BEST SELLER OF '49!

if WOR were a book, its record would rock the publishing world — these ways......

day in and day out, throughout the year, WOR rings up records in reaching people that would leave the average publisher banjo-eyed. And yet, we in radio and advertising have a slight tendency to take this phenomenal thing for granted — or almost so.

1. For instance, WOR is a best-seller in its consistent daily popularity with the majority of 36,000,000 people in 430 counties in 18 states. For WOR continues to reach more families, during the day and during the night, than any other station in the United States!

2. WOR is a best-seller for its sponsors, because it reaches this massive selection of families at the second lowest cost per thousand homes reached of any station of equal power in the United States!

3. WOR's programs and personalities and activities are "reviewed" daily in 170 newspapers with a total circulation of 11,416,782 people!

The list of WOR's achievements as a best-seller — both of itself and of its sponsors' products and services — could be ten times the three we've listed. For WOR is not only a station whose base rate has not been increased since 1939, it is a peculiarly elastic force whose regional dominance of the Atlantic Seaboard has made it one of the most uniquely economical buys in modern radio broadcasting. What this means in program popularity and dollars and cents profit to advertisers from coast to coast can be told briefly in ten times the three points that open this advertisement. Our address is

WOR — that power-full station at 1440 Broadway, in New York
"He says he knows what station operators like to read in **BROADCASTING**"

"The boys will always read something that appeals to their pride and profits... for example, better shows that are easier to sell.

"Take Lang-Worth, for instance. There's a service that includes 'network calibre programs' comparable to the best musical shows on the air. Radio stations are proud to offer these shows to sponsors. And...

"As for profits—why some stations make enough money selling just one of these special productions to pay for the entire Lang-Worth service. Advertisers certainly profit, because they can hitch their commercials to big-time entertainment vehicles—at local station cost.

"No wonder more and more advertisers are swinging to Lang-Worth... because Lang-Worth gives them more and more."

**LANG-WORTH**
feature programs, inc.
STEINWAY HALL, 113 WEST 57th ST., NEW YORK, N.Y.
WHERE ARE THEY?

In Washington WRC's Listener Diary Study for 1949 is just what you need. So drop that complicated gear... when you want more facts, answers to many questions, just check that little report!

Sales representatives of WRC can now help you eliminate much of the guesswork from radio timebuying in the Nation's Capital with this recently completed survey. Representing an advance of real significance in radio research, it covers for the FIRST time ALL radio listening both inside and outside the home, of all members of the Washington population from birth to old age. The study covers 'round-the-clock, 24-hour listening. Recognizing radio listening as the individual habit it has now become, measurements have been based on individuals themselves.

Program audiences are given in actual numbers of persons listening—the way an advertiser always wants them. In addition, audience characteristics by income level, age, sex, race and numerous other breakdowns are available, as is complete audience flow data.

May we invite all advertisers with an interest in the Washington market to hear this story? WRC and NBC Spot Sales have all the facts... and they're dated March 1949!
WHILE FCC is maintaining rigid silence at this writing, it's burning internally over the latest demands of Chairman Ed C. Johnson, Senate Interstate and Foreign Commerce Committee (see page 23). In some FCC quarters demands are regarded as approaching invasion of FCC's privacy and may result in slowing its internal operations down to walk. All of its confidential work sheets and memoranda conceivably could become public documents, it's contended.

IF ROCKEFELLER Foundation has made substantial grant to New Y. U. for analysis of news commentators and what makes them tick, it isn't saying anything about it. More than casual interest aroused by report, since head of N.Y. U.'s communications department is Chas. H. Siepmann, ex-BBC talks director who had his finger in FCC's Blue Book pie three years ago.

AFTER 10-month lag, NAB members will get chance within week to vote on Breen by-laws amendment to wipe out board's code-writing powers. Board approved statement and ballot to go out as soon as auditing firm handling operations gets over March 15 income tax hump.

PROCTER & GAMBLE set to launch advertising campaign for new soap product, Joy, in St. Louis and two other markets on test basis. Radio to be used, it's understood. Biow Co., New York, is agency.

BOTSFORD, Constantine & Gardner, Seattle agency, will soon announce 30-station spot campaign starting April 4 for brewery account.

GENERAL MILLS about to name film producer to handle TV film version of Lone Ranger.

LOOK for an appraisal of TV's acceptance in rural areas, in forthcoming issue of Colliers if final details are worked out between weekly and WRGB(TV) Schenectady, N. Y., which recently conducted joint survey in station's area. Study found that 14% of 15,000 receiver sets were on farms. Conclusions reached by the survey: Farmers are enjoying television very much and "most important of all, (it) is coming more and more into its own in the rural communities of the northeast."

ONLY issue between TV networks and AFM is rate on single engagements. AFM seeking increase; networks standing pat. Negotiations moving with utmost cordiality. Any contract will be short-term deal, but length is no longer regarded as issue.

FRENCH listeners will soon hear a version of Queue for a Day, known as Reine d'un Jour, following negotiations between Raymond R. Morgan agency, packagers of America... (Continued on page 82)

Upcoming

March 14-16: CBS QBO and Radio Sales representative station managers meeting, Ritz-Carlton Hotel, New York.

March 15-17: RMA spring conference, Stevens Hotel, Chicago.


March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus. (Other Upcoming on page 62)

Bulletins

ILLINOIS legislation giving radio and television newsman same status as newspapermen in protecting sources of information signed by Gov. Henry Schirch.

LIGGETT & MYERS (Chesterfield) officially announced Friday it will sponsor Bing Crosby next fall, Wednesday nights, on CBS. Specific starting date and time not decided. Newell-Emmett Co., New York, is agency.

BURNS & ALLEN will switch to CBS this fall, network announced late Friday. Program currently heard on NBC.

AWB CONVENTION APPROVES NAB DEPARTMENTAL STATUS

MEMBERS of Assn. of Women Broadcasters voted Friday afternoon to accept reorganization plan by which AWB attains departmental status within NAB. Plan adopted at convention business session held at Hotel Drake, Chicago (see earlier story, page 30).

AWB Executive Board and NAB board had previously approved plan. Pat Griffith becomes executive secretary of AWB, handling administrative work and reporting direct to NAB management.

AWB Executive Committee to consist of seven active, four nonactive members. Each of 17 districts to elect district chairmen. NAB President Justin Miller to name chairman of Executive Committee, which will meet twice yearly. District meetings to be organized in cooperation with NAB district director.

Speaking at Friday luncheon AWB Executive Vice President A. D. Willard Jr. called for program to re-educate people as to value of advertising, the "sparkplug of America's economic system."

FIVE STATIONS JOIN BMB

FOUR new AM and one new FM subscribers join BMB, bringing total list to 833, Bureau announced. New stations include WEEU-FM Reading, Pa., AM subscribers: WAMS Wilmington, Del., WLTR Bloomsburg, Pa., WEEU Reading, and KRRIO McAllen, Tex.

Business Briefly

CROSLEY ON TV - Crosley Division of Avco April 9 starts Who Said That with Bob Thomas, increase of $450,000 over last year, on NBC-TV Sat. 9:30-10 p.m. Radio version of show is sustained. Agency, Benton & Bowles, N. Y.

SHOWS SWITCH TIME - Lamba Gambol and Author Meets the Critics to switch time slots on NBC-TV Sunday nights. Both sponsored by General Foods, New York. Lamba Gambol scheduled 8-9:30 p.m., Author Meets the Critics 9:30-10 p.m. Agency, Benton & Bowles, New York.

TONI TO DECIDE - Toni Co., Chicago, to decide on TV show to be used on CBS video network, Thurs., 9-9:30 p.m., when Don Paul Nathanson, radio head, returns from New York meeting with Foote, Cone & Belding officials. Proposed shows—Blind Date, Corvallis Archer, Quick as a Flash.

FILM FIRM ASKS FCC FOR ANTI-TRUST RULING

PROMPT DECISION on radio qualifications of motion picture producers found guilty of anti-trust violations [BROADCASTING, Jan. 31] requested by 20th Century-Fox Film Corp. in petition to FCC Friday. Until FCC settles anti-trust question, petition said, "the motion picture industry, radio-wise, is and must stay in low gear," thus also slowing radio growth.

Film firm, applicant for TV in Boston, San Francisco, Seattle, Kansas City and St. Louis, also claimed pendancy of question has movie concerns in state of uncertainty; that FCC can't decide competitive cases involving film companies without first deciding whether these applicants are qualified, and, further, that FCC must approve movie concerns' qualifications before deciding whether to allocate channels for increases of $450,000 to $800,000, compared with previous record earnings of $95,299,000 in 1947, equivalent to $4.29 and $3.30, respectively, on each share of common stock.

GE SETS VOLUME RECORD

RECORD business volume of $1,632,700,000 chalked up by General Electric Co. and consolidated affiliates in 1948 was 23% more than $1,330,800,000 billed in 1947, and 13% over previous peak wartime year of 1944. GE President Charles E. Wilson announced. Net 1948 profit was $123,658,000, compared with previous record earnings of $95,299,000 in 1947, equivalent to $4.29 and $3.30, respectively, on each share of common stock.

BBC COSTS PUBLIC MORE

BRITISH treasury estimates for cost of BBC operation for next fiscal year, ending March 31, 1950, call for £14,150,000 ($56,600,000), according to AP dispatch from London. This is increase of £7,000,000 ($3,000,000) over current year. No reason given for increased BBC burden on British taxpayers.
In 1948, as in 1947 and 1946, the National Safety Council gave WHO its highest Award of Honor "for distinguished service to Safety."

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

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this and many other good causes in the public interest—among which we, as Americans, certainly include the cause of helping to sell a vast volume of good American products, via radio.
Ears in FLINT are ALMOST ALL ALIKE—

-tuned to WDF-

-Flint, Michigan—as wise sales strategists know is a bountiful, $200,000,000 annual retail market.

How to reach it? Local merchants can tell you. They prefer WDFD because they know the ears of Flint are with us.

They know WDFD tops all local stations AND all outside stations, at all measured times of the broadcast day, in the Flint City zone.

WDFD's leadership might be because it's the oldest station in Flint . . . or because its outstanding newscasts have made history . . . or because WDFD never relaxes its merchandising activities and personal calls. Whatever the reason(s), the morning, evening and nighttime ears of Flint are with us—Mr. Hoover says so! And that's good news for you, and for us!

*The Hooper Summer Listening Index gives all Three Firsts to WDFD!

910 Kilocycles

WDFD FLINT

MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville.
Mr. Jamison is never up a tree...

Our Mr. Jamison is a man of infinite resource.

Like all Weed and Company representatives, he welcomes the problems of his stations... and (like all Weed and Company representatives) he finds excellent solutions for most of them.

Mr. Jamison helps his stations plan their advertising and promotion (and occasionally he writes it for them). He helps them keep their availabilities and program information up to date. He helps them analyze their own markets. He keeps them informed on what the competition is doing. He advises them on network affiliation. And sometimes he even makes recommendations on their rate structures.

It's not just the special services they perform... nor all the time they sell — it's both that make Weed and Company men, like Mr. Jamison, so valuable to their radio and television clients.

Weed and Company

radio and television station representatives

New York · Boston · Chicago · Detroit
San Francisco · Atlanta · Hollywood
Start out from Nashville in any direction. Stop at stores of all kinds anywhere along the line, for hundreds of miles along the radius. Check the inventories against the list of WSM sponsors, and the over-the-counter movement of WSM-advertised goods. That will tell you the story of this station that helps sell to, and then helps sell for merchants who serve millions of Central Southerners.

The merchants know why, too.

Implicit confidence, based on 23 years of experience, in every word that is uttered over our 50,000 watt, clear-channel signal.
of millions

WSM
NASHVILLE

5,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE
duplication...

with a CAPITAL "D"

You get two, not one powerful selling medium when you buy WMC in the Memphis market. The station "most people listen to most" in this two-billion-dollar market simultaneously duplicates its AM schedule on WMCF, a 50 kilowatt station with 260,000 watts of effective radiated power. What a buy!

WMC NBC • 5000 Watts • 790

WMCF

50 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company
Owned and Operated by The Commercial Appeal

Agencies

FITZMORRIS & MILLER Agency opens offices in Chicago at 6 N. Michigan Ave. Partners in new firm are CHARLES C. FITZMORRIS Jr. and CHESTER MILLER, former account executive and copywriter, respectively, on Quaker Oats account at Sherman-Marquette, also Chicago. Mr. Fitzmorris formerly was account executive with General Mills. Mr. Miller wrote copy and did promotional work on General Mills and Procter & Gamble accounts.

CLARK M. AGNEW, art consultant for Lennen & Mitchell, New York, appointed art director of L&M television department.

ABNER J. RUBEN, formerly with Roche, Williams & Cleary, and prior to that with Stack-Goble, joins Dorland Inc., New York, as vice president and member of plans board.

GUY MEICER joins Fuller & Smith & Ross, Chicago, as account executive after working at Buchen Co., Chicago.

RUDYARD C. McKEE, formerly with Needham, Louis & Brorby, Chicago, joins McCann-Erickson, New York, as account executive in Nabisco group.

LES WAAS, in television sales and production for 2½ years, joins J. Branch Briggs, new agency at 18 W. Chelten Ave., Philadelphia.

THOMAS ERWIN, former vice president of Lennen & Mitchell, New York, joins Chicago office of Abbot Kimball as vice president, director and general manager.


MAY COLLINS, formerly in radio department of Ted Bates Inc., New York, joins Los Angeles office of agency as office manager. She replaces MRS. JACK CALHOUN, resigned.


MURRAY TURNER, manager of Winnipeg office of Cockfield Brown & Co., and PETER DOWNES of Vancouver office, promoted to vice presidents.

THOMAS D. LUCKENBILL, vice president and radio director of William Esty & Co., arrived in Hollywood last Tuesday for ten days.

DELMAR DeWOLF joins Gebhardt & Brockson, Chicago, as account executive after working as sales promotion manager of Woodstock Typewriter Co.

ELIAS E. SUGARMAN joins Furman, Feiner & Co., New York, as assistant to NORMAN B. FURMAN, president. In addition to general duties he will

(Continued on page 12)
Make big ones out of little ones...

Station Managers. Success Story: Small advertiser gets sound station advice... uses Capitol Transcription Library to build distinctive show... saves talent costs, therefore can buy more time, reach more listeners. Result is expanding business for client, increased billing for Station. Mail in the coupon, get the whole story with complete descriptive booklet and FREE audition discs.

Capitol Transcriptions
Sunset and Vine, Dept. B314
Hollywood 28, California
Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name:
Company: Position:
Street:
City: State:

A UNIQUE LIBRARY PROGRAM SERVICE
Agencies

Continued on page 10

supervise television activities of agency. Mr. Sugarman formerly was editor of Billboard and general manager of its eastern division.

JUDD GRAHAM, former production manager at Arthur W. Stowe Adv., Los Angeles, and more recently copy editor for Southwest Builder, joins Ross Sawyer Adv., same city, as production manager.

HAROLD H. MARQUIS, vice president of West-Marquis Inc., moves from agency's Los Angeles offices to San Francisco office.

SID WESTON, formerly with Kelso Norman Adv., San Francisco, joins Merchandising Factors, same city, as production manager.

RUTLAND, GILCHRIST & CLEM Ltd. and W. H. EMMETT Ltd., both of Toronto and Montreal, enfranchised by CAR, bringing total to 62 agencies.

MELTON Adv., Dallas, purchases HENRY M. HANEY Adv., also Dallas. Consolidated company moves to new quarters in Liberty Bank Bldg., continuing under name of Melton Adv.


HERMAN S. THONEBE, vice president; ROBERT C. CHAPIN and HARRY P. ANDERSON Jr., elected to operating committee of John Falkner Arndt & Co., Philadelphia.

CECIL UNDERWOOD, manager of Hollywood office of Warwick & Legler and producer of NBC Eddie Cantor Show, and FLORETTA MCDONALD, radio actress, are to be married March 16.

ROBERT A. McINNES joins H. C. Morris & Co., Los Angeles, as copy chief. Mr. McInnes was formerly on copy staff of Ruthruft & Ryan, Los Angeles.

DADE ELLISON appointed art director at Kaufman & Assoc., Chicago. He was formerly with Triangle Adv., same city.

LOTT Adv., Hollywood, opens branch office at 1273 Westwood Blvd., Westwood Village, Calif. Phone is Arizona 7-4137. DAVIS LOFT heads office.

GOING THROUGH musical paces as a warm-up for the debut of Preview over CBS television network March 7 were four members of the "Billion Dollar Glee Club" and Miss Falkenburg. L to r: George Skouras, Skouras Theatres president; Sigurd Larmorn, Young & Rubicam president; Miss Falkenburg; C. E. Hooper, head of C. E. Hooper Inc., and Hubbell Robinson Jr., CBS vice president and director of programs. Miss Falkenburg and Tex McCrary are co-editors of Preview, the Living Television magazine. Glee club got its "billion dollar" name because its members include top executives in radio and allied fields.

other principals: C. O. BOSWELL, associate, and WILLIAM GILL, head of sales.

WALTER CRAIG, radio and television director, Benton & Bowles, New York, arrived in Hollywood last Thursday for several days conferences.


Our King

HALY & RASKOB Enterprises, Richmond (glass cleaner), appoints Botsford, Constantine & Gardner, San Francisco. Spot campaign to be used. STANLEY SWANBERG is account executive.

BOS MFG. Co., Emeryville, Calif. (Snoke Ice Shaffrees), appoints Ad Fried Adv., Oakland. Regional network program planned.


SIBLEY, LINDSAY & CURN Co., Rochester, N. Y. (department store), renews for 18th consecutive year Sibley Tower Clock Time on WHAM Rochester, Mon.-Fri., 9:45-10 a.m. Contract is for 52 weeks.


BONAFIDE MILLS Co., New York, through S. R. Leon Co., same city, starts half-hour kinescope of NBC eastern program Step Me If You've Heard This on NBC Hollywood television outlet KNBH.


Network Accounts

FORD MOTOR Co. for Lincoln and Mercury automobiles, will begin sponsorship of Toast of the Town Sundays 9-10 p.m. on CBS-TV network March 27, through Kenyon & Eckhardt, New York. EMERSON RADIO CORP., through Blaine-Thompson Adv., New York, current sponsor, dropped show March 13.

GLOBE MILLS Division of Pillabury Mills, Los Angeles, March 28 starting 52 week sponsorship of five quarter hours weekly of half-hour Surprise Package on 13 ABC Pacific Network stations, Mon.-Fri., 2:15-2:30 p.m. (PST). Agency: Leo Burnett Co., Los Angeles.

GENERAL FOODS Corp., New York, through Young & Rubicam, New York, renews The Second Mrs. Burton on CBS Mon.-Fri., 2-2:15 p.m.

WHITEHALL PHARMACAL Co., Walkerville, Ont. (Anacin), today (Monday) starts for 13 weeks French version of What's Your Beef, now on Dominion Network, on 3 CBC French network stations, Mon.-Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, Toronto.

TONI Co., Chicago, renews Crime Photographer on CBS Thurs., 9:30-10 p.m. Agency: Foote, Cone & Belding, Chicago.

Adpeople

JOSEPH V. GETLIN, cereal advertising manager of Ralston Purina Co., St. Louis, appointed sales and promotion manager for cereal division. He has been with firm six years and has handled advertising for Tom Mix show over MBS.

EDWARD R. BAILEY, former account executive on Philco account at Hutchins Adv., Philadelphia, named assistant advertising manager of Philco. He formerly was with F. Walls Armstrong Co. (now Ward Wheelock Co.) and Benjamin Eshleman Co., Philadelphia.

JOHN B. WALT named assistant advertising manager of Admiral Corp., Chicago. He is former sales promotion manager of Webster-Chicago Co.

PROCTOR & GAMBLE Co. corrects its previous announcement relative to new post for GAIL SMITH (Broadcasting, March 7). Mr. Smith has been appointed director in charge of nighttime programs for Procter & Gamble Productions Inc.

Cole is a busy ol' soul...

Being king of radio personalities in the Carolinas is a full-time job, 20 hours a day. No time for fiddlin' around, as you can see by this log of a typical day* in the life of Grady Cole, WBT farm director. Makes it easy to understand why Cole is king in the Carolinas...all the time. On the air 4½ hours each weekday, his average share of the Charlotte audience in all Hooperated periods is a royal 59%–44% better than all competition combined.† And outside, in 94 other counties, Grady Cole has virtually no Charlotte competition. If you'd like an audience with his majesty—and his majesty's tremendous audiences—Radio Sales will be glad to present you.


Jefferson Standard Broadcasting Company
50,000 watts • Charlotte, N.C. • Represented by Radio Sales
Feature of the Week

ONCE you've learned that Milton Geiger is a practicing pharmacist as well as one of radio's most active writers, you might properly ask what came first the pestle or the pen?

Historically the pestle came first and the pen was almost accidental. Having been an avid listener to a certain dramatic radio series in 1937, Dr. Geiger was most disappointed when he detected that a new writer had taken over. And he turned to his wife one evening after hearing this program and commented, "If that guy can write for radio, I'm sure I can."

Many of us have felt this same inclination, but he did something about it upon the urging of his wife. And his first radio effort titled "Case History" was promptly purchased by Max Wylie for use on the Columbia Workshop. Actually it was the fifth program in the then young series and was directed by Irving Reis. This very same maiden effort has also since been published in Max Wylie's book, "Radio Writing.

Now 12 years and more than 600 writing credits later, Dr. Geiger lives in the San Fernando Valley where he divides his time between writing for such radio programs as the NBC Screen Directors Guild, aired Sundays, and working in his brother's Burbank (Calif.) drug store. Dr. Geiger says first it's fun, (Continued on page 63)

Amazed is Homer Canfield (1), NBC western program manager, that Milton Geiger knows his way around a drug prescription. (Continued on page 63)

On All Accounts

DON McCLURE, television production head of N. W. Ayer & Son, New York, began his theatrical career as fat-boy in the movies.

Casting about for a youngster of stout heart and waist to match for the film "The Collegians," Universal Pictures settled finally on the 200 pound, 5 foot 6 inch McClure as its definitive answer to Sidney Greenstreet.

Starting his regular employment in the movies, Don McClure for the first time began to lose weight steadily. Frantically, as the film progressed, the studio patted him with progressively fluffer pillows, worrying him meanwhile with the "drop-in-weight" clause entitling them to fire him if he lost more than 45 pounds. He did and they did.

Mr. McClure never made the same mistake again. Recovering his poise and his weight he applied for and received a production post at RKO as a prop man. Within two years he was directing short subjects for the firm, including a series starring the late Edgar Kennedy. And as assistant director on an Amos 'n' Andy film Mr. McClure was instrumental in hiring for $25 a day, an unknown young singer with the unlikely name, Bing Crosby.

When the depression arrived, Don McClure departed, travelling back to his hometown, Dayton, Ohio, to become manager-director of the Civic Theatre there.

Two years later he moved to New York where he played in summer stock and in an occasional Broadway production. His first radio assignment came when he joined the Bob Ripley Believe It or Not staff as director of the show's remote pickups. He stayed with the program for three and a half years. During that time he toured the world with Mr. Ripley and took, wrote and edited many of the "Believe It or Not" films.

During the war years Mr. McClure joined the U.S. Navy as a civilian engineer at the Consolidated Ship Yards testing radar on the boats. Later he was named radio and public relations director of the Newark Community Chest fund.

In October 1944 he joined N. W. Ayer & Son as director of television and about a year ago was named director of television production. In that capacity he supervises the following features: Lucky Strike's (Continued on page 78)
THE Trio OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— IN GEORGIA’S FIRST THREE MARKETS

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
This RCA Switching System consists of a line monitor, oscilloscope, and mixing amplifier—mounted in the desk section. The entire switching system unit is designed to match RCA's unit-built video console.
split-second selection
of all television program material

... plus fades, lap-dissolves, and super-positions —
with this convenient studio-type camera-switching unit.

Here, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. One operator can handle the lot!

Twelve different types of switching are your assurance of a smooth, dramatic presentation, whatever the program. Look at the possibilities:

Your operator can instantly switch:
(1) between two local camera signals;
(2) between two remote signals;
(3) from local to remote;
(4) from remote to local;
(5) from local to black screen (no signal);
(6) from remote to black (screen);
(7) from black to remote. With the special manual fader control he can, at any desired speed: (9) fade out local to black;
(10) fade in local from black;
(11) lap-dissolve between any two locals; (12) superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 1585, Radio Corporation of America, Engineering Products Department, Camden, N. J.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

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CAUGHT during a backstage discussion of The Lambs Gambol (NBC-TV, 8:30-9 p.m., Sunday) are Walter Capie (l), Benton & Bowles v.p. and director of radio and TV, and Jim Delafield, Maxwell House advertising manager.

MEMBERS of the Georgia Assn. of Broadcasters participating with Gov. Herman Talmadge (seated) in the signing of a state law protecting stations against libel are (l to r) Dean Covington, vice president; Tom Carr, secretary-treasurer; John Fulton, president, and Eb Duncan, WLBB Carrollton and State Representative from Carroll County. The law [BROADCASTING, Feb. 7] exempts station owners and agents from liability for defamatory statements made on behalf of a candidate for political office.

LINING up Standard Oil sponsorship of International Golden Gloves bouts on WGN, Chicago Tribune station, are (l to r) Arch Ward, Tribune sports editor; Wesley J. Nunn, Standard Oil ad mgr., and Frank Schreib, WGN Inc. manager.

CELEBRATING start of Guy Lombardo Show, Frederic Ziv package under sponsorship of Trommer’s beer on WNBC New York, are (l to r) Francis Barton, vice president and radio director of Federal Advertising Agency; Guy Lombardo; Henry Gordon, Frederic Ziv Co. representative, and Thomas B. McRadden, manager of WNBC. The program will be heard 7:30-8 p.m. Wednesday.

FORMAT for Needle Shop, to start March 17 on WABD (TV) New York under sponsorship of Rival Manufacturing Co. (Steam-O-Matic Iron), is discussed by (l to r) Alice Burrows, Needle Shop proprietor; Bernard Sears, Rival sales manager; Al Coleman, account executive at R. J. Potts-Collins & Holden, agency for Rival, and Tom Gallery, sales manager for DuMont Television Network, WABD owner.

HONOR guests at “Gold Rush Gaelties,” 33d annual dinner-dance of Philadelphia Club of Advertising Women, are (l to r) Helen Corathers, president of hostess club; Grace Johnson, president, Advertising Women of New York; Helen Holby, director, club contact department, AFA; Rita Eastman, president, Women’s Advertising Club of Baltimore, and Joan Ambrose, president, Women’s Advertising Club of Washington.

GATHERED in Hollywood for a recording session at Capitol Transcriptions are (l to r) Fran DeVol, music director of Capitol; Ken Nelson (seated), firm’s program director; Lee Gillette, former program chief and currently head of folk repertoire for phonograph division, and Walt Davidson, manager of Capitol Transcriptions.
FOOD ADVERTISERS! A 10-WEEK "PACKAGE"!

WRVA COOKING SCHOOL
ON THE AIR FROM WRVA THEATRE, RICHMOND

Over 10,000 Women in Person!
$3,500.00 in Special Prizes!
Your Displays on Stage; in Lobby!
Your Samples to Live Audience!
Mary Grosvenor Ellsworth, Conductor!

Every Saturday morning for 10 weeks, the Cooking School will feature an audience-participation-quiz-on-foods on the air! Your product will be demonstrated—you can set up displays and sample the audience. Backed by WRVA's usual dramatic promotion . . . car cards, newspaper ads, direct mail, etc. Each product exclusive in its line.

The cost? Your merchandise samples; the one-minute Class C announcement rate plus $20.00 net talent fee; and two additional Class C one-minute announcements weekly (or the equivalent). Making a total of three-per-week, or $95.60 per week. A minimum total cost of $956. for a complete 10-week Spring merchandising and advertising package! First come —first served!

WRVA
Richmond and Norfolk, Va.
The Edgeworth Broadcasting Service

Miss Ellsworth
author of "Much Depends on Dinner", "ABC of Herb Cooking"; Food Editor of "House Beautiful"; contributor to many leading magazines; gourmet; and world traveller.
The Veteran and Radio

EDITOR, Broadcasting:

During the last three years I've thought a lot about "The Veterans Flase in Radio." They have a place in a Janus-faced situation that will eventually stick a knife in its own back.

Let us look one face squarely in the eye. Thousands of veterans were led to believe that all they had to do was to become great personalities in the radio field to enroll in this or that radio school. Some of these schools are good, but most of them are nothing more than mushroom affairs designed by grafters and staffed by broken-down microphone hacks. Veterans would do well to spend their GI time going to a good college or university. They may have to wait a little longer for their break in radio, but they can be assured that when the break does come they will be equipped with a well-rounded education that will help them to serve their community conscientiously.

There is a place for veterans in radio!...

Some stations expect too much for the $40 per week they so magnanimously offer. ...

Unfortunately, there exist within the radio field several radio stations run by unscrupulous owners. ...

Turning the face around we see the other side: the veteran himself. He has to learn that radio is a hard, cold business. He shouldn't class himself with the "hot rods" who attempt to fool station managers. ... The applicant should tell the truth about himself. May he won't get the first job he tries for, but he'll have the satisfaction of knowing that he told an honest story.

... To me such stations as WHD Moines, WYK Oklahoma City, WFAA Dallas, and many little stations, many little veterans, represent the ultimate in community service. Men like Ernest Chappell, Sy Harris, Michael Godfrey are examples of honest-to-God announcers and entertainers who are \( \text{...} \)

William H. Stalnacker

714 Buckingham Place

Chicago 10, Illinois

[EDITOR'S NOTE: Because the problems raised by Mr. Stalnacker are of unusual interest we are deviating from policy and publishing his views at some length. We recommend that the Veteran Administration investigate the charges made.]

* * *

'Trends' Commended

EDITOR, Broadcasting:

... I picked up my current copy ... and found that you are continuing the Trends studies.

I am glad that you are ... Comparisons from year to year, such as the one you just made on radio legislation, are far from the most interesting phases of research — and truly point out trends.

Robert H. Salk

The Katz Agency

Chicago

[EDITOR'S NOTE: Mr. Salk is formerly head of the research firm, Audience Surveys, Inc., which first conducted the Trends surveys.]

* * *

ON ADVERTISING

Bridge Releases Book


WIDE coverage of the advertising field is given by Harry Bridge in his latest book, Practical Advertising. Mr. Bridge is president and owner of his own agency, Harry P. Bridge Co., Philadelphia. He has been sales promotion manager of Automatic Kent Mfg. Co.; editor and general manager of Keystone Pub. Co.; copywriter at Doremus & Co.; advertising consultant for RCA and Rundle Mfg. Co., and a freelance writer on advertising and other business subjects.

Practical Advertising carries the subject from its history through the actual planning of a job and then into copy, art, production and placement. Several chapters are devoted to the specific problems of radio and television. To complete his full discussion, Mr. Bridge also covers mail order advertising, catalog preparation, trademarks and brand names, packaging, market research, testing, and the setting up of an agency.
REMEMBER THIS LAST YEAR?

Well, this year it is still the same story.

