Time buyers who've tried WAIR are loud in their praise of its selling power.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knoedl, Inc.
CARL CANNON, formerly in station relations and sales promotion departments of NBC, and before that, assistant manager of WSGN Birmingham, has joined radio department of the Branchor Co., New York, national radio representative.

WILBUR J. (Johnny) PHILLIPS Jr., former sales representative for WHKX Akron, Ohio, has joined sales staff of WJMO Cleveland.

SHELTON VAN DOLEN, formerly with WMGM New York and ABC has joined New York sales staff of Weid & Co.

WILLIAM R. ALDRICH, general sales manager of WFTW and WPTW-FM Fort Wayne, Ind., is the father of a boy, Ryan.

MERRILL W. FUGIT, formerly of Richard Bradley Assoc., Chicago, has joined sales staff of WJJD Chicago.

DONALD COOKE Co., New York, has been named station representative for WNDR Syracuse.

MICHAEL (Mike) RENAULT, former salesman with WMGM New York and before that with Handley Reed Co., New York, has joined Donald Cooke Co., New York, as a salesman.

JACK DENNINGER, former eastern advertising manager of Sales Management magazine, has joined New York sales staff of Blair-TV Inc., television station representative. Mr. Denninger was with Sales Management for three years.

LAWRENCE V. HAUHXURST has joined sales staff of WISN and WISN-FM Milwaukee. He formerly was with Automatic Products.

JESS KELLEY has joined sales department of WONS Hartford, Conn.

M. L. PRICE, former manager of WFKY Frankfort, Ky., has joined sales staff of WJPS Evansville, Ind.

H. PRESTON PETERS, president of Free & Peters, leaves this week for Honolulu with Mrs. Peters to contact KGB-MHCB, which firm represent.

BILL PHREANOR has joined KCMJ Palm Springs, Calif., as sales manager. Mr. Phreanor was formerly manager of KYOR San Diego and KBUC Corona, Calif.

MIKE McMICHAEL, former manager of Goodyear Store, Des Moines, has joined sales staff of KMT Des Moines.

VALERIA ELLIOT SMITH has been named traffic director at KQGL Phoenix, Ariz., replacing JEANNE MILL, who resigned to be married.

RUSSELL DAKIN, announcer at CKY, has transferred to local sales staff, replacing PEGGY McCAIN, who has resigned to be married.

DON SARACENO of ABC Chicago sales staff, is the father of a girl.

GEORGE R. RUPPEL, MBS assistant comptroller, has been elected president of the New York chapter, Tax Executives Institute Inc.

GEORGE MORRIS, NBC Chicago local salesman, is the father of a daughter.

MIKE McMICHAEL, former manager of Goodyear Store, Des Moines, has joined sales staff of KMT Des Moines.

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GEORGE MORRIS, NBC Chicago local salesman, is the father of a daughter.

ROGER BURNSBY, National League batting champion for seven years, has been signed by WENR-TV (ABC) Chicago to handle commentary on Cubs home games from April 19 to Oct. 2 under sponsorship of Goebel Brewing Co., Detroit. Mr. Hornsby has managed several U.S. pennant winning National League teams, including the Cubs.

FRANCIS N. LENT, 1953-54 National League MVP, has been signed to play with the Chicago Cubs for the 1955 season.

LOREN (Bud) WATSON Jr., former radio sports editor for United Press, New York, has joined sports staff of WBAP Fort Worth.

HARVEY SACHS, formerly with KTTL Tidmark, Ore., has joined news staff of KNBC San Francisco, replacing BILL MINETTE, who has been promoted to public affairs director.

JOE TUCKER, WWSW Pittsburgh sports director, has been appointed member-at-large of Metropolitan YMCA's Physical Education Council.

JOHN L. CARPENTER, director of special events at KOIN Portland, Ore., has been appointed chairman of Multnomah County Traffic Safety Council by Gov. Douglas McKay.

BYRON BAKER, formerly with KWTV Passadena and KKL (FM) Los Angeles, has been named news editor at KYKX San Angelo, Tex.

RALPH EDWARDS' NBC show This is Your Life is to originate from Minneapolis March 29 and from Chicago April 5.
February 18 Decisions . . .

**ACTIONS ON MOTIONS**
(By Commissioner Webster)

Georgia School of Technology, Atlanta—Grant petition for leave to amend TV application to change name of applicant from Board of Regents, University System of Georgia, for and on behalf of Georgia School of Technology, to Board of Regents, University System of Georgia, for and on behalf of the Georgia Institute of Technology.

**Suburban Beasts, Jackson, Mich.**—Grant petition to intervene in hearing on application of WLOOK Lima, Ohio.

**WFEC Miami, Fla.**—Grant petition for continuance of hearing scheduled for February 24, to April 28, at Washington.

**Greenwich Beest Co., Greenwich, Conn.**—Grant petition for extension of time to file opposition to petition of Fairfield County Beest Co. for reinstatement of application and time was extended to Feb. 23.

**Ray Way Beest Co., Columbus, Ohio.**—Passed over petition to reconsider and set aside grant of application for license of Northwestern Ohio Beest Co.

**WSTF Pebkin, Ill.**—Commission on own motion, continued indefinitely hearing pending presently scheduled for March 1, pending action on petition for reconsideration and grant of applications.

**KXLY Walla Walla, Wash.**—Commission on own motion continued indefinitely hearing presently scheduled for March 1, pending action on petition for reconsideration and grant of applications.

**St. Louis Beest Co., St. Louis, Mo.**—Commission on own motion continued indefinitely hearing presently scheduled March 17, pending action on petition for reconsideration and grant of applications. West Allis Beest Co., West Allis, and Westartron Radio, Inc., West Allis—Commission on own motion continued indefinitely hearing presently scheduled for March 17, pending action on petition for reconsideration and grant of applications.

**Empire Beest Co., Pomona-Canada, N. Y.**—Commission on own motion continued hearing presently scheduled March 23, pending action on petition for reconsideration and grant of applications.

**Woodward Beest Co., Detroit, Mich.**—Commission on own motion continued indefinitely hearing presently scheduled March 31 for re-application.

**St. Louis Beest Co., St. Louis, Mo.**—Continued indefinitely hearing presently scheduled for March 17, pending action on petition for reconsideration and grant of applications.

**Shields Beest Co., Beverly Hills, Calif.**—Petition for reconsideration and grant of hearing presently scheduled for February 17, to March 13, Washington, D.C., in re-complaint of Radio News Club of Hollywood against G. A. Richards, president of KMPV.

**FCC Correction**

In report dated Feb. 11 item referring to WDDH Boston et al. should have shown hearing continued to May 2 instead of March 2.

**February 18 Applications . . . ACCEPTED FOR FILING**

**Assignment of License**

**WRAI-Washington, D.C.**—Assigns license of J. W. Woddlie, Jr. and J. F. M. windward, Jay Budge, Jr. or Columbus Beest Co., to J. W. Woddlie, Jr. and J. F. M. windward, Jr. or Columbus Beest Co.

**License for CP**

**KPLC Lake Charles, La.**—License to cover CP change frequency, increase ERP.

**WJHB Greensburg, Pa.**—License to cover CP change frequency.

**WHRI Bluefield, W. Va., Va.**—License to cover CP change frequency.

**WHDR Boston—Same.**

**WDHI Hutchinson, Kan.**—License to cover CP change frequency.

**Modification of CP**

**WBKS Oyster Bay, N. Y.—Mod. CP new AM station for extension of completion date.**

**License Renewal**

**WWBT-FM Wooster, Ohio—License renewal FM station.**

**License for CP**

**WMCF Memphis, Tenn.**—License to cover new FM station.

**WLOG-FM Logan, W. Va.—Same.**

**WGFM Atlantic City, N. J.**—Same.

**WM Chicago—Same.**

**WMU Evansville, Ind.—Same.**

**WLAW-FM Lawrence, Mass.—Same.**

**WLDW-Detroit—Same.**

**WN Brimingham, Ala.—Same.**

**KMFY Hollywood, Calif.—Same.**

**WBLT Baton Rouge, La.**—License to cover CP changes in FM station.

**Modification of CP**

**KQW-FM San Francisco—Mod. CP new FM station for extension of completion date.**

**WBAB-FM Atlantic City—Same.**

**WHS-FM Shelby, N. C.—Same.**

**KLFM Galveston, Tex.—Same.**

**WVNC Norfolk, Va.—Same.**

**WLDW-Detroit—Mod. CP new station to change ERP from 170 w to 350 w.**

**KREI-FM Farmington, Mo.**—Mod. CP new FM station to change ERP from 170 w to 350 w. Ant. from 215 to 310 ft.

**WWTO Dayton, Ohio—Mod. CP new FM station to change ERP from 20 to 40 w. Ant. from 500 to 700 ft.**

**WMPA-FM Parkersburg, W. Va.**—Mod. CP new FM station to change ERP from 20 to 40 w. Ant. from 450 to 600 ft.

**FM—81.5 mc**

**KOCK-FM Ontario, Calif.—CP change ERP from 310 w to 1 kw. Ant. from 110 to 42 ft.**

**Modification of CP**

**WNAC-TV Boston—Mod. CP new complete application for extension of completion date to June 1.**

**RS2-FV St. Paul—Same.**

**WCAU-TV Philadelphia—Same to June 16.**

**TENDERED FOR FILING**

**SSA—1070 kw**

**WBIC Indianapolis—SSEA 1070 kw 50 kw DA at new ant. site.**

**AM-1460 kw**

**KPFO Riverside, Calif.—CP increase from 1 kw to 5 kw. Install DA.**

**Farewell**

**Beacon Beest Co., Inc. et al Boston.**—Commission on own motion continued from March 3 to May 31 at Boston consolidated hearing on application for FM station.