EVERYTHING YOU PUT ON YOUR MASTER IS FAITHFULLY REPRODUCED ON YOUR ALLIED PRESSING.

NOTHING IS LOST WITH ALLIED PROCESSING.

Allied for full fidelity reproduction

Silver nitrate processing of superior quality...

Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • Hollywood 5107
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

AND NORTH CAROLINA'S No. 1 SALES MAN IS

50,000 WATTS 680 KC

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
AFTER 'BMB'?  

By J. FRANK BEATTY

INDUSTRY project to supply ad-

vertisers and agencies with a com-

plete audience and coverage serv-

ice, showing what can be bought

for the radio dollar, entered the

planning stage last week as BMB

was beating off the shirk from

the front door.

For the first definite step to develop

an industry-operated project to

take up where BMB leaves off

came with NAB President Justin

Miller's appointment of a board

committee to study the whole role

of NAB in future audience mea-

surement.

This committee is under board

mandate to come up by mid-April

with specific plans for a measure-

ment service [BROADCASTING, Feb.

21]. It is headed by John Elmer,

WBEM Baltimore. Other members

are J. Harold Ryan, Post Industry

stations; G. Richard Shafts, WIS

Columbia, S. C.; Clyde W. Rem-

bert, KRLD Dallas, and Charles C.

Caley, WMFD Peoria.

Naming of the committee came
during a week of furious behind-

scenery activity at BMB headquar-

ters in New York. The activity
developed as BMB faced a make-
or-break financial crisis. This

crisis was passed after an ultima-
tum had been sent to BMB sub-

scribers.

Method Criticized

The ultimatum, under which sta-

tions gave their consent to a dip

into a $100,000 tax reserve fund,

brought with it rumbles from some

subscribers about the method em-

ployed to obtain it.

BMB beamed as it received what

was described as "overwhelming

response" to the plea for pledges
of additional support. But although

a desperate crisis that threatened
to halt the mailing of ballots for
study No. 2 was averted, the state of

BMB's finances is still considered

shaky.

The exact state of BMB's books, a

touchy problem that has annoyed

many subscribers as well as the

NAB board, should be revealed in

a few days if a board mandate is

obeyed. The board voted at its

February meeting in New Orleans
to demand a complete report of

BMB's finances and went so far as
to withhold all financial sup-

port until it gets the fiscal low-

down.

While the board is leaving the

drafting of plans for a future in-

dustry-operated research project

up to the special committee named

last week, it indicated emphati-

cally that it never again will let

the association get into an opera-

tion where stations assume practi-

cally all the liability but have only

a minority voice in the operation.

NAB has only 7 of 21 votes on

the BMB board, ANA and AAAA

evidently to have all their ex-

periments would be made to oper-

ate as a nonprofit institution

similarly to NBC.

Some directors feel that if a new

coverage project is set up, ANA

and AAAA should buy stock if

they want any voice in the opera-

tion. Then there is sentiment in

favor of a company in which the

industry owns all the stock, with

ANA and AAAA serving in an

advisory capacity.

These and other ideas will come

before Mr. Elmer's committee,

which will report to the NAB

board at Chicago during conven-

tion week. Meanwhile parallel ANA

and AAAA committees will con-

duct similar studies and submit

their ideas on audience measure-

ment.

NAB itself is unable as an asso-

ciation to go into the audience

measurement field without assum-

ing a taxable status, according to

legal opinion.

The sudden crisis in BMB's

finances last week led to a quick

call for an emergency meeting

Monday of BMB's executive com-

mittee. At this meeting need for

immediate funds to proceed with

the half-completed ballot mailing

for No. 2 study was discussed by

the members comprising NAB,

AAAA and ANA.

BMB President Hugh Feltia pre-

sented the problem and asked for

authorization to release a fund of

about $100,000 set aside two years

ago to meet a possible decision by

the Internal Revenue Bureau den-

ying BMB's claim that it is a non-

taxable enterprise.

Occasion of the latest emergency

was demand by Statistical Tabu-

lating Co., handling the mailing

of ballots and tabulation of returns,

for payment of $100,000 for work

already done or under way. The

Chicago firm set up a New York

office and has a payroll of some

$12,000 weekly. BMB had failed to

approve and pay recent bills from

the firm, which then demanded im-

mediate payment if the work was

to continue.

Delicate and pertinent questions

about the liability of NAB, ANA

and AAAA, should BMB wind up

with a lot of unpaid bills, were dis-

cussed by representatives of these

associations, both formally and

informally. The final result was ap-

proval of a telegram to station

subscribers in which the problem

was explained briefly.

Unofficially it was stated that the

telegram was a "watered down"

version that didn't tell as

(Continued on page 50)

Support Promised for Plan

By RUFUS CRATER

DETERMINATION to sift FCC's

other communications activities with

nary—was seen last week in a new

mission by the Senate Interstate &

Foreign Commerce Committee.

The questions, evidencing con-

cern with the problem of monop-

oly, included a call for inter-office

and other memoranda on patents,

and for memoranda and other ma-

terial which might be used as a

basis for color and additional

black-and-white TV standards in

both the VHF and UHF bands.

To be ranked but not com-

menting, the Commission report-

edly faced the prospects of stern

committee action if it should fail

to furnish the information. Under

the Congressional Reorganization

Act the committee has the power

of subpoena, and Chairman Ed C.

Johnson (D-Colo.) was felt to be

ready to use it if necessary.

At least certain committee mem-

bers were not thought to be dis-

posed to accept any plea that the

requested memoranda are "confi-

dential" if the Commission should

take that tack. Capitol Hill spokes-

men could foresee no reasonably

television and probably most of its

a fine mesh—by subpoena if neces-

set of questions sent to the Com-

mission.

Sen. Johnson, forwarding the

questions in a letter to FCC Chair-

man Wayne Coy last Wednesday,

called attention to the Congres-

sional Reorganization Act. This

he noted, gives his committee the

duty to "exercise continuous watch-

fulness of the execution by the ad-

ministrative agencies concerned of

any laws, the subject matter of

which is within the jurisdiction

of the committee.

He told FCC that the comit-

tee wants to give "the earliest

possible consideration" to a study

of the need for legislation to en-

ourage "the larger and more

effective use of television in the

public interest."

He indicated the committee will

hold hearings on "this problem."

Johnson Hints Subpoena

But he gave no inkling of when, or

whether they would come in con-

nection with specific legislation or

as part of the special, continuing

communications probe for which

the committee is seeking Con-

gressional authority [BROADCASTING, Feb. 14].

The questions, all relating to

monopoly and work done by FCC

on color or additional black-and-

white television standards—includ-

ing a request not only for agency

memoranda but also the names of

their authors—on a follow-up to

the lengthy question-and-answer

exchange between the committee

and the Commission late last month

[BROADCASTING, Feb. 28].

Sen. Johnson sought to make clear

that his committee is "not presum-

ing to interfere with the regula-

tory function or responsi-

bility of the Commission." He said:

"To the contrary, we are con-

cerned with preempting re-

sponsibilities of the Commission

but with making certain that in

eventually adopting standards for

(Continued on page 51)
HENRY J. TAYLOR, commentator, WLS Chicago and KLZ Denver received the 1948 Alfred I. duPont memorial awards at a dinner held in New York last Saturday (March 12).

The awards, presented annually to a news commentator and two stations for outstanding public service in the preceding year, are donated in memory of the late financier by his widow. The presentations were made at a dinner in New York’s St. Regis Hotel. Winners received prizes of $1,000 each and a plaque. The awards were accepted by Mr. Taylor; James E. Edwards, president of the Agricultural Broadcasting Co., owner of WLS, and by Hugh B. Terry, station manager of KLZ.

WLS, KLZ Commendations

The commendations for both WLS and KLZ were “for outstanding and meritorious performance in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively.”

Mr. Taylor’s award was “in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio.”

The station awards are given to one station of greater than 5 kw power and one of 5 kw or less. WLS is a 50 kw station, and KLZ 5 kw.

During most of 1948, the year for which he won the duPont award, Mr. Taylor broadcast over Mutual under sponsorship of General Motors Corp., through Kudner Agency, New York. The program was moved last Dec. 20 to ABC where it is now heard Mondays, 8:45-9 p.m.

Awards Committee

Members of the awards committee who judged the winners this year are: Mrs. Alfred I. duPont; Dr. Francis P. Gaines; president of Washington & Lee U., M. H. Aylesworth, consultant and former president of NBC; Mrs. J. L. Blair Buck; president of the General Federation of Women’s Clubs, and Mark Ethridge, publisher of the Louisville Courier-Journal and Times (WHAS), and former NAB president.

All committee members save Mr. Ethridge attended the dinner. Other distinguished members of the industry who were present included Mark Woods, ABC president; Frank Johnson, WLS president; Edgar Kobak, MBS president; Frank White, president of Columbia Records Inc.; Harry C. Kopf, administrative vice president of NBC; Oliver Gramling, assistant to the general manager of Associated Press; Phillip Reed, editor of International News Service; Jack Bens, vice president of United Press, and Sol Taishoff, editor and publisher of Broadcasting.

Arrangements for the dinner meeting were directed by Mrs. du Pont, Mr. Aylesworth, who is adviser to the duPont Foundation; and William H. Goodman, secretary of the Foundation.

ABC aired a special broadcast of the awards presentations at 12:30 p.m. March 12 from the Louis XIV Suite of the St. Regis. Appearing on the program were the winners, Mrs. duPont, Dr. Gaines, Mr. Goodman, Mr. Woods, Paul Lavalie’s orchestra, and Milton Cross, announcer.

* * *

CCNY

TOP AWARDS in the 1948 radio-television competition conducted by the School of Business and Civic Administration, City College of New York, will go to WMAQ Chicago, Kudner Agency Inc., New York, and WEEI Boston, for creation of the year’s outstanding aural radio program, television program and radio promotion, respectively.

Dr. John Gray Peatman, associate dean, CCNY College of Liberal Arts & Sciences, and chairman of the awards committee, will present the plaques and announce the awards of merit and honorable mentions for the 1948 contest March 30 at the luncheon session of the fifth annual CCNY Radio-Television and Business Conference in New York’s Roosevelt Hotel.

WMAQ Award

Plaque award to WMAQ, “for the creation of the outstanding radio program of 1948,” is made specifically for It’s Your Life, series designed to educate listeners in the treatment and prevention of diseases. Sponsored by Johnson & Johnson, New Brunswick, N. J., maker of medical supplies and baby powder, soap, cream and oil, It’s Your Life will also bring to WMAQ the CCNY award of merit for “the creation of the most effective institutional sponsored radio program” during 1948 by a 50 kw station.

Kudner Agency will get its plaque for creating the video series, Texaco Star Theatre, which was adjudged the outstanding TV program of 1948. Program is a variety series starring Milton Berle as m.c., sponsored by Texas Co. for its gasoline and oil products, and broadcast on NBC’s TV network. An award of merit also goes to Kudner for this series as “the most effective sponsored television program of 1948.”

WEEI Boston will receive its plaque for the year’s “outstanding achievement in radio promotion.” WEEI’s all-over-station promotion during 1948 was voted the “most effective” in its class, 5 to 10 kw stations, on which WEEI will receive an award of merit.

Other CCNY awards of merit will go to:

* N. W. Ayer & Son, New York, “for the creation of the most effective spot television announcements for the year 1948”—the Lucky Strike dancing cigarette spots sponsored by American Tobacco Co., New York.

* WHAS Louisville, “for the creation of the most effective direct-selling sponsored radio program by a 50 kw radio station for the year 1948”—Kaufman’s Coffee Call, sponsored by Kaufman-Straus Co., Louisville.

* WLOK Lima, “for the creation of the most effective institutional sponsored radio program by a 5 to 10 kw radio station for the year 1948”—Eagles From the March of History, sponsored by Standard Securities Corp., Spokane.

* WBOF Kansas City, “for the creation of the most effective sponsored spot radio announcements by a 5 to 10 kw radio station for the year 1948”—Cook Paint jingles, sponsored by Cook Paint & Varnish Co., Kansas City.

* WLOK Lima, “for the creation of the most effective institutional sponsored radio program by a 100 to 250 w station for the year 1948” —National Radio Week Series.

* WOW Omaha, “for the creation of the radio program most effective in station promotion by a 5 to 10 kw radio station for the year 1948”—Farm Service Reporter.

* Columbia Pacific Network, “for the creation of the radio program most effective in network promotion by a regional or intrastate network for the year 1948”—The Last Waterhole.

* Kenyon & Eckhardt, New York, “for the most effective promotion of a national radio program by a...” (Continued on page 57)

BROADCASTING • Telecasting
"Obsolescence" Ad Spurs FTC Study

FCC spokesmen declined to comment officially, but were known to have received complaints against the Zenith ads—which assured prospective buyers that the engineering and design of their sets insures against "expected changes" in TV allocations.

The Zenith advertising volley proved to be one that was heard around the television world—among manufacturers, dealers and distributors, and allied phases of the industry. It brought into focus a fundamental issue of high-band (UHF) television and the controversial question of obsolescence of present receivers.

FCC, which had considered the overall problem of obsolescence in its 17-page report to Sen. Edwin C. Johnson (D-Col.) [Broadcasting, March 7], reportedly received and referred to FTC some queries or complaints with respect to the Zenith advertisement.

Launches Campaign

The ad launched Zenith's national advertising campaign March 6 in numerous American cities. It said that Zenith "is the only television receiver on the market today with a specially built-in turtleneck tuner with provision for receiving the proposed new ultra high frequency channel on the present channels."

It warned against "expected changes in wavelength and urge prospective set owners "to insist on Zenith television... your insurance against obsolescence."

The firm assured buyers "no convertor will be needed."

While this furor developed over the campaign started March 6, more was expected in the wake of a new Zenith ad slated to appear over the weekend and taking the same tack.

The advertisement, which drew disapproval of retailers as well as manufacturers, dealers and distributors, will further increase the confusion in the minds of buyers, in the view of many trade observers. Reactions from New York retailers charged that Zenith "knocked us in the back."

Others called it "a lousy deal." A few manufacturers reportedly urged that industry be called upon to deal actively with the radio firm, while others were expected to answer the "obsolete" set charge.

The manufacturing company previously had generated heated industry replies to another advertisement last month when it expressed implied and sometimes direct criticism of commercial radio in general [Broadcasting, Feb. 21]. The ad promoted its FM outlet, WEFM, and new line of portable AM-FM sets.

Spearheading the attack on Zenith's latest position, Admiral Corp., Chicago, which anticipated the campaign, urged newspaper publishers in a number of television markets to check with FCC before accepting the Zenith advertisements. In telegrams to about three dozen newspapers, the rival questioned the literal accuracy of the claims.

Asks Investigation

In addition, Ross D. Siragusa, Admiral president, announced it was asking FTC and FCC "to make an investigation of the accuracy of the statement..." The announcement was contained in a letter from Mr. Siragusa to H. C. Bonfig of Zenith, expressing belief that your statement of detrimental nature to the entire industry because it creates doubt and confusion in the minds of persons who already have made investments in television receivers as well as in the minds of potential buyers."

Mr. Siragusa pointed out that since wavelengths for UHF channels have not been assigned yet, the confusion is more "obviously created."

It was reported that newspapers in at least seven cities—Minneapolis, Cleveland, Buffalo, Milwaukee, Chicago, Pittsburgh and Los Angeles—had refused to publish the advertisements. Many more, however, ran them as scheduled.

Text of the Admiral telegram to newspapers:
"Have report Zenith Radio Corp., distributors and dealers planning to run advertisement predicting obsolescence in television sets made by other manufacturers. Believe accuracy questionable and appearance of ad would be detrimental to entire television industry. Strongly recommend checking accuracy of statement with Federal Communications Commission before publishing statement."

Zenith Capitalizes

ZENITH Radio Corp., in the midst of an industry-wide furor as a result of its advertisements stressing the TV-set obsolescence theme (see story this page), moved promptly to capitalize on the Senate Interstate Commerce Committee's newest demands on FCC (story page 28). Without comment Zenith circulated, by telegram, press association accounts of Committee Chairman Ed Johnson's letter to the Commission, including his observation that some newspapers had refused advertising which contained a caution about the usable life of receivers, and his statement that "many" sets will "suffer early obsolescence" with TV expansion.

(Continued on page 25)
IRE EXHIBIT

MORE THAN $7 million worth of equipment was displayed by 220 exhibitors in the Institute of Radio Engineers' Radio Engineering Show March 7-10 at Grand Central Palace, New York.

From all over the country more than 10,000 persons came to view the exhibits of 220 companies showing products which in many cases came fresh from the laboratory or from a brand new production line.

Most products shown were of special interest to manufacturers and industrial users of electronic products but a number of important new developments were shown for broadcasters and television engineers.

RCA took the top show spot by renting the space immediately in front of the entrance. There it set up TV cameras to snap visitors as they came in. The visitors could see their own images on a television screen.

Dynamic Demonstrators

RCA also showed its dynamic demonstrator, with John Meagher of RCA tube department, who invented it, on hand to show how it works. The demonstrator is in effect a blue-print of a television set, with the actual parts inserted in the blue print. It is to possible to remove parts of the demonstrator and witness what happens to the image on the screen as a result. By use of the demonstrator, RCA hopes to train service men in trouble shooting.

RCA also set up what it claimed was one of the shortest working microwave relays—the parabolic reflections 25 feet apart and feeding signals back and forth.

Westinghouse showed its dry metallic selenium rectifier for the first time. The result of 10 years of development, it was said to be more economic than tube jobs and more efficient. Westinghouse also had a big drawing card at the show—but New York authorities clamped down on it. It was a one-arm bandit type slot machine which visitors were permitted to play with a single coin given by Westinghouse. Any visitor who could run the single coin up to ten got a prize at a television set. A law against slot machines per se was cited as ruling out this amusement after the first day.

An automatic antenna positioning device, claimed to be the first such for television, was shown by Eclipse-Pioneer Division of Bendix Aviation Corp. By the new device, it was claimed, a program engineer need only push a button to beam the antenna to a new pick-up point, thus facilitating remote pick-ups.

Eitel-Mccullough Exhibit

Also shown for the first time was the 14 tube UHF amplifier stage made by Eitel-McCullough, San Bruno, Calif. Donald H. Priest, company engineer who delivered a paper on the subject, said that there could be no high-band television without it. It is a means of economically joining small tubes together to produce high power, with each tube delivering its full power into the load. He said the power itself is limited only by the number of tubes used and that the number of tubes could be increased.

Another new development shown was a quarter-scale model of Gray Research & Development Co.'s telop. This is a television optical slide projector for use with TV film cameras. Using it, newsphotos, weather reports, clock faces or even small objects such as earring lights can be flashed on screens. Gray also showed its arm for microgroove LP records.

Altec-Lansing Labs of Hollywood showed its small microphone which is about the size of four dimensions placed on the tip of the finger and which weighs less than a quarter of an ounce.

DuMont Television Labs showed its flying spot scanner, the three first of which have been built. It also showed for the first time its 16mm film projector, which is built by Holmes Projector Co.

Transvision Inc., New Rochelle, N. Y., showed two home assembly television kits. A. L. Porter, company engineer, said 57,000 sets are in the public domain and the company's Inceptor Corp., Conneaut, Ohio, showed multi-speed pickups for arm which can play at 33, 45, and 78 r.p.m. Also shown were minatures of all the top models. Ideal, Konig, Kut Co., Long Island City, showed players for home or studio use available in combinations of any two desired speeds and retailing at $29.96.

IRE AWARDS

Dr. Bown Receives Medal of Honor

Dil. RALPH BOWN, director of research for Bell Telephone Labs, Murray Hill, N. J., was presented the medal of honor for 1949 by the Institute of Radio Engineers at its annual banquet Wednesday.

A former president of the Institute (1927), Dr. Bown was given the award for "his extensive contributions in the field of radio, his leadership in Institute affairs, and for his outstanding contributions and leadership in the design and manufacturing of television broadcast receivers.

HAEFF, A. V., Naval Research Lab., for his contributions to ultra-high frequency radio tubes and electronics.

HOLMES, L. C., Stromberg-Carlson Co., for his work in the field of magnetic recording.

JOHNSON, J. KELLEY, consulting engineer, for his recognition of the importance of his leadership in the design and manufacturing of television broadcast receivers.

KANTEBET, S. Dev, of Western Overseas Communications Service, for his service as an engineer, administrator and in the field of radio above television for new forms of radio communication in India.

LODGE, William B., CBS, for his contributions to broadcst engineering and for his leadership in the field of frequency allocations.

MACDOWELL, C. L., consulting engineer, Ottawa, Canada, for his technical contributions in Canada to the theory and design of transmitting antennas, the development of a broad band coverage plan for a national network.

OLSON, H. F., RCA, for his outstanding developments and publications in the fields of acoustics and underwater sound.

O'NEILL, GEORGE D., Sylvia United to design and work in electronic-theory and design.

PAYNE, L. S., Canadian Marconi Co., for his contributions in Canada to the field of international communications.

PRICE, L. M., Radio Valve Co. of England, for his contributions to the development, production, and application of vacuum tubes.

REICH, H. J., Yale U., for his contributions in the radio and electronics fields.

SIMPSON, J. B., of RCA, for his contributions in radio and electronics fields.

REID, JOHN D., Crosley Div. of Avco Corp., for his contributions in radio and electronics fields.

SIMPSON, G. E., in recognition of his long public service in the radio communication field.

STRONG, C. E., Standard Telegraph & Cables, London, for his pioneering work in the radio equipment design and development field, particularly his contributions in this field to development of high-speed, narrow and high-frequency, and his many wartime contributions in England.

TAYLOR, F., Air Ministry, for his work in the radio communication field and, in particular, for his radio education in Switzerland, and his accomplishments in world radio communications.

WEIR, G. W., ABBEY, General Radio Co., for his application of sound theoretical principles to the design of commercial measuring equipment.

WEIR, J. R., General Electric Co., for his pioneering work in the development and application of transmitting equipment for higher frequencies and higher power.
TV WON'T KILL AM

TELEVISION is almost certainly destined to become the greatest mass medium of our time but it will not kill off radio, Dr. Frank Stanton, president of CBS, said Wednesday evening at the 37th anniversary banquet at the Institute of Radio Engineers in the Commodore Hotel, New York.

He emphasized that television is not just a miniature of the radio industry "or anything else that has gone before."

"It is a lusty baby—giant of a different family," he said.

But its enormous influence and expansion will not cause it to swallow up other media, he emphasized.

To Each His Own

"It is a matter of record that no mass medium once developed, has ever disappeared," he argued. "Each has its own mass appeal, its own availabilities, its own use. And there are far too many millions of Americans, with too many different tastes and desires and moods at different times of the day, for any one medium to serve them all.

"When radio first flourished," he further explained, "many people felt it would do away with—seriously hurt—newspapers and magazines, movies and phonograph records. Quite the contrary happened. All have grown since the advent of radio, as the wealth and population and leisure time of the nation have grown. And I see no good reason for thinking the advent of television will fundamentally change this."

Mr. Stanton's speech was the climax of a four-day series of meetings in which more than 170 papers were read, most on a high engineering level, on the latest developments in communications and electronics. Television was in the spotlight during many of the meetings.

Not far from the convention headquarters in the Commodore, was the IRE's radio engineering show at Grand Central Palace where more than seven million dollars worth of equipment was on display (see story, page 26). There too, television was highlighted.

The CBS president stressed the importance of television on the American economy. He said it has come forward "at a time when we need it most to maintain and help expand our giant economy." He predicted it would have a significant effect on lowering the cost of distribution in the United States.

Video Unique

Developing this point, he declared video is unique among mass advertising media in its ability to demonstrate goods in the home. It is thus more than merely an advertising medium—it is a selling medium, making it easier for the customer to shop than ever before. It therefore will create new wants, increased consumption and "have an important, positive influence on our economy," he said.

In explaining the requirements of a mass medium, Mr. Stanton laid down four basic characteristics: Broad appeal, speed, availability, and low unit cost.

Criticism of radio, which television is certain to suffer similarly, has grown from lack of understanding of the nature and audience of a mass medium and of what broad appeal means in America, he said.

Cause of Criticism

People of "high culture" often tune in programs designed not for them but for the millions and immediately become critical because such a program represents in a sense an invasion of their homes, he said. He indicated that radio's effort to appeal to people of different tastes has thus created the favor in radio programming. This, too, will happen in television, he said.

In closing, he urged the engineers to turn their attention increasingly toward developments in television which have immediate social utility.

"Lower cost, higher quality, broader coverage—more television for more people (lower priced receivers and more channels)—these are immediate technical problems which, when solved, will advance

(Continued on page 59)
Spots Push Merchants’ Drive

Salesuccess

(One of a Series)

its microphone on a wooden platform in the center of the mart's huge parking lot. A public address system piped the words of Mr. Ber- mant and others to the thugs.

That afternoon WBNY's mobile unit cruised downtown streets, announc- ing to listeners it was heading for "Della Park." Entourage to the Centre, its motorized radio studio played recorded music while extolling the virtues of the mart.

At the Centre, an announcer equipped with a walkie-talkie entered stores to interview shoppers.

The promotion campaign was so successful that, during the first few weeks, crowds overtaxed the Centre's 450-car parking facilities. Designed originally to service only its own community, the shopping mart soon found itself drawing from every section of Buffalo and even surrounding towns. Merchants reported inquiries from up to a hundred miles distance.

The Centre's merchants have been huddling with members of the Roizen agency with a view to preparing an advertising program which will continue throughout the year. Radio can be expected to play its usual effective part.

BASEBALL FEES

Wire Service Rate Fixed

FIXING the fee at $2 per additional station per game, new schedules permitting subscribers to furnish Western Union's directwire baseball play-by-play service to other stations were announced last week. [CLOSED CIRCUIT, MARCH]

The tariffs, on file with FCC, heretofore have prevented broad- cast of this material by any but subscribers with connection. Although Western Union said it was informed that "certain" subscribers violated this provision during the 1948 season.

The new schedules will become effective April 18, start of the baseball season, unless set aside by FCC. Payers may be filed with the Commission until April 8.

Complaints are expected in view of opposition which has developed among a number of broadcasters.

FCC, announcing submission of the proposed changes last Wednes- day, said they were discussed in advance at a FCC-Western Union conference which resulted after the Commission received several queries from broadcasters.

Western Union said it adopted the $2 rate after discussions with NAB officials.

The $2 per station per game does not affect the base rate presently charged to original sub- scribers.

The changes also provide for a new service which will make available at the end of each game a summary of the action in each in- ning. The basic charge for this service would be $7.50 per game, with a fee of $1 per game for each additional station using it.

HEADS THESARUS

Barnes Succeeding Mercer

WADE BARNES, Southwest representative of NBC's radio-record- ing division for three years, has been named manager of Thesaurus and Syndicated Sales, Donald I. Mercer, division director, an- nounced last week.

Mr. Barnes succeeds Mr. Mercer, who was recently appointed to the director's post. Mr. Barnes began his radio career as an- nouncer-musician at WHBC Can- ton, Ohio, in 1937, and has been, with WTAM Cleveland, WCAU Philadelphia and World Broadcasting System. He joined NBC in 1944.

T. D'A. BROPHY

Named K&EB Board Chairman

THOMAS D'ARCY BROPHY, president of Kenyon & Eckhardt, New York, since 1937, was elected chairman of the board of the agency last week, and Dwight Mills, executive vice president of the firm since 1942 was elected president.

Mr. Brophy first joined the agency in 1931; as a vice president. In 1937 he was named K&EB presi- dent. Prior to his association with the firm he was vice president of Revere Copper & Brass, and before that sales promotion director and vice president of the Ansonia Sales Co. Mr. Brophy is an active member of the Advertising Council and is chairman of the board of directors of the AAAAA.

Mr. Mills went to K&EB in 1954 and one year later was named vice president. In 1942 he was elected executive vice president. Before 1942 he was with McGraw Hill Publishing Co. as advertising manager and later business manager of Business Week.
FCC WOULD REMAIN an independent agency but would reorganize its functions for greater efficiency, under a plan prepared for submission to Congress by the Hoover commission last Saturday.

The report, covering the Government's nine independent regulatory commissions, did not deal with the FCC or the other agencies singly, but made its recommendations for the group as a whole.

These included, with respect to each agency:

- All administrative responsibility should be vested in the commission chairman, who should also have the services of an executive director.
- Applicable laws should be relaxed to permit commissions to delegate "routine, preliminary and less important work to members of their staffs under their supervision."
- Salaries of all commissioners should be "substantially" raised and those of staff members should be "increased" in order to attract persons of high calibre.
- Commissioners of the FCC, Securities & Exchange Commission, and Federal Power Commission should be removable from office only for cause and not at the pleasure of the President. (There were three dissenters to this recommendation, which was designed to put all nine agencies on the same footing with respect to removals).
- Upon expiration of his term a commissioner should continue in office until his successor has been appointed and qualified, subject to the general statutes on holdover appointments (two dissents).

The budget should draft plans to improve and thereby reduce the cost of dispositions of business before administrative agencies.

The deficiencies noted and cures prescribed by the governmental reorganization group bore a close resemblance to those of its task force on FCC [Broadcasting, March 7]. Although it did not incorporate the detail of the task-force report, the Hoover group did ask Congress and the commissions concerned to "give thorough study and consideration" to task-force proposals.

**Deficiencies Found**

The task-force report on FCC had found serious weaknesses in performance and deficiencies in planning and policy-making. It charged FCC had repeatedly departed from stated policies and had failed to tap the resources of its staff. FCC, the task force said, should launch a short-range planning program to break its logjam, and should decide for itself whether to institute a panel system.

In its own report, the Hoover commission found that unnecessary red tape has crept into the various commissions' procedures, causing "useless delay and expense," and that coordination between commissions and the general program of executive departments is often "loose and casual and sometimes nonexistent."

The bad performance of purely executive duties has resulted from imposition of these duties on the commissions rather than on a single administrative official, the group concluded, adding that these duties have interfered with strictly regulatory functions. The Hoover group recommended that a presidential advisory council and planning functions had been neglected as the result of the heavy regulatory work load at the top level.

"This commission," the report said, "believes that the independent regulatory commissions have a proper place in the machinery of our Government, a place very like that originally conceived, but that the role of these commissions as originally established has not been adequately filled."

Sub-standard appointments had resulted, the report said, due to "the inadequate salaries offered, or the failure of the Executive to appreciate the importance of the positions."

**Absence Pointed Out**

A lack of responsibility for planning and guiding the general program of commission activity has resulted from the chairman's absence while performing other duties, according to the report.

Appointment of an executive director, responsible to the commission was recommended.

(Continued on page 57)

**FCC TRAVEL**

A HOUSE Appropriations Subcommittee last week called upon FCC commissioners and attorneys to give a financial accounting of all out-of-town trips they have made—whether for private or Governmental reasons—during all work weeks since last July.

The Commissioners and lawyers were instructed to show, in each case, the names of the place and person or persons visited; object of the visit; whether it was a private trip or made on Commission business; and the source and amount of compensation other than that from the Government but including compensation for speeches or other services performed.

The request was made Monday during FCC's appearance before the House Appropriations Committee on Independent Offices for testimony in support of the $6,034,000 appropriation proposed for the Commission for 1949-50.

Although officials were silent on details of the closed hearing, FCC authorities reportedly were nonplussed by the committee's singling out the Commissioners and lawyers—who, they contend, are by no means the most traveled employees of the Commission. The request was circulated among the legal staff, nevertheless, with an eye to submission of the data within a few days.

The request covers all trips, both within and outside the U.S., which were made between Mondays and Fridays since the start of the current fiscal year last July 1.

**'Firm' Reception**

The Commission was understood to have been given a "firm" reception with penetrating but generally not overly critical questions from the committee members.

A considerable volume of additional information was requested, but for the most part FCC sources did not appear to regard these requests as unreasonable. To a great extent this additional information involves statistical compilations going back to about 1940, of the type the committee has been requesting of other agencies.

Much of the questioning, it was understood, related to FCC's workload and the length of time between filing of applications and Commission action on them.

In this connection the Appropriations Committee, one of its staff investigators examining the Commission's backlog and its processing procedures in hope that some means of expediting action may be found (Closeup Circuit, Feb. 21). It is uncertain, however, that he will be able to complete his study in time for the committee to formulate recommendations concurrently with its deliberations on the Commission budget.

**Coy Takes Lead**

FCC Chairman Wayne Coy took the lead in the Commission's presentation at the hearing, which was attended by a full house. He was assisted by four of his colleagues (Comrs. Paul A. Walker and George E. Sterling were out of the country on FCC business) and by top staff executives. A number of other members of the staff also were available to provide detailed background as needed.

All five members of the appropriations subcommittee were present.

(Continued on page 58)
February Box Score

STATUS of broadcast station authorizations and applications at FCC as of Feb. 28 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,146</td>
<td>949</td>
<td>122</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,936</td>
<td>714*</td>
<td>55</td>
</tr>
<tr>
<td>Licensed (All FM)</td>
<td>1,853</td>
<td>650</td>
<td>115</td>
</tr>
<tr>
<td>Construction permits</td>
<td>426</td>
<td>630</td>
<td>11</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>34</td>
<td>59</td>
<td>1</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,244</td>
<td>443</td>
<td>379</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>645</td>
<td>110</td>
<td>19</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>310</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Deletion of licensed stations in February</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Includes 11 conditional grants and 434 construction permits.
† WAFE-TV Syracuse, N. Y., deleted effective Feb. 16.

AREA HOOPERS

Ordered by WGY, KVVO

WG Y Schenectady and KVVO Tulsa have ordered area coverage index reports from C. E. Hooper Inc. The WGY survey will cover 28 counties in Massachusetts, New Hampshire, and Vermont; the KVVO survey 41 counties in Arkansas, Kansas, and Oklahoma. These reports will include a new feature, a separation of action for “early morning” and “late evening” “percent of mentions.”

The WGY and KVVO reports will be released in approximately 90 days, shortly after the report of the 66-county survey for WJR Detroit. Other large area coverage studies made by Hooper since this service was inaugurated include a 65-county survey for WOAI San Antonio, 68-county study for KSL Salt Lake City and a 116-county study for WHO Des Moines. Combined claimed areas for all stations for whom such reports were or are being produced total 677 counties, according to Hooper.

Charles M. Kaplan

CHARLES M. KAPLAN, 75, an account executive of WIP Philadelphia for the last ten years, died on March 8. He is survived by his wife, Helen, and two daughters, Mrs. Isaac D. Levy, wife of the retiring vice president general counsel of WCAU Philadelphia, and Mrs. Daniel Reichman of New York.

Chicago Sessions Open

First day’s business session was opened by Ruth Crane, WMAL Washington, president, who introduced officers and district chairmen. Committee chairmen who gave reports were Meg Zahrt, WAKR Akron, broadcast advertising; Hazel Markel, WTOP Washington, education; Eleanor Hanson, WHK Cleveland, public relations; (Continued on page 61)

AWB MEET

Radio can do a better selling job than video in many instances, because too often TV action takes precedence over the commercial or idea. George Jennings, president of the Asso. of Education for Broadcasting and radio director of the Chicago Public Schools Radio Council and WBEZ (FM) Chicago, said Saturday. Speaking at the sixth annual convention of the Asso. of Women Broadcasters in Chicago’s Drake Hotel, Mr. Jennings called on the women to “hold and get back an audience which is slipping away” because “we have refused to listen to the plaints and complaints of our ultimate consumer, the listener.”

Mr. Jennings also added: “We have taken a radio,” said Mr. Jennings, “and we’ve become an active participant in what we hear, and therefore personally involved.” In TV “we are always on the outside.”

He suggested that listeners can be regained if broadcasters get to know distinctive features of their communities, if they program educational shows which can be adapted to sponsorship, and if they keep public service broadcasts “in that realm and beyond axe-grinding.”

Charles M. Kaplan

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Stuffed Shirts

Don't these big penguins look like a couple of stuffed shirts? But their looks are deceiving. Actually, they are very simple birds, friendly and democratic by nature.

We don't like stuffed shirts at W·I·T·H. We're too down-to-earth for that sort of thing. We like to sell our station on the basis of the simple facts in the case.

And here's the most important fact for time buyers about Baltimore: the biggest bargain in town is W·I·T·H. Producing low-cost sales is the specialty of W·I·T·H. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you want to hear all about the BIG independent with the BIG audience, call in your Headley-Reed man and get the W·I·T·H story today.
CHICAGO CONFERENCE

By BILL THOMPSON

HOLLYWOOD will continue to be the home of all visual entertainment—including television—Hal Roach, president of the Television Producers Assn., asserted Wednesday at the closing luncheon of a national TV conference at Chicago's Palmer House.

In his address, which climaxed the three-day meeting sponsored by the Chicago Television Council, Mr. Roach declared that Hollywood has a backlog of specialists who can produce TV films at a volume which cuts costs, making visual entertainment "better and cheaper."

Experienced actors will shy away from live TV because of low wages, long rehearsal hours, and lack of protection of their looks, he said.

Live action TV cannot now achieve a third dimension, in his opinion, because lighting values change with a switch in lenses and no cutting or resuming of action is possible.

Labor Costs

Mr. Roach believes TV labor costs will "undoubtedly go up," standards have not been set, whereas movie technicians working on TV films are earning high wages which may come down when basic rates are determined.

Movie industry machinery is set up to deal with 63 locals and guilds, he said, all of which "will have to be in television ultimately."

This first national TV conference of the council attracted 350 persons representing all phases of the industry nationally. Fifty video authorities discussed all elements of the medium.

Among those featured were Humboldt Greig, assistant to the director, DuMont; Jack Van Volkenburg, CBS vice president in charge of TV; Paul Mowrey, ABC national video director; L. E. Showerman, NBC Central Division vice president; Frank Schreiber, general manager, WGN-TV Chicago; Walter Damm, general manager, WTMJ-TV Milwaukee; Jack Popples, president, Television Broadcasters Assn.; E. Y. Flanigan, managing director, WSPD-TV Toledo; John Mitchell, manager, WEKB(TV) Chicago; Melvin L. Gold, president, National Television Film Council; Fred Kenkel, vice president and treasurer of C. E. Hooper Inc.; A. C. Nielsen, president of his own marketing research firm; Dr. Sidney Roslow, president, Pulse Inc.; Leo Burnett, president of the agency bearing his name; Carl Haverlin, president, Broadcast Music Inc.; Don McClure, TV director, N. W. Ayer & Son.

Speaking at the Tuesday luncheon, Hugh E. Davis, executive vice president of Foote, Cone & Belding, defined the impact of TV as revolutionary. Comparing the penetration of AM with "the money-sucking, Hydra-headed infant," Mr. Davis said telecasters will profit from local advertisers who have never used AM.

He suggested that agencies ask advertisers to pay a fee above commission because of extra production costs, that package shows be bought and that original agency ideas be carried out by packagers. The advertiser "will be the direct beneficiary from TV," he added.

Mr. Popple, president of TBA, denied that receivers will become obsolete by a partial shift to higher bands. His conjecture: "The FCC might withdraw VHF channels from small communities with no stations on the air," turn these over to larger metropolitan areas, and give UHF bands to the small areas. Dual-band sets would then be produced.

He sees among other prospects: nation-wide TV within five to six years; 1,000 TV stations operating by 1955, 400 by 1953; coverage among 95% of the population by 1956; interchange of programs with Mexico and Canada, and, within "a generation or two" possible international exchange.

"Real" Profits Expected

Mr. Showerman, chairman of Council President James L. Stirton at the opening-day luncheon Monday, pointed out that "television is here, the people like it, and no good advertising medium ever destroyed another one." After the break-even point, profits will be "real and earnest."

Video is a "slender shadow of what it will be tomorrow," in the opinion of Mr. Van Volkenburg, who said the "sell" is in the home, where the buying impulse is born. "TV is the only business known to an American salesman where he cannot lie fast enough to keep up with the truth."

Mr. Greig of DuMont refuted the concept that video is an advertising medium, asserting it is a sales medium. He also termed fallacious the theory that AM will remain supreme in the daytime.

"TV daytime shows will have the same pull as established AM network programs, at less cost because of minimized rehearsals." The easiest way to begin making profits is to combine day and night operations, he added.

Mr. Mowrey predicted a heavier concentration on facilities at network origination points and more audience participation and dramatic shows. "Saturday night will become the big TV night, and this will bring motion picture picture to a head. Movie interests will move more heavily into TV," he said.

Four suggestions were made by Mr. Burnett to agencies trying to foster and maintain client video interest:

"(1) Expose and saturate key executives to the medium, putting sets in their homes;

"(2) See that executives in clients' firms have home receivers;"

(Continued on page 52)

NIELSEN STUDY

Of Viewing Habits Out

FACTS on national viewing habits were released for the first time last week by A. C. Nielsen, president of the Chicago marketing research firm, at the national TV conference of the Chicago Television Council.

In a national viewing report for August through December, results of which had not been made public, Mr. Nielsen revealed that TV absorbed 56% of all day and night listening, with between 22 and 33% days and 77 and 82% nights. Average daily listening for December was 3.11 hours on AM, and 3.9 on TV. Average hours of viewing for each day of the week for the five months: Sunday, 3.78; Monday, 3.06; Tuesday, 2.86; Wednesday, 3.27; Thursday, 3.54; Friday, 3.25; Saturday, 3.29.

Nielsen Audimeters, which record viewing in the same manner as listening, are being installed in the New York area, Mr. Nielsen said.

FEATURED speaker at the Chicago Television Council's national TV conference in Chicago last Monday, J. L. Van Volkenburg (r), CBS vice president in charge of television, was a luncheon partner of James L. Stirton, council president and general manager of ABC's Central Division. Mr. Van Volkenburg spoke with other network officials at the opening luncheon of the three-day session at Chicago's Palmer House.
April 4 is Key-TV Day in Cincinnati

WKRC-TV

CBS Affiliate
Cincinnati's Key TV Station

Operating on Channel 11, WKRC-TV starts regular commercial program schedule Monday, April 4. This schedule includes a complete variety of news, sports, children's shows and drama, in addition to CBS network shows which will be carried by Kinescope recording until completion of coaxial cable.

EXCLUSIVE TELECASTING RIGHTS TO $3,000,000 CINCINNATI GARDEN

WKRC-TV has exclusive telecasting rights to events held at the Cincinnati Garden, $3,000,000 sports arena recently completed. The largest financial television contract to be signed in this area gives exclusive sponsorship of these events to a Cincinnati firm.

REPRESENTED BY THE KATZ AGENCY
HOOPER DEVICE

INSTALLATION of an "electronic town crier" in New York by C. E. Hooper Inc., from it much of its TV information.

The Hooper firm is now producing equipment in up to 120 Manhatten town homes. It is a voice system. By it, Hooper intends to supply a continuous comparative radio-TV use index to subscribers. By it, too, Hooper intends to cover non-telephone as well as telephone homes, it was said.

To Test TV Set Listening

A leased wire is used to connect it with a central tabulation point. Ultimately, an electronic program identification recorder is to be used to tag the program with the channel transmitting it, but manual scanning devices are to be used temporarily, pending perfection of the electronic recorder.

C. E. Hooper, president of the company, also disclosed using wireless in TV audience measurement instead of leased wires. He said that the radio or wireless method was initially more expensive but holds promise of attendant economy in operation.

Mr. Hooper also emphasized that initial audience evidence obtained by the new means will supplement rather than replace for the field data on television now being gathered for TV Hooperings.

TV MISBELEIFS

First Objective of TBA

DISPELLING the many misbeliefs about television was set as the first objective of the information research committee of Television Broadcasters, Inc., at its organizational meeting Wednesday at TBA's New York headquarters.

Noting the many current rumors that television is ruining the eyesight of set owners, that it is putting the motion picture industry out of business by keeping people at home and away from the movies, Mr. K. S. G. (Bill) McWilliams, TV director and friend of Sutherland, sports announcer. Program is heard Monday through Friday at 7:45 p.m.

CABLE SETUP

Change Affects One Show

ELIMINATION by the American Telephone and Telegraph Co. May 1 of the eastbound daytime (until 6 p.m.) channel for transmission of television programs over the East-Midwest coastal cable will affect only one TV show, There Are My Children. The program, launched Jan. 31 on WNBQ (TV) Chicago and Feb. 14 on the NBC video network, was dropped Feb. 25.

Reason for the cancellation, I. E. Shorwasman, NBC vice president in charge of the Central Division, said, was that "it would be too costly on a local basis.

The eastbound daytime circuit is to be turned around to make possible another westbound fulltime circuit, as requested by broadcasters, AT&T said. Cable setup after May 1 will be two westbound channels on 24-hour-a-day basis, one westbound channel after 6 p.m. and the eastbound channel after 6 p.m. Monday through Friday. This eastbound channel will be available at any time Saturday and Sunday to make possible sports broadcasts to the East.

TV SET MAKERS

Urged to Form Association

A CALL to all television set manufacturers to form an association devoted exclusively to problems of video set manufacture was sent out Wednesday by Michael L. Kaplan, president of Sightmaster Corp.

He invited TV receiver manufacturers to an organization meeting to be held March 21 at 3 p.m. at the Advertising Club, New York City. Presidents of all video manufacturing firms received the invitation. Wayne Coy, FCC chairman, was invited.

LABOR BATTLE

Still IATSE vs. NABET

IATSE is trying to drive NABET members from the television and broadcasting fields, according to a news bulletin released Wednesday in New York by the national office of the National Alliance of Broadcast Engineers and Technicians.

The release was part of the continuing war between the two unions over jurisdiction of technicians in the television field.

In it, NABET took the initiative, asserted its members were from training and experience better able to perform the functions required in television and further asserted it is IATSE which is attempting to force its way into telecasting, "a field that has been NABET's for years without dispute."

NABET said IATSE wanted to put the 40% of its members who are unemployed into television.

The NABET blast was largely an answer to statements made at a conference of the National Alliance of Theatrical Stage Employees and Moving Picture Machine Operators [BROADCASTING, March 7].

In that conference, Mr. Walsh said that if the two unions did not settle their differences before April 30, when NABET's contracts with NBC and ABC terminate, IATSE would project itself into both those situations.

BASEBALL

Dayton Games on WLWD (TV)

WLWD (TV) Dayton has contracted to teacklest all home games of the Dayton Indians baseball team this season, John T. Murphy, station's general manager, has announced.

Price paid for the exclusive video coverage was not disclosed but was described by Mr. Murphy as "substantial." Seventy day and night games will be teacklest, and the contract also covers any championship playoff in which Dayton might participate at its home ball park, Hudson Field.

Mr. Murphy said WLWD enginners have virtually completed equipping a $100,000 mobile television unit which will be used to relay the games from the ball park. Pending completion of its new tower this summer WLWD plans to carry many programs originating at WLWT (TV) Cincinnati.

Both stations are owned by Crosley Broadcasting Co.

WLWD may be able to start test programs by March 16, Mr. Murphy announced. Station will be on Channel 5 (78-82 mc).

DALLAS TOWER

Potter Permit Recommended

RECOMMENDATION for a special permit to Tom Potter, Dallas oil operator, to erect a television tower at a site on Harry Hines Blvd., the outside edge of Dallas has been made by the Dallas City Plan Commission to the City Council.

Mr. Potter indicated in his application that he wishes to build a plant and offices for a station on Channel 8 (180-186 mc.) at the site. The tower would be 377 feet high, including antenna.

Several months ago, following studies by public hearings, the City Council denied Mr. Potter a permit to place the tower at a site in the Lakewood suburban district, east of the city.

AUTO VIDEO

State Prohibition Bills

LAWs to limit or restrict the installation of television sets in motor vehicles pending in 25 state legislatures. Maine is the only state to have passed such legislation. Its law prohibits the installation or operation of a video set which is located so as to distract the driver. A few of the states have several pieces of legislation pending which would impose different restrictions or penalties.

The states with anti-TV bills pending and the status of those bills are as follows:

Arizona, no action; California, three bills pending, no action on any; Connecticut, two bills, no action; Delaware, House committee reported favorably, reconsidered in Senate; Illinois, no action; Indiana, passed both houses; Massachusetts, no action; Maryland, passed House and Senate; Michigan, no action; no action; Montana, passed House, killed in Senate; Nebraska, no action; New Jersey, two bills, no action; New York, passed House, no action; Ohio, no action; Pennsylvania, two bills, no action; Rhode Island, two bills, one action; South Dakota, no action; Tennessee, no action; Vermont, no action; Washington, no action; West Virginia, no action.
WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.
NEW YORK CITY continues far ahead of other U.S. cities in shipments of television receivers by member companies of Radio Mfrs. Assn., according to a fourth-quarter summary which includes figures for all of 1948 [Broadcasting, March 7].

RMA's shipments are believed to comprise about 90% of the industry. From Jan. 1, 1947, to Jan. 1, 1948, 964,000 sets had been shipped to 42 states and the District of Columbia. Fourth quarter shipments by member companies totaled 354,014 compared to 188,210 in the third quarter.

Shipments run behind production reports, RMA explained, as manufacturers have produced 866,892 TV receivers during 1948 whereas shipments totaled only 802,025 for the period.

Tabulation of TV set shipments by areas for the fourth quarter, and 1948 follow:

### TELEVISION SET SHIPMENTS BY AREAS

<table>
<thead>
<tr>
<th>Area</th>
<th>First Quarter</th>
<th>Fourth Quarter</th>
<th>Year 1948</th>
<th>Year 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td></td>
<td></td>
<td>1,418</td>
<td>1,418</td>
</tr>
<tr>
<td>Arkansas</td>
<td></td>
<td></td>
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<tr>
<td>California</td>
<td></td>
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<td>11,138</td>
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<tr>
<td>Colorado</td>
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<tr>
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<tr>
<td>Delaware</td>
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</tr>
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<tr>
<td>Florida</td>
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**TELEVISION TRANSMISSION**

Crosley Plans Interconnection Facilities

A COMPLEX system of relay equipment is being installed by Crosley Broadcasting Corp. which will enable WLWC (TV) Columbus and WLWD (TV) Dayton to receive and rebroadcast the programs of WLWT (TV) Cincinnati. DuMont and NBC network programs, in addition to WLWT shows and films, will be carried by the facilities.

Plans also call for WLWD sending programs to WLWC in the future. WLWT is to start this month. Additional equipment eventually will be installed for two-way transmission of programs at all sites.

In its present form the system operates as follows:

WLWT programs, telecast on Channel 4, are picked up by a special antenna on the tower and are carried by coaxial cable to a modified receiver in the WLWD transmitter building. From there they go to a micro-wave transmitter and out to an eight-foot micro-wave antenna set up near the tower. This antenna focuses the signal into a beam, much in the manner of a search-light beam.

The beam is focused on a perforated metal screen on the tower which "bounces" the signal out into the air, and is rebroadcast by the "bounce" technique used at WLWD.

At Columbus the signal is received and amplified and rebroadcast on WLWC's Channel 3. The program may also be broadcast in Dayton as well as relaying it through.

**Telestatus**

*Artists drawing of the relay system to be used.*
Famous Dayton, Ohio, "FIRSTS"

Two young men from Dayton, Ohio, Wilbur and Orville Wright, made the first successful heavier-than-air machine flights at Kittyhawk, N. C., on December 17, 1903. The plane was built in the Wright Brothers' bicycle shop in Dayton.

WHIO-TV is Dayton's

FIRST TELEVISION STATION

FIRST Dayton television station to go on the air.
FIRST and only Dayton owned and operated TV station.
FIRST with Dayton's TV set owners. More than 3,500 requests for WHIO-TV program schedules are proof of viewers' interest.
FIRST and only TV station run by Daytonians. Our executives have 113 years combined experience serving the Dayton market.
FIRST to bring local sports events to Dayton TV viewers.
Now is the time to start reaching the profitable Dayton market via television while choice availabilities can be had on WHIO-TV.
FIRST come, first served. Contact your nearest Katz representative.
FOOT CHECK INC.

Offices Open in New York

FOOT CHECK INC., with offices at 270 Park Ave., New York, a new survey agency for checking video commercial spots and minute motion pictures in theatres, has started operations.

Working in cooperation with the Veterans Administration, which will supply a pool of manpower to be paid on a per-check basis, the new firm will sell its services to advertising agencies. Checkers, selected by the VA, will fill out questionnaires supplying information on how commercials are being projected throughout the nation.

Dr. Ira D. Scott, head of the VA Bureau of Vocational Rehabilitation and Education, is the Washington coordinator between the New York firm and the Washington VA office. President of the company is Harbide Frierbe; Louis Phillips is vice president; Bernard Samuels is acting as liaison between VA in New York and the company; Les Sugarman is director of public relations.

'STAR THEATRE' Texaco TV Show Tops Again

FEBRUARY TV Hooplas for New York City show the Texaco Star Theatre once more leads the top ten listing, with a 7.6 rating. This lead was maintained during February despite Milton Berle's absence from the show, due to illness.

Top Ten TV Hooplas (Regular network scheduled television programs) February 1949

1. Texaco Theatre WNET 76.6

2. Godfrey's Scouts WJZ 56.5

3. Broadway Revue WABD 50.8

4. Toast of the Town WCBS-TV 48.0

5. Godfrey's Friends WCBS-TV 46.6

6. Break the Bank WJZ-TV 37.4

7. Your Show Time WNET 32.5

8. The People WOR 30.5

9. Arrow Show WNET 32.1

10. Colgate Theatre WOR 30.3

The Broadway Revue was telecast on WABD and WNET. The rating is the combined total for both channels.

SKY ANTENNA Features Balloon and Kite

AIRBORNE television receiving antenna, consisting of a balloon and kite combination called "kytoon" and capable of effecting an antenna height of 100 to 200 feet, has been announced by Ralph Carr Powell, Gloucester, Mass.

Although also offered as an aid to home reception, the device was said to hold particularly wide possibilities for TV set designers, installation and field technicians and others. The kite consists of 6 ft. long and 3 ft. wide and features a coaxial flying-transmission line. Accessories offered include a small cylindrical hanger and two-wheel trailer for mobile use.

The kytoon requires 40 cubic feet of helium and will remain aloft about 30 hours when it must be lowered to make up for gas diffusion. Helium cost per inflation is given at $3.20. A $6 neoprene bladder must be replaced monthly.

WICU (TV) Tests 'Dispatch' Has TV Sections

PRELIMINARY TO the start of test patterns on its television station WICU (TV) Erie, Pa., March 1, The Erie Dispatch carried two special video sections Feb. 27. Edward Lamb, president of The Erie Dispatch Inc., station owner, announced that regular program service is expected to start March 16. The station is assigned Channel 12 (204-210 mc) with 3.02 kw visual and 1.53 kw aural.

The two sections, 38 pages in all, covered not only the background of WICU but also that of video in general. The front page of one section carried a picture of the proposed WICU facilities and a story by FCC Chairman Wayne Coy, especially written for the paper. A letter of congratulation from James H. Duff, Governor of Pennsylvania, was also reproduced. A good portion of the two sections was devoted to advertising, mostly for video sets.

SABINE ASKS TV Grant for Port Arthur

NEW TELEVISION application for Beaumont-Port Arthur, Tex., was filed with FCC last week by Sabine Television Corp. Station would be affiliated with Texas Telenet System, proposed state TV network [Broadcasting, Sept. 8, 1948, Feb. 11].

Headed by Dallas advertising executive Miles F. Leche, Sabine Television requests Channel 3 (60-66 mc) with effective radiated power of 13.2 kw visual, 6.6 kw audio. Antenna height and average terrain of 53.3 ft. Estimated cost of construction is $150,000, expected revenue $38,000, and expected revenue $38,000. Principals are:

Mr. Leche, owner of Leche and Leche, Dallas advertising agency, president and 20% owner. Other officers, each with 25% interest, include Paul E. Taft, secretary-treasurer; D. Malcolm Cummings, Samuel H. Peak and G. B. Boone Jr., all vice presidents. The latter four are associated with Duncan Coffee Co., Houston.

Banking on TV

LINCOLN National Bank & Trust Co., Syracuse, N. Y., has entered the ranks of video advertisers with a series of spots on WHEN (TV) Syracuse. Prepared by Barlow Advertising Agency, the spots were written by three of the bank's major service: free parking, 24-hour banking and location. Warren B. Unbehend, bank president, stated that he expects good results from the spot series because of the growing number of sets in the area and the opportunities offered by the use of the graphic advertising technique.

WAMS, WDEL-TV It's a Battle of Petitions

THE STRUGGLE between WAMS and WDEL-TV, both Wilmington, Del., over the latter's television permit for the sole facility there, Channel 7 (174-180 mc), has settled down to a battle of petitions.

In a rejoinder filed with FCC last week to WAMS charges it has misrepresented the progress of TV construction, WDEL-TV repeated its denial of the accusations and requested immediate grant of its application for extension of completion date. WAMS initially charged that WDEL-TV in its January request for more time had told FCC it was building but an on-the-spot inspection by WAMS three weeks later showed contrary [Broadcasting, Feb. 21].

WDEL immediately denied the charges and WAMS filed a renewed allegation, now answered by the rejoinder.

FILM PRODUCERS Form Groups for Meeting

TELEVISION Film Producers Assn., of Los Angeles, is forming three committees which will confer sometime this month with representive groups of Screen Directors, Screen Actors Guild and IATSE (International Alliance of Theatrical Stage Employees). Purpose of the meeting is to work out mutual problems.

Mr. Zimmerman, who will meet with IATSE includes Glenn Miller, Jerry Fairbanks Productions; Hal Roach Jr., Hal Eugene Roach Jr. Productions; Guy Thayer, Roland-Reed Productions, and Al Herman, Herman Productions. Conferring with SDG will be William Cameron Menzies, Menzies-Kinney Productions, Ernie Keays Productions, and Harlan Thompson, IMPRO Inc. Personnel to meet with SAG had not been named.

TAP CHANGES TV Firm Is Reorganized

REORGANIZATION of Television Advertising Productions, Chicago, has begun with an appointment of William A. Zimmerman as managing director and announcement of firm's plans to occupy new production quarters.

Mr. Zimmerman, former TAP sales director, succeeds Arliden Rodner, who worked as president of the firm which he helped found. Mr. Rodner resigned to join WPIX (TV) New York as liaison between the sales and programming departments. Del Gay, motion picture technical director on the staff, will continue to supervise film operations.

While new studio space is being constructed, the company will remain at 560 N. Michigan Ave.

Film Package Rights

CBS-TV is offering its 31 affiliates first-run rights to any or all of four film packages, totaling 82 features and short subjects. According to Grant Theis, manager of the film syndication department, package includes 62 major British productions, 18 Warner Philharmonic concerts, eight Strange As It Seems shorts and nine Musical Moods fillers, on 16mm prints. They are available for immediate delivery with pricing system based on a percentage of each station's current rate card.

WCAU-TV Schedule

WCAU-TV Philadelphia has stepped up its schedule to 66 hours and 10 minutes of actual program each week; nine months after going on the air. A survey of the schedule, Feb. 21-27, shows the station has 62 separate clients, 49 local and 13 via the CBS network.
**Memo to Editors**

**Electric Utilities are now coal's largest single customer**

Since Thomas A. Edison invented the incandescent lamp 70 years ago, coal has been the basic fuel for generating electricity. Coal has kept pace with the ever-increasing demands for electric light and power. More and more coal . . . channeled to electric generating plants . . . burned there with progressively greater efficiency.

In 1920 the electric utilities consumed about 6% of the total output of bituminous coal. In 1948 it was about 18%.

As the electric power and light industry urgently expands its capacity, it looks like 105 million tons will be required this year. And the coal industry now foresees the time when the utilities may require 150 million tons per year!

Electric utilities are today the bituminous coal industry's largest single customer, passing the railroads, which last year consumed 90 million tons of bituminous coal.

The efficiency with which electricity can be produced from coal has more than doubled in the last quarter century. Today one pound of coal will do the work which formerly required two pounds or three pounds, depending on how far back we go for comparison.

The accompanying charts depict national averages. In the latest coal-burning electric power plants now being built, the increased efficiency is even more sensational. It is well below 1,000 pounds per 1,000 kwh.

Hydroelectric power accounts for less than one-third of the total electric output. And, despite the many hydroelectric power plants that have been built in recent years by government agencies, the fact is that hydro power is providing a steadily diminishing per cent of the total.

In contrast with such projects, coal-burning steam generating plants can be erected quickly—directly at the points where electricity is most needed. Initial generating units can be put into quick action and others added as demand requires.

Coal also offers the advantage of unlimited supply. It is immediately usable as shipped direct from modern mine preparation plants, is readily storable, and can be stockpiled in quantity—without costly storage facilities.

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**BITUMINOUS COAL INSTITUTE**

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 3, D. C.
**TV IMPACT**

**Discussed at S. F. Ad Club**

The effect of television on the advertising revenue of AM radio was discussed by a three-man symposium at a meeting of the radio department of the San Francisco Ad Club March 13.

The discussion, entitled "Don't Sell AM Short," was chairmained by Vincent A. Francis, sales manager of KGO, speakers were Gayle Grubb, general manager of KGO and KGTV; Phil Laskey, vice president and general manager of KSFO and KPIX(TV); and Lindy Spight, Pacific Coast manager of the Bell System.

It was brought out that television today is an effective advertising medium in only three areas: New York, Philadelphia and Los Angeles. In no other area, including Chicago, is there sufficient TV circulation for advertisers to consider the new medium on a par with radio.

The speakers also agreed there is no basis for the idea that TV advertising revenue must come from budgets now allotted to AM radio; rather it will come from increased budgets and from entirely new sources.

**POCKET PIECE**

**TV Ratings to Be Included**

**TV HOOPERATING'S Pocket Piece for New York, published by C. E. Hooper Inc., New York, will shortly include first releases of television network audience ratings, based on random sampling of evening broadcasts of sponsored video programs, the survey company announced last week. Reports will cover television cities transmitting the network shows.**

The TV network ratings will appear twice monthly, one taken during the third week of the month and one during the first week of the publication month. Cities covered will be those in which continuing Hooper interviewing is in progress, currently totaling 37 out of 31 video cities.