**WTIL Philadelphia—Denied as mod. petition, requesting continuance of oral argument presently scheduled Feb. 24 to be pending.**

**Shelby Beest Co., Center, Tex.**—Commission on own motion advanced from April 11 to March 4 at Waco, the hearing on application.

**WPBS Chicago—Shreveport, La.**—Denied petition for continuance of hearing presently scheduled for February 17, to March 13, Washington, in re-complaint of Radio News Club of Hollywood against G. A. Richards, president of KMPV.

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**License for CP**

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**WLOG-FM Logan, W. Va.—Same.**

**WGFM Atlantic City, N. J.**—Same.

**WM Chicago—Same.**

**WMU Evansville, Ind.—Same.**

**WLAW-FM Lawrence, Mass.—Same.**

**WLDW-Detroit—Same.**

**WN Brimingham, Ala.—Same.**

**KMFY Hollywood, Calif.—Same.**

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**WHS-FM Shelby, N. C.—Same.**

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**SSA—1070 kw**

**WBIC Indianapolis—SSEA 1070 kw 50 kw DA at new ant. site.**

**AM-1460 kw**

**KPFO Riverside, Calif.—CP increase from 1 kw to 5 kw. Install DA.**
THE FOLLOWING YEARBOOK changes and additions were received just after the 1949 YEARBOOK had gone to press. This will also serve to correct a number of errors made in compiling this vast volume. For convenient reference purposes, the information is arranged numerically by YEARBOOK page number. The dates and prices are only up-to-the-minute changes for all YEARBOOK directories and services should be made from the weekly issues of BROADCASTING-TELECASTING.

Page 32—GREAT INVESTMENT OPPORTUNITY. Write us.

Page 32—NEW YORK, Pa., correct spelling of Clair N. McColough.

Page 32—PERSONNEL and facilities for WSCR and WACR, Springfield, Ill. Personnel and services now owned by in addition to WPNI long to WACA.

Page 326—WCRC St. Louis, 2500 and 3500 watt.

Page 328—WCTU Rapid City, S. D., add W. E. Williams, director; W. Fordon Hurlanow, general manager.

Page 399—WJR Detroit, 1177, add Jack Shipman, president.

Page 397—WAB Lower Pineville, add Jack Shipman, president.

Page 398—WASW Savannah, Har- ben Daniel is president.

Page 399—WGEW Evanston, on 106.1 mc and 30,000 watts power.

Page 381—WBAM CM Detroit, 500 Tem- ple Ave., Phone: Temple 3-7900, Program director: Robert Young, general manager: E. Hal Hough is pro- gram director.

Page 416—WCMC Pontiac, Mich., and David Shurtleff is direc- tor.

Page 412—WCBS New York, 1177.


Page 416—WKLW Lebanon, Mo., add Robert F. Weidler, president; R. E. Wright, general and commercial manager; Thomas A. Miller, program director; R. E. Hendry, chief engineer; Services: Lang- worth, SESAC, UP.

Page 416—WICK Portland, Ore., add Charles S. Seiber, vice pres- ident and general manager.


Page 417—KVER Albuquerque, N. M., add Columbia Pictures, chief direc- tor.

Page 418—WMCX New York, add Nor- man Boggs, general manag- ing editor.

Page 418—WIXR Utica, Elliott Stewart, executive vice president and station manager; N. W. Cook, national sales - merchandising - promotion man- ager; Gladys P. Moore, vice president-secretary, and delete William J. Calvert and Helen Wood 114.


Page 416—WPMD Wilmington, N. C.; delete Ed. McKay as program director.

Page 418—KNOX Grand Forks, N. D., add Jack French as assistant manager.


Page 419—WJCL Jacksonville, N. C., add W. W. Ferguson, station representative.

Page 419—WPMB Waltham, N. C., delete Ed. McKay as program director.

Page 420—WVAM Altona, Pa., Richard H. Hurley, general and commercial manager.

Page 422—WORK York, Pa., correct spelling of Clair N. McColough.

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**FCC Actions**

*(Continued from page 58)*

**February 23 Decisions...**

**FCC Actions**

*Continued from page 58*

**February 23 Decisions...**

**BY THE COMMISSION**

Announcement proposes to amend the Avco rule requiring advertising for competitive bids before disqualification. Also announced proposed plan to amend rules requiring advertising of requests for new stations, changes in existing stations, and renewals of license and transfers (See story this issue).

**BY THE SECRETARY**

WBTW-AM-FM, Savannah, Ga.-Granted license for new FM service on frequency of 99.5 mc.

WBLO-AM-AM-FM, Lubbock, Tex.-Granted request to cancel CP.

WLM Detroit, Mich.-Granted new CP change studio location.

Following were granted CPs. CPs for extension of completion date as shown.

WBML Macon, Ga.-Granted license covering change from frequency of 590 mc to 1540 kc.

York Bestg. Corp.-Granted existing stations, renewals announced proposed plan to amend rules requiring advertising of requests for new stations, changes in existing stations, and renewals of license and transfers (See story this issue).

**First with the most in NEW ORLEANS**

WSU TV Channel 6-31,000 watts New station at 4226 Airline Dr. and produces first and only TV station in the Basin. The Basin is the SMSA of the Deep South.

ARC-AM/FM-WPXH Television Affiliate New station at 3926 Basin Street.

NEW ORLEANS ASC AFFILIATE

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**NEW ORLEANS ASC AFFILIATE**

WSU TV Channel 6-31,000 watts New station at 4226 Airline Dr. and produces first and only TV station in the Basin. The Basin is the SMSA of the Deep South.

AM 1280 kw-5000 watts (effective 2000 watts in daytime) New station at 1407 St. Charles Ave.

Covering New Orleans, South Louisiana and the Gulf Coast.

FM Channel 22-75,000 watts (P. C. 155,000 watts) WDSU's dominant Hoopering, pioneer station in the theatre and high listening loyalty is the 1B in New Orleans!

Ohi in Pulpit

WHEN his pastor was called out of town Feb. 13 the Presbyterian church at Alexandria, La., was without a minister for the day but not without a man to fill the pulpit.

Fred Ohl, station director of KALB Alexandria, armed with a transcription of the Presbyterian Hour, previously used on KALB, filled in for the Rev. W. G. Foster. Mr. Ohl is music director of the church.

this action is without prejudice to continuing program tests.

WKNJ Oyster Bay, N. Y.-Granted license for new CP by Key System, Inc. from Eastern Stations, Inc.

WML Lisle, Ill.-Licensed new CP to change tower.

Following were granted CPs for extension of completion date as shown.

WJZ-WBML Macon, Ga.-Granted license covering change from frequency of 1540 kc to 99.5 mc.

WBLO-AM-AM-FM, Lubbock, Tex.-Granted request to cancel CP.

WLM Detroit, Mich.-Granted new CP change studio location.

Following were granted CPs. CPs for extension of completion date as shown.

WBML Macon, Ga.-Granted license covering change from frequency of 590 mc to 1540 kc.

York Bestg. Corp.-Granted existing stations, renewals announced proposed plan to amend rules requiring advertising of requests for new stations, changes in existing stations, and renewals of license and transfers (See story this issue).

**February 24 Applications...**

**ACCEPTED FOR FILING**

AM-1440 kc

KPRO Riverside, Calif.-CP increase from 1 kw to 5 kw, installation of new tower station: from Riverside to North Riverside.

AM-1420 kc

WVOT Wilson, N. C.-CP change from 1 kw, 460 st to 5 kw, 590 st.

WLA Horsham, Pa.-CP change from 1220 kc to 1240 kc, 5 kw, 875 st.

AM-589 kc

KICA Clovis, N. M.-CP change from 1240 kc to 1250 w untl, 980 kc 1 kw untl.

KSSA-1730 kc

WPIX Alexandria, Va.-SSA 1730 kc to 250 kw w unl, for period ending not later than Nov. 1.

KSSA-1070 kc

WIBC Indianapolis, Ind.-SSA 1070 kc 50 kw D (employing DA authorized in new and old site) for period not to exceed 6 mo.