**ABC-TV NETWORK**

**Three More Stations Join**

ABC-TV last week announced the affiliation of three more television stations to its network. They are KRSC-TV Seattle, KLEE-TV Houston, and WBFB-TV Indianapolis.

KRSC-TV operates on Channel 5, and is owned by Radio Sales Corp., Seattle, and KLEE-TV operating on Channel 2, is owned by W. Albert Lee, Both are metropolitan class stations. WBFB-TV, which will begin operations on Channel 6 around June 1, is owned by WBFB Inc., Indianapolis. The two stations now transmitting bring to 21 the number of stations in the operating ABC-TV network.

**SMPE MEET**

**Scheduled for April 4-8 in New York City**

The Society of Motion Picture Engineers will hold its 68th semi-annual convention April 4 to 8 inclusive at New York's Hotel Statler.

Largest developments in television and high-speed photography will be outlined by reports and demonstrations at special sessions and radio and television listening will be discussed Tuesday afternoon by William F. Kruse of William F. Kruse Assoc.


Among demonstrations to be given will be one Monday evening, April 4 of the latest experimental television projection equipment developed by RCA. It will highlight a progress report on television theatre by Barton Kuerzer, manager of RCA film recording and theatre equipment activities.

**TRI REPORT**

**TELEVISION's huge outlays** may make it necessary for this new medium not only to "chop sharply into the other media" but also to completely absorb all public entertainment.

That alarming possibility is foreseen by Television Research Institute.

Analyzing the place of television in the present scheme of things in its second special report, titled "Advertising—A Study in Optimism," TRI notes that television's total earnings in 1948 were some $2,500,000, "less than 1/1,000th of available expenditures" in all media.

Furthermore, according to TRI, television is so tremendously costly that it cannot depend on picking the bones of Father Radio . . . [but] to succeed it must find enough additional sources of revenue to meet its large outlays.

"It is true," the report continues, "that as its networks spread, the outlays will be continuously less."

**AD MONITORING**

**For TV Set Up in New York**

The Drug division of New York City's turn under the direction of assistant Health Commissioner Jerome Trichter, has started a monitoring service on television programs to report false or misleading advertising.

Only one case of misleading video advertising has been brought to the attention of the Bureau of Food and Drugs, of which the division is a part. It concerned therapeutic claims made by a dentifrice sponsor, who, upon being warned to moderate his announcer's boasts, complied with the Health Dept. order.

Radio and video stations, Mr. Trichter pointed out, have been "exceptionally cooperative," and often voluntarily submit scripts to the division in advance of a show. Sometimes, however, a script may be approved, but take on new meaning from the manner in which it is read by the announcer.

Three classes of sponsors fall easily into the misrepresentation class, and have to be watched carefully, said Mr. Trichter. These are manufacturers of weight-reducers, cure-alls for arthritis and rheumatism.

**Videodex Expanded**

**EXPANSION into the New York area with a panel of 600 viewing homes has been started by the Jay & Graham Research Organization, Chicago, which issued its first Videodex last August. Monthly reports will be issued in New York for programs watched by the panel from March 1. The firm expects to extend its video research operations into the 11 other major TV markets this year.**

**Video's Position Analyzed**

But even the most conservative estimates figure nationwide video-net-time at a minimum of $25,000 per half hour, as compared with radio's $10-12,000.

"Accordingly, television must chop sharply into the other media. To do this it must provide as varied a range of entertainment as do movies, nite-spot, magazines and the like. It must generate a revolution in the public attitude.

"One possibility lies in its ultimate, complete absorption of public entertainment, with the diversion of popular expenditures for entertainment into the purchase of consumer goods. The additional consumer-good profits would then be turned to advertising as a self-perpetuating cycle set up.

"But this must wait the time when video-manufacturers are able to advertise a $7 million receiving units a year. And that is still a long way off."
For a full 78 hours every week, WCLT energizes central Ohio air with 8500 watts of effective radiated power—transmitted through a 4-bay General Electric FM antenna mounted atop a 290-foot Truscon Self-Supporting Steel Radio Tower. Total antenna height reaches 332 feet above ground level.

Truscon Radio Towers are on horizons everywhere, serving the needs of AM, FM and TV broadcasters. Strong and stable, these slender steel structures are engineered for top operating efficiency under specific local conditions.

Truscon engineers are ready now to put their vast experience to work for you. Truscon can furnish exactly the tower you need—guyed or self-supporting, uniform or tapered in cross-section, of any height. A call or letter to our home office in Youngstown, Ohio, —or to any convenient Truscon District office—rates immediate attention, and action—with no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
ARE YOU MISSING YOUR CUE ON THE PACIFIC COAST?

DON'T LET YOUR Pacific Coast radio campaign fall flat by missing your cue for maximum sales! Buy the Don Lee Network of 45 stations and get maximum sales out of the market where more than 13½ million people spend over 14½ billion dollars a year in retail sales.

THE PACIFIC COAST IS BIG! It covers 323,866 square miles, contains 133 counties, extends 1,352 miles from Mexico to Canada. Only Don Lee, with 45 local network stations, has enough stations to cover this vast area thoroughly — nearly as many as the other 3 Coast networks combined!

PACIFIC COAST RADIO IS DIFFERENT! Mountains up to 15,000 feet high surround nearly every market and make long-range broadcasting unreliable. People listen to their own local network station, within

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

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<th>Of the 45 Major Pacific Coast Cities</th>
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<td>ONLY 10 have stations of all 4 networks</td>
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their own buying market, rather than to out-of-town or distant stations. When you buy Don Lee, your message is released within 45 of the Pacific Coast's leading buying markets. Don't miss your cue for maximum Pacific Coast sales by radio. Sell the whole big, wealthy Pacific Coast with Don Lee!

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**DON LEE STATIONS ON PARADE**

**KFRC—SAN FRANCISCO, CALIFORNIA** — A Don Lee key station since 1926. Serves the Coast's second largest market with 5000 watts at 610 KC. Non-directional tower in the heart of San Francisco gets your message to your prospects where they live. One of 45 reasons why nearly half of the Coast's regional network business is on Don Lee!

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**The Nation's Greatest Regional Network**
Radio's Ladies, Bless 'Em

LAST WEEK more than 400 of radio's ladies met in Chicago for a three-day workshop convention of the Assn. of Women Broadcasters. The attendance was as large as that of the NAB itself just ten years ago. Women have made a very important place for themselves in radio. Originally filling posts that required the "feminine touch," they have proved that they are capable of handling almost any job just as well and in some cases better than men. Look at Linnea Nelson, Bernice Judis, Ida McNeill to name a few. There are dozens of distaff owners and managers, as well as agency and advertiser buyers who need give no ground to their masculine opposite numbers. Even our jaundiced eyes popped when we scanned the AWB figures, (statistics, that is). That organization, now properly a department of the NAB, boasts an active membership of 1,600 staff members and performers on NAB member stations. They constitute a phalanx of 1927 (women) warriors for the cause of a free American radio.

The success of the AWB meeting must have created a new problem—that of "radio widows." We can picture Daddy sending Junior off to school with assurances that "Mother will be back tomorrow. She's in Chicago attending the women broadcasters meeting."

Hoover Cleaner

UNLESS CONGRESS kicks over the regulatory traces, the FCC will remain an independent agency, and will not be kneaded into a departmental structure under a Cabinet officer.

That, in any event, is the recommendation to Congress made by the Commission on Organization of the Executive Branch of the Government, generally known as the Hoover Commission.

That does not mean that all is sweetness and light in communications regulation in the judgment either of the Hoover Commission or of Congress. The task force report on the FCC [Broadcasting, March 7] found many deficiencies in the FCC modus operandi. The Hoover Commission makes certain recommendations applicable to all independent regulatory commissions, but, surprisingly, didn't single out the FCC for special mention at all.

The FCC and Congress is a continued story of controversy and intrigue and wheels within wheels, the first chapter of which began when radio regulation started in 1927. Certainly there are not signs of abatement at this session of Congress.

The Hoover Commission says appointments to membership on the independent commissions are sometimes below desirable standards because of inadequate salaries. It adds that unnecessary red tape has crept into procedures causing unnecessary delay and expense. While the Commission didn't specifically mention the FCC, it certainly must have had it in mind.

The Hoover group recommends an executive officer for each agency to handle administrative work. That again hits the FCC on the button. It would relieve commissioners of detail, which has all but smothered them.

"The salaries of commissioners are too low," says the hoover body. That's a masterpiece of understatement. The Commissioners, the big gun, draw $10,000 a year—exactly what they drew in 1927. Legislation is now languishing on the Hill for an increase to $17,500. That's paltry enough.

The Hoover group concludes that the real savings will not be found in reduction of administrative budgets, but rather in elimination of the "delay and inefficiency in regulation which involves large costs to the regulated industries themselves which must be passed on to the public by one method or another." Expediton, it adds, "will mean vast savings as well as better justice."

If, in its overall findings, the Hoover Commission didn't have the FCC per se in mind, it certainly can be credited with having dealt with a reasonable facsimile thereof.

TV: Tumultuous Video

NEED for better housekeeping in radio and TV has been confirmed, but coordination between AM and TV, and between manufacturers and broadcasters, is provoking widespread confusion on the part of the public, the advertisers and the legislators.

Look at the recent record. The FCC on Feb. 25 sent to the Senate Commerce Committee its reply to questions propounded on TV allocations. The Associated Press carried a story stating that the FCC would like to put television in the two highest frequency bands—"too high for present sets." It was bad reporting, because the FCC said nothing of the sort. A well-meaning reporter tried to juggle a lead and had no understanding of the complexities of wavelengths and allocations.

Within a week, Zenith, which has revived its lone-wolf hell-raising in radio, ran a full-page ad proclaiming that "expected changes" in wavelengths would not obsolete its TV sets, which covered both VHF and UHF with "no conversion necessary." Since the UHF allocations haven't been devised, how can such an extreme claim be made?

Last week, Charles Ed Johnson, of the Senate committee, again descended upon the FCC on TV allocations. You can wager that the repercussions will be even more violent than those which came in the wake of the first FCC-Commerce exchange, with results depressing effect upon all set sales and with the public more befuddled than ever.

We find TV zealots kidding themselves about the economics of their business. We have been unable to find any two separately-owned operations that use the same book-keeping methods. If uniform, recognized accounting were used, we doubt whether any of the 58 TV stations in operation would approach the break-even point. TV is expensive and will continue until circulation is built to the point where the cost per impression is comparable to other media.

Telecasters are deluding themselves when they make extravagant claims. They build sales resistances; they invite union demands; they excite copyright owners, and they provoke the legislators, from city council to Congress. Everybody seems to solve the big problem.

Assaults upon commercial radio by a radio manufacturer of the stature of Zenith can do naught but hurt all radio, aural as well as TV.

If there must be a Congressional disrobing of TV, it's probably better to have it now than later when the stakes will be so much greater. It's certainly clear, however, that team work is needed among the mass radio media.

Our Respects To —

CHARLES WILLIAM GODWIN

AFTER more than 11 years in the hostile North, Charles William Godwin, a displaced Confederate recently repatriated, is now digging in on the south—south, that is—bank of Peachtree Creek, a safe two-month's forced march from the nearest Yankee settlement.

As the new manager of Mutual's Atlanta office, Mr. Godwin is energetically surveying sites for rifle pits in his front yard. An incurable student of the South's part in the War Between the States, he is acutely aware that Sherman overran Hood's left flank at the very plot on which the Godwin house is sitting. Although Sherman passed by 85 years before, Mr. Godwin is not taking any chances with Yankee stragglers.

Mr. Godwin has returned to the safety of sub-Mason and Dixon line regions after long service at Mutual's headquarters, which are distressingly situated in New York. He had been the network's director of station relations since 1946.

He reached his present eminence by a circuitous route. Born in Fernwood, Miss., Aug. 10, 1914, he was taken by his family to New Orleans when still a tot. He was 17 when the family moved again, this time to Oklahoma City.

Mr. Godwin, transplanted to an area where oil was spouting from every hole in the ground, decided to become a petroleum engineer, a profession which at the time commanded indecently enormous wages, and he enrolled in Oklahoma City U. to major in geology.

He had attended the university for two years when it became obvious that there was more richness, beautiful oil in Mr. Godwin's voice than in all the earth beneath Oklahoma. He abandoned geology for radio announcing.

In extracurricular moments, Mr. Godwin had acted in amateur theatricals at Oklahoma City U., an avocation which aroused his interest in radio. While still in school he wangled several dramatic assignments on WKY Oklahoma City, and when in 1933 the station offered him a regular announcing job at $25 every week, he took it like Grant took Richmond.

A year later he moved to WLW Cincinnati and then to KMOX in St. Louis, where he broadcast from the old Emerson studios. His voice made him a regular on the Marion Barber Hour.

The farmers lost their friend in 1936 when Mr. Godwin became the victim of a routine (Continued on page 48)
Distribution of listeners among San Antonio stations, based upon the C. E. Hooper Fall, 1948, Study of Listening Habits of 320,940 Radio Families living in 65 South Texas counties*:

**WOAI**

**MORNING (6:00 A.M. to 12:00 Noon)**

- Station A: 13%
- Station B: 2%
- Station C: 3%
- Station D: 2%
- Station E: 4%
- Station F: 10%

**AFTERNOON (12:00 Noon to 6:00 P.M.)**

- Station A: 14%
- Station B: Less than 1%
- Station C: 3%
- Station D: 3%
- Station E: 4%
- Station F: 8%

**EVENING (6:00 P.M. to 12:00 Midnight)**

- Station A: 11%
- Station B: Less than 1%
- Station C: Daytime only
- Station D: 2%
- Station E: 2%
- Station F: 12%

NOW, MORE THAN EVER, WOAI STANDS OUT AS "THE MOST POWERFUL ADVERTISING INFLUENCE IN THE SOUTHWEST."

**WOAI**

San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC.-------New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston
DOUGLAS CAMPBELL, former commercial manager of WCAR Pontiac, Mich., has been appointed manager of WHRY-AM Ann Arbor, Michigan. Previously he was station manager of WJEL and WJEN Springfield, Ohio.

RALPH M. WALLACE has resigned his executive post with WEWS-AM Cleveland, Ohio, to become manager of WCUO (FM), new station being constructed in Cleveland by UAW-CIO Broadcasting Corp. of Ohio. During 18 years in radio, Mr. Wallace has worked in various managerial positions in Banger, Boston and Syracuse, and prior to joining WEWS in 1947 was head of radio division of Foster & Davies, Cleveland agency.

WALTER BAZIUK, acting manager of KERN Bakersfield, Calif., has been named station manager.

NILES TRAMMELL, NBC president, has been appointed a member of information committee of Committee for Economic Development.

DR. HERMAN S. HETTINGER, radio economist at the University of NAB, has accepted assignment with Overseas Consultants Inc. for Iranian government. He leaves this month for Tehran, to return about June 1. P. A. DERMARS, consulting engineer associated with RAYMOND P. WILMETTE, is in Tehran on same assignment, involving survey and ultimate installation of modern communications system, including radio research director.

Dr. and Mrs. Hettinger March 2 became the parents of a boy, Thomas A. G. Hettinger.

JOHN W. KENNEDY Jr., sales manager of WHAM, WHFM (FM) and WHTM (TV) Rochester, N. Y., has been promoted to newly created post of administrative assistant to WILLIAM FAY, Stromberg-Carlson vice president in charge of broadcasting. He will also continue as sales manager.

FRANCIS H. BRINKLEY, former vice president and general manager of WLM Wilmington, Del., has been appointed to newly created post of managing director of WITM (FM), WITMV (TV), WITMP, Endicot, WDOS (AM-FM), Oneonta, N. Y., and WPVO Utica, all connected in ownership. He will make his headquarters at Utica.

PAUL HANCOCK, former stations relations representative for MBS, has been appointed administrative assistant to MBS's director of stations departments, EASTON C. WOOLLEY. Mr. Hancock previously was assistant vice president and general manager of WMID-Atlantic City.

LARRY SHEEHY, former commercial manager of KYMK Monahans, Tex., has been named general manager of WKTU Barstow, Calif. He succeeds B. C. BOATRIGHT, resigned.

MICHAEL BARKWAY, representative of British Broadcasting Corp. for past five years at Toronto, has resigned to join Tavette Financial Post as editorial writer. No successor has been named as yet. JOHN POLWARTH, assistant BBC representative at Toronto, will take charge temporarily.

ROBERT M. RICHMOND, former director of publicity for The May Co., Baltimore, today joins WCAO Balti-
more as assistant manager in charge of national sales and promotion.

GEORGE J. SCHAFFER, former manager of WBOV Charleston, W. Va., has announced as opening of WJL Cincinnati, has announced of opening of law office in Union Central Life Bldg., Cincinnati.

FORTUNE POPKE, executive vice president and general manager of WHOM New York, has been appointed to radio- video division of Cardinal's Committee of the Lady in Catholic Charities annual appeal. Mr. Popke will have charge of solicitation among foreign language stations in New York area.

WALTER H. ANNINGER, editor and publisher of Philadelphia Inquirer (WPHL-AM-FM-TV), will receive Gold Medal Award of Philadelphia Club of Printing House Craftsmen on March 26 for his achievements as publisher and his active work in advancement of radio and television.

ROBERT E. WHITE, KYW Philadelphia general manager, has been named associate radio chairman of annual Salvation Army fund raising campaign for second consecutive year.

Respects

(Continued from page 44)

personnel reshuffling at WLW. Without firm prospects, he bought a round-trip train ticket to Wash-
ington, Baltimore, New York and back to Cincinnati and set out to find a job.

Mr. Godwin, who is not only gifted but also lucky, decided to try his luck at WOR (now WOR-AM). Washington for his first solicitation, and it happened that the station was in urgent need of an announcer that very morning to describe a parade.

He was hired without an audition and was at work within moments after he had entered the premises. He remained at WJSV for a year. At the end of that time he decided to try New York radio, and, again acting without prospects, embarked for the distant North.

The radio studio nearest New York City was WOR, and Mr. Godwin knew about it, and for no other reason he elected to tap on its door. By miraculous fortune an announcer had quit that morning, Mr. Godwin was hired in his place.

A year later he was named manager of WOR's Newark studios, which were an active origin point in those days for those day for the station's shows. Within the next two years he became successively assistant production manager of WOR, production manager, manager of the WOR FM station, WNY, and night manager of WOR.

In 1943 he joined Mutual as field representative in the station relations department. In April 1944 he became assistant to Carl Haverlin the director of the department, and a year later, when Mr. Haverlin was elevated to a vice presidency, Mr. Godwin succeeded to the director's job.

At such times as the two of them were not engaged in skirmishes with Mutual executives and affiliates, they refought privately the major campaigns of the Union and Confederacy. Mr. Haverlin is a long-time student of the Civil War as seen from the Union's side. Mr. Godwin, on the other hand, was from the Confederate point of view.

Mr. Godwin's interest in the war was first aroused when he visited the site of the Battle of Manassas on a short trip made during his service with WJSV. "It's a pity I ought to read up on the war," he says. "So I bought a book on Lee." He also submitted to an early whim of impartiality which he quickly conquered by buying a book on Grant too," he explains.

He now owns a library of more than 1,000 volumes on the War Between the States. He has visited some of the most important battles, many of them several times.

In Mr. Haverlin he found a willing companion to tramp the battlefields. The two of them often found it possible, with only slight rearrangement of Mutual's executive procedures, to make field trips to stations which coincidentally were situated near the sites of Civil War campaigns. Messrs. Haverlin and Godwin more than once have arrayed themselves in the positions of the Union and Confederate armies to view the disputes which Mr. Godwin at least felt were never adequately settled.

Mr. Godwin's immersion in an 85-year-old war was at first a thrill for him, but he finally came to wonder how a general who is not at least a retired major can command such an army. He confesses. His wife, the former Loree Northcutt, whom he met in a college theatrical presentation in Oklahoma City and married in 1922, has come to share her husband's bemusement in the ancient struggle. The Godwins have a 9-year-old daughter, Gay.

Mr. Godwin has no time for hobbies other than his study of the Civil War. His club memberships include the Chicago Civil War Round Table, the New York Radio Executives Club, and, somewhat incredibly, the Abraham Lincoln Assn. of Springfield, Ill.

In the ranks of the latter association Mr. Godwin feels something of a spy. He joined it, he hastens to explain, because of the importuning of Mr. Haverlin, who is a tower of strength in the organization.
NBC PROMOTION

Campaign Plans Started

A SPECIAL subcommittee which will fashion a vigorous promotion campaign was formed last week by NBC’s Stations Planning & Advisory Committee. The campaign was called for at the affiliates meeting a fortnight ago in Chicago [Broadcasting, March 7].

At the Chicago meeting, NBC affiliates adopted a resolution committing the network to “accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the nation’s No. 1 network.”

The subcommittee formed last week includes: Harry Bannister, general manager, WWJ Detroit; J. B. Conley, general manager, Westinghouse Radio Stations; John J. Gillin Jr., president, WOW Omaha; George Thomas, general manager, KVOS Lafayette, La.; P. G. Sugg, manager, WKY Oklahoma City; and E. C. Kelly, manager, KBCA Sacramento, Calif. Representing the network at subcommittee meetings will be: Charles P. Hammond, NBC vice president and assistant to the president; Sydney H. Rijes, NBC vice president in charge of promotion; and James Nelson, director of advertising and promotion for NBC.

NARFD

Names Regional Chairmen

NATIONAL Assn. of Radio Farm Directors has named a group of regional chairmen to guide activities through 1949, as well as heads of various NARFD committees. Simultaneously Sam Schneider, KVQO Tulsa, Okla., was named editor of the association’s newsletter, and Herb Plambeck, WHO Des Moines, Ia., historian.

Regional chairmen: Homer Martin, KDKA Pittsburgh (for the East); Roy Battle, WLW Cincinnati (East North Central); Chris Mack, WNAX Tankton, S.D. (West North Central); Murray Cox, WFAA Dallas (Southwest); Arnold Ebert, KOAC Corvallis, Ore. (Pacific Northwest), and Henry Schaht, KNBC San Francisco (Pacific Southwest).

Top committee assignments went to Hal Totten, WGN Chicago (convention facilities); Mr. Mack (awards); Paul Visser, NBC Chicago (convention program); Mal Hansen, WOW Omaha (membership); Charles Worcester, WMT Cedar Rapids, Ia., and Mr. Schneider (professional guidance); Larry Haeg, WCCO Minneapolis-St. Paul (resolutions); Al Bond, KIRO Seattle (yearbook publication), and Ed Lemons, Oklahoma Extension, Stillwater (extension relations).

Kleve Kirby

KLEVE KIRBY, 38, NBC Chicago announcer, was killed instantly March 5 in an automobile accident at Wauconda, Ill. George Stone, also announcer at NBC’s Central Division, was seriously injured. He is being treated at St. Theresa’s Hospital, Waukegan. Mr. Kirby is survived by his wife, Ester Rose, and two children, Pamela, and Kleve Jr.

GRIEVE, Bisset & Holland, Waterbury, Conn., department store, ren- news for third year on WWCO Waterbury. L to r: Mort Silverman, WWCO commercial manager (standing); G. Walker Bisset, of G&H, and Milton H. Mayers, WWCO general manager. Firm sponsors variety-disc show, The Sunshine Special, 8:15-9 o.m. (EST), Mon.-Sat., on WWCO.

CORWIN TO UN

Joins Radio Division

NORMAN CORWIN, radio writer and producer, has joined the radio division of the United Nations Dept. of Public Information. Mr. Corwin will create and direct special projects for world-wide transmission. He will be responsible for planning and executing programs based on major themes of international concern, such as the universal declaration of human rights. Other programs will deal particularly in the social and economic fields.

This marks Mr. Corwin’s return to radio after two years writing movies and plays. He was the first recipient of the Wendell Willkie One World Award, following which he made an historic 37,000-mile flight through 17 countries documenting a series for CBS.

MANSFIELD SIGNS

New 7-Year CBS Contract

IRVING MANSFIELD, CBS producer who developed Arthur Godfrey’s Talent Scouts, has signed a new, seven-year contract with expanded responsibilities to create and produce package programs, it has been announced by Hubbell Robinson Jr., vice president and director of programs for CBS.

Mr. Mansfield produced the Fred Allen program for four years prior to joining CBS on Jan. 1, 1946 as a comedy show producer.

FRANK REED

Media Director,
HILL, BLACKETT & CO., Chicago

Frank is recognized as one of the most experienced time buyers in the industry, having been with Stock & Gobel Advertising Agency for 19 years; WIND’s sales department; Wm. G. Rombeau and finally with Hill Blackett for over 5 years. The William G. Rombeau rep today presented Frank with a certificate of membership in the Honorary Order of Patrons and with the deed to a tract of land in the heart of the Patron country.

Advertisers have confidence in WPTK because WPTK does not cut rates, double spot or make back door deals. WPTK has one rate card for call and all will receive the same carefull attention.

WPTK

50,000 Watts
Night and Day

Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N. Y.

March 14, 1949 • Page 47
The job of radio, he said, is to present programs easily understood by the listener. The listener's enjoyment of a program increases or decreases in ratio of his ability to understand and follow the dialogue of the program.

Mr. Maulsby, picking up the argument, pointed out that among the most successful of CBS' "discussion" programs are the You Asked series and Cross Section USA.

Both of these programs, he said, are conducted through informal, almost casual, conversation in terms of the community they serve.

"The radio listener," he said, "is at best merely an eavesdropper on most programs where ideas are exchanged.

"Acknowledging that fact, and assuming that listening—real listening—is a kind of participation, examine the various types of debate or argument broadcasts," he said.

His own evaluation:

In most debates utilizing a "panel-of-partisans" the participants are selected for the spray they'll put up. The result is a free-for-all slugfest providing perhaps diversion for the listener (something Bob Hope or Amos 'n' Andy could do better) but providing nothing of educational value.

In roundtable discussions, the participants "too often communicate with each other in professional jargon that leaves the layman (i.e., listener) out in the cold."

Take Listeners' Point of View

In the average panel discussion (as opposed to debate) few moderates recognize that they are the listener's representative on the program and should direct the discussion along lines the listener can best collaborate with.

Documentary programs were discussed at the meeting by a panel headed by Mrs. Richardson.

Panel members included Stuart Novins, director of public affairs, CBS Western Division; Richard Bertrandias, program department, KBNC San Francisco; Edgar E. Willis, San Jose State College; and Stanley T. Donner, department of speech.

The group agreed that documentaries provide a low budget show that can be both a highly popular and effective public service. Particularly the smaller non-network stations can utilize the documentary to advantage in their programming.

Tax Exemption Sought

REPRESENTATIVE Frank A. Costa (R-Philadelphia) introduced a bill in the House of the State Legislature at Harrisburg, Pa., to exempt television receivers in public places from the amusement tax now required of licensees by the State Liquor Control Board. Philadelphia licensees using television sets now must pay a $120 annual tax in addition to their regular $600 license fee.
**WASH. STATE BAN**

**Creation of County Censorship**

With power to forbid broadcasting programs and material in proposed legislation by Rep. John N. Wilson.

The bill was referred to the Judiciary Committee. Rep. Wilson says there is a demand for suppression of mystery broadcasts along with offensive and lurid comic books.

Rep. Wilson would set up county boards to examine material and determine if it violates provisions of his proposed law. If a finding of violation is found, the county boards would publish findings with "anyone aggrieved" having the right to appeal to the board for a hearing within 10 days after publication. Otherwise orders become final.

Text of the bill disregards the time element in broadcasting and publishing, requiring advance submission of material for its purusal.

Section 3 of the bill provides:

"It shall be unlawful for any broadcasting company to broadcast, whether as part of a national or regional hookup or otherwise, material which offensively or luridly depicts crime, sex relations, warfare or other material which is unsuitable for children under the age of 18 years and detrimental to their morals, health and welfare."

Washington State's initiative 171, permitting liquor-by-the-drink, went into effect March 1 but the State Liquor Board will not attempt to regulate radio broadcasting or advertising. It will expect the industry to police itself. It was said by H. J. Quilliam, president of KTBI Tacoma and president of the Washington State Assn. of Broadcasters, following a meeting of the association's directors with the Liquor Board in Olympia.

Meeting with the Liquor Board was only one of several important activities undertaken by the WSAB directors in Olympia. The group met also with Gov. Arthur B. Langlie, who discussed with the broadcasters the state's revenue problems.

The Governor has proposed a 2% income tax, and if this is not passed or is declared unconstitutional, Mr. Quilliam said there is a good chance that the Gallagher Bill ( HB 215), taxing radio stations and newspapers on their sales, would be actively considered.

Another bill introduced into the State Legislature and discussed by WSAB officials with members of the House Judiciary Committee, would bring Washington's libel provisions in line with the requirements of the FCC Port Huron decision. Under present state law, broadcasters are liable concerning the content of speeches by political candidates.

Last year's confusion under Daylight Saving Time in the State of Washington [Broadcasting, May 31, 1948] would be minimized under a bill developed by WSAB. The measure neither requires nor prohibits Daylight Saving Time, but specifies that if any city, county or other section of the state adopts the "fast" time, the schedule must conform to the national pattern as set by New York City. This would ameliorate the problem created in Seattle, whose citizens in the last election voted DST for their community, but specified different dates from those governing the eastern area.

WSAB directors' action on pending measures was reported to association members in a letter from Carl Downing, manager of the Washington State Radio News Bureau, who forwarded the suggestion that the broadcasters make their attitudes known to members of the legislative committees.

**Kfab Contest**

Station Honors Macdonald

Kfab Omaha is offering $1,000 in prizes in a farm service contest honoring station's farm service director, William E. Macdonald, who has been in radio since 1926. Station officials estimate that more than $40,000 in radio time will be turned over to the "Thanks to Bill Macdonald" campaign.

First prize winner among contestants who write in 80 words or less "What Kfab Farm Service Program I listen to most, and why" will receive a farm truck equipped with Obeeco livestock and grain combination body. Other prizes, most of them of particular interest to farmers, include a second prize of two pedigreed South American chinchillas valued at more than $1,200.

Entries close March 19. When winners are announced about April 1 an entire broadcast day will feature Mr. Macdonald dramatizing high spots in his career, which began at KFNF Shenandoah, Iowa. Mr. Macdonald has been with KFAB since 1946.

Results of the contest will be published in booklet form for national distribution to timebuyers, KFAB announced. In addition to radio, the station is using "out-state" newspapers and two-color ads in Nebraska Farmer. This phase of promotion is being handled by the Harold E. Roll agency.

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**Crime Show Taboo Suggested**

boards in the State of Washington or publishing of mystery and crime in a bill (HB 306) introduced in the Mercer Island.

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After BMB  
(Continued from page 23)  
much of the actual story as earlier drafted (see text of telegram below).

Mr. Feltis told the BMB executive committee that BMB's counsel, along with other tax lawyers, figured chances were good for a favorable revenue ruling. The alternative of halting the ballot mailing was probably the body would die, with station subscribers getting nothing for the money they have been paying since July 1, 1947.

Answer to Critics  
When the telegram was received by broadcasters, they responded with approval of the money transfer. BMB promptly construed this as a dramatic answer to attacks of critics charging that the study was not really needed or wanted. On the other hand some subscribers complained that the penalty of this action was another three months of payments next year, should the Revenue Bureau's decision be adverse. Others didn't like the way BMB threw the problem at them.

The needed pledges from stations were received well in advance of the 48-hour wire order deadline. BMB said, calling the response "immediate" and "overwhelmingly favorable." It cited such wired replies as these: "We feel survey should continue, count us in!"; "Okay us in!"; "We happy cooperate."

Talking the other side, one broadcaster tore into the whole business with a bristling telegram that other opponents declared was a good representation of many broadcaster views. This telegram, sent to Mr. Feltis by W. F. Flynn, general manager of KRJF Miles City, Mont., read as follows:

I don't like your telegram. I don't like the statement there that payments now will be forfeited. They may be lost through poor judgment on the part of someone but you have no right to say they will be forfeited.

I didn't join BMB on that basis. I don't think you have any right as president of BMB to tell all the broadcasters to put up or shut up. I am on this 46-hour rush on those who have herefore contributed to the rebuilding of BMB. Before I add more to the contributions already made I want to see a detailed breakdown of what has been done.

You asked some questions about financial matters through BROADCASTING magazine not so long ago. You agreed to support if on some business basis, but first of all we of BMB agreed to furnish you with all the financial cards laid on the table. We have already underwritten $100,000 on 48 hours rush notice.

On the other hand BMB received public encouragement from advertiser and agency sources. It viewed these offers of support as an "effective answer" to BMB criticism charging that advertisers and agencies would take the reports only as long as the broadcasters foot all of the expenses and did not consider them of enough value to merit any payment on their own part.

The three network subscribers—ABC, CBS and NBC—agreed to the BMB plan. AAAA announced it would share one-third of any tax liability BMB might be otherwise unable to meet. The proposal did not exceed $15,000.

Lowry H. Crites, General Mills vice president, learning of BMB's plight, sent this telegram:

Completion of the BMB study and principle of continuation sufficiently important to General Mills we are willing to underwrite possible tax liability up to $2,000 if you are having trouble getting sufficient station guarantees. Suggest you contact other network advertisers since my discussion with many of them lead me to believe they also would be willing and possibly anxious to guarantee BMB second study completion.

Against these endorsements came complaints from stations that BMB had deliberately held up the bad financial news until possibly 100,000 ballots had actually gone into the mails. This was construed as a club-swinging gesture designed to make it more difficult for station subscribers to reject the transfer of tax funds.

Financial Charge  
The charge that has been made for some time about BMB's finances is that they have been carelessly handled because of bad management and that the regular audited financial reports merely reflect a cash position without regard to approaching commitments during the heavy expense period from now until late summer. The mailing and counting of ballots will consume large sums.

Planning of the present BMB operation is in charge of Dr. Kenneth H. Baker, NAB research director on loan to BMB to supervise the second nation-wide study, and Cortlandt Langley, assistant to the BMB president who will be jointly responsible when Mr. Feltis leaves April 15. At that time his resignation as BMS president becomes effective [BROADCASTING, March 7].

Dr. Baker told the NAB board in February that BMB is loosely organized, is running behind schedule and faces a critical period but that it would survive unless wholesale cancellations develop. He said that BMB, at that time, had a balance of $195,000, with $50,000 set aside for taxes, about $70,000 due March 1 for tabulation, and $30,000 remaining. He described a surplus of $60,000 on personnel contracts, postage and premiums, effected by slashing of publishing operating techniques and adoption of more efficient methods.

The telegram sent by Mr. Feltis last week to all BMB subscribers read:

For over two years we have held $300,000 in cash reserve in event federal income tax case decided against BMB. Case will be decided later this year, legal counsel advises, although we stand good chance winning this case contingency must nevertheless be covered.

Unless we can use this reserve money for getting out and returning $50,000 on bonds now, you will agree underwrite your pro rata share in case we have to for station guarantees. We have to call for it later we can now return $20,000 with full assurance of no agreement. Each subscriber's share will be equivalent three monthly payments.

We believe unlikely we will need to call for this money. However, unless you agree underwrite that amount within 48 hours STUDY WILL STOP. This is necessary to meet commitments to be forfeited. Executive committee feels that final decision at this stage should be made by subscribers themselves. It is your money that is invested. Please wire consent immediately. Let me re-emphasize it is underwrite agreement only and will not be called unless we lose tax case.

FOR RESULTS  
—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.

L to r: Messrs. Shaw, Gossage, Shreve and Nelson supervise loading of mercy cargo for France.

ropolitain cities contributed the food at a Qoqdat Christmas party sponsored by Oak Dell Milk. Included also was $100 worth of candy contributed by Paul Verder, City of Paris, department store, San Francisco.
LAGUNA BEACH
Danson Gives KTED Plans

FINAL construction on KTED Laguna Beach, Calif., authorized by FCC to operate on 1520 kc with 1 kw day 250 w night [BROADCASTING, Feb. 14] has been undertaken, according to Thomas E. Danson. The station, due to go on the air in early April, is licensed to Universal Radio Features Syndicate, with offices in New York, Chicago, San Francisco as well as Hollywood.

KTED will be billed as the "Voice of the Southland's Riviera," according to Mr. Danson, and will stress music, sports, news and public service programs. Remote broadcasts are also contemplated, including feature dramatizations of famous plays presented by the Laguna Beach Community Players and those engaged in summer stock there.

Station will utilize a three-tower directional antenna, one of which will beam future FM presentations. Collins Radio is furnishing equipment.

WMOR (FM)
March 20 Opening Date

TWO-HOUR opener and an all-day open house is planned by WMOR Chicago officials when the city's newest FM station formally takes the air March 20. The fanfare, slated to begin at 4 p.m. CST, will introduce all members of the station's announcing, production and writing staffs during the first hour.

Sixty shows will be scheduled for the first two weeks, beginning with "Hot Air" from the NBC New York studios. The second portion of the show will include segments of symphony, jazz, news, sports and British Broadcasting Co.'s music and dramatic transmissions, which WMOR will broadcast exclusively in the area.

Continuity for the opening is being written by Jules Pewo war, program director.

WMOR will broadcast from 7 a.m. until midnight daily and from noon until midnight Sunday. Ralph J. Wood Jr. is president and general manager of the station, owned and operated by armed services veterans only. Dave Pivan is chief engineer and Paul Damai is musical director.

Avco Information

PROPOSED rules changes announced by FCC to expand the Avco advertising theory to most broadcast applications [BROADCASTING, Feb. 28] have been charted in outline form by C. B. Collins of Broadcast Service Bureau Inc., 1025 Vermont Ave., N.W., Washington 5, D. C.

FIRST 15 PACIFIC HOOPERATINGS—Feb.-Eve.

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<thead>
<tr>
<th>Program</th>
<th>No. of Cities</th>
<th>Sponsor &amp; Agency</th>
<th>Hooperating</th>
<th>Year Age</th>
<th>Hooperating</th>
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<td>American Tobacco (BDG)</td>
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<td>Knickerbocker (Winfraction)</td>
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<td>C. R. Johnson &amp; Son (NL)$</td>
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<td>Philip Morris (Brooklyn)</td>
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<td>People Are Fun</td>
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<td>Ralox Drug (BDG)</td>
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<td>21.6</td>
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</tr>
<tr>
<td>Lorinna Persson</td>
<td>2 (2)</td>
<td>Andrew Jenkins Co. (Ont)</td>
<td>18.5</td>
<td>17.0</td>
<td>+1.5</td>
</tr>
<tr>
<td>Adv. of S. Spade</td>
<td>18</td>
<td>Wildcrest Co. (BDG)</td>
<td>17.4</td>
<td>17.6</td>
<td>+0.2</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>18</td>
<td>Lever Bros. (PFT)</td>
<td>17.1</td>
<td>17.1</td>
<td>0</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>6</td>
<td>Pepsodent Div.</td>
<td>17.0</td>
<td>17.2</td>
<td>+0.2</td>
</tr>
<tr>
<td>The Whistler</td>
<td>6</td>
<td>Signal Oil Co. (Stubbins)</td>
<td>18.0</td>
<td>11.2</td>
<td>+6.8</td>
</tr>
</tbody>
</table>

† Includes first and second broadcasts

Know how they do it in Monroe?

IT ISN'T how you catch a fish as long as you CATCH HIM!

That's the "fishin' formula" of hook-and-line fans in these parts... they've agreed that catchin' the fish is the thing! They make sense, too, about their radio listening... they want the "fish" not the "flash"... that's why the KMLB listening habit is catchin'. In KMLB's one milevolt contour, is a 223 million dollar market extending over 17 parishes in northeastern La., and 3 counties in Ark.

Catch your share, sir!

KMLB
MONROE, LOUISIANA
* TAYLOR-SORENFF & CO., INC.
National Representatives
* AMERICAN BROADCASTING CO.
5000 Watts Day, 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

WFLN (FM)
Goes on Air Today

WFLN, Philadelphia's first all-FM station, starts operations today (March 14). Lawrence M. C. Smith, president of Franklin Broadcasting Co., said the station will be on the air at 96.7 me seven days a week, 5 p.m. to midnight, broadcasting "good music and good information" somewhat in the manner of the New York Times' station, WQXR.

Raymond Green, former production manager of WINS New York, is WFLN manager. Frank Carter, formerly with WNAR Norristown, Pa., is chief announcer. John Thomas, broadcast engineer of WFIL Philadelphia, is chief engineer.
"(3) Issue up-to-date reports to clients;
(4) Learn TV by doing."
WIWS, WPAB
Hearings Conducted

HEARINGS by FCC on revocation of WIWS Santurce, P.R., and on license renewal of WPAB Ponce, P.R., involving program issues, have been completed in Puerto Rico, it was reported last week.

Held before Comr. Paul A. Walker, the WIWS proceeding was heard March 4-5 and the WPAB case March 1-3. The FCC also was represented by Walter B. Emery, Broadcast Division attorney, and Robert D. J. Leahy, Bureau of Accounting.

WIWS, charged with misrepresentation of ownership, was granted in early 1947 to Jose E. del Valle [Broadcasting, Nov. 8, 1948. Mr. del Valle never had control of station funds, FCC said, which were advanced to 14½ individuals. WIWS told the Commission the funds were only loans and that there was no delegation of ownership responsibility involved. Mr. del Valle testified there was never any intent of misrepresentation and that he acted in good faith.

Several character witnesses presented in behalf of Mr. del Valle included Jose Ramon Quinones, licensee of WAPA San Juan; Tomas Muniz, manager of WIAC San Juan and president of the Puerto Rico Assn. of Broadcasters; Martin Travieso, chief justice of the Puerto Rico Supreme Court, retired; and Samuel R. Quinones, president of the Puerto Rico Senate. WIWS counsel in the case is Abe L. Stein, Washington radio attorney.

Program Promises
The WPAB proceeding involved whether or not promises of program service made by the station in application to FCC have been carried out [Broadcasting, Dec. 20, 1948]. Certain commercial policies also were considered. WPAB, licensed to Portorican American Broadcasting Co. Inc., was represented by E. D. Johnston, Washington radio attorney.

FCC REPLIES
To WKRC Appeal

BRIEF supporting FCC's November 1947 decision on favoring WJIM Lansing, Mich., over WKRC Cincinnati in a contest for 550 kc has been filed by the Commission with the U. S. Court of Appeals for the District of Columbia.

The brief answers allegations made by WKRC in an appeal filed with the court from the FCC ruling [Broadcasting, Aug. 25, 1948]. The Cincinnati station charged that FCC in its decision had in effect improperly modified the WKRC license. The appeal further contended that an FCC memorandum opinion and order "purporting to finally deny" the WKRC application and petition for rehearing "is invalid because a legally constituted quorum of the Commission... was not present." WJIM was granted switch from

CUBAN CHANGES
Under NARBA Provisions

CHANGES of station assignments in Cuba under the provisions of the North American Regional Broadcasting Agreement were reported last week by FCC. The changes are as follows:

CMBG Vedado proposed switch from 250 w, limited time on 1380 kc to Havana with 15 kc on 880 kc, directional, has been cancelled.

CMRG Camaguey in July is to begin operations on 1600 kc with 1 kw full-time.

CMHV Santa Clara in August is to switch, from 250 w on 500 kc to 1 kw day, 2 kw night on 810 kc.

CMAW Pinar del Rio in August is to switch from 250 w on 810 kc to 3 kw on 600 kc.

CMCB Havana in August is to switch from 1320 kc to 1 kw on 1330 kc.

250 w on 1240 kc to 1 kw on 550 kc while WKRC was denied switch from 1 kw night, 5 kw day on 550 kc to 5 kw fulltime on that channel.

WCAR DENIED
Starting Time Request

NINETY SECONDS are ninety seconds, FCC ruled last week in denying a request of WCAR Pontiac, Mich., for a change in the monthly sunrise-sunset tables to permit the daytime outlet to start operating, during November, at 7:15 instead of 7:30.

WCAR had pointed out that if sunrise in Pontiac were 15 minutes earlier during November, the official starting time for that month would be 7:15, under the Commission's method of calculations and also as shown on the station's license.

WCAR objected to the practice of fixing monthly calculations to the nearest 15 minutes, but FCC maintained that the public, stations, and the Commission are all accustomed to 15-minute segments of radio time and that therefore this practice is "completely proper." Further, FCC said, the 15-minute delay in starting time is offset by an equal delay in sign-off.

In other actions relating to the sunrise-sunset table, the Commission (1) proposed to change its listings to show identical sunrise-sunset times at Paducah and Mayfield, Ky., except during January, when Paducah sunrise would be shown as occurring 15 minutes later than Mayfield's; and (2) to change the listings for McKeesport, Pa., to show sunrise in January at 7:45 instead of 7:30 a.m. The Paducah-Mayfield proposal followed a petition by WKYB Paducah claiming the table should be the same for both cities.

Opposition to the proposed changes will be accepted until April 18.
LORILLARD TROPHY
Offered Winner of Iroquois Steeplechase

THE NAME Lorillard re-entered turf news when The P. Lorillard Trophy was made available for the winner of the Iroquois Memorial Steeplechase. The horse Iroquois was owned by Pierre Lorillard IV, colorful sportman of the late 1800's, a descendant of Pierre Lorillard, founder of P. Lorillard Co. (Old Gold cigarettes). Iroquois, greatest of all American steeplechase champions, is buried on the picturesque grounds in Nashville where the race will be run May 14.

The P. Lorillard Trophy was presented by Herbert A. Kent, president of P. Lorillard Co., to Mason Houghland of Nashville, president of the Volunteer State Horsemen's Assn. Ray Vir Den, president of Lennen & Mitchell, P. Lorillard company, took part in the presentation held in New York. The trophy is a gold cup, made in 1815, plus an added $2,500 purse given by Mr. Kent.

The committee felt it imperative that the allotment of television time be made by the Commission dealing with data, memoranda, data, analyses and interpretations, include all partially or wholly completed material and supplement the same when completed. If information in the memoranda is specific as to individuals, persons, companies, or recommendations of any kind bearing in general on certain matters.

1. All memoranda, including inter-office memoranda, data, analyses or interpretations of Standards of Good Engineering Practice, particularly Transmission Standards of the Commission, upon which the Commission might base additional or alternative standards for both color and additional standards (or additional provisions) are included in the form of VHF and UHF bands of frequencies.

2. If memoranda are not available now, please furnish copies of written statements to the staff with respect to: (a) preparation of such standards; or (b) any feasible standards which would avoid any particular confusion.

3. A phase of the same request, the committee called for "the names of all Commission employees who are or have been engaged in collecting, compiling, preparing, analyzing, and evaluating all such data or memoranda requested, . . . identifying each memorandum, etc. by the author or authors."

With reference to the possibility that industry witnesses' testimony may be colored by their own interests, Mr. Johnson suggested that "factual testimony on the law presented before the Commission, as distinguished from your quasi-judicial function, is not the purpose of Good Service, and the right to be heard by witnesses or agents of the public Interest."

Mr. Johnson continued: "In such circumstances, the House would seek affirmative testimony by witnesses, government agencies, and the public in respect to the alleged evils sought to be corrected. Carefully in this way, the Commission may have to bring together his own familiar with the development of the art; the licensing of patents; the case of license of others for the purpose of licensing them; and the litigation in general so that a more factual picture could be developed and presented to the Commission."

It is obvious that representatives of industry, manufacturers, broadcasters and applicants who see matters in their own interest will not give the public interest another chance to be heard. In securing an agency, before the Commission, your agency could be more certain that in promulgating rules and standards—including standards for good engineering practice for television—those standards would not foreclose competition and further development in the art to the public and will of whoever may be dominant in the industry.

COLORADO State Employment Service has awarded KFLL Denver certifica- tion for "outstanding service offered to unemployed veterans through Jobs for Vets" (Sat. 10:30 a.m.).
**Zenith Squall**

(Continued from page 85)

competitor, and, by implication, in-accurate in stating that other sets will soon become obsolete, it was pointed out.

Dealers, manufacturers and some broadcasters were quick to register their protest. In Chicago, J. F. Poppele, president of Television Broadcasting Assn. Inc., told the Chicago Television Council that "when the time comes for assigning allocations in the UHF band, the television industry will draw the lines carefully to avoid the slightest possibility of obsolescence."

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, characterized the incident as something about nothing, attributing the ad campaign to Zenith's desperation to sell sets. Hamilton Hoge, president of the U. S. Television Mfg. Corp., said it was Mr. Leitzell's "wild" statements. At a luncheon of Electrical Assn. Appliance Distributors in Cincinnati, Stanley Ferger, advertising manager of the Radio Corporation of America, said that, noted that in the future any promotion copy on television frequencies will be analyzed more closely.

Strongest dealer reactions, according to Reselling Daily, a Fairchild publication devoted to home furnishings news, were observed in Boston, Detroit and Los Angeles. In Philadelphia and Chicago, no immediate effect on sales was reported.

**RMA Declines Comment**

Radio Mfrs. Assn. also declined comment on the Zenith controversy now but officials are expected to discuss it thoroughly at the quarterly meeting in Chicago beginning tomorrow (Tuesday).

Meanwhile, B. Walter Huffington, general manager of WSAB Portsmouth, Va., scored what he termed the radio firm's "negative approach to the American system of broadcasting—as a means to promote the sale of (FM) receivers." In a friendly two-page letter to Ted Leitzell, Zenith public relations director, he took exception to the company's FM advertisements.

Commenting on dealer-distributor promotion proposed by Mr. Leitzell and Zenith President E. F. McDonald, Mr. Huffington stated: "Mr. McDonald and any other businessman, who has been in radio for any length of time, should know that any promotional approach, such as .. used by WEFM, can easily become a trend and develop into a situation which can strike at the very root of our democratic system of free enterprise."

"When any radio station criticizes the very medium it represents by reflecting upon 'paid commercials,' derides advertising ... the disregard for paid spots, and takes a derogatory point of view concerning 'singing commercials'—surely that station is cutting its own throat, and contributing an anti-radio attitude on the part of the general public."

Mr. Huffington urged the firm to "sit down and analyze your future radio promotions before going further and making dispositions." He added: "We feel that it is time for Zenith—and other radio manufacturers for that matter—to decide the answer to this question: "Where do we go from here?"

Concluded Mr. Huffington: "We are willing to meet your people half-way in any worthwhile project. However, we feel it is up to Zenith to devise a national promotion plan in cooperation with the radio industry which will highlight the use of commercial radio—not exclusively to other media—but at all times."

In addition the light firm is also sponsoring the Johnny Desmond show, five minutes on Sundays on MBS and has a TV spot campaign.

**RELAXED CREDIT**

RELAXATION of installment credit controls (Regulation W) by the Federal Reserve Board is proving a stimulus to sales of television sets, judging by first reports last week from jobbers and distributors. TV sets are affected more than broadcast receivers because of their higher average unit cost, according to Radio Mfrs. Assn. Purchasers now making payments under the former rules can apply to creditors for the benefits of the relaxed arrangement, RMA pointed out.
PULSE REPORTS

JACK BENNY and Amos 'n' Andy nosed Fred Allen and the Phil Harris-Alice Faye shows out of the top ten listings in New York, Philadelphia, Boston, Chicago and Cincinnati, according to the January-February radio audience reports published by The Pulse Inc., New York.

Period covers first report since the back-to-back programming of Mr. Benny and Amos 'n' Andy on the new CBS Sunday night line-up. Walter Winchell moved from fourth to third place. Lux Theatre continued to lead the evening listings.

Average ¼ hour sets-in-use increased over that of November-December, with only Chicago showing a decline. Chicago, however, showed a 50% increase in ¼-hour February television sets-in-use over that of January. The increase is due, The Pulse believes, to the east-west coast network's shows.

AVERAGE ¼ HR SETS-INS-USE FOR WEEKNIGHTS

<table>
<thead>
<tr>
<th>Area</th>
<th>Sets in Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>28,737</td>
</tr>
<tr>
<td>Chicago</td>
<td>25,884</td>
</tr>
<tr>
<td>Boston</td>
<td>25,349</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>5,659</td>
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TEN TOP EVENING & DAYTIME SHOWS

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<tr>
<th>Show</th>
<th>Average Hour Rating</th>
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<tbody>
<tr>
<td>Card Game with Abbott and Costello (WCOP, WLAW)</td>
<td>11.5</td>
</tr>
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<td>Let's Pretend</td>
<td>10.5</td>
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<tr>
<td>Lux Theatre</td>
<td>10.0</td>
</tr>
<tr>
<td>Junior Miss</td>
<td>9.8</td>
</tr>
<tr>
<td>Mary Pickford</td>
<td>9.0</td>
</tr>
<tr>
<td>Guiding Light</td>
<td>8.8</td>
</tr>
<tr>
<td>Detective Mysteries</td>
<td>8.0</td>
</tr>
<tr>
<td>Dr. Pearson's National Health</td>
<td>8.0</td>
</tr>
<tr>
<td>Metropolitan New York</td>
<td>7.5</td>
</tr>
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<td>Arthur Godfrey Show</td>
<td>7.0</td>
</tr>
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A Metropolitian New York

FEBRUARY 1949

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FCC Travel

(Continued from page 29)

ent for most of the hearing, although the attendance of some was interrupted for other commitments. The subcommittee is headed by Rep. Albert Thomas (D-Tex.). Other members are: Reps. Al Gore (D-Tenn.), George W. Andrews (D-Ala.), John Phillips (R-Calif.), and Francis Case (R-D.C.).

The $6,634,000 proposed budget compares with $8,551,000 originally allocated to FCC this year, to which $367,000 was subsequently added to meet salary increases voted by Congress. It would provide for a maximum of 1,382 permanent employees as against the 1,407 maximum permitted under the current budget.

FCC's delegation for the hearing included:

- Acting Executive Officer W. K. Hall and Budget Officer Robert Cox.
- Chief Accountant William J. Norfleet and the following section chiefs in the Accounting Bureau's Economics & Statistics Division: James B. Bond, Broadcast Section, and Ted E. McIvor.
- Acting Chief Engineer John A. Wilkins, Assistant Chief Engineers George S. Turner and Marion H. Woodhead, and the following division chiefs of the Engineering Bureau: Albert L. McInnis, Frequency Allocation & Treaty; Glen E. Nielsen, Public Safety & Special Services; E. W. Chang, Labor.
- J. H. Fosner, an examiner in the Hearing Division.

Farnsworth Sale

A COMMITTEE of stockholders of Farnsworth Television & Radio Corp. was formed in New York last week to investigate the facts of the proposed sale of the company's assets to International Telephone and Telegraph Corp. A stockholder's suit challenging the transfer is also pending. A meeting of Farnsworth stockholders, which passed on the sale has been called for April 14. The T&T board has already approved the plan.

CELEBRATING the 1,000th ride of "Red Ryder" across the Don Lee network during the week of the Brown Derby, Hollywood, are Brooke Temple (l), "Red Ryder," and Henry Gerenstern-Korn, Don Lee assistant sales manager. Lordenborg Bakersies sponsors program on the Pacific Coast.
WBAL APPEALS
Contempt Case Continues

WBAL Baltimore, found guilty last Monday of contempt of court for broadcasts concerning a confessed murderer, will appeal the decision of Judge John B. Gray Jr., sitting in Baltimore Criminal Court.

Judge Gray fined WBAL $200 for violating Rule 904 of the Baltimore Supreme Bench. Last Jan. 28 the court had fined WITH $500 and James P. Connolly, at that time news editor, $100; WCBM and WFBT $500 each [Buffalo Evening News, Jan. 31]. WBAL's fine was less because it broadcast that the criminal had a previous criminal record but not that he had confessed to a killing, the court explained.

Karl F. Steinmann, attorney for WBAL, said the case will be carried to the Court of Appeals of Maryland along with appeals of the other stations. WBAL demanded a separate hearing, the other stations having been tried at a joint proceeding.

Reorganized FCC
(Continued from page 29)

Duffy at CCNY
To Address March 30 Meet

BEN DUFFY, president of BBDO, will make the main address at the luncheon session of the fifth annual radio-television and business conference at the School of Business of City College of New York, to be held March 30 at the Hotel Roosevelt New York.

The one-day conference will open at 10 a.m. with four simultaneous panels discussing the present problems and future outlook for sales, programming, research and publicity-promotion. Luncheon session, in addition to Mr. Duffy's address, will include the presentation of plaques for the outstanding accomplishments of 1948 in radio and television programming and in promotion (see story page 24). Afternoon session, convening at 2:30, will deal with "New Frontiers in Radio and Television."

CCNY will give honorable mentions for "usually effective all-over station promotion" to WCCO Minneapolis, "usually effective in station promotion" to KZL Denver, "for the most effective promotion of a local radio program" to WNBC New York and to WCCO Minneapolis, "for sales promotion" to WBAL Baltimore, "for the best service program" to WCCO Minneapolis.

Four simultaneous panels discussing the present problems and future outlook for sales, programming, research and publicity-promotion will open the conference. At 10 a.m. the four panels will be:

1. Sales and Marketing. Participants include: Mr. Duffy; Mr. W. F. Prebey, President of BBDO; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.; Mr. J. H. Jones, President of McCann-Erickson, Inc.; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.

2. Programming. Participants include: Mr. W. F. Prebey, President of BBDO; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.

3. Research. Participants include: Mr. W. F. Prebey, President of BBDO; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.

4. Publicity-Promotion. Participants include: Mr. W. F. Prebey, President of BBDO; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.; Mr. W. P. Cummins, President of Sounds; Mr. J. W. Deas, President of McCann-Erickson, Inc.; Mr. P. F. McVey, President of McCann-Erickson, Inc.

A luncheon session of the program will be held March 30 at the Hotel Roosevelt New York.

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WHAS HEARING

FCC's HEARING on the proposed $1,925,000 purchase of the WHAS Louisville properties by Crosley Broadcasting Corp. broke off suddenly last Tuesday to give Crosley an opportunity to make new measurements of its WLW Cincinnati.

The adjournment, to April 4, was taken at the request of Crosley counsel after Hearing Examiner Leo Resnick indicated the proffered measurements of WLW, not being acceptable for use in determining the hearing's primary question regarding to April 4.

WJMJ CASE

SEeks to preserve its new 1540 kc assignment, WJMJ Philadelphia asked FCC last week to invoke a procedure first enunciated in the court decision which cost it its original assignment on 1530 kc.

The request was made by WJMJ owner Patrick Joseph Stanton in a petition replying to WQXR New York's claim that WJMJ's 1540 kc interferes with WQXR's 1560 kc and that therefore the Philadelphia grant should be reconsidered [BROADCASTING, March 7].

Mr. Stanton claimed that WJMJ, operating under FCC's rules and standards, causes no interference to WQXR's present 10 kw operation and would not interfere with its proposed operation with 50 kw.

His petition, by John H. Midlen of the Washington law office of George O. Sutton, therefore asked that the WQXR request be set down for oral argument on the question of its legal sufficiency.

This procedural step, it was noted, was suggested by the U. S. Court of Appeals for the District of Columbia in the so-called WCKY Cincinnati Case—in which FCC original grant for WJMJ on 1530 kc was reversed—and later was amplified in the WJR Detroit case (now being appealed by FCC to the Supreme Court).

After oral argument, WJMJ claims FCC should deny or dismiss WQXR's petition. WJMJ operates with 1 kw, daytime only.

WQUA Reorganization

OWNERSHIP of WQUA Moline, Ill. (1280 kc, 260 w), licensed to Moline Broadcasting Corp., has been reorganized but with Bruff W. Olin Jr., president and general manager, still retaining a controlling interest. Mr. Olin said the reorganization is the first step in a program which contemplates expansion to include television. The station's service to the Quad-City area has attracted financial support of prominent local investors, he said, declaring that the reorganization assures continuation and expansion of that service. FCC approval of the transactions is not required since control is not involved.

FM Overlap

Crosley exhibits on FM and TV service areas of WLV and WHAS—showing some overlap in FM but none in TV—were accepted.

Crosley's proposed purchase of the WHAS properties is from the Louisville Courier Journal & Times Co., owned by the Barry Bingham family, and includes the 50-kw clear-channel AM station (840 kc), plus FM and TV.

Linked with the case, but actually a separate proceeding, is the WHAS request for more time to complete WHAS-TV. This hearing was completed two weeks ago and could be decided in advance of the transfer decision. But it was uncertain whether Examiner Resnick would choose to prepare his recommendation on one ahead of the other, or to devote the 30-day hiatus to other cases to which he is assigned.
TV Won't Kill AM
(Continued from page 57)

unlikely for several years. Prime disadvantage of UHF, Philco tests showed, was that power requirements appear to be much greater—four to five times as much power being required as in present TV stations.

Philco considered it probable that it will take at least three years to develop commercial UHF television transmitters with the power output shown to be necessary.

Advantages found in UHF by Philco were said to be that man-made noise, such as from automobile ignition systems, and multipath transmission, cause of "ghosts," have less effect on picture quality than at present lower television frequencies.

Disagree on UHF

Dr. Thomas T. Goldsmith of Allen B. DuMont Labs said he could not agree that it would take several years to make UHF a possibility.

Both he and Mr. Smith agreed, however, that present sets would have to be obsolete if television were to be given a place upstairs in UHF. Dr. Goldsmith said some set manufacturers could make ready for the change in a matter of weeks and have sets in production in six months. Adapters would be made available for existing sets. Dr. Goldsmith conceded, however, that it could be years before the wave band transplant might take place.

Among other subjects covered in papers:

Television relays—The Philco-Western Union television relay between Philadelphia and New York was described by William Forster, project engineer of Philco Corp., who said that although the system is passable now, and its operation proves that its principles are useful for inter-city service, "there is room for much improvement." He said signal-to-noise ratio can be improved by a now available higher power klystron mixer and a lower noise figure receiver mixer. Lower distortion terminal equipment also has been built to improve picture quality.

Marketing—IRE broke a precedent by holding the first symposium on marketing in its 27-year history. Those contributing: E. H. Vogel, manager of marketing, electronic department, General Electric Co.; O. H. Jensen, manager of industrial design, Philco division of the McCanne, vice president and general manager, Stromberg-Carlson Co.; W. E. Macke, advertising manager, Zenith Radio Corp.; M. F. Mahoney, vice president, Monsanto Inc. The latter dealt with major national advertising media, including radio and television.