Assignment of CP

KATV TV-Atlanta, Ga.-Assignment of CP from J. D. Jones Jr., Ronald W. untl, and Winn Adkins Jr., 186 st, d/f as Frederick Beck, Co. to J. D. Jones Jr., Ronald W. untl, and Winn Adkins Jr., 186 st, d/f.

KIRO-TV Seattle, Wash.-Transfer of Commercial Trans.

WROD Daytime Beach, Fla.-Beautification of control of Daytona Beach Bestg. Corp., licensee, from Wade R. Sperry to Lakeland Bestg. Corp.

WJVB Jacksonville Beach, Fla.-Transfer of control of Jacksonville Beach Bestg. Co. from J. Lyle Williams to J. H. Rawlings, Inc., to Reginald B. Martin and Lester M. Combly.

WJVR-Moody, Ala.-Acquisition of control of Radio Fort Wayne Inc., licensee, from J. H. Sperry to Thayer and Merlin H. Smith to C. Bruce McCallum.

License renewal applications were filed by following AM stations: WOOF Dothan, Ala.; KCVK Redding, Calif.; KMON Great Falls, Mont.; and WWLW New Orleans, La.; licensee, N. C. WROD Knoxville, Tenn.; WJLS Beckley, W. Va.

KTSU Minneapolis-License to cover CP new AM station.

WDUN Galveston, Ga.-Mod. CP new AM station for extension of completion date.

WBIC Indianapolis-Mod. CP increase power etc. for extension of completion date.

License for CP

WCAL-AM-Philadelphia-License to cover CP new FM station.

WBNF-Michigan City, Ind.-Same.

WSPR-AM-Springfield, Mass.-Same.

WWMB New Bedford, Mass.-Same.

WGCJ-AM-Gulfport, Miss.-Same.

WBBM Chicago-License to cover CP new FM station.

WYNY New York-License to cover CP for changes in FM station.

Modifications of CP

WQDI AM-Philadelphia-License to cover CP new FM station to change ERP and ant. height.

KVOB-AM Alexandria, La.-Same.

KDON-AM Monroe, Calif.-Same.

WBYM-AM New York, N. Y.-Same.

WNJW-AM West Palm Beach, Fla.-Mod. CP License for CP

WJIB-AM West Palm Beach, Fla.-Mod. CP new FM station for extension of completion date.

WCTI-Richmond, Ind.-Same.

KKBX-Burlington, Iowa.-Same.

WBMF-AM Bay City, Mich.-Same.

KRIC-AM Beaumont, Tex.-Same.

WVTU Indianapolis-Assignment of CP to new commercial TV station to William H. Block Co. to Indianapolis Bestg. Inc.

TENDERED FOR FILING

Assignment of License

WKXW Alexandria, La.-Assignment of license to Motion Picture Service Inc. to Standard Bestg. Co. Inc.

AM-1220 kc

WGAR Cleveland, Ohio-Assignment of license to modify DA.

KSSA-730 kc

WLLI Merrill, Wis.-SSA 730 kc 1 kw-D 250 w unl, period ending not later than June 1.

TV DELETION

WAGE-TV Bayonne-Deletion of license for CP for new commercial TV station on Channel 6.

*Continued on page 68*
Technical

James Madison Runke, former television instructor at Commercial Radio Institute of Baltimore, has joined WAAM(TV) Baltimore as assistant chief engineer. He formerly was head of TV department of Capitol Radio Engineering Institute in Washington, D. C.; with Westinghouse in Baltimore and Chicago; chief engineer at WQAM Miami, and engineer at WDOD Chattanooga, WAGA Atlanta and WRGA Rome, Ga.

John H. Battison, ABC allocations engineer, has been elected to full membership in British Institute of Radio Engineers. Mr. Battison, IRE member in this country, has an article in March issue of Teletech on "International Television," and one in the April issue of Electronics Magazine on "Directional Antenna."

George Blackett, engineer of CKEY Toronto, has been given leave of absence for government service, and has been replaced by Fred Sutherland, formerly with BBC.

Jim Felix of WIND Chicago engineering department, is the father of a girl.

Ernie Livingston, former engineer at KLEE-TV Houston, has joined KREL Baytown, Tex., as chief engineer.

Dave Domer, engineer at WHBC Canton, Ohio, is the father of a boy, David Terrell.

Louis Schirkamp, former technical supervisor at KSWI (AM, FM) Council Bluffs, Iowa, has joined KTOP Topeka, Kan., as chief engineer.

Al Chemielewski, engineer at WWSW Pittsburgh, is the father of a girl, born Feb. 16.

Raytheon Mfg. Co., Newton, Mass., has announced new subminiature sharp cutoff pentode (type 1AD4), shielded for RF applications with a nominal mutual conductance rating of 2,000 micromhos and average plate current of three milliamperes, with 45 volts plate and screen supply.

Superior Electric Co., Bristol, Conn., announces production of new stabiline voltage regulator: with rated output of 0 to 250 volt-amperes. Its load power factor range is 0.5 lagging to 0.9 leading. New regulator is type 1E61062.

AGRICULTURE

Radio Studies in Progress

Several extension radio studies have been completed or are in progress, Agriculture Dept.'s office of information has disclosed. Summaries, which appear in the current Review of Extension Studies, include Maine and Pennsylvania. Reports are also being made in Louisiana, Kansas and New Jersey.

Of families interviewed within a 40-mile radius of Bangor, Me., 20% reported they had listened to extension service programs. Four-fifths of them chose the 7 to 8 p.m. period as the favorite listening time, with interviews more popular than straight subject matter talks. The review noted that only one-third of the families classified themselves as farmers though over four-fifths lived on census farms.

Fulltime farmers "with some high school education" were called the best listeners in Pennsylvania, according to another study, which found a preference for the noon hour. From 50% to 40% of women in counties surveyed are reached by radio in a one-month period, with more than half reached overall.

ABC Key Kayer Show is now originating from Brennan's Restaurant on Vine St., Hollywood.

Advertisement

The New RCA Tape Recorder
See It At
The NAB Convention
(deliveries start June 1st)


R. E. ROBERT ELVERMAN, member of the continuity department of WAVE-TV Louisville, has been appointed production director of WAVE Inc. He succeeds EUGENE W. LEAKE, who has transferred to WAVE-TV as art director.

MICHAEL DANN, NBC press department staff writer, has been appointed trade press editor, succeeding JOSEF C. DINE, who was promoted to director of press department (Broadcasting, Feb. 21). Mr. Dann formerly was New York publicity director for New Haven Railroad and was a United Press correspondent.

DAVE MOORE, assistant director of public relations at WBBM Chicago, has been named radio chairman of current Red Cross campaign there.

JOE DOOLEY, writer at WPIL Philadelphia, temporarily has taken charge of WPIL and WPIL-TV publicity duties following resignation of DICK KOSTER, who has been named publicity director of Federation for Railway Progress in Washington.

HANK BASHEIN, formerly with CBS in New York as script writer of record librarian for State Dept. of 'Voice of America' operation, has been named director of publicity and promotion for WVT Chicago, N.Y.

BILL GRISKEY, news editor and continuity chief at KTOP Topoka, Kan., has assumed additional duties of promotion director.

RANDY SMITH, advertising and promotion manager of KOA Denver, has been named to board of directors of Advertising Club of Denver for 1949-50.

Television Exposition

WEEK-LONG television exposition begins today (Feb. 28) in Hech Bros., Baltimore department store, in conjunction with Bendix Television and Radio Co. and WAAM (TV) Baltimore. From 12 noon until store closing time, WAAM will have three cameras and complete telecasting equipment on hand and will telecast quiz show, Let's Pop the Question, twice daily. Station also will handle closed circuit telecasting of people throughout store. Bendix engineers are widely placed in store and in display windows. WAAM and Bendix engineers will be on hand to explain operation of television and WAAM has built studio control room in store with producers Anthony Far- rar and Ted Estabrook explaining programming end of video. Bendix Co. is holding limiter contest with TV and radio receivers as prizes.

Features Harmonica

HARMONICA contest held by WBSR Cleveland Heights, Ohio, in connection with latest public appearance in that area of Larry Adler, well known harmonica star. Auditions were held weeks before Mr. Adler's appearance with 22 ambitious harmonica players picked from 30 applicants. Two half-hour programs were aired over WBSR with six contestants on each show. Best two players selected after semi-finals and finals, received Larry Adler harmonicas and appeared with Mr. Adler at his concert.

PERSONALITIES on KDAL Duluth get wide promotion in the area via these colorful billboards handled by General Outdoor Adv. Photographs of stars, mounted on Masonite, are rotated through 11 boards in the area with changes effective every 30 days. Personalities are so matched on the boards that more popular ones support the newer air stars.