Sound in TV—A TV station might well build up its own library of direct recordings for commercial music in addition to relying on transcription libraries, according to Robert H. Tanner, Northern Electric Co., Belleville, Ontario. On microphone techniques he suggested that since in TV the microphone is further away from the artist, that uni-directional microphones be used to reduce cross pick-up—pick-up of the orchestras for example, on the soloist's microphone and vice versa.

Power Discussion

Power—New method of combining transmitting tubes in groups or clusters, which materially increases the power of television stations operating on UHF (300 to 5000 mc) was reported by G. H. Brown, W. C. Morrison, W. L. Behrend and J. G. Reddick of RCA Labs. Two transmitter tubes, or two complete transmitters, are teamed through a duplexer which permits the combined outputs of the tubes to be fed into the same antenna, thereby doubling the effective power output without narrowing the width of the frequency band transmitted.

Antennas—New television antenna which will receive signals from only one direction at a time and will greatly improve reception of set owners in fringe areas which lie between stations on the same channel was reported by O. M. Woodward Jr., research engineer of RCA Labs, Princeton, N. J. The antenna consisted of an array of four short dipoles in the form of a square. Direction from which the antenna receives can be changed by flipping a switch near the receiver, said Mr. Woodward.

Flying—Television and radar will in 15 years control all-weather flying, Delos W. Rentzel, administrator of Civil Aeronautics, predicted. In the cockpit, he said he will see a pictorial presentation of everything around him, showing his own aircraft in relation to others in the vicinity, indicating obstructions and even the location of storms and turbulent air.

Youth—Radio is still a profession for the young man, J. S. Coggeshall, traffic manager of Western Union, said. Youthfulness of its personnel has made for its adaptability to war, to peace, to television. Most of radio's basic discoveries were made by men younger than thirty, he said.

288,700 People

$271,683,000, Retail Sales

$410,987,000 Buying Income

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.
The Legend of Happy Valley

Feathers was just an ordinary fellow who had been in the Tomahawk business until he had come by South Hill. He obtained the lease on South Hill by going before the Happy Valley Council and explaining his plan—that he intended to regale the villagers daily with fine entertainment, news bulletins and other enticing fare.

He explained that he would build his signal fire transmitter from wampum he had obtained through sale of his tomahawk business. He stated to the Council that he would support his venture by smoking out short announcements for Happy Valley merchants, who in turn would pay him, Feathers, in wampum for such service. He might, he said, even sell longer periods, or smokegrams, as he called them.

The Council chairman, Big Chief Waynescotting, looked upon this proposal with some misgiving, but it was decided finally to give Feathers a three-year go to try his plan. He could use South Hill for that length of time—but before he setup the landscape following expiration of that period, he would have to come back to the Council and prove that he had lived up to his promises.

"Your license is granted with reservations," the Big Chief said—which didn't mean much to Feathers, since Indians didn't know about reservations back in those days. . . .

THAT'S how Feathers went into business. He started with just a little fire, and not much smoke, and his smokegrams were pretty deplorable in the beginning. But he soon got the hang of the business, and it wasn't long before 25 of the villagers spent a great deal of their time watching Feathers' smoke, and drop old shoes, tarpaper, birch bark and even stink bombs in Feathers' fire, and he would lose audience for a

These words of wisdom were spoken last Friday at the AWB Chicago convention by Robert K. Richards, director of public relations and publications for the NAB.

Obviously Bottle didn't get very far with his campaign, for two reasons:

1. Nobody understood quite what he was talking about.
2. Bottle didn't suggest any idea that was better.

Well, you know what happened. Bottle got a three-year lease on North Hill, and announced he was going to start smokegramming which would be exclusively cultural in nature—poetry, excerpts from the classics, and things like that. But most startling announcement of all, Bottle announced that he would take no advertising.

Can you guess what happened? Out of curiosity, the 25 villagers turned their backs on Feathers' smokegrams for about two days and watched this new station operated by Bottle.

During those two days, Feathers—down on South Hill—didn't have much to do, since he didn't have any audience, so he started casing the landscape and lo and behold off in the distance miles from Happy Valley, he saw smoke gently wafting into the air. He studied this phenomenon for a time, and they started signalling. In no time at all, he had made connection with this other smokegram manager who in turn was, it developed, in smokecast with other smokecasters to the East.

In just two days, then, the 25 villagers, pretty well filled with culture, turned back to Feathers' station on South Hill—and what did they see but a news report, delivered in staccato puffs, by Six Feather Wincharger direct from Manhattan. The Great Smoky Network had come to the land of the Sky Blue Waters!

This should be the end of the story. It should be a beautiful, memorable ending, in the true tradition. But, alas—it is not the
end. Indeed, it is hardly the beginning.

Needless to say, Bottle off on North Hill didn’t even last out his three-year license term. He had no revenue to buy kindling, thus no fire, consequently no smoke. He became, did Bottle, nothing but a vestige, and his enterprise—cold ashes.

So Feathers, that advertising smokecaster, grew and prospered, and at last 28 villagers paid his endeavor great heed. But one day, oh the insolvency of office, one day the village of Happy Valley passed an ordinance—an anti-smoke ordinance.

* * *

WELL, friends, that was the end of smokecasting in the land of the Sky Blue Waters. Two beds of cold ashes, that’s all.

The last broadcast over WBOB—those were the call letters of Feathers’ station, and they meant “Waters, Sky of Blue”—the last broadcast was from Six Feather Wincharger, directly from Manhattan. All he said was: “The Paley-faces have landed.” That was enough.

AWB
(Continued from page 30)

Wynn Hubler Spokes, WAXY Yankton, S. D., rural; Marie Houlanah, WEEJ Boston, publicity, and Dorothy Lewis, United Nations, Public interest.

The delegates attended a fashion tea Thursday afternoon followed by a cocktail party and buffet supper as guests of J. Walter Thompson agency.

At a closed afternoon meeting Friday, A. D. Willard Jr., vice president of the NAB, presented a proposed plan for reorganization of the AWB as a department of NAB. Plan has been approved by both the NAB and AWB boards, and calls for AWB election of 17 chairmen, each from an NAB district. From these, the NAB president would select seven to serve as chairman of women’s departmental activities.

PM ADS SCORED

Smoking Lure Claimed

AN ATTACK on the Philip Morris sponsorship of Horace Heidt, alleging that the program is a device to lure youth into cigarette smoking, will be published in the April issue of the Christian Herald, a non-denominational and non-official publication of the Protestant Church.

The program, now in its second year, is Original Youth Opportunity Show, and presently occupies the Sunday NBC time vacated by Jack Benny. 7:30 p.m. Its purpose is to “discover” young talent.

Attorneys for Mr. Heidt told Broadcasting they would ignore the article, labelling it “a tempest in a teapot.” NBC had no comment.

BBDO

Mr. Pope Mr. Dillon

FOUR MEN were elected vice presidents by the board of directors of BBDO New York, at the agency’s annual meeting. They are: Paul Markman and Bayard Pope Jr., both account group heads in the New York office. Mr. Markman has been with the agency since 1945 and Mr. Pope since 1939. Also elected were Harry P. Vieth, account group head in the Pittsburgh office, who has been with BBDO since 1935, and Thomas A. Dillon, account executive in the agency’s Los Angeles office, who joined in 1938.

Ohio Meetings

Speakers Announced

MANY top-ranking authorities on radio, retail advertising, ad copy, television, advertising and research and management will be among the speakers at the Ohio State U. fifth Advertising and Sales Promotion Conference and second Television Seminar. The sessions will be held March 17 and 18 in Columbus at the Fort Hayes and Chittenden hotels.

Conference theme will be “Advertising in a Buyers Market.” The event is sponsored by Ohio State U. in cooperation with the state’s advertising organizations.

Included among the speakers are:

Norwood Weaver, vice president, A. C. Nielsen Co., whose topic will be research; Gerald W. Gettelman, vice president and copy director, WSPD - TV Toledo and president of Ohio Assn. of Broadcasters, on television; and Marion Harper Jr., president, McCann-Erickson, on management.

Rec Nominates

Burkland for Presidency

CARL BURKLAND, general manager of CBS Radio Sales, was nominated last week for the 1948-50 presidency of the New York Radio Executives Club. A vote of the membership, to be held May 5, is considered a formality as all candidates will run unopposed.

Nominated for vice president of the club was Gordon Mills, business manager of the radio and television department of Kudner Advertising Agency. Lewis H. Avery, president of Avery-Knodel, station representative firm, and incumbent treasurer of the club, was nominated to succeed himself, and Claude Barrere, head of his own talent firm and radio consultant to City College of New York, was nominated to continue his long-held post as club secretary.

Markman, Pope, Vieth

Dillon Made VP

Mr. Markman Mr. Pope

Mr. Pope Mr. Markman Mr. Vieth

NEWS PROTECTION

Ark. Enacts, N. Y. Defeats Law

LAW to protect radio newsmen who refuse to disclose sources of information, just as lawyers and doctors are protected, was enacted in Arkansas last week but defeated in New York State.

Arkansas became the first state to extend the privilege to radio and television newsmen just as newspapermen are protected in the state. Ten other states still have laws protecting newspapermen but not newsmen.

The Arkansas legislation was called the Garner Bill after Sen. Pat Garner, general manager and news director of KFWF Fort Smith, Ark., who introduced the bill.

The New York bill, introduced by Sen. Thomas C. Desmond, had been prepared for the legislature by the Law Revision Commission which felt the immunity could be safely given in view of the bill’s safeguards. Democratic legislators joined with a number of Republicans in defeating the bill in the Senate by a 36-18 vote.

Sen. Desmond obtained reconsideration and the bill was laid on the table but feeling in Albany was that it probably would not come up again at this session.

"Sure, I know that WIOD has top NBC shows... but, I also know about the swell local program and promotion job the station does. It's this excellent combination that sells me!"

ask our reps—maybe it'll sell you.

National Representative

George B. Mollingbery Co.
Southeast Representative

Harry E. Cumming
JAMES M. LeGATE, General Manager
5,000 WATTS * 610 KC * NBC

All WIOD - AM programs are duplicated on WIOD - FM without extra cost to advertisers

March 14, 1949 * Page 61
TRAVEL SPOTS
TRAVEL, transportation and travel services are using radio spot announcements to an unprecedented extent this spring.

For the third successive year the Ask Mr. Foster Travel Service Inc. through Willard G. Myers Adv., Philadelphia, has placed a 26-week spot campaign on 14 stations. Schedule begins on March 23, once weekly, on WQXR New York WDHH Boston, WHK Cleveland, WKBW Buffalo, WQAQ Philadelphia, WJJD Chicago, KNPC Los Angeles, WDGY Minneapolis, WJAS Pittsburgh, KGO San Francisco, KING Seattle, WMLW Washington, WEDG Miami.

Also, New York, New Haven and Hartford Railroad has turned to radio to promote the new Merchants Limited train between New York and Boston and its generally speeded-up service by buying weather reports on WQXR New York, WICC Bridgeport, WELI New Haven and WNLX New London. The four-week contract, effective March 1, was placed by St. Georges and Keys New York.

Sicily, through its recently appointed agency, Gotham Adv., in New York, is also using spots to promote travel to that island, slanted toward springtime vacationing. The campaign will run for four weeks on WQXR and WOR New York. Spots will also be used in Buenos Aires and Sao Paulo, Brazil.

STATIONS QUIT
KABR, 3 FM Outlets Fold
KABR Aberdeen, S. D., regional outlet and MBS affiliate established in 1935, has advertised FTO last week that it was turning in its license April 1 for “economic reasons.”
Meanwhile, the Commission last week approved deletion of three more FM outlets to swell the total of FM drops-out this year to 27.
KABR, licensed to Aberdeen Broadcast Co. and assigned 5 kw on 1420 kc, in a letter signed by H. C. Starrett Jr., president, told the Commission the firm’s stockholders have voted to liquidate the corporation. The letter continued, “For the last few years the station has been operating at a loss and it is our belief that the outlook for the future is no brighter.” It was stated the “tangible assets” of KABR will be sold to KSDN Aberdeen, established last year. No figure was given for the consideration involved in the sale. KSDN is assigned 1 kw on 990 kc.

The FM outlets dropped last week were WBCO Detroit, KIOA-FM Des Moines and KECK-FM Odessa, Tex. WBCO, owned by Woodward Broadcasting Co., was dropped because of failure to secure a companion AM station for which a request has been long pending and which has been held up in the clear channel case. KIOA-FM, owned by Independent Broadcasting Co., cited prospects of high construction cost and several years of non-profitable operation as reasons for withdrawal. KECK-FM is owned by Ector County Broadcasting Co.

HICKOK SUPPORT
Sends Local Promotion Kit
TO BUILD local radio advertising support, the Hickok Mfg. Co., Rochester, N. Y., is distributing to nearly 13,000 retail stores a “complete-package - promotion advertising service.”
It includes mats for newspaper advertisements ready-to-put-up counter displays and suggested radio commercial copy. It was prepared in portfolio form by Kas-tor, Farrell, Cheaney & Clifford, New York, and represents the first large-scale effort by Hickok to advertise its products in dailies and over local stations. Forty-four spot announcements are included for local broadcasts.

Jules Dundes
Named to KQW Post
APPOINTMENT of Jules Dundes as director of sales and sales promotion manager for WQXR New York - Columbia - owned station in San Francisco, was announced today (March 14) by Arthur Hull Hoyes, CBS vice president in charge of San Francisco station. Mr. Dundes will assume his new duties on April 15 or as soon as a successor to his present post as advertising and sales promotion manager of WCBS New York is named. Myron Elges will continue in his present capacity as sales manager of WQXR, Mr. Hoyes announced.
Mr. Dundes joined the CBS promotion department in January 1936. In 1940 he was named to his present post, advertising and sales promotion manager for WCBS, then WABC. He previously had been a member of the staff of the New York Post.

Pay Raise Bill
A TOTAL of 250 top government officials, including FCC and FTO commission members, would receive Clifford raises under a bill favorably reported March 10 by the Senate Civil Service Committee. As reported the measure would provide salaries of $16,000, as compared to the Commissioners' present $10,000.
It is characteristic of Ruthrauff & Ryan that among its personnel, television is referred to as "SELEVISION." For the "sell" always comes first at R&R. And this great new medium has unique two-dimensional possibilities for selling merchandise and ideas.

Ruthrauff & Ryan has pioneered in television, just as it did in the early days of radio.

In 1939, Ruthrauff & Ryan was producing sustaining television shows with Major Bowes.

The first commercial television program in Chicago was an R&R production.

Ruthrauff & Ryan's client, Griesedieck Brothers, has been first in the commercial televising of sports in the St. Louis area.

Ruthrauff & Ryan won the American Television Award for excellence of commercials in 1946 and 1947.

More than 25 Ruthrauff & Ryan clients are now using television on a commercial basis.

We have recently prepared a cross-section presentation of television produced by the agency. It shows excerpts of many types of shows from the elaborate chain production to the economical one-minute spot. It shows a variety of successful commercial techniques. It demonstrates the merchandising possibilities of television. It indicates results that have been secured from various commercial treatments.

You may see this exhibit without obligation. You will find it interesting, valuable. We believe it is the most informative presentation that has been compiled for those interested in exploring the selling possibilities of this revolutionary selling vehicle. It can be examined in your office at your convenience. Simply write us your request.

Ruthrauff & Ryan, Inc.
812 Olive St., St. Louis 1

NEW YORK . . . CHICAGO . . . BALTIMORE . . . DETROIT . . . HOLLYWOOD . . . SAN FRANCISCO . . . SEATTLE . . . CINCINNATI . . . HOUSTON . . . MEXICO CITY . . . TORONTO

Eleventh of a Series
Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302 1/2 days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper, month after month...they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time...they are gratified by KXOK's low-in-St. Louis rates which means more coverage...more Hooper...per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market...economically!

KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service...a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard's award for News Commentary and Variety's award for "Responsibility to the Community" are evidences of KXOK's progressive ideas on programming!

In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1200 busses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati...or KXOK-FM direct.

KXOK-FM is Affiliated with Transit Radio

St. Louis' ABC Affiliate Owned and operated by the St. Louis Star-Times Represented by John Blair & Co.

630 KC • 5000 WATTS • FULL TIME • CHESTNUT 3700
By BILL THOMPSON

ST. LOUIS is a blend of southern charm, northern vigor and western opportunity—but over and above these fine intangibles it has the goods.

It leads the world in the volume of diversified production. Not only the home of American Car & Foundry, Anheuser-Busch, International Shoe, Liggett & Myers, and Ralston-Purina, its food processing establishments number 701; printing, publishing, and graphic arts 435; chemicals and drugs 210; machinery 148; iron and steel 181.

Hundreds of other manufacturers turn out lumber products; automobile equipment, leather goods, petroleum and coal products, textiles, and non-ferrous metals, to name a few groups.

A total of 2,750 plants, producing goods estimated at $2 billion annually, make 507 classes of products. This is 70% of a possible 468 classes as defined by the U. S. Budget Bureau. No one class employs more than 8% of the total employed, a fact which emphasizes the wide diversity and stability of the city's manufacturing.

The Stations That Serve the St. Louis Area

And St. Louis has the tools to sell its goods. For decades, three daily newspapers did most of the job—and did it well. But today ten commercial radio stations are helping to do it better. Three of these are black-and-white offspring: KSD Post-Dispatch, KXOK Star-Times, and KWG (FM) Globe-Democrat. The Post-Dispatch also owns KSD-TV, the city's only television station, and the Star-Times has a plus in KXOK-FM, associated with Transit Radio.

In addition to KXOK and KSD, four other AM stations have FM: KWK (Mutual), WEW at St. Louis U., KXW in suburban St. Louis County, and WIL, the area's most powerful independent. Completing the roster of commercial stations are the 50 kw KMOX, owned and operated by CBS; KTIM, East St. Louis, Ill.; and KSTL, 10-month-old daytimer.

The metropolitan district also has one of the nation's outstanding religious stations—KPUO at Concordia Theological Seminary. This station and its FM affiliate are owned by the Evangelical Lutheran Synod of Missouri.

The nation's eighth city rode to industrial might on the motto—"Ship From the Center—Not From the Rim." Central Location Enhances Transportation Importance

Occupying a strategic position midway between the nation's center of population and its geographic center, it is the hub of the world's greatest inland waterway system, terminus of 19 trunk line railroads, and the interchange point for traffic from all parts of the nation. Transfers are made here between railroads and the barge lines operating on the Mississippi River south to the Gulf of Mexico and north to the Twin Cities.

Because of its central location, local firms are in an unusually favorable position to distribute advantageously by parcel post, express, freight, truck or plane, or via waterways. And they can transact business economically by telephone or telegraph. Its surrounding territory forms a complete circle, unbroken by lakes, oceans or other natural barriers. Such uninhabited areas reduce the trading range of most of the other large American cities, St. Louisians claim. The metropolitan area has a population of 1,878,500 and a land area of 986 square miles. On the Missouri side of the Mississippi are the City of St. Louis (population 992,000), the adjacent St. Louis County, and St. Charles Township.

The district includes 62 incorporated cities and towns of which East St. Louis, Ill. (population 100,000) is the second largest.

Other Important Aspects of Market

Centrally located with respect to agricultural and mineral production, the area is best known for its facilities for assembling domestic raw materials and products and for distributing them cheaply and speedily.

However, St. Louis advances these other claims to fame: It handles 85% of the world's supply of sealskin, having procured the Alaska sealskin catch under exclusive contract with the U. S. government since 1917. It is strategic in Latin American trade because of its proximity by river, railroad, air and highway to the Port of New Orleans.

It has the highest ratio of native-born white persons of native-born parents among all major metropolitan areas in the U. S.

It rates high in culture and science with five Nobel prize winners, the second oldest symphony orchestra in the nation, a world-famous Municipal Outdoor Opera, the first hospital and first state university west of the Mississippi, one of the nation's four leading museums, and one of the first radio stations to be established in the U. S.

It has two major league baseball teams (Cardinals and Browns), a nationally famous college basketball team (St. Louis U. Billikens), an American Hockey League team (Flyers), and a professional basketball team (Bombers).

Conservative Outlook Is Characteristic

It prides itself on being America's most conservative, hard-to-sell town. (It was here that a veteran vaudeville performer made the crack—"The three toughest weeks in show business are Christmas week, Easter week and a week in St. Louis.")

Retail sales in metropolitan St. Louis were estimated at $1,545,856,000 in 1947, as compared with $509,601,000 in 1939, when the last Census of American Business was taken. Department stores (there are 13,161 retail firms) showed a gain of 140% from 1939 to 1946. Maintenance of this high level of business as postwar reconstruction progressed was indicated by the fact that for the first seven months of 1946, when the last area-wide check was made, department stores showed a further gain of 29% as compared with the like period in 1945. Anticipation of retail sales at high levels is encouraged by conservative estimates that normal postwar employment is settling at 60% above the 1939 level.

St. Louis ranks as one of the largest wholesale centers in the nation, with 2,666 establishments. It is chief distributor to the southwestern and southeastern states. Wholesale trade currently is running at $7,764,000,000 annually.

743,000 Employed In Area

Total number gainfully employed in the area is 743,000, of which about 30% are women. Of the total, 24% are clerical and sales people; 21, operatives; 14, craftsmen (Continued on St. Louis 1)
St. Louis
(Continued from St. Louis)

more, 9, service workers; 9, proprietors, manufacturers, officials; 8, professional and semi-professional; 8, laborers; 4, domestics.

More than 64% of the dwellings in St. Louis and St. Louis County have mechanical refrigeration; 63% have central heating; 76% use gas for cooking; 91% heat with coal or coke; 97% use electricity for lighting.

Nearly 96% of all homes in the area have radios. (In St. Louis proper the count is 97%, and in St. Louis County 97.4%). A total of 142,764 dwellings are occupied by the owner, with an average tax value of $4,275. Approximately 47% of homes owned by the owner are free from mortgage. Motor vehicle registration is 234,071, and average buying income per family is $4,380.

Expansion Factors

One of the city's greatest assets is its well-demonstrated readiness to expand its capacity for industrial production. Programs are under way to more than double natural gas and electricity supplies. Railway facilities are being enlarged, new barges, towboats, and docks are appearing on the rivers. A new canal and locks are being built to by-pass the hazardous "Chain of Rocks" in the Mississippi north of St. Louis, and a new bridge across the river, and new highways and expressways through the city, are in progress. Lambert Municipal Airport, the only one in the city, from which Lindbergh first flew his "Spirit of St. Louis," is being substantially enlarged despite a tendency on the part of the influential Terminal Railroad Association to frown on aviation. This has seriously delayed the city's growth as an air transport center, for which it is so ideally situated.

St. Louis U. Builds

Outlet in 1921

Jesuit St. Louis U. built the first broadcasting station west of the Mississippi and east of the Rocky Mountains in 1921. Brother George Rueppel of the university's science department put 9YK on the air just five months later. Dr. Frank Conrad began broadcasting from KDKA Westinghouse in Pittsburgh. The U. S. Dept. of Agriculture recognized the station because of its "valuable weather and market reports to farmers." On March 23, 1922, the Dept. of Commerce assumed control of broadcasting and officially licensed the station as WEW, call letters which Brother Rueppel interpreted as "We Enlighten the World." WEW is one of the few educational outlets in the country to be successful commercially.

The Early Days

of KSD

This was not the first license granted by the Dept. of Commerce to a St. Louis station, however. KSD, the Post-Dispatch station and NBC affiliate, received its certificate nine days earlier. Its pioneering was for the development of many broadcasting practices that since have become standard. Some St. Louis broadcasters recall that the Post-Dispatch, acknowledged as one of the world's greatest newspapers, "looked down her lorgnette" at radio during KSD's formative years. Its veteran manager, George M. Burbach, divided his talents between the station and the newspaper's advertising department until 1941. He has been a potent voice in the broadcasting industry. He put KSD-AM on the air in February 1947 claiming the first completely postwar equipped television station in the U. S., and last September unveiled KSD-FM.

Another station that could challenge KSD's right to the first license is WIL, whose founder, Lester A. Benson broadcast the Harding election returns from a transmitter in the basement of his home. Mr. Benson's original call letters, WEB, were changed to WIL when he got his license April 5, 1922. He was the first St. Louisan to sell time on the air. Non-Commercial KFUO

Founded in 1924

KFUO, home of The Lutheran Hour, was the fourth station to sign on. A non-commercial operation, it was founded Dec. 14, 1924, by "progressive and far-seeing Lutherans who realized the great possibilities which radio held in store for the work of the Church."

On Christmas Eve of the following year, KMOX, destined to become "the station to beat" in St. Louis, broadcast its inaugural program. A clear-channel outlet, it claims to serve 70 counties, commanding a BMB audience of 816,000 in the daytime and 967,000 at night. Included in its secondary listening area are many counties in Louisiana. Thomas Patrick Convey, who was to broadcast play-by-play from St. Louis' Sportsman's Park, called 17 local businessmen together to form KMOX.

Mr. Convey made his greatest impression on the broadcasting world, however, as founder of KWK on St. Patrick's Day, 1927. This Mutual station, located in the Chase Hotel, in the swank West End section of St. Louis, has been one of the most economical network operations in the country. It was one of the first stations in the city to capitalize on disc jockeys. Before his death, in 1934 at the age of 48, Mr. Convey had experimented with the television scene. His son, Robert T., who now heads KWK, has applied for TV and plans to integrate it in a new location with his AM and FM activities, and a wired music subsidiary.

Cox Puts WTMV

Into Operation

By 1935, the growth of the metropolitan area on the Illinois side of the Mississippi made an East St. Louis station feasible. Lester Cox, who had been an owner of stations in Springfield, Mo., Pittsburg, Kan., and Kansas City, put WTMV on the air May 19. Leaning towards sports and known for a policy of presenting brief sports news reports "every hour on the hour," 250 w WTMV has been famous in the area for originating the St. Louis Cardinals baseball broadcasts. Last year, a network of 54 stations took the Cards games, but in 1949 they will originate from WIL, which has ups its power to 5 kw. These two full-time independents are the only ones available for baseball broadcasts. The four network stations cannot reserve sufficient time, and all other outlets are daytime only. It is presumed WTMV will broadcast.

(Continued on St. Louis 6)
FIRST IN THE NATION

KSD-TV

America's First Completely Post-War Equipped Television Station

Affiliate of the

NBC TELEVISION NETWORK

Working Agreements with the

CBS, DUMONT and ABC TELEVISION NETWORKS

National Advertising Representative

FREE & PETERS, INC.

Owned and Operated by

THE ST. LOUIS POST-DISPATCH

Owner and Operator of

KSD • KSD-FM • KSD-TV
cast the St. Louis Browns games this season, although a contract has not been signed.

From 1922 to 1938, the Post-Dispatch was the only St. Louis newspaper to have "adopted" broadcasting. On Sept. 19 of the latter year, however, the St. Louis Post-Dispatch entered the field with KXOK. The station became a basic affiliate of NBC's Blue Network in 1941 and its successor, ABC in 1948. Unlike KSD in its early years, KXOK insists it always had been independent of its newspaper parent—in fact, a competitor. It appears to be the most promotion-conscious station in St. Louis. Its FM affiliate, which took the air in March 1947, is expected to show early profits as the result of its recent Transcasting tie-up. The Star-Times is one of the eight stockholders of Transcast Radio Inc.

Only suburban commercial station in the St. Louis area is KXWL, founded Jan. 1, 1947. Located in Clayton, Mo., it is very much a part of the metropolitan picture because it is surrounded by homes of the wealthiest residents of the area. Guy Runnion, youthful former news editor at KMOX, sold the idea of a suburban community station to 87 preferred and 12 common stockholders.

Last June, Frank E. Pellegrin, former director of broadcast advertising for NAB, put KSTL on the air from the American Hotel in downtown St. Louis. Three local industrialists, two Washington, D. C., attorneys, and Mr. Pellegrin are stockholders. The station started entering figures in the profit column after four months, and all but two original advertisers are maintaining schedules. In strict compliance with NAB's Standards of Practice, KSTL employs a mood sequence technique with middle-of-the-road musical selections, ranging from old familiar to popular and semi-classical.

Newest Outlet Is KWGD

Newest and one of the most modern stations in St. Louis is the Globe-Democrat's K W G D (FM), housed in a "Radio City" costing $1,500,000. Since the station took the air in December, after two years of preparations, its salesmen have been extolling the merits of "interference-free" radio and have signed a handful of advertisers. But everyone in St. Louis believes the costly layout is chiefly for television, for which the Globe-Democrat has applied to the FCC. Everyone also believes an alliance between the newspaper and KMOX is not far off. They recall that the CBS station has not applied for TV, and in recent years withdrew its application for FM. They also recall that the Globe-Democrat's owners were among the 17 founders of KMOX in 1925, having sold their 35 percent interest to CBS in 1932. The newspaper and station have cooperated closely since that time. It all adds up.

Over 23,000 Video Sets In The Area

KSD-TV, trailblazing video station, with a primary range of 50 miles, has been solely responsible for the purchase of 23,000 TV receivers in the metropolitan area. It presently will move into new million-dollar studios in the Post-Dispatch Bldg. Local newspapers, picture newscasts, cartoons, feature films, home economies, school and college strations, and other programs have originated in small, cramped studios there since the station took the air two years ago. Since last fall, NBC kinescope recordings have been used, and since the Midwest and Eastern coaxial cables were joined in January, NBC-TV network fare has been featured. In addition, special programs from other networks have been carried. Many local remote stations, such as football, baseball, basketball, hockey, harness races, and Golden Gloves boxing bouts, have been telecast. Even before it officially went on the air, KSD-TV telecast the traditional Velleda Prophe'ts' parade and ball in 1946 and carried these famous events in 1947 and last year as well.

Figures on KSD-TV Operation in 1948

While operations at KSD-TV are believed to be less costly than at most comparable stations because of efficient overlapping of some personnel with that of KSD, nevertheless a loss of $109,356 was reported last year. The station furnished Broadcasting this complete report.

KSD-TV

St. Louis, Mo.