Listening Report

CARDS titled 'Look! What's Happening in Philadelphia!' have been distributed in the trade by WPEN Philadelphia. Card gives statistical report of what the five leading Philadelphia stations have done with the audiences they had at the beginning of 1948.' Listening audience chart contrasting January 1948 with December 1948, based on Hoopertings, shows WPEN gained 26.1% and gives figures for stations "A, B, C, D, E in the city.

Kissing Contest

GIRL with most kissable lips is offered prizes in new contest being conducted by Myles Poland, disc jockey at WSIV Pekin, Ill. Winner is to be selected, not on looks, but on the basis of lips as they might be expected, but by lipstick impressions sent in by listeners.

Seeks Talent

TALENTED MUSICIANS in Connect-icut are getting opportunity to display their capabilities in special weekly series of promotion programs starting over WDRK Hartford. Each week one person is selected for build up on station and has his talents spread throughout broadcast schedule—in all cooperative programs, disc shows and others. Recordings are made for week-long promotion. Chief Announcer Russell Naughten and Bertha Porter, music librarian, are in charge of project.

All-Out Promotion

TO PUBLICIZE new documentary series, Canton's Balance Sheet, being sponsored by the WESCO Canton, Ohio, by public relations committee of local Chamber of Commerce, station created various promotion ideas ranging from "stamp of approval" to "one for the books." Letters were mailed to 500 teachers and office workers; post card mailing was made to 500 clergy- men and 1,000 blowers were distributed in banks for use on counters; various firms were supplied with rubber stamps for use on outgoing mail and 1,000 bookmarks were distributed to city's library system; display cards were placed at important focal points; newspaper ads are being placed for dura- tion of series; WERC receptionist is making calls to appropriate groups reminding them to listen, and extensive ex- hibition of contest was being carried on the air.

KOL Contest Success

TOTAL of 277 Hotpoint appliances were received as entries in contest conducted on Michael Shaugny show over KOL Seattle. Sponsor, Benette', ap- pliance retailer, used six weekly announcements, created the old Hotpoint and intended to display all entries in the store's show window. Prizes for "the fa- ciest stool" was a range. H. J. McGrath & Assoc., agency handling account, wrote KOL that "too many entries arrived at Benettes! The window wouldn't hold them!" Entries came from as far north as Vancouver, B.C., and as far south as Bend, Ore.

POLK TRIAL

Set for March or April

INVESTIGATIONS of two principals in the murder of George Polk, CBS correspondent, have been completed and the trial will be held in late March or early April, the State Dept. announced last Mon- day. Legal procedure was begun Feb. 1, in City courts looking toward trial dates.

The disclosures were contained in a statement to the U. S. Con- sulate from the attorney general's office at Salonioka. It was reported to the State Dept. by Ralph A. Gibbon, American cons- ular general.

Two principals are Gregory Stah- topoulos, left-wing Greek newspa- perman, and his mother, who were taken into custody by Athena police and held as accessories. Mr. Polk was slain last May 8 and his body was found in Salonioka Bay May 16 [Broadcasting, May 24, 1948].

Delays in the trial, originally scheduled for last January, is at- tributed to the necessity of granting the two Stathopoulos' "all means for their defense, including appeals for a stay of findings," Mr. Gibbon reported.

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BROADCASTING • Telecasting

February 28, 1949 • Page 61
J. Joseph A. Jenkins, former executive producer at WBEN-TV Buffalo, has been appointed program manager of WBNK (TV), NBC's wired station in Cleveland, Ohio. He formerly was with NBC in New York and was later transferred to RCA to direct traveling group organized to demonstrate television throughout the world.

LARRY GENTILE, one of Detroit's first disc jockeys, returned to WJBK Detroit last Monday after 18-year absence. His show, Larry Gentile House Party, was heard on WJBK Mon.-Sat., 11 p.m.-5 a.m. He first joined WJBK in 1934, moving to CKLW Windsor, Ont., in 1936.

HERBERT H. EWETSON has been appointed program director for CFCF-FM Montreal. Other staff appointments include: MORRIS AUSSIN, librarian, named CFCF traffic supervisor; PEELL STEVEN, chief announcer, promoted to production supervisor, and JACK BOORS named chief announcer.

FRAZIER THOMAS, co-star of Morning Matinee, heard on WLW Cincinnati and WINS New York, will leave March 5 to establish his own radio and television production firm in New York. He joined WLW May 1, 1941.

FRED FREELAND, former director at WBZ-TV Boston, has been named assistant director at WBKB (TV) Chicago.

BOB BRADLEY, formerly an announcing staff of KTTO Topeka, Kan., has joined WIBW-FM Topeka in similar capacity.

BILL WARD, well known Seattle announcer and m.c., has launched new show on KING Seattle—Breakfast with 'B' Ward, five-a-week participat- ing, 9-10 a.m.

Mrs. HELEN MAYS FORREST, transcription librarian at KIRO Seattle, took her oath as an American citizen on Valentine's Day. Born in Northern Ireland, Mrs. Forrest was at one time employed by BBC, and later by WTAM Cleveland. Her husband, JOHNNY FORREST, is a program director at KOL Seattle.

PAUL BYRNE, announcer of CFJM Brockville, has joined announcing staff of CFCF Montreal.

BARRY MCKINLEY, former television director at WOI Fort Wayne, Ind., joins WGN-TV Chicago in the same capacity. He is former NBC singer.

RICHARD F. VAN WICKLE, former program director at KUCB Blythe, Calif., has joined continuity department of KPHO Phoenix, Ariz.

HAL GOODWIN, former program director of WONS Hartford, Conn., and now press officer of American Embassy in Manilas, is the father of a boy, Robert Christopher.

DON and DOROTHY HARRIS, husband-and-wife radio team, have joined WAZF Yazoo City, Miss., to do continuity, sales and promotion. Mr. Harris formerly operated Harris Agency, and Mrs. Harris was with KWEW West Memphis and WLOX Biloxi, Miss.

MARK SHEELEY, disc jockey and announcer formerly with WNAF Providence, R.I., and Musicalall Corp., New York, has been named program director and announcer of WPOE (FM), new station which began in 1941.

Elizabeth, N. J., Feb. 13. Other staff members include SY DE WITT, announcer and engineer; MARION NEESON, office manager, and CAR- MELLA CANNACCI, continuity di- rector.

PAUL BARON, program director since August 1947 at WHUC Hudson, N. Y., has resigned effective on or about March 1. His future plans have not been an- nounced. Mr. Bar- on formerly was program director at KFMB San Diego and was on continuity staff at WMCA New York.

BRUCE UNDERWOOD, former writer-producer, in charge of public interest and special events programs for McClatchy Broadcasting Co. in Sacramento, Calif., has joined WNAC- TV Boston as writer-producer. He did radio writing in New York before joining the Army where he was writer-director for AFRS in Los Angeles.

GLORIA LeMARK, former continuity writer and women's commentator at WEDO Miami, Fla., has joined WJZ Washington, D.C., as continuity writer.

GARY LESTER, formerly with WHIB Providence, R.I., and WNOX Norwich, Conn., has joined WIBX Utica as an- nouncer.

LESLIE ARKIES Jr. has been appoint- ed operations manager of WDTN (TV) Dayton. He was formerly with WTTG (TV) Washington. Both stations are part of DuMont TV empire.

BARRY MANSFIELD, former scenic designer at Stevens Oceanside Theatre in Miami Beach, joined WAMM (TV) Baltimore last Monday as scenic de- signer. He previously designed scenery for Fairhaven Summer Theatre at Fairhaven, Mass. JOEL CHASEMAN, announcer at WAMM, has been pro- moted to production department. He will continue announcing Loyola basketball games for Arrow Beer.

LOU AIKEN, announcer at WINX Washington, is the father of a girl.

BERNARD RYAN Jr., former staff announcer and writer with WCTC New Brunswick, N. J., and WCR Buffalo, has joined WHAM Rochester, N. Y., as staff announcer. He previously was doing spot writing with Broad- way Civic Theatre Productions, and is author of novel scheduled for early publication. ROSS WELLER, who left WHAM in 1947 to join WBEN Buf- falo, has returned to WHAM as m.c. of Cinderella Weekend.

PEG ROGERS, continuity writer at WHK Akron, Ohio, has retired to private life and has been replaced by MARY GUNTHER.

PEG VAN DUCY has joined WONS Hartford, Conn., as continuity writer and conductor of Over the Rainbow children's program.

ART BURNHAM, former continuity chief at WAYS Wayneboro, Va., has joined WONE Dayton, Ohio, as continuity editor.

JACK CLIFTON, disc jockey at WJMO Cleveland, Ohio, is the father of a boy, born Feb. 17.

Downtown Announcer

DON BARBER, announcer at WAGA Atlanta, was praised as a real trouper from fellow staffers for "keeping the show going" during recent handicaps. In wake of a severe ice storm, WAGA was struggling to keep on the air with auxiliary power unit. Shortage in air condi- tioning unit had been filling studios with smoke all day, and by the time Mr. Barber went on with 3:25 p.m. news a de- finite fire was raging in unit. He read through five minutes of news while smoke made tears stream down his face, then stayed at mike to give listeners description of fire de- partment's work at the scene. To top his show he interviewed Fire Chief C. G. Syron as he came through to inspect damage.
CHARLES SCHLAFER, former advertising, publicity and exploi-
tation and charged with operating the station in violation of station's
own advertising and public relations firm under name of Charles Schlaifer
VINCE BARNETT, actor, has joined Harrison Productions, Hollywood, as
executive director, firm president. Company packages television
shows in addition to production of 16 mm movie films.
DORIS LEWIS has been appointed executive director in charge of pro-
duction for Sels Productions, Chicago.
BRUCE EELS & ASSOC., of Hollywood, has announced six additional
station subscribers to Broadcasters Program Syndicate. Stations are
WKAX, Birmingham, Ala.; KOTA Rapid City, S.D.; WEUS Eustis, Fla.;
KFLY Spokane; KODI Cody, Wyo.; KOV Kelawns, B.C.
FINE ARTS Productions and Tele-
vision Guild Inc., Hollywood, is now producing new half-hour transcribed
series of children's stories, The Be-
guadry Stoves. Casts of the 35-
week series is to be made up of chil-
ren.
ELBERT (Bert) HALING, former
WRAP Fort Worth publicity-conti-
nuity director, has been appointed an instructor at Institute for Radio
Broadcasting, Dallas.
LARRY FINLEY Productions, Holl-
wood, has been appointed to handle distri-
ution of half-hour transcribed radio comedy show, The Smokey of
Hollywood produced by ANDREW HICKOX.
DR. STANLEY L. STUBER, director of promotion of Church World Serv-
cice, has resigned as chairman of radio committee of Northern Baptist
Convention. REV. CHARLES H. SCHMIDT, has been named acting chairman.
Dr. Stuber will remain on radio committee and continue as Northern
Baptist representative for Protestant Radio Commission, in addition to new
appointment as chairman of newly formed special public relations com-
mittee on radio and television.

WILLIAM L. MORISON, formerly with Prentice-Hall and General Bak-
ing Co., has joined O'Brien & Dor-
rance, New York sales promotion firm, as office manager.
JOHN SALISBURY, veteran radio
man, has been named director of Beck School for Radio, Minneapolis.

Equipment
WILLIAM E. NIELS, after six months in television and microwave engineer-
ing department of Raytheon Mfg. Co., Waltham, Mass., has been appointed
sales engineer of department. He joined Raytheon after ten years with
West TV Philadelphia, where he be-
came assistant chief engineer. He has been in broadcasting and VHF
radio communications for 16 years.
L. S. THEES, former manager of
equipment sales of RCA Tube Dept.,
has been appointed general manager of that department.
STANLEY M. ABRAMS, former sales promotion manager of Emerson
Radio & Phonograph Corp., New York, has been named sales manager of
television division and HAROLD E. KARLSRUHER, eastern regional sales
manager for two years, will head three
home radio division.

COPPER TAX BILL
SUSPENSION of import taxes on copper is asked in a bill (HR 2313)
favorably reported to the House Feb. 14 by the House Committee
on Ways and Means. The measure, authored by Rep. Wilbur D. Mills
(D-Ark.), passed the House and
was sent to the Senate Feb. 16.

KXLW WOES
Station Silenced by Low
KXLW Clayton, Mo., received an-
other set-back Feb. 18 when two
engineers and two announcers were
arrested at the station's transmitter
in Olivetone. A day later, Edward S.
Garnholz, Clayton attorney,
who, according to a story in the St. Louis Star Times, owns 80 of the station's
22,000 shares, asked the Circuit Court of Clayton to
appoint a receiver for the sta-
tion and charged Guy Runnion,
founder and president, with "gross
mismanagement."

The arrest of the station per-
sonnel reportedly was the result of
a suit brought by Olivetone in June
1947 in which the station was or-
dered to remove its transmitter from
the town. Original order by
Circuit Judge Amandus Brickman
called for removal within six
months. A year's extension was
given later but last December the
judge ruled he could not grant any
more time.

The KXLW personnel taken into
custody were charged with operat-
ing the transmitter in violation of
Olivetone zoning ordinances. All
were released under $500 bond.
A new transmitter to replace the one
in Olivetone is reportedly being held
up by a strike of electrical
workers.

In his suit, Mr. Garnholz charges
Mr. Runnion with causing the cor-
poration to become involved in an
"unnecessary amount of litigation
costing thousands of dollars in at-
torney's fees, expenses and losses." He also alleges Mr. Runnion
"created" the strike with the engi-
neers union (they reportedly have
been out since Dec. 6) "and has wilfully
and intentionally refused
to settle same."

Copper Tax Bill
SUSPENSION of import taxes on
copper is asked in a bill (HR 2313)
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on Ways and Means. The measure, authored by Rep. Wilbur D. Mills
(D-Ark.), passed the House and
was sent to the Senate Feb. 16.

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It's Yours
Another BMI "Pin Up" Hit—Published by Republic
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Hayes—24-3570.

On Transcripts: Sammy Kaye—NBC The-
lawful; Lenny Herman—Lang-Worth; Jan
Garber—Capitol; George Tounge— Asso-
ciated.

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Specialized Equipment Salesman-Valleymore Specialized Equipment Company is in the process of expanding. Excellent opportunity for \$200,000 to \$250,000 annually. Box 251a, BROADCASTING.

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Manufacturer's Representative-For television manufacturer. Must have demonstrated sales ability and experience in the area. Box 4a, BROADCASTING.

Radio Operator-Excellent opportunity for experienced radio operator. Location in Massachusetts. Box 248a, BROADCASTING.

Assistant Manager-For broadcast station in Midwest. Must have proven leadership ability and excellent business judgment. Box 389a, BROADCASTING.

Manager-For West Coast station. Must have experience in station operation and understand the problems of an independent station. Box 294a, BROADCASTING.

Assistant Manager-For West Coast station. Must have strong background in station management and operation. Box 292a, BROADCASTING.

Collector-For country music station. Must have good collection experience. Excellent benefits. Box 235a, BROADCASTING.

Manager-For property management company. Must have demonstrated management ability. Box 293a, BROADCASTING.

Manager-Driver, 18-25, good driving record, no accidents for at least three years. Must be able to drive a one-ton truck. Box 297a, BROADCASTING.

Manager-For broadcast station. Must have strong technical knowledge and related experience. Box 294a, BROADCASTING.

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AFM Local 802
Beaten Unit Loses Appeal
DEFEATED faction in the recent elections in New York Local 802 of the American Federation of Musicians lost its appeal to have the election declared null and void. Their request to take the matter into the courts also was turned down.

The losers suffered the adverse ruling from the AFM’s national executive board.

At the same time, Local 802’s publication Allegro let loose a blast at the opposition, using almost half the text matter of the issue in its attack.

Calling the vote challengers a “rule-or-run opposition,” Charles R. Iucci, secretary of 802, described the victory of administration forces as “a stunning defeat for the pro-Communists in Local 802 and for those men who, for base opportunistic motives, willingly accepted that support.”

The opposition, called the Unity-Coalition party, lost to the incumbent Blue Ticket by a narrow margin [Broadcasting, Jan. 19]. It protested the election on the ground that voting machines used did not work in accordance with AFM rules.

Bolling Co.
Adds to N. Y., Chicago Staff
CELEBRATING its second birthday with an overall company expansion, the Bolling Co., national station representative, added two men to its staff, one in New York and the other in Chicago.

John Stebbins, former account executive with Universal Radio Sales, Chicago, joined that city’s office in the same capacity. Prior to his Universal post, Mr. Stebbins was with George Hollingbery Co., Chicago office.

James Cunnison, formerly radio and television contact man for American Petroleum Institute Industries Committee, joined the television sales department of Bolling’s New York office.

In addition, Bolling has announced the addition of WROW Albany to its list. While announcement of WILM Wilmington as a new client was made the previous week. Also, the company’s Chicago office moved to new quarters at 300 North Michigan Ave.
**Situations Wanted (Cont'd)**

Combination announcer-engineer. Two years experience in all phases announcing, recording and broadcasting. Excellent technical knowl- edge of business, and copywriting and some program- ming experience. Will travel. Box 186a, BROADCASTING.

Announcer, all phases. Strong news and commercial. Bachelor of Speech De- gree. Excellent voice. Write or wire Stan Hotel, 1000 Madison Ave., New York 22, N.Y. Box 263a, BROADCASTING.

Sportscaster—one of southwest's most experienced announcers. All small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Station GM looking for carriers sports year-round. Box 227a, BROADCASTING.

,**Announcer—Several years experience. Specializes on sports, news, and background, young, and top salary. Prefer same type in east or New England with opportunity to travel. All replies strictly confidential. Write or wire Stan Hotel, 1000 Madison Ave., New York 22, N.Y. Box 263a, BROADCASTING.