Television Operation for the Year 1948

Capital Expenditures:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter equipment, etc.</td>
<td>$237,572</td>
</tr>
<tr>
<td>Studio equipment</td>
<td></td>
</tr>
<tr>
<td>Mobile pickup equipment</td>
<td></td>
</tr>
<tr>
<td>TV Tower</td>
<td></td>
</tr>
<tr>
<td>TV Transmitter</td>
<td></td>
</tr>
<tr>
<td>Personnel</td>
<td></td>
</tr>
<tr>
<td>Premiere</td>
<td></td>
</tr>
<tr>
<td>Studio South (under construction) 24 x 49</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

Cost of Operation: (10 months actual & 2 months estimated)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program staff (salaries and wages)</td>
<td>$ 41,906.48</td>
</tr>
<tr>
<td>Talent payroll</td>
<td>23,074.74</td>
</tr>
<tr>
<td>Films (rentals)</td>
<td>32,186.17</td>
</tr>
<tr>
<td>Scenery-Line charges &amp; other service</td>
<td>20,961.59</td>
</tr>
<tr>
<td>Total program expense</td>
<td>$117,398.98</td>
</tr>
<tr>
<td>Technical expenses</td>
<td>32,166.17</td>
</tr>
<tr>
<td>Technical staff payroll</td>
<td>62,862.93</td>
</tr>
<tr>
<td>Technical staff overtime</td>
<td>19,288.70</td>
</tr>
<tr>
<td>Total technical expense</td>
<td>114,528.35</td>
</tr>
<tr>
<td>Total expense</td>
<td>$147,863.96</td>
</tr>
<tr>
<td>Promotion expense</td>
<td>4,135.45</td>
</tr>
<tr>
<td>Program expenses</td>
<td>117,398.98</td>
</tr>
<tr>
<td>Technical expenses</td>
<td>4,135.45</td>
</tr>
<tr>
<td>Total expenses</td>
<td>121,528.35</td>
</tr>
<tr>
<td>Total net revenue</td>
<td>$369,188.39</td>
</tr>
<tr>
<td>Operating loss</td>
<td>$109,356.54</td>
</tr>
<tr>
<td>Program staff of 7 (full time)</td>
<td></td>
</tr>
<tr>
<td>Plus Cost of Keymen and KSD announci-</td>
<td></td>
</tr>
<tr>
<td>ng staff</td>
<td></td>
</tr>
<tr>
<td>Announcers paid on overtime basis</td>
<td></td>
</tr>
<tr>
<td>Technical staff of 17 (full time)</td>
<td></td>
</tr>
<tr>
<td>2 Stage hands</td>
<td></td>
</tr>
<tr>
<td>Projectionist</td>
<td></td>
</tr>
<tr>
<td>KSD-TV programming 30 hours per week</td>
<td></td>
</tr>
<tr>
<td>since 6/1/48 - 9 day operation</td>
<td></td>
</tr>
<tr>
<td>Up to June 1948 KSD-TV operation</td>
<td></td>
</tr>
<tr>
<td>Thursday through Monday or 5 days per week</td>
<td></td>
</tr>
</tbody>
</table>

Rates range from $300 an hour to $50 for a one-minute spot on Class A time (1 to 11 p.m., Saturdays and Sundays; 6 to 11 p.m., Mondays through Fridays). Recently, however, station officials tried charging $100 for one-minute spots after the 7, 8 and 9 p.m. telecasts and sold out all of the 1949 periods so quickly that they entertain high hopes of drastically reducing last year's deficit.

The three large department stores that dominate the Associated Retailers of St. Louis (Famous-Barr, Scruggs-Vandervoort-Barney, and Stix, Baer and Fuller) pour thousands of dollars into the newspaper coffers yearly. The nonnewspaper group gets some comfort, however, from the realization that the dozens of smaller retailers are attracted to radio only because it is the one medium their big competitors have not invaded.

55 Agencies Operate In St. Louis Market

St. Louis has 55 advertising agencies. Among those doing an aggressive job for radio is the Globe-Democrat Co., with such accounts as Ralston-Purina, Pet Milk, and the U. S. Army and Air Force, and total billings in excess of $421,093.
CAN YOU PULL MAIL?

AMERICA'S LEADING 50,000 WATTERS (and SCORES of SMALLER STATIONS, YES—250 WATTERS, TOO) are DISCOVERING THAT THEY CAN PROVE AUDIENCE RESPONSIVENESS in THIS BRASS-TACKS WAY THAT DEFIES ARGUMENT—SELLS PLENTY OF OPEN TIME and KEEPS YOUR PET ACCOUNTS CONVINCED

Does your Station have a profitable, responsive audience at midnight? At 6 o'clock in the morning? At 2:30 in the afternoon? There is one dead-certain, incontestable way you can prove your point—by carrying good, clean mail-order accounts such as we place.

If you can show hard-to-convince time buyers that you can sell goods by mail when most folks are supposed to be asleep or at other odd hours, then there is no question about the size or responsiveness of your audience.

We'd like to help you test your audience. We're mail-order specialists. We've been at it over 36 years. We have never missed a discount or payment. Our clients are reputable. They sell desirable merchandise, much of it unusual and often at real bargain prices. They fill orders promptly. They'll be a credit to your station.

For example, we are now concluding one of the most outstanding mail-order successes in radio history. It featured a Plastic offer by our client, L & M Company. Many 50 KW Stations like KDKA (whose full page ad in February 7th BROADCASTING we reproduce above), as well as smaller stations participated in the campaign. A few of the stations carrying this offer: WOR, WBZ, WGY, WWVA, WJR, WMAQ, KNBC, KFWB, KTRH, KFI, WSM, WKNX, WDAY, WOAI, WIBW, KOA, WNBC.

PHONE, WRITE OR WIRE US TODAY FOR DETAILS

SHAFER BRENNAN MARGULIS ADVERTISING CO.
4 North Eighth Street

Phone MAin 2579 or MAin 2587

St. Louis, Missouri
It will do you a world
To send your sales zooming "out of this world" in mid-America, use KMOX. It'll do you a world of good!

Because the vast mid-America market dominated by 50,000-watt KMOX is a world in itself... diversified, self-sufficient... bulging 'round with riches.

Last year retail sales here were "out of this world," totaling $2,352,663,000. Thanks in part to 2,841 factories with an annual payroll of $606,000,000, and 492,123 worldly-wise farmers with a net cash income of $365,347,000.

Big as it is, there's one easy way to "tell the world" about your product. For KMOX is the 6-to-1 favorite of listeners throughout these 70 counties, day and night, all week long.

Ask us or Radio Sales for details.

The "Voice of St. Louis" KMOX
50,000 watts • Columbia Owned
St. Louis
(Continued from St. Louis 6)

of $15 million, much of it for radio. 
P'Arcy Advertising Co. has the
giant Coca-Cola account, whose
radio programs are handled in
New York. Charles E. Claggett,
vice president and former radio
director of Gardner, is one of the
advertising profession's best-known
radio men by virtue of the part
he has played in the development of
"kid" programs. He has handled
Ralston's Tom Mix for Gardner
15 years. Tom Mix started in New
York in 1933 and consisted of a
complete 15-minute episode every
Monday, Wednesday and Friday.
It was broadcast over the then
NBC Red network. In 1934, the
show was moved to Chicago be-
cause it was more advantageous
to repeat from there than it was
from New York.

"We started on the Blue in Chi-
cago and went on a five-a-week
basis with a continued story-type
of show with a basic plot that
stretched over 26 weeks," Mr.
Claggott reminisced. "Percy
Hemus, who started with the program
in New York, was dragged to
Chicago to continue playing the
part of the Old Wrangler. In
addition to Hemus, we employed
the Ranch Boys—Curley Bradley,
Jack Carson, and Jack Ross—to
sing our theme song. Because we
had a tight budget, when bit
parts came along the Ranch Boys
handled the speaking lines. Jack
Holden played the part of Tom
Mix and also doubled as script-
writer. Bob Wamboldt was our
producer. Hal Perry, now the
Great Glidereel, performed mir-
acles doubling from four to six
parts in every episode. Jane Webb,
then a small thing in pigtails,
played a running part standing
on a soap box. She literally grew
up on the program and only left
it when she moved to the Coast
about two years ago to play the
lead in Those Websters.
Forrest Lewis, Sid Elstrom, Lee Curley,
Jane Seymour, Mercedes Cam-
bridge, Betty Winkler, Hugh Stu-
debaker, Billy Idelson—who was
then playing Rush in Vie and Sade
—and virtually every famous radio
actor and actress in Chicago
worked the Tom Mix show. About
1936, Russell Thorton was brought
out from New York to play Tom
Mix and was later replaced with
Curley Bradley about 1941."

Oscar A. Zahner, vice president in
charge of St. Louis operations for
Ruthrauff & Ryan Inc., joined the
agency in 1925. R&R opened the
St. Louis office at 812 Olive St.

"Over the years Ruthrauff &
Ryan has been top buyer of radio
time in the St. Louis area, by con-
sensus of opinion of station offi-
cials," Mr. Zahner stated. Curr-
ently, such advertisers as Gries-
dieck Brothers Brewery, Key
Packaging Co., Pevely Dairy, St.
Louis Dodge Dealers Assn., three
Arthur Murray studios in the city,
and Tums are R&R accounts spon-
soring a wide variety of broadcasts.
Old Judge coffee and Hyde Park
Breweries were earlier companies
figuring in R&R radio in the St.
Louis area.

Mr. Zahner points to the "Base-
ball Network" of stations, now or-
ganized for Griesdieck Brothers,
to bring St. Louis baseball games
to area listeners as well as audi-
ences in Illinois and throughout
Missouri. When the network was
first begun for Hyde Park in 1938,
it consisted of six stations. In
1948, for Griesdieck, there were
54 stations in the network.

From the inception of television in
St. Louis (KSD-TV in 1947), the
agency has been active in video.
The agency chalked up a series of
"firsts" in television for the St.
Louis area in its series of studio
sports shows, Sports Close-ups,
for Griesdieck.

Ray C. Stricker, who joined the
agency 15 years ago, also played a
major role in building R&R radio
in St. Louis.

Shaffer-Breman-Margulis Ad-
vertising Co. is one of the largest
mail order agencies in the Midwest,
with one-third of its volume agri-
cultural accounts such as nursery-
ries, hatcheries, and farm implemen-
t concerns. Founded by the late E. M.
Brennan and T. D. Shaffer, who
retired in January 1948, S-B-M now
is a partnership operated by Sam B.
Margulis, who is radio director, and
S. F. Rosenfeld. Mr. Margulis start-
ed with Messrs. Brennan & Shaf-
fer in 1924 as an "office boy-file
clerk-copy writer." He became a
partner four years later and has
sparked the agency's activity in
radio ever since. Company was
founded in 1912.

Wenon L. Morelock, vice presi-
dent of Winius-Drescher-Brandon
in charge of radio and television,
was active in spot radio in earlier
years "when St. Louis was as
much a center for transcibed
spots as Chicago was for soap
operas." He mourns the passing
of the days when big St. Louis shoe
concerns had spots produced there
"sometimes at the rate of 18 an
hour."

One of the city's most talented
agency executives is James M.
Daugherty, president of Jimm
Daugherty Inc., who has been wide-
ly honored for his community ser-
vice in producing the local radio
seriesThe Land We Live In,
which he originated but is now
produced by the Gardner Co.

Ollan Advertising Co., which
last year moved its headquarters
to Chicago, but maintains a large
staff in St. Louis, has one of the
city's best radio success stories in
General Coffee Co. Sales of its
Manhattan Coffee have increased
10 fold since it entered radio two
years ago. Westheimer and Co.,
Oukiehle B. French and Assoc.,
Jerroll & Assoc., Gordon-Marshall
Wilton, and Glee E. Stocker and
Assoc. are others doing a good
selling job for radio.

RETAIL SALES OF
METROPOLITAN ST. LOUIS

$1,545,856,000......1947

$509,601,000......1939

OUT WHERE THE
WEALTH BEGINS--
KXLW
St. Louis County

Page 10 St. Louis • March 14, 1949

BROADCASTING • Telescating
One of The Nation's Great Independents

WIL
ST. LOUIS

Now DELIVERING

5,000 WATTS
FULL TIME

— to One of The Midwest's Most IMPORTANT Markets
SERVICE TO THE GREATER ST. LOUIS AREA FOR OVER QUARTER OF A CENTURY

— Where it counts Most!

WIL
5,000 WATTS
FULLTIME
1430 KILOCYCLES

REPRESENTED BY
WM. G. RAMBEAU CO.
NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO

WIL-FM
87.3 MEGS.
CHANNEL 247
FIRST IN ST. LOUIS

BROADCASTING • Telecasting
March 14, 1949 • St. Louis Page 11
IN FEBRUARY, 1923, Richard Kretschmar, chairman of the board of trustees of Concordia Seminary, submitted to the board a proposal for a Lutheran radio station. The Lutheran Laymen's League, the Walther League, and students at Concordia raised funds for the 500 w station which took the air in December of the following year from an improvised studio in the attic of the Concordia Seminary in St. Louis. When the school moved to a new campus at Clayton, a western suburb, in 1926, a 1 kw station was erected. At the time, the station shared time on 550 kc with KSD. In 1940, the FCC assigned 850 kc to KFUO and its call letters were changed. By December 1942 a $100,000 "Greater Gospel Voice Radio Fund" had been raised and a modern plant was constructed on the Concordia campus. Now a half-million dollar expansion program is under way, including removal of its transmitter and antenna from the campus to another site, replacement of its new FM tower, additions to its studios and installation of new equipment. KFUO is the originating station of The Lutheran Hour, conceived in 1942 by its constituent committee. In 1946, the station was recommended for the Peabody Award for outstanding public service, considered a special honor for a religious station. KFUO is establishing a shortwave amateur station for contacting Lutheran missionaries in all parts of the world. The Rev. H. R. Horn, station's director of KFUO since October 1925, states: "In spite of our half-million-dollar expansion program and our heavy operating expenses we have never owed anyone a dime since the founding of the station over 24 years ago!"

KMOX
601 S. 11th St. Tel.: Central 2420
1130 kc 5 kw

THIS KEY CBS station took the air with 5 kw from two studios in a Hotel Mayfair suite in December 1925. It received a clear channel in 1929 and a year later christened a full-power transmitter. By December 1931 the station had outgrown its hotel studios and had taken over 24,000 square feet in the St. Louis Marx Building, now the St. Louis Medical District. In March 1932 the station added 17 local business men who founded KMOX sold it to CBS. Owners of the Globe-Democrat, who were among the 17, are said to regret that they disposed of their share.

They need an AM affiliate for KWD (FM). First manager of KMOX was J. L. Van Volkenberg, now vice president of the network in charge of television. He was succeeded two years later by James D. Shouse, who rested for several years as general manager of WLC Cincinnati and was followed by Merle S. Jones. Late in the war, Mr. Shouse went to WOJ Washington, then, before becoming manager of WCCO Minneapolis, and Col. Frank B. Falknor returned from the service as head of KMOX. With Col. Falknor went to WBBM Chicago in November 1945 as right-hand-man to H. Leslie Atlass, CBS vice president in charge of the Central Division. Wendell B. Campbell, his assistant general manager, moved up. Mr. Campbell today is in charge of a commodious station layout totalling 40,000 square feet of which 21,000 is for studio spaces, ranging in size from 400 square feet to the "KMOX Playhouse" with a two-level stage, floodlights, and a rotating cupola. The station occupies much of two floors of the Medical Depot. A 24-hour station, KMOX produces some 10 programs a day, All-Night Frolic, inaugurated last October, already has received hundreds of letters and telegrams from listeners throughout the U.S. and many far-away points of the world. The station employs 21 union musicians, a number of them symphony artists. It is one of two CBS stations feeding the network their own orchestras, the other being WBBM Chicago. Its Barnyard Folies is on the network for a half hour six days a week. The 24-hour station depends on the fact that 54 string correspondents are held available in surrounding towns for on-the-spot two-way telephone interviews.

KSD, KSD-TV, KSD-FM
1111 Olive St. Tel.: Main 3111
550 kc 5 kw

First newpaper-owned station in St. Louis, KSD was founded by the Pulitzer Publishing Co. (Post-Dispatch). A month before it received the first Dept. of Commerce broadcasting license in March 1923, it presented one of the first remotes in radio history from the stage of the American Theatre. The play was "Two Little Girls in Blue." Among many "firsts" claimed are: A test broadcast for a moving passenger train; talks by the late Gen. John J. Pershing and British Prime Minister David Lloyd-George; a Catholic mass; communication with dirigibles by air; flight; address by a U.S. President (Warren G. Harding, June 21, 1922); and the first station in St. Louis to broadcast a network program. An additional remote from Mr. Calvin Coolidge from Washington. KSD was the only St. Louis station to send a member of its news staff to Rome for the elevation of Archbishop John J. Glennon to the rank of Cardinal. In 1936 it operated experiments with a ultra-high frequency transmitter, WXPD. Later it operated an experimental facsimile station, WXZY. In 1938, it inaugurated the first regular production of a special program, facsimile edition of a newspaper. In 1948, KSD had billings totaling approximately one million dollars, a substantial increase over 1947. Its proposal for a clear channel has been received as the "slight recession this spring" which may continue through June, but believes that "by concentrating on a volume of $15,000 accounts in 1949 may show an increase over last year. General Manager Bur- bach was advertising manager of the Post-Dispatch, and one of the founders of the Pulitzer company when KSD took the air. He was placed in charge of the station's program and business departments in addition to regular service. In 1939, he was named general manager. Through his efforts KSD became the first newspaper-owned station to apply for and receive 24-hour news service. He has been a constant advocate of better taste and more restraint in the use of commercials. He was one of the first to put into practice the policy of prohibiting the circulation of newcasts for "middle commodities." One of a small group which organized the St. Louis Better Business Bureau, he has been a constant supporter of the network's program of "good music all day long." The theatre provides easy access for exclusive interviews with KSD telecast television affiliate KSD-TV became one of the first members of TBA, of which he is a director. He is active in numerous civic and cultural enterprises.

KSTL
1111 Olive St. Tel.: Main 3111
112.50 kc 1 kw D

FOUNDED June 2 in the mezzanine of the American Hotel and adjacent to the city's only legitimate theatre, The American, KSTL features "good music all day long." The theatre provides easy access for exclusive interviews with top stars of the stage. Careful attention is paid to all advertising copy and the industry's Standards of Practice, with "beam program technique" employed on all accounts. Station maintains a re- ject list with the cooperative local newspapers. The Accredited Newspaper Assn. of St. Louis, comprising five weekly community papers with a total circulation of 207,000. Besides local news coverage, these papers are an outlet for KSTL's merchandising program. When Frank E. Pellegrin, founder, resigned as general manager in October to become national sales manager of the Transit Radio Inc., in Chicago, Ralph L. Stuffle- beam, sales manager, was appointed manager. Mr. Stufflebeam's background includes 11 years of sales building by radio. He formerly was general manager of WDZ Tuscola, Ill.; regional sales director for Central States Broadcasting System (KFAB and KOIL Omaha; KFOR Lincoln); and KTWO- KGBX Springfield, Mo. Stockholders in addition to Mr. Pellegrin, who held the presidency, are James H. Grove, president of Grove Labs; E. E. Haverstock Jr. of Smith, Moore & Co.; and William H. Haverstock, president of Haverstock & Co., owners of all St. Louis papers, also Franklin C. Salisbury and William Blum, Jr., Washington, D. C. attorneys. Besides good music and non-repeated programming, which got the station off to a solid and profitable start, beamed to the middle and upper levels of cultural St. Louis, KSTL has two other worthwhile programs. Who's Who in St. Louis is a daily feature presenting by tape interviews with outstanding local personalities in all areas. The St. Louis Forum, a weekly discussion of ma- jor local issues.

KWD FM
1215 Colfax St. Tel.: Carbondale 1212
150 kc 1 kw B

APPLIED for FM in 1941, but took the air only last Dec. 19 from a new building, topped by a 525-foot tower, at 1215 Colfax St., one block from headquarters of its owner, the Globe-Democrat. Wells R. Chapin, station director and chief engineer, spent months observing broadcast techniques and construction in other cities to make sure station would have the "ultimate" in equipment. ... Idea for almost every FM and TV station that originated with the late radio- minded E. Lansing Ray, Jr., son of the Globe-Democrat publisher. Charles W. Nash, executive assistant to Mr. Ray Sr., and an employee of the newspaper since 1915, is general manager. Officials say immediate aim of station is to promote FM, with FM receivers for only about 100,000 FM receivers are in use in the St. Louis metropolitan area. However, station layout suggests early entry into television. Provision also has been made for facsimile.... Outstanding feature of the building is a group of four
signed

time

two

event

two

event

hundreds

enthusiast

in

"Spider" Burks,

remar

injunction

The

BROADCASTING

October

eted

Local

communities,

big

would

the

pek

WDAF

Runnion, newsman

LOCATED

Louis, and in

ritories.

years, was

Chapin, a

of each.

master control

"suspended" studios with central

terities. He previously was

transmitter supervisor at KWK St.

Louis, and in earlier years was a

well known amateur radio operator.

KXLW, KXLW-FM

8135 Forsythe Blvd., Clayton, Mo.

Tel.: Delmar 1328

1329 kc. 1 kw. D

LOCATED in the heart of the

country club district, this station

was founded New Year's Day 1947,

as a community project.

Runnion, newsman who got his

experience on WKY Oklahoma City,

WDAF Kansas City, WIBW Topeka,

and as news editor of KMOX,

convinced nearly 100 residents

the city's western suburbs that a

station in their midst would pay

big dividends because timebuyers

would be attracted by the wealth

in the area. KXLW not only

blankets Clayton University City,

Richmond Heights, Kirkwood,

Maplewood, Glendale, Rock Hill,

La
due, and a dozen other exclusive

communities, but nearly 29

Missouri counties. . . . Plagued by

recent labor disputes with IBEW,

Local 1217, whose members picked

the studios from Dec. 6 until

late last month, KXLW had "bad

losses" in December, according to

Mr. Runnion. Since January, how-

ever, it has been getting new busi-

ness "at the normal rate." . . . Mr.

Runnion claims he has lost adver-

tisers at the insistence of the union.

The station also is seeking a per-

manent injunction to halt picketing

at the station and to a number of

struction project in nearby Brent-

wood. . . . Programming runs to

disc jockeys, but of a different type

from those on most stations.

"Spider" Burks, also, on the other

distinct one of the many

in the St. Louis area, is a Be-bop

enthusiast, even to wearing a Be-

bop cap. . . . Janet Dailey presents

the Musical Story Book, in which

hundreds of school teachers in the

metropolitan area have shown an

interest. . . . The station has FM

and currently is programming until

9 p.m.

KXOK, KXOK-FM

12th & Delmar Blvds.

To Clayton 5789

630 kc 5 kw

THE STAR-TIMES applied for a

CP in November, 1935 but waited

two years and 10 months to put

its station on the air—then full-
time on 1250 kc with 1 kw. On

October 28, 1940, station was as-

signed 630 kc with increase to

5 kw. Of original 38 staff mem-

bers, eight are still employed. Sta-

tion has won four major awards

KXLW

St. Louis County

Covers the County

As Nothing Else Can

THE MISSISSIPPI WATERWAYS SYSTEM

THE WORLDS GREATEST INLAND WATERWAY

THE OLDEST STATION

WEST OF THE MISSISSIPPI

W E W

St. Louis

1,000 WATTS (d)

770 Kc

F OR 28 YEARS, W E W has

been serving Greater St.

Louis with diversified programs

suited to regional listening habi-

ts.

"THE OLDEST STATION

west of the Mississippi,"

W E W is the home of the world-

wide "Sacred Heart Program,"

heard daily by millions over 800

stations coast to coast. This

successfully produced W E W

program enters its 10th year

May 1.

W E W IS CONSIDERED one

of the outstanding public

service stations in the country.

Its documentary programs are

widely known throughout radio.

A series of educational In-

School-Listening programs is

another W E W feature. A well-

rounded Sports News and Music

lineup has wide acceptance.

J O H N PEARSON CO. can

give you the full story.

W E W - F M

95.1 Mz

Channel 236

E.R.P. of 66,800 W.

NICHOLAS PAGLIARA

General Manager

J O H N PEARSON CO.

National Representatives

STATION was founded by Lester

A. Benson, radio enthusiast since

he was 14. At 17, "La," was a

wireless operator on a Lake Mich-

igan passenger steamer. He joined

the Army during World War I as

a radio instructor at Camp Pike,

Ark., leaving with the rank of first

lieutenant to open a radio parts

store in St. Louis. Holding a

commercial radio operator's license

at 19 with call letters WEB, he broad-

cast the 1920 Presidential election

returns and introduced police broad-

casting from an automobile in

motion. He was assigned WIL in

1922. . . . Station claims to have

been first St. Louis commercial out-

Continued on St. Louis 14

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BROADCASTING • Telecasting

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let on the air, first to carry boxing blow-by-blow, to gather its own news, to have its own Washington newsmen, correspondents. Transcribe music by remote control, to maintain a service for those in distress, and to introduce FM to St. Louis — June 1946.

Advertised as "Your Sports Station," WIL is exclusive St. Louis outlet for all games played at home and on the road by the Cardinals. In 1949 the franchise was obtained by the seven midwest stations. WIL also airs college and professional football and basketball, and pro hockey games. In addition, three disc jockeys as a feature of WIL's accounts, the George L. Weber Jewelry Co., has been with the station 22 years. Sunshine Laundry has bought time continuously for 15 years. Best known WIL program is the Neighborhood Hour, 15-year-old public service. Studios are atop the Melbourne Hotel in Mid-Town St. Louis... C. W. Benson is vice president and general manager.

WEW, WEW-FM
3642 Lindell Blvd. Tel.: Franklin 5605

RECOGNIZED as one of the pioneer stations in the U.S., this St. Louis outlet has an unbroken record of broadcasting dating back to 1912. WIL-FM was not until 1941, however, did schedule regular broadcasts. An official document signed by the Secretary of Agriculture attests the distinction that the university's KFYK for farm news, which was the first "Agricultural School of the Air."... Unlike KFUO, the Lutheran station, WEW and WEW-FM are commercial outlets, with billings of nearly $200,000 expected this year. Its popular general manager, Nicholas Pagliara, believes that if WEW were given permission to operate "we would give every station in St. Louis a run for its money." The J. B. Carson Furniture Co. spends 80% of its sales force's efforts on radio, and closely monitors WEW-FM's budget on WEW, reserving three half-hourly six-hourly half-hourly on Sundays. WEW-FM, on the air since June 1947, sells more FM than any outlet in St. Louis — about three hours daily, mostly sports. WEW has a large farming audience because it is the only station in the area with daily reruns from the National Stockyards in East St. Louis, the Mississippi Stockyards, and the Merchants Stockyard Exchange. These are aired three times daily. One of its educational programs, The Eastern Liturgies, won a first prize at the St. Louis University's 1948 Institute for Education by Radio. WEW also is home of the Sacred Heart Parish, which enters its 10th year May 1. In cooperation with the St. Louis Board of Education, WEW and WEW-FM also present six programs weekly designed for school listening.

WEW Broadview Hotel, East St. Louis, Ill. Tel.: Bridge 3242

LEREST COX, part owner of KWTQ Springfield, Mo.; KOAM Pittsburg, Kansas; and KCNO Kansas City, put this station on the air from the Broadview Hotel as a 100-watt on May 19, 1935. Power was increased to 600 w in 1936. Station was sold in 1938 to William West, who managed the station for Mr. Cox, and Carlin S. French, then advertising director of the Chicago Herald- Examiner. Mr. French, until recently radio director of Lorenzen & Thompson agency, Chicago, and now associated with the national sales office of Transit Radio, bought out Mr. West some months later and retained ownership until 1946, when he sold out to a partnership consisting of Myles H., Penrose H., William F., and William P. Johns. Myles H. Johns currently is well known to the industry as vice president of KCBG Des Moines and executive director of WOSX Oshkosh, Wis. Since May 1947, WTMV has been owned by Alvin O. Eades, Henry B. Walker, and Clarence Leich of Evansville, Ind., who also operate WOBF and WMIL (FM) Evansville and WBOW Terre Haute. The group also heads Electronics Inc, which has manufactured equipment for Transit Radio. Because of this tie-up, WTMV is expected to get the transcasting franchise for East St. Louis and its environs. Application has been made for FM. Since February 1947, Frank J. Prendergast has been general manager. A veteran of 15 years with the advertising department of the Star-Times, Mr. Prendergast had been commercial manager of WTMV since October 1944. Application for 1 kw has been made to the FCC and proceedings have reached the oral argument stage. WTMV's reputation as a training school is evidenced by the fact that it has graduated 35 personnel to "big time" broadcasting jobs during the past five years. In addition to its heavy news and sports schedule, the station airs daily farm programs, featuring the farm advisors of St. Clair, Madison, and Monroe (of which later discontinued broadcasting). Mr. Cox and Carlin S. French, then advertising director of the Chicago Herald-Examiner. Mr. French, until recently radio director of Lorenzen & Thompson agency, Chicago, and now associated with the national sales office of Transit Radio, bought out Mr. West some months later and retained ownership until 1946, when he sold out to a partnership consisting of Myles H., Penrose H., William F., and William P. Johns. Myles H. Johns currently is well known to the industry as vice president of KCBG Des Moines and executive director of WOSX Oshkosh, Wis. Since May 1947, WTMV has been owned by Alvin O. Eades, Henry B. Walker, and Clarence Leich of Evansville, Ind., who also operate WOBF and WMIL (FM) Evansville and WBOW Terre Haute. 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YOUR BEST SLICE
OF THE ST. LOUIS MARKET

Yes, alert sponsors have found KWK excellent radio fare. The Hooper report, November-January 1948-1949, again demonstrates that KWK is St. Louis' best daytime radio buy. During a typical week, January 23rd through January 29th, the four network stations produced a total of 370 local quarter hour programs between 8:00 A.M. and 7:00 P.M., Monday through Friday. Of this total KWK produced 165 quarter hours with an average rating of 4.3. An examination of the rate card will quickly show why KWK gives you the best slice of the St. Louis market.

STATION A - 75 quarter hours with an average rating of 3.1.
STATION B - 80 quarter hours with an average rating of 3.0.
STATION C - 50 quarter hours with an average rating of 4.9.

Paul H. Raymer
REPRESENTATIVE

HOTEL CHASE • SAINT LOUIS
interested in
MONEY?

Then better prepare a special place of honor on your desk for BROADCASTING's NAB Convention issue. It's one you'll want to have around for a long time.*

In this issue (April 11) radio buyers and sellers will get...for the first time...complete, up-to-the-minute billings of the nation's leading radio advertisers, by product groups.

The listings will cover both network and spot...and include 27 major categories (drugs and cosmetics, food and beverages, cigarettes and tobacco, etc.)...itemized by how much the advertiser spends, where he spends it and what his money buys.

In addition to this copyrighted analysis—which will highlight the issue—there will be many other important business features...and, of course, the usual expert BROADCASTING coverage of all regular and Convention news.

Guaranteed circulation for the Convention issue is 18,000...2,500 more than our weekly subscription list. It's the most valuable circulation in broadcasting...including, among others, every national and regional advertiser and agency in the country.

*It's one you'll probably want to have an ad in, too. Advertising deadline: March 21...regular rates.
Actions of the FCC

March 4 Decisions

ACTION ON MOTIONS (By Commissioner Jones)

WEMB San Juan, P. R.—Granted petition to amend application to show change in name of applicant. R. Lazo of El Mundo Besty, Co., D. C. Granted request to substitute WTOP Inc. as incorporator of Columbia Besty, System Inc. James Back, Ga.—Granted petition to dismiss without prejudice application.

WSCR Scranton, Pa.—Granted petition to show minor changes.

WJBA, Oklahoma City.—Granted petition to reopen record in consolidated proceeding to accept stipulation relative to interference situation between KXLR-FM and Commission's monitoring station at WBAK, Oklahoma City, Okla.

KLK Escondido, Calif.—Granted petition to accept late application.