Announcer (mall pull) 25, married. Announcing, news, farm editor. Photo also available. Will go to city with club to clear shubs, bulbs, etc., from station. Paid $90 a week. Box 264a, BROADCASTING.

,**Announcer, experienced, prefers permanent position in east or New England with opportunities for travel. All replies strictly confidential. Write or wire Stan Hotel, 1000 Madison Ave., New York 22, N.Y. Box 263a, BROADCASTING.

,**Announced successful announcer seeking permanent connection progressive new station, any location. Will work on salary basis. Experienced radio, TV, and top salary. Available March 15. Box 185a, BROADCASTING.


,**Experienced, successful announcer seeking permanent connection progressive new station, any location. Will work on salary basis. Experienced radio, TV, and top salary. Available March 15. Box 185a, BROADCASTING.

,**Experienced announcer desires job in Michigan. Minimum salary, $1,000 per month. For references write Noble Graveli, 2511 Auburndale, Pontiac, Michigan, or call C-2302.

,**Four years experience. Specialize as early morning announcer and production- man. Want northeast in good market. Box 266a, BROADCASTING.

,**Experienced college trained sportscaster. Married. Employed. Desires step up. Box 271a, BROADCASTING.

,**Newscaster-editor with writing experi- ence, versatile announcer, good voice and background. Young and will only consider midwest. Know how to boost audience. Will travel. Box 269a, BROADCASTING.

,**Announcer with good voice. Back- ground in sports, news, and record- ing. Desires position in east. Answer all letters. Box 269a, BROADCASTING.

,**Combination announcer-engineer, mar- ried, dependable and will go anywhere. For further information write or wire John Murna, 408 E. 14th St., Minneapolis, Minnesota.

,**Announcer-engineer, veteran single. Ga. Tech, student desires full time position within commuting distance of Atlanta. Will travel. Require minimum of $85 for 40 hours work. Box 270a, BROADCASTING.

,**Technical

,**Young man, 25, 1st phone license, de- sires position broadcast field. Now available. Write Radio Station WRLP, New Albany, Indiana.

,**Situations Wanted (Cont'd)**

Central operator, 25, married. Two years experience, capable, progressive New York State operator, affiliate of WOR. Wager, New York. Box 271a, BROADCASTING.

,**Experienced chief engineer, sober, re- liable, and capable. Has experience in high power, all sports, play-by-play. Consider clean, young and top pay. Prefer a permanent job. Box 267a, BROADCASTING.

,**Radio operator first phone, amateur ex- perience, desires to work for professional FM or television. Ambitious, conscien- tious, in his early 20's. Box 268a, BROADCASTING.

,**Engineer—first eight experiences studio transmitter. Desires location in New York. Box 269a, BROADCASTING.

,**Experienced control and transmitter. Familiar with television operation. 400 watt. Box 270a, BROADCASTING.

,**First telephone, first telegram, 3 years telegraph experience. Amatuer, avail- able immediately, prefers midwest but will travel anywhere. Walter M. Bennett, 1413 2800, Sheffield, Ham- mond, Ind.

,**Operator, first license, four years broad- casting experience. Location not important. What are your requirements? Box 271a, Plainview, Texas.

,**Experienced transmitter operator de- sires position. Prefer in Ohio or western Penna. Active ham, Prominent Member of local network stations. Go com- mercial. Box 272a, Plainview, Texas.

,**Play ball—Former announcer, now en- gineering student, desires position on announcer's staff. Radio work, public relations—good voice. Also recording and board control experience. Box 273a, BROADCASTING.

,**Production—Programming, others

,**Program director. Presently with 15 kw station. Desires move to progressive of new station. Eight years experience. Box 274a, BROADCASTING.

,**Copywriter, good education, best refer- ences, modest requirements. Available immediately. Box 275a, BROADCASTING.

,**Program director—Presently employed as manager $250 watt small independent. Successful record as producer, program director, transmitter. Live. Box 276a, BROADCASTING.

,**Understand personnel. Interested in moving to a progressive station in midwest market. Young, married. Box 277a, BROADCASTING.

,**YOUR銷on, thoroughly trained! Wants job as continuou writer and announcer. Can do anything. Will meet all requirements and can be trusted. Box 278a, BROADCASTING.

,**Keep billing high with planned program- ming, coordinating with sales depart- ment. Select a program director who can do the job for you. thorough knowledge. Excellent references. Experience includes starting operations for a progressive station. Box 279a, BROADCASTING.

,**Experienced girl Friday—traffic, con- troller, news—wants opportunity to put her white! Box 280a, BROADCASTING.

,**Sports director of metropolitan New York Big Four. Twelve years experience, major sports. Also have disc show with popular listeners. Experienced in all other phases of radio. Married, college trained. Reasonable. Must be a top player best recommendation. Minimum—$400. Box 281a, BROADCASTING.

,**Looking for a future. President posi- tion is the key and I will tell. Also newspaper, radio, advertising first. Advancement all. Thirty, married, two sons. Desires position as general man- agement station, college graduate, veteran. Contact this box from time to time. Box 282a, BROADCASTING.

,**Production man, music manager and traffic director desires position in progressive station in competitive market. Will travel. Box 283a, BROADCASTING.

,**Public relations—publicity. Successful record of publicity, sales promotion, advertising in radio, magazines, etc. Personal appearance has sharpened my power of persuasion. Will bring greatest returns. It isn't a job I want; it's a challenge. Will learn as quickly as possible and know my business thoroughly. Willing to relocate and work for per- manent salary. Will not ask it at any price. Details please. Box 284a, BROADCASTING.

,**Five years associate news editor top Chicago 55 kw. Family man wants to raise his family and provide better for his younger. Box 285a, Broadcasting.


,**Television

,**Announcer

,**Sports announcer, Television, AM experience. Nine years play-by-play. Box 287a, BROADCASTING.

,**Announcer—not a beginning. 10 years break, college degree. Good voice and technical background. Desires position on large metropolitan station controlling television. Box 288a, BROADCASTING.

,**Employment Service

,**Notices!! Huge situations wanted column. Now the biggest! Wasted columns. Situation is reversed with KHJ-Radio-Television Employment Bureau, Box 413, Philadelphia.

,**For Sale

,**Stations

,**For sale-Control or minority interest in network affiliate. Very desirable western city. Box 170a, BROADCASTING.

,**Stations—Eastern metropolitan market. 1 kw daytime. Profitable, well estab- lished. $11250.00. Box 155a, BROADCASTING.

,**New England 1000 watt daytime station—$35,000. Exclusive in community 60,000.00. Box 192a, BROADCASTING.

,**Equipment, Etc.


,**FM transmitter, GE 3 kilowatt 4AFZB, 45-60 megacycles. Consists of 50 watt unit and amplifier. Operating order, two tubes. Frequently adjustable en- gineering service, etc. Make offer to WMIT, Winston-Salem, N. C.

,**Miscellaneous

,**Moderate Investment with active partic- ipation desired in local or regional station. Any reference. Box 255a, BROADCASTING.

,**Help Wanted

,**Managerial

,**STAFF WANTED

,**Station WRLP, New Albany, Ind., kHz, daytime, is in course of construc- tion and will select staff. Needed: Sales Manager, Station Manager. News editor, announcer. Engineer—announcers. In applying give qualifications (edu- cation, interest, background), personal circumstances, references, salary history and other information.

,**Staff personnel MUST live in New Albany and be interested and active in all phases of station operation. In any case WRLP is determined to be a factor in the community life.

,**Address applications to: Radio Station WRLP New Albany, Indiana

HOFFMAN ATTACK

Hits Drew Pearson, ABC

PRESIDENT TRUMAN’S now-famed “S.O.B.” comment touched off a blistering attack last Thursday on Commentator Drew Pearson by Rep. Clare Hoffman (R-Mich.), who told the House that the “license” of the American Broadcasting Co. should be revoked.

“Pearson,” he said, “should not be permitted to follow his avocation of vilifying individuals and public officials. He speaks over the air. He has no such right to use radio. The court has given the FCC authority to regulate the use of radio. The station over which Pearson operates is a licensee of a Federal agency...”

Under the U.S. Code, FCC is empowered and authorized to promulgate and enforce such rules as required for the public convenience, interest and necessity, Rep. Hoffman asserted.

“Perhaps,” suggested Rep. Hoffman, “the President’s description of Pearson may even induce the company which manufactures the Lee hat to increase his compensation. He will probably continue to announce over the radio each Sunday night, ‘Don’t take less than the best; don’t take less than a Lee,’ even though the manufacturer of the Lee hat is undoubtedly aware that President Roosevelt described Pearson as a chronic liar.”

Mr. Pearson and other commentators and columnists, according to Rep. Hoffman, take credit for news collected by AP, UP, IN, and others, after they rehashed it.


He then went on to say, “This will do well to ‘take a look at the law governing broadcasting, at some of the court decisions." Rep. Hoffman mentioned specifically the case of Sorensen vs. Wood, in which, he said, the court held that the Federal Radio Act confer no privilege to broadcasting stations to publish defamatory utterances.

RANKIN RANTS

Against Commentators, ‘Post’

TWO COMMENTATORS were charged last Monday with spreading “misinformation” as Rep. John E. Rankin (D-Miss.) pressed for House action on his bill to provide pensions for World War I and II veterans.

“Of all the misinformation I ever heard spread,” he said, “it is by those radio commentators, Hans Kaltenborn and Drew Pearson, about this bill.

Rep. Rankin, chairman of the House Veterans Committee, also took the occasion of a speech on the House floor to berate the owner of the Washington Post, which owns 55% of WTOP Washington.

He said:

“The Washington Post, whose owner got rich out of the last war, and out of the depression which he helped bring on during Hoover administration, calls the veterans’ pension bill now before the House, the Rankin plan. So I presume from now on you will hear a good deal about the Rankin plan versus the Devil plan, which you may call the Marshall plan.”

NOBEL NOMINEES

2 ABC Commentators Named

THE ONLY two Americans nominated this year for the Nobel Peace Prize are two radio commentators from the same network—ABC. The Nobel committee announced last Wednesday in Oslo, Norway, that Mrs. Franklin Roosevelt and Drew Pearson were among those being considered for the 1949 award for efforts on behalf of world peace.

Nominations of the two ABC commentators for the year’s top award marks the first time since the inception of the annual Nobel Prize that two persons representing one network should be so honored.

Mrs. Roosevelt, with her daughter Anna, has been featured over ABC Monday, Wednesday and Friday, 10:45-11 a.m., and is inaugurating, beginning Monday, March 7, a new schedule of quarter-hour commentaries five times weekly at 4:45 p.m.

Drew Pearson, sponsored by the Frank H. Lee Co., Danbury, Conn., on behalf of Lee Hats, is heard in news analysis the second Sunday at 6 p.m. through William H. Weintraub Co., New York.

GREER W. COWLEY
Radar Expert Succumbs at 45

GREER W. COWLEY, 45, Bell Telephone Labs, New York, developer, died last week, following an illness of several months. A significant contributor to radar development during World War II, Mr. Cowley helped to design portable ground search equipment.

Mr. Cowley joined Bell Lab’s technical staff in 1930, having worked for several years with a Nebraska telephone company.

Surviving are his wife, Mrs. Mildred A. Cowley; two sons, William 18, and Charles 11, and a daughter, May Louise 17.
Box Score

SUMMARY TO FEBRUARY 24

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
<th>Licensed</th>
<th>CPs</th>
<th>Grant Pending</th>
<th>In Hearing</th>
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<tr>
<td>AM Stations</td>
<td>338</td>
<td>320</td>
<td>139</td>
<td>30</td>
<td>25</td>
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<td>TV Stations</td>
<td>57</td>
<td>52</td>
<td>7</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>

for a total of 57 TV stations.

TV APPLICATIONS

Fort Wayne, Ind.—Westinghouse Radio of Fort Wayne, Ind., has entered Channel 1 (412-416 mc) ERP 15.5 kw visual, 7.5 kw audio, antenna 1,375 ft.; estimated cost $165,000. First year operating cost $25,000. Applicant is licensee of WTVI, Fort Wayne, Ind. Fort Wayne has one TV station in operation. WKBW, Buffalo and WABC, New York are pending for Buffalo and Portland, Ore. Filed Feb. 1.

Winchester, Va.—Richard Field Lewis Jr., Channel 12 (300-320 mc), ERP 3.5 kw, visual 17.5 kw audio, antenna 1,375 ft.; estimated cost $165,000. First year operating cost $25,000. Applicant is licensee of WINC (AM) and WRFL (FM) Winchester and 60 kw WVFRA Fredericksburg, Va. Seeks to have Channel 12 reallocated from Fredericksburg to Winchester. Proposed station would pick up and retransmit signals from Washington, D.C., outlets. Filed Feb. 24.

FM APPLICATIONS

Thalacker, Ariz.—Glenn Junior College of Graham County, Noncommercial, educational FM, Channel 11, power 10 w; estimated cost $2,000. Filed Feb. 18.

SPARKENBURG, S.C.—Wofford College, Noncommercial, educational FM, Channel 101 (88.1 mc), power 10 w; estimated cost $2,000. Filed Feb. 13.

PHILCO

Will Build for 33 1/3 and 78 RPM PHILCO president and sales manager, announced that both the 33 1/3 and 78 rpm reproducing equipment will continue to be an integral part of Philco's radio-phonograph lines in the future. He said the long-playing phonographs his company introduced last spring have met with tremendous public acceptance.

"On the basis of our experience to date, we are convinced that the new long-playing records which give up to 50 minutes of music on both sides of the record offer a tremendous advance to the receiving, buying public, and one which can be obtained only from the new 33 1/3 rpm. long-playing unbreakable records," Mr. Otter pointed out.

Mr. Bachman

BACHMAN MOVES

HERBERT L. BACHMAN, ABC manager of television research, leaves the network to become head of the research department of Headley-Reed Co., radio and television station research group, effective tomorrow (March 1). Mr. Bachman, who joined ABC in 1946 as assistant to the director of market research, was, for the past 10 years, a member of the American Broadcasting Association.

Previously, Headley-Reed has had outside organizations handle its research, but concurrent with the move of Mr. Bachman, all of its work in that field will be coordinated under his direction.

RADOX

Covering Philadelphia

RADOX, radio audience measuring device, is now covering all parts of Philadelphia with the exception of south Camden and part of the Germantown section. Both of these sections will be covered within three weeks, according to Albert E. Sindinger, president of Sindinger & Co., Radox manufacturer.

Mr. Sindinger said that 100 measurement sets are now running in the Philadelphia area and that a total of 288 sets will be running early this week. Within six weeks, Radox will be operating in the adjacent Camden, N.J. area. After that, Mr. Sindinger will spread his Radox work through the rural areas of all Philadelphia. All Radox operations are in the process of expansion to automatic. Mr. Sindinger will have his set-up completely automatic by mid-summer.
**WORL CASE**

THE COURT of Appeals for the District of Columbia was taken by task by FCC last week in its request to the U. S. Supreme Court for review of the WORL Boston case.

The Commission contends that the Court of Appeals, in reversing FCC’s denial of license renewal to WORL on grounds of ownership concealment, improperly withheld from the Commission an authority delegated by Congress. The Commission contends the lower court also failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case and that the “instant case is not an isolated instance of the departure by the court below” from accepted principles of administrative law.

Need for supervision of the Court of Appeals by SCOTUS is claimed by FCC in view of the lower court strategic position to revoking the license of a licensee which, over a six-year period of time and on numerous occasions, had admitted to misstatement and failed to reveal facts as to its stock ownership and financial status.”

**FCC Criticizes D. C. Court For Review Appeal**

SCOTUS of the lower court’s reversal, summarizes the question as “whether the court below, in insisting on direct and express evidence of willfulness or recklessness, substituted its judgment for that of the Commission as to the adequacy of the licensee’s explanations for its derelictions, improperly withheld from the [FCC] the authority to deny a renewal of license to a licensee which, over a six-year period of time and on numerous occasions, had admitted to misstatement and failed to reveal facts as to its stock ownership and financial status.”

**KOB-WJZ**

Station Answers Network

**THE ARGUMENT of ABC in its petition to terminate the KOB-Albuquerque-WJZ New York case contains nothing new over that made by the network in a similar proceeding by the Commission has acted arbitrarily, capriciously and without the support of “substantial” evidence in denying the WORL renewal. The court sent the case back to the FCC “to carry out the judgment of this Court” [BROADCASTING, Nov. 29, 1948]. In denying the renewal to WORL (950 kc, 1 kW, day), the FCC had cited the Supreme Court decision upholding the Commission’s denial of license renewal to WOKO. However, the Court of Appeals ruled that the principles of the WOKO case were not applicable to the WORL case.

WORL is owned by Harold A. LaFont, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL has been granted temporary extension of license to June 1 pending settlement of the litigation.

The FCC request, for review by

**FCC APPEALS**

**Hobbs Introduces Bill**

APPLICANTS seeking court review of FCC actions could file their appeals in the U. S. Court of Appeals in the judicial circuit in which they reside, under a bill (HR-2915) introduced last week by Rep. Rev. J. Hobbs (Ala.)

These courts and the U. S. Court of Appeals for the District of Columbia would have “exclusive jurisdiction to enjoin, confirm, suspend (in whole or in part), or to determine the validity of, all final orders” of the Commission. The applicant could go to either his home circuit court or to the one for D. C., as he wished.

Under the present law, appeals from denials of applications for construction permits or license must be taken in the Court of Appeals for D. C. Appeals from license revocations or denial of transfer of control must go to a special three-judge statutory court in the home district of the applicant. Review of FCC actions by the special statutory courts would be abolished under the Hobbs bill. If the Commission has held no hearings on the action for which review is sought, and if hearings are required by law, the court of appeals might in its discretion remand the proceedings to the FCC. If hearings are not required by law, the court might pass upon the issues when “no genuine issue of material fact is presented.”

**MILESTONES**

**Easy**

Edgar L. Bill, president of WMDB Peoria, III., celebrates his 25th anniversary in radio tomorrow (March 1). Mr. Bill joined WHC Chicago, then owned by Sears, Roebuck, March 1, 1924, as station director. He moved to WMDB in 1931.

Fifty executives of Swift & Co. and its advertising agencies, J. Walter Thompson Co., McCann-Erickson and Needham, Louis & Broby, marked the firm’s 50th anniversary of sponsorship of ABC’s Breakfast Club Feb. 8 at breakfast in the Electric Club, Chicago.

KD2S Paragould, Ark., observed the beginning of its third year of broadcasting last month with a 2½-hour program titled "Looking Forward.”

Rev. John J. McCarthy, pastor of the Roman Catholic Blessed Sacrament Church, Charleston, S. C., marked his 13th year on WSCC Charleston, last month by inaugurating a new series of programs on that station.

**Spot Campaign**

Ten N. Y. Stations Used

RIVER BRAND Rice Mills, New York (Carolina rice), through its agency, Donahue & Co., New York, has started an intensive spot announcement campaign covering ten New York metropolitan area stations, seven days a week. Contracts are for 13 weeks.

Ten-minute jingles will be heard on Mystery Chef, WNBC; Luncheon at Seven, WOR; Pat Barren, WJZ; Anything Goes, WNEW; Fun at Breakfast, WMGM; John Reed King’s Best Girl, WOR; Norman Brokenshire, WMCA; Ruthie of Fun, WINS; Dr. Joe, WWRL; Music for Mothers, WPAS; Gimme and Rick, WAAT, and Mr. and Mrs. Music and Ted Steele on WMCA.

**Network Calibre Programs**

...at Local Station Cost

See your station representative or write

LANG-WORTH Feature Programs, Inc.

**Broadcasting** • Telecasting

February 28, 1949 • Page 69
At Deadline...

SEN. KERR GETS PROPOSED AM GRANT FOR TULSA

ALL-OKLAHOMA Broadcasting Co., headed by Sen. Robert S. Kerr (D-Oklahoma), president of WEEK Peoria, Ill., given proposed decision by FCC Friday for new Tulsa station on 740 kc with 50 kw day and 10 kw night, directionalized fulltime. John Brown U.'s KUOA Siloam Springs, Ark., competing for same frequency at 10 kw fulltime, in lieu of present 5 kw, "failed to make the required showing...as to financial qualifications," FCC concluded.

Commission also proposed to grant application of Midland National Life Insurance Co.'s KWAT Watertown, S. D., for 950 kc with 1 kw, directionalized at night, and deny rival request of Corn Palace City Radio Corp. for 950 kc with 5 kw at Mitchell, S. D. FCC said grant to KWAT, not 140 kc with 500 kw "would provide a primary service at night to a substantial area and population" now without it.

All-Okahoma Broadcasting is owned by several WOR-Radio listeners with radio interests. Sen. Kerr has 49% of common stock. His brother, T. M. Kerr, acts as executive vice president, and Dean Terrill, all associated in WEEK ownership, have 11.4%. Respectively, their applications had minority stockholder of KMUS Muskingum and KHNN Helena, N. M., and William E. Wallace, 26% owner of KHNH, has 6%, Mr. McGee is board chairman. Chief owners of Corn Palace City include Dakota-Westeyun Y. (23%) and Mitchell Daily Reporter (23%).

WDHN (FM) NEW BRUNSWICK TO ASK FOR TV CHANNEL 8

WDHN (FM) New Brunswick, N. J., plans to apply to FCC today (Monday) for new television station on Channel 8, asking that this frequency be allocated there for use with directional antenna. Station would operate with 51 kw average and 390 w auroral powers.

Existing authorizations and allocations on Channel 8 and adjacent frequencies in that area include WOR-TV New York on No. 9, WZV-TX New York on No. 8, WCAU-TV Philadelphia on No. 10, WDEL-TV Wilmington, Del. on No. 7, and Channel 8 allocations for Easton-Allentown, Pa.; Hartford, Conn.; Harrisburg, Pa., and Atlantic City. WDHN is owned by Hope. Its application being filed by Washington law firm of Welch, Mott & Morgan.

WTUX RENEWAL HEARING

PROGRAM issues reported as basis for hearing called by FCC on license renewal application of WTUX Wilmington, Del. on No. 7, and Channel 8 allocations for Easton-Allentown, Pa.; Hartford, Conn.; Harrisburg, Pa., and Atlantic City. WTUX was licensed with 1,25 kw power in 1945, since then its power has been increased to 5 kw, because of effective range and size of service area.

At Deadline...

FCC NETWORK PROBE

The present 12 VHF channels, an obviously impossible situation."

Letter assured that Stratovision, including possible monopoly, is being carefully studied. Most of remainder of letter detailed material generally covered in recent speeches of Chairman Coy and Comr. Robert F. Jones, and formal reports of Commission. Views were those of Comrs. Coy, Hyde, Webster, Jones and Hennessy (Comrs. Walker and Sterling were out of city when letter was drafted).

'INDEPENDENTS DAY' AGENDA PLANNED; BMB PROTESTS

USE of March as balllot month for second BMB study protested by NAB Nonaffiliated Stations Executive Committee at closing day of Washington session (early story, page 27). Committee worked out agenda for "Independents Day" agenda at Chicago April 10 during NAB convention. Indepedents for March not typical month of year on ground sports are at low point and network audiences at peak.

Chicago agenda to include morning session on "Indy" with presentation, written transcript and transcription spokesmen taking part. NAB President Justin Miller to address luncheon on topic, "Who Is Radio?" Afternoon session features sales and promotion panel. Panel is headed by NAB's Merrill Hollins, will report on NAB committee's work. Maurice B. Mitchell, NAB, will lead discussion on how to get national and retail business. Dr. Sydney Roslow, Pulse Inc., to speak on Independents' development.

Committee asked NAB board to act toward recognition of radio in publication of public legal notices; asked study of government funds spent for radio as well as by principal governmental agencies.

MONTGOMERY WARD & Co. retail stores in all cities but St. Paul, Denver and Des Moines will drop local advertising schedules tomorrow (March 1), J. A. Martin, firm's assistant retail sales manager, said Friday in Chicago. More follows closing of company's Chicago Radio department [BROADCASTING, Feb. 21]. Mr. Martin said St. Paul, Denver, Des Moines will handle own local radio campaigns.

Closed Circuit

(Continued from page 4)

BMB board, meeting Wednesday, faces this problem as well as non-subscriber data and state of finances.

SPECIAL meeting of Mutual board called in Chicago for today, presumably to consider high level personnel, including vacancy in second slot created by resignation of Robert D. Swenson as vice president and general manager to become vice president of WDSU AM, TV, FM operations in New Orleans.

AMONG new programs being auditioned by NBC under new alignment is Washington origination themed on backstage officiandom.

FCC last week was pondering reply to communication from Chairman Ed C. Johnson of Senate Interstate & Foreign Commerce Com- mittee asking position what, where and when in re TV allocations. Language of proposed reply was fine-tooth-combed several times by FCC with prospects of simultaneous release of interrogatories and responses this week.

VACANCY on Federal Trade Commission created by retirement of Robert E. Freer may be filled shortly by Kingman Brewster, veteran Washington Republican attorney who originally hailed from Massachusetts. He has endorsement of Chairman Ed C. Johnson of Senate Interstate & Foreign Commerce Committee and of former Senator B. K. Wheeler. Indications are also that Garland S. Ferguson, veteran member whose confirmation was not acted upon last session, will be confirmed by Senate.

BROADCASTING • Telecasting
The first Area Radio Study of the Kansas City Primary Trade Area shows the KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the largest coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies, which cover 8 a.m. to 6:30 p.m. throughout one week (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

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

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

These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey. (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only the KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

Listen to Kansas City's Primary Trade Area
VOTE FOR
The KMBC-KFRM Team

MOVING PICTURES

KMBC Area Survey
KFRM Area Survey
KMBC-KFRM Team Area Survey

KMBC OF KANSAS CITY
OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Represented Nationally by FREE & PETERS, INC.

For Kansas Farm Coverage
EXTRA PUNCH in delivery is the trademark of a champion.

With the coverage to reach, KTSA matches the strength to penetrate the nation's 28th largest market.

This combination means power-packed performance at the business end of your sales message.

KTSA's vital new CBS program strength means more listeners per dollar, more sales per listener.

Taylor-Boroff can get you a ringside seat in the champion's corner. Call them.