WGBH Radio Corp., Hamtramck, Mich.—Granted petition for leave to take deposition in re application.

Both Radio Stations Inc., Saginaw, Mich.—Granted petition to extend time to file reply to petition of Lake Huron Besty, Co. requesting reopening of record and time was extended to March 17.

Hope Productions Inc.—Granted petition to dismiss without prejudice application for consent to transfer of control of WHAS and WLEX, Cincinnati, Ohio, to WLAQ Rome, Ga.—Commission on own motion continued hearing application scheduled for March 7 to March 24 at Rome, Ga.

Frequency Besty, System Inc., Chicago, Ill.—Filed petition for continuance of hearing presently scheduled for March 17 to March 24 at Chicago, Ill. Petition continued indefinitely, pending action on supplemental petition for reconsideration granted.

KBWU Holston, and Cary P. Collins Jr.—Filed petition for continuance of hearing presently scheduled for March 7 to April 7 at Knoxville, Tenn.

WATL Cortland, N. Y.—Commission on own motion continued hearing application presently scheduled March 7 to March 18 at Washington, D. C.

March 4 Applications

ACCEPTED FOR FILING

AM—1640 kc

WBEW Asheville, N. C.—CP change from 1250 kc 250 w untl. to 580 kc 10 kw-D 1 kw-N untl. DA-3, change trans. site.

AM—510 kc

WHJ Tulahama, Tenn.—CP change from 740 kc D to 910 kc W 100 w untl.

License Renewal

License renewal applications were filed by following AM stations: WJFK Jacksonville, Fla., WLOL Panama City, Fla., KALB Alexandria, La., WJMS Ironwood, Mich., KFDM Kalamazoo, Mich., KOH Reno, Nev., WMUR Manchester, N. H., WGN Buffalo, In C., WJAC San Juan, P. R., WETS Johnson City, Tenn., WPAA Dallas, Tex. (970); WKLY Blackstone, Va.; WEAU Eau Claire, Wisc.

Modification of CP

KQXT-AM Hamburg, N. Y.—CP increase power etc. change from 580 to 1250 kw D to 250 lw-N untl. DA-8, change trans. site.

KFVA Cape Girardeau, Mo.—Same.

KVOI Oak Park, Ill.—Same.

KXNY Hollywood, Calif.—Same.

WLKK-AM Clarksville, W. Va.—Same.

KKBW-AM Cleveland—Same.

WHK-CM Columbus, Ohio—Same.

WRDN-AM Scranton—Granted CP.

WSPA-FM Washington, Pa.—Same.

WOD-FM Chattanooga, Tenn.—Same.

KSTS-AM San Antonio—Same.

License renewal

WICA-AM Ashland, Ohio.—License to cover CP new FM station.

WACR-AM Anderson, S. C.—Same.

WWMM-AM Meriden, Conn.—Same.

WLM-AM Allegany, N. Y.—Same.

WSOU South Orange, N. J.—License to cover CP new non-commercial educational FM station.

CP to Reinstatement

WARM-AM Johnstown, Pa.—CP to reinstatement CP new FM station.

March 7 Applications

ACCEPTED FOR FILING

AM—1560 kc

Halbom Radio Corp., San Diego, Calif.—CP new AM station 1560 kc 250 w until.

AM—1560 kc

Changes in FM Band

KWH Yuma, Ariz.—Granted application to change from 1560 to 1560 kw D to 250 lw-N untl. DA-1, change trans. site.

February 28

March 4 to March 10

TENDERED FOR FILING

SAA—1000 kc

WPAG Ann Arbor, Mich.—SAA 1000 kc 1 kw-D 100 w-untl. for 8 mos.

Transfer of Control

WTIP Paris, Tenn.—Transfer of control of Kentucky Lake Besty, System Inc., licensee, from Carl Weishek, Roy W. McKinney and Parkman R. Feegor to group of 46 stockholders including Raymond Ball, Gordon Bennett and others.

March 7 Applications

ACCEPTED FOR FILING

AM—1450 kc

Radio Broadcasting, Inc.—CP increase power etc. change from 590 to 1 kw D to 850 kc 1 kw untl. DA.

KTKO Oklahoma City—CP increase power etc. change from 590 to 1 kw D to 850 kc 1 kw untl. DA.

KWVM Ariz., P.—Same.

JUST ARRIVED!

MORE BINDERS

... to keep your weekly issues of BROADCASTING handy; instantly available for reference and research.

HOLDs 6 MONTHS’ ISSUES

Pictured here, this 9½"x13" binder is sturdy of blue leather-clth, kvar lining, canvas joints, constructed to last for years.

Send coupon today. Orders filled promptly.

\$5 ea.

ORDER YOUR BINDER TODAY

Name

Address

City

State

16-page magazine

Broadcasting

870 National Press Bldg.

Washington 6, D. C.

Gentlemen:

Enclosed please find

money order bill me for

binders to be sent direct to

NAME

FIRM

ADDRESS

CITY

STATE

March 4, 1949

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In-Instruction in home repair and construction projects is offered television on WNBQ (TV) Chicagoland's WNBQ (TV) home workshop program, and Chicago's WNBQ (TV) home workshop program. Magna Engineering Corp., San Francisco, has signed for 13-week sponsorship of program, telecast Mondays at 7 p.m. CST. Shopsmith, Magna's multiple power tool, will be included as actual operating prop in model workshop in which Walter E. Durbin, conductor of show, holds demonstrations. Agency for Magna is Walter Thompson Co.

KULA Features

Daily broadcasts of major league baseball games will be carried this season by KULA Honolulu. All games will be re-broadcast by KULA's Frank Vaelo. Another new feature being offered by KULA is five-a-week show titled "Behind the Headlines." "Community view" of legislative action is principal subject of show, which is handled by Claude A. Jagger, president of Hawaiian Economic Foundation.

Teens' Sports Round-up of high school sports during past week is highlighted on new weekly sports show aired on WXK, Concord, N. H. Titled "Teen-Age Sports Round-up," program also gives word of events for coming week, plus interviews with high school students in studio.

Science Quiz College scholarships will be awarded winners in School Science Quiz series which will be aired Sunday at 4:30 p.m. for seven weeks beginning March 29 on KDRA Pittsburgh. Student scientists from public, private and parochial schools in western Pennsylvania will take part in battle of wits which is held in connection with annual Buhl Planetarium School Science Fair. Gold science key award will be given each week and six weekly winners will compete in final broadcast for grand championship. Carnegie Institute of Technology scholarships will be awarded to finalists. Moderator of series will be Ed Young, KDRA production chief.

Two Americans in Paris' TRANSCRIBED series, recorded in French broadcasting Co. studios in Paris, has started weekly over WSIB Atlanta. Titled "Two Americans in Paris," show features Bob Pollock, former WSIB announcer, and his wife, Mike. In first presentation couple introduced noted designer, Christian Dior, creator of "new look." Numerous other French notables are to be interviewed.

Candidates on TV Voters of Virginia are getting opportunity not only to hear candidates for public office but to see them as well. Five persons who have announced candidacy for governor of the state are being featured on series of five programs which began March 4 on WTVM (TV) Richmond. Quarter-hour program, titled "The Richmond Roundtable," presents one candidate each week for question and answer period and discussion of campaign issues. To get additional coverage, audio portion of video show is recorded for rebroadcast same evening on AM outlet WTVM (AM) and FM. Time is furnished candidates without cost.

"Benning on Parade" VIEW of training and life of Army at Fort Benning, Ga., is presented by WNL Columbus. New series aired Tuesdays at 7 p.m. "Parade on Parade" runs 15-minutes and entire program is recorded on actual scene of parade.

NBC TV Dramas

EXCLUSIVE agreement has been signed by NBC with American Educational Theatre Assn., to televise dramatic productions of leading American universities in series to be known as "NBC Television University Programme." Programmes, to start in spring, will be supervised by Stewart W. Fisher, NBC public affairs and education department manager. Plans for home-study classes in drama, based on series, are under way. Course will be similar to those offered by NBC University of the Air on its current AM drama series, Sundays 2:30-3:30 p.m., in cooperation with leading universities.

"The Gardener's" HUMOROUS story of domestic life is theme of "The Gardener's" program, presented each Tuesday over WMJF Daytona Beach, Fla., by local Garden Club Council. WMJF contributes the time-8 to 8:15 p.m.—and program is produced and performed by Little Theatre Group. Commercial consist of helpful advice on landscap e beautification and are provided by council.

Air School

CLASSROOM listening program, "KBYO School of the Air," is presented twice each week over KBYO Lubbock, Texas. Although designed primarily for direct classroom listening, program also serves to interpret classroom procedures to parents. Four series are presented: Story hour for primary grades; literature program for intermediate grades; science lessons for both primary and intermediate students; and music lessons for elementary grades. DeWitt Landis, manager of KBYO, has cooperated with teachers and administrators in local schools for past 11 years in planning and producing broadcast lessons.

Children's Panel

DISPROVING old "children should be seen and not heard" maxim, KFI-TV Los Angeles is letting loose and allowing youngsters both liberties in new half-hour telecast "Children Should Be Heard." "Children's Panel" features revolving panel of youngsters from 6 to 14 with guest stars from time to time, discussing news, happenings of the day, and various timely questions such as "Should a Woman Be President?" and "What Constitutes a Good Wife?"

KFW Realigns

NEWLY FORMULATED "morning, noon and night" concept of music programming has been started by KYW Philadelphia. James P. Begley, program manager announced realignment of its noon-time, early evening and late evening programming, including introduction of two new record personalities—Johnny Deegan and Tom Rodgers—and a rescheduling of Clarence Fuhrman and the KFW Orchestra at 6:15 p.m. Emphasis is being laid on music for 12:05-1:30 p.m. segment with scheduling of new program, Midday Revue, featuring Mr. Deegan, for that period.

Traffic Documentary

DRAMATIZATIONS of actual case records of Cleveland Traffic Bureau and Traffic Court, basis of WTAM Cleveland documentary, Give Death a Holiday. Produced by WTAM's new television department under direction of Edward Wallace, programs are cast by nine professional actors. Sanford Markley writes series.

In-School Listening

DESIGNED for in-school listening, six new weekly programs have been started by WEW and WEW-FM, St. Louis U. stations, in cooperation with St. Louis Board of Education. Created and produced for use in grades one through eight, they are: (Mon.) Books Bring Adventure—a series of dramatizations of books by children. Transcribed by Junior League of America; (Tues.) Science For You, directions for actual experiments, (Wed.) Constitution of Missouri, dramatizations, discussions and quizzes on constitution making; (Thur.) Story Old and New, series of stories presented in cooperation with Public Library; (Fri.) Music For You, life stories and compositions of well-known composers, and (Tues.) Your United Nations, general meaning and workings of UN.

Newfoundland Data

NEWFOUNDLAND becomes a tenth province of Canada on March 31, and to prepare Canadians with knowledge of Newfoundland, CBC Trans-Canada Network has started weekly program series You're Wrong About Newfoundland. Program originates at CBL Toronto and consists of talks on misconceptions of Newfoundland's climate, people, and industry.

Hollywood Featured

LOOK into lives of Hollywood great is offered television audiences viewing Hollywood in Three Dimensions on KFI-TV Los Angeles. Quarter-hour weekly program features movies of home life of various stars and showing of still shot of particular star with star on hand appearing to step out of photograph to be interviewed. Paul Boyd and Robert Joseph package program.

WMGM Union Vote

EMPLOYEES at WMGM New York have voted for a CIO union and against an AFL union in an NLRA election, involving on the one hand, Loew's International Corp., and on the other hand, Loew's Inc. and Marcus Loew Booking Agency, in which latter class the radio workers fell. The election was won by Local 109 of Screen Office and Professional Employees Guild of United Office and Professional Workers, CIO, who totaled 390 votes against 52 for Local H of Motion Picture Home Employees, International Alliance of Theatrical Stage Employees, AFL. It covered most station employees except directors, engineers and talent.
DEVELOPMENT of a promotion campaign by which radio would use itself as the principal medium was urged by the Tennessee Broadcasters Association at a meeting held March 2 in Nashville. The campaign would include dises by top-flight talent for presentation on smaller stations.

An all-day session focused on business and sales problems included addresses by members and a discussion of competitive selling by Maurice B. Mitchell, NAB director of broadcast advertising. Mr. Mitchell reviewed development of the All-Radio Presentation, outlined better ways of selling radio, and explained how to obtain recognition for cooperation in public campaigns.

Mr. Mitchell moderated the morning session as some 80 broadcasters convened. They represented 38 of the 50 stations in Tennessee. Four speakers took part in the morning panel. Perry Sheftall, co-owner of WCMY Knoxville, spoke on problems of new stations in a small town near a large city, pointing to benefits of intensive civic activity. He said he bought the local baseball team and later selling it back to local citizens.

Mr. Mitchell pointed out that the station but instead to operate without network service. He developed local business via dealer co-op deals and signing small business men who had not advertised before.

A. D. Smith Jr., WCBD Winchester, spoke on public service programming on the local level, citing this form of program as critical to success of a station in a community. Every staff member must be known and liked in the area, he said, and discussed his particular tri-city problem.

John Hart, WBIR Knoxville, told about major hurdles in selling, listing them as undercapitalization, increased competition from AM stations, competition from other media, competition from TV and FM, and failure to produce results due to bad handling and poor air voices.

Hoyt Wooten, WREC Memphis, former NAB director, and Henry W. Slavick, WMC Memphis, examined development of the station but instead to operate without network service. He developed local business via dealer co-op deals and signing small business men who had not advertised before.

AP RADIO UNITS

AP broadcasters associations have been organized in two more states, California and Tennessee. In California, Jack Weldon, WWOD Lynchburg general manager, heads the Virginia group, and Lew Allen Weiss, MBS board chairman and former general manager of Don Lee Broadcasting System, was elected chairman of the California group.

Mr. Sheftall told Mr. Mitchell to Chalkville for a dinner at which 125 local merchants were present though the affair was organized on short notice. Mr. Mitchell spoke on radio as a sales medium for retailers.

GENERAL MOTORS' ABC commentator, Henry J. Taylor (l), on recent visit to Flint, Mich., largest GM plant city, appeared on special broadcast over WDFD Flint with Ivan L. Wiles (r), recently appointed Buick Motor Division general manager and General Motors v.p. With them at special GM luncheon is Lester W. Lindow, WDFD general manager.

TV, said, "We don't think television is going to replace radio."

Gov. Gordon Browning, of Tennessee, addressed the dinner session. He criticized radio commercials in the middle of good music as well as programs having a "bad effect on children." Major portion of his address dealt with the Russian situation.

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Formed in Calif. and Va.

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Other officers of the Virginia association: Fred Hart, WLFW Suffolk manager, vice president, and Frank H. Fuller, AP bureau chief at Richmond, secretary. The group elected five directors: Campbell Arnoux, WTAR Norfolk president; Ray P. Jordan, WDBI Roanoke manager; Carl Duckett, WBOB Galax manager; Edward E. Bishop, WGBH Newport News manager, and Charles P. Blackley, WTON Staunton owner and manager. Directors and officers will constitute an executive committee.


KFYR does come in loud and clear in a larger area than any other station in the nation! Not only that, but KFYR is the Number One station in the Number One agricultural state in the nation. Every man, woman and child in North Dakota (and our families are large) had a 1947 income of $1690.00 . . . largest of any agricultural state.

ROY THOMPSON

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRAT, the Roy Thompson Station, was known for a loyal, buy- ing audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEKKER ASSOCIATES
WYLIE ADAMS, ABC account executive in charge of commercial network expansion, has transferred to network's television sales staff. RICHARD HOGUE, former account executive with Ra-Best Features Inc., New York, has rejoined ABC to succeed Mr. Adams in his former post.

GEORGE HENDERSON, formerly with advertising sales staff of Columbus, Ohio, Citizen, has been appointed sales manager of W.I.W.C., Copley television station to open soon in Columbus.

MORTON LOWENSTEIN, former sales manager at WBUD Morrisville, Pa., has been appointed commercial manager of W.C.A.M. Camden, N. J.

HENRY A. CRUTH of WSB and WSB-TV Atlanta sales staff, is the father of a girl, Pamela Elizabeth.

Mr. Henderson

WCHS Charleston, W. Va.

328 persons in southern California population, according to its rate card No. II, effective March 6. Class A rates are $850 per hour; Class B rates $433.33, Class C $325.

ED J. HENNESSY, former advertising and promotion manager of WRBL Columbus, Ga., today joins the sales staff of WODN Atlanta.

J. J. DASH, former commercial manager of WKAP Albertown, Pa., has joined WIP Philadelphia sales staff.

AL BROOKS, announcer at CHEX Pittsburgh, has been moved to sales staff.

SARALEE YANKS, new to radio, has joined KYW Philadelphia payroll department, replacing MARY BRYAN, resigned.

ERIC FROST, former production manager of CKOV Kelowna, B. C., is now commercial representative of CKOV at Vernon, B. C., with office at 3801-1st St.

ROBERT LIVINGSTON, WBBM Chicago sales representative in New York City, is father of a girl.

TED ARNOLD, local sales manager at WHFP and WHFP-FM Rock Island, Ill., has been named to Chamber of Commerce board of directors.

AAA EXAM

1,002 Take the Test

THIRD annual examination for advertising given by the American Assn. of Advertising Agencies was taken by 1,002 persons from 30 states, according to John E. Wiley, AAAA national examination committee chairman. The tests, held this year in 16 cities, were taken by 602 people from 25 states last year.

Aptitude tests are being analyzed by the Personnel Laboratory of New York, with knowledge today being judged by AAAA committees in cities where tests were given. Results will be forwarded to candidates, who may, if ratings warrant, authorize release of results to agencies or other advertising personnel employers.

'Audition' Winners

DENIS HARBOUR, Canadian bass-baritone, and Lois Hart, lyric soprano from Philadelphia, have been awarded contracts with the Metropolitan Opera and cash awards of $1,000 as winners of this season's Metropolitan Opera Auditions of the Air. Another 2 winners were to have been announced yesterday (March 13) by E. A. Nicholas, president, Farnsworth Television & Radio Corp., on the final broadcast of the Sunday afternoon ABC series sponsored by his company.

U. S. STEEL

NBC Gets 'Theatre Guild'

NBC last week succeeded in enticing U. S. Steel Corp. to move its Theatre Guild on the Air from ABC next fall and at the same time sold the same sponsor a 13-week summer schedule of the NBC Symphony Orchestra.

The dramatic program, which has been on ABC for over three years, will begin on NBC Sept. 11 under a 33-week contract signed last week through U. S. Steel's agency, BBDO, New York. Its concluding presentation on ABC will be June 5.

Effective June 12, U. S. Steel assumes sponsorship of the NBC Symphony which will be heard at 8:30-9:30 p.m. Sundays, the time in which The Theatre Guild will be scheduled in the fall.

Irvng S. Olds, chairman of the board of U. S. Steel, explained his company's change of networks as arising from its desire to present Theatre Guild at an earlier hour. It is now heard Sundays 9:30-10:30 p.m. on ABC.

GF REPLACES

New Show to Start in Fall

GENERAL FOODS Corp., New York (Maxwell House Coffee), will replace the George Burns-Gracie Allen series being dropped at close of season [BROADCASTING, March 7], with a Scrappy Lambert package, Father Knows Best, starring Robert Young. The new show will start next fall in the same time, Thursdays, 8:30-9 p.m. on NBC.

It was understood that termination of the Burns and Allen show would mean a weekly saving of more than $6,000. Benton & Bowles, New York, is the agency for Maxwell House, which also sponsors a weekly show Lambs Gambols on NBC-TV.

MANAGES WEUS

Bowles Also Buys Interest

R. L. BOWLES has acquired an interest (percentage not disclosed) in WEUS Eustis, Fla., Frank W. Stebbins, president of Lake County Broadcasters, WEUS licensee, announced March 3.

Mr. Bowles, a radio veteran, took over management of WEUS March 7. He had been co-owner and general manager of WJOL Joliet, Ill., but sold his interest in that station and moved to Eustis Feb. 1.

WEUS is a 1 kW fulltime outlet on 790 kc.

50,000 WATTS of PROTECTED Persuasive Power that Completely Covers the BILLION DOLLAR Market

Radio Spokane

Owned and Operated by LOUIS WASMER

American Broadcasting Co. Affiliate

Radio Central Building Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.
NARND BOARD
To Meet April 2-3

MID-YEAR meeting of the National Assn. of Radio News Directors board of directors has been set for April 2-3 at Chicago. Chief business of the session will be selection of a site and dates for the association's annual convention next fall.

The board has already decided the conclude should be held between Oct. 15 and Nov. 15 and choice of the specific dates depends on factors as conflicts with other events. NARND reports it has received invitations from many cities and also from Columbia U. Factors to be used by the board in selecting the site are: Accessibility to greatest number of members, availability of top notch speakers, hotel accommodations and the willingness of local stations to participate in the convention program.

SECURITY BILL
Newsmen Gag is Deleted

A BILL to tighten security safeguards was approved March 7 by the Senate Armed Forces Committee and sent to the floor, but only after a session on classified information, which some feared would impose a gag on newsmen, had been deleted.

Action on the measure came after Undersecretary of the Navy W. John Kenney testified the bill was not intended for "gagging" or suppressing the free flow of information. Under the measure (S-277) disclosure of secrets about the nation's communications code system would be punishable by a $10,000 fine, 10 years in jail, or both.

SLOAN AWARDS
CBS Enters Bristol, Simmons

TWO CBS candidates entered by the network in the nationwide competition for Sloan Fellowships for executive development are George Bristol, manager of the presentation division, CBS advertising and sales promotion department, and James Simons of network operations.

The two will compete with men named by other companies throughout the country, with ten in all to be chosen by the foundation. To receive fellowships entitling them to a year's intensive training at Massachusetts Institute of Technology.

CBS MEETING
Will Study Problems, Plans of Stations

FUTURE plans and present problems of CBS stations will be discussed at the annual three-day meeting of managers of Columbia owned stations and stations represented by the company at New York's Ritz-Carlton beginning today (March 14).

Those attending:
- William S. Paley, chairman of the board.
- Frank Stanton, president.
- Howard S. Metzger, vice president and general manager.
- J. Kelly Smith, vice president and director of station administration.
- Glen J. Burkland, general sales manager, Radio Sales; Rubbell & Rubbell, WAP.
- Robert O. Read, vice president and director of programs; William C. Gittinger, program director.
- Margaret H. Davies, manager of network sales.
- Frank K. White, president of Columbia Records Inc.

CBS stations personnel attending the sessions include:
- Frank Balkcom, assistant general manager, WBBM Chicago; Wendell Campbell, vice manager, KMOX St. Louis; Merle Jones, general manager, WWDC Minneapolis; Paul. Harold E. Fellows, general manager, and William Edwards, assistant, WKBW Buffalo; G. Richard Swift, general manager, WCBS New York; Arthur Hull Hayes, vice president in charge of San Francisco office; A. E. Joselyn, director of operations, KSL Salt Lake City.

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Promotion

Contest Against Contest

BEST LETTER, of 50 words or less, on "I hate contests because..." will win grand prize being offered by Alan Cummins. His You've Patrolled All Night program for WWDC Washington. Fortunate listener who completes sentence best to satisfaction of Mr. Cummins will be awarded grand prize — one top box.

Contestants' Warm

DURING 25 below zero weather, KILO Grand Forks, N. D., "warmed up its Man on the Street program with unique promotion gimmick. Station ran electric line to corner where program originates and connected a range and several small electric heaters. Idea was promoted that even if contestants didn't get warm when it came to answering questions, at least they got warm physically. Announcer Jim Hutton worked with his collar open and no coat and Jeannine Pet- son of promotion department appeared in short sleeves to add summer atmosphere to scene.

Use TV as Sales Tool

REALTOR of Palo Alto, Calif., took full-page ad in local newspaper recently to print large map of residential areas to show signal strengths of television stations KPIX and KGO-TV San Francisco. Ad stated foremost question in every prospective homeowner's mind: "Can I get good television reception?" Firm conducted survey and printed map to show that 95% of the residents in this area... will get good television reception.

Too Early to Dress

Since most listeners to early-morning shows are clad in pajamas at time, Howard Malcolm of WCPB Boston's Morning Watch feels same privilege should be extended show's m.c. WCPB sent Mr. Malcolm and his complete show to railroad terminal for three days. Reports indicate that people pouring from numerous commuting trains were somewhat surprised to see platform covered with Malcolm, seen on platform between terminal's two main entrances, silently giving forth with his usual chatter and recorded music. Two members of chapter submitting reports will have longest time to meet contestants early in April to appear as guests on Dixie Farm and Home Hour.

Lists Competitors' Programs

PROGRAM listings of all major stations in Boston, including WEEI WCPB WHDH WMEX WNAC-TV, are given three times daily over WVOM Boston in new promotion-programming idea. WVOM states program listing of competitive stations will be given "without bias or editorialization."

"Howdy" Elected Again

YOUNGER SET of Milwaukee area has voted informal entity, the "Howdy Doody Club" on WTJX-TV Milwaukee, station reports. Program was taken off air for several weeks when station made schedule readjustments. Viewers were asked to write in if they wanted "Howdy" back. During this period there were 277 cards and letters in mail from children and parents and 67 of them asked for return of program. As result, "Howdy" Doody maintained 13 to 1 margin in voting for return and is now back on air with "Howdy" Doody Club.

Listener-Response Card

INEXPENSIVE but attractive method of acknowledging letters, calls, suggestions and comments from listeners is being used by KVOD Tulsa, Okla. Station has developed and is circulating listener-response card. Front side of card pictures home of KVOD together with letter answering listener. Back side shows skyline view of Tulsa's business section with comment on resources of "oil capital of world." Idea is offered by KVOD to other stations that may be interested. Copy of card may be obtained by writing William B. Way, KVOD general manager.

Catching "Phrase" Contest

STATION-BREAK phrases concerning station and community, which are being used by WMPR Minneapolis, have created so much interest among listeners that station has started contest for best suggestions. Each week different "catch phrase" is used, either in promotion for towns served by station, station audience promotion, or for promotion radio advertising in general. In contest for "best catch phrase of the week" submitted by listeners, weekly winners will be awarded prize and given opportunity to make winning break announcement on special program built around idea.

Plugs Local Angle

WHEN Dixie Broadcasting Unit pro- duced Mind in the Shadow last month, KIRO Seattle locally scheduled solid hour and 35 minutes, including network newscast report from State Capital on status of mental health legislation and, finally, 15-minute roundable dis- cussion by state hospital officials. When CBS released repeat broadcast on doc- umentary, KIRO repeated out of local discussions. Programs were inten- sively promoted via direct-mail, in- cluding bulletin board posters, letters and postcards. Spot and chain-break plugs were also heavily used for days preceding each broadcast.

CFLP Match Books

MATCH BOOKS have been distributed by CFLP London, Ont., to all adver- tising agencies in eastern Canada to announce change in frequency from 1500 ke to 980 ke.

Uses Editorials

MAGAZINE and newspaper editorials on teenage participation in radio help stations reach young people. Idea show carried on Sundays over KLZ Denver. Nick Switzer, moderator of pro- gram, placed 1,000-word editorial in Colorado Parent-Teachers magazine, telling of importance of airing young opinions on world affairs. PTA circulation reaches some 800 state PTA groups.

Challenges Show

CHALLENGES, 25,957 of them, were received by WLB Chicago within one week after a Saturday morning Stumpus show. In a "Remember this" feature, Hal Culver and WLS Rangers challenge listeners to name a song they can't sing, play or whistle. Winners receive electric iron. Program is sponsored by Geco Wears and aired from 8:30 to 9 a.m. (CST).

Cruise for Kids

ELEVEN-DAY cruise in Caribbean is offered boys and girls in new Jack Armstrong letter-writing contest being conducted by General Mills. Children can get "Letter of the Day" for Wheaties box top and 15 cents. With entry blank for major contest, open to youngsters 15 or under who write to parents they would want to take cruise. Contest closes May 31. Winner and adult from his family sail on the "Tivoli." Cruise is heard on alternate days with Sky King at 5:30 p.m. (CST) via ABC.

Producer Goodson

MARK GOODSON, author of "Quizzical TV" in the Feb 28 BROADCASTING, is a radio and television director, producer and pack- age. He produces Winners Take All, Hit the Jackpot and Beat the Clock and is producer of Stop the Music. Mr. Goodson was incorrectly identified in connection with the Feb. 28 story.

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Lee E. Baker  
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SPRINGFIELD, MISSOURI

March 14, 1949 • Page 69
When you think of REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES - TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WESTINGHOUSE STREET, BROOKLYN 1, N. Y.

In Canada and Mexico: Regis-Brinton Limited

In Canada: Regis-Brinton Limited

In Canada & Mexico: Regis-Brinton Limited

March 8 Applications

ACCEPTED FOR FILING

AM-590-8 

KFXD-Nampa, Idaho—change call letters from KABJ to KFXD.

AM-653-5

WJW-Cleveland—dispatch license for change of call letters from WJW to WJW.

(Continued on page 80)

PAYING YOUR WAY

Every sales objective is SALES AT A PROFIT. Dollars invested in WAIR time come back, driving their sales behind them. For profitable sales, join WAIR.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodell, Inc.
Hazel Kenyon Markel, director of public service and education at WTOP Washington, has been named station's director of program service, combining duties under one department. Mrs. Markel will continue to supervise all program scheduling, as well as community service, talent producers and announcers, sports and the music library.

Paul Martin, former program director at WKBW Buffalo and more recently television director with Bowman & Black, Buffalo, has been reappointed WKBW program director. He succeeds Jack Kipper, who remains in program department.

Vincent Lauria, night manager of WMGM New York, has resigned to join operations department of WCBS-TV New York.

Howard Keegan, former manager of WCFL Chicago, and NBC New York producer, is freelancing television packages in Chicago.

Bob Bell, staff announcer at WROT South Bend, Ind., has been appointed program director.

Bernard Barth, producer at WLWT (TV) Cincinnati, has been named program director. Chester Herman, who held that position while on loan to the video outlet, returns to his post of assistant program director of WLTW Cincinnati.

Gordon Myers has been appointed program director of WGHF New York, succeeding James McDonough, who has resigned to assume similar posts with WHIC Hudson, N. Y. Myers, who has been with WGHF for over a year, was formerly with WDAP Kansas City, and NBC New York.

Shelby Gordon joins WBBM Chicago production and script departments. He will write a New Look at Life, five-a-week feature, with Jim Conway and Patey Flynn. Lon Saxon, Chicago singer and violinist, has joined WBBM as instrumentalist. He was formerly at WGN Chicago.

Bob Henry, program director of WABF (FM) New York, has resigned from station to enter field of television production.

Glenn Bernett has been appointed floorman at WCAL-TV Philadelphia. Al Wunding, writer-producer, has resigned from KOMO Seattle to establish own production service, including research and script operations and television commercials. He will make his headquarters in KOMO building, 100 Fourth Ave. North, Seattle.

Mary Humphreys has joined WIP Philadelphia Kitchen Ragers staff.

Eddie Lee, formerly with WLT Cincinnati, WWJ Detroit and WLABJ OCklahoma City, has been appointed chief of production at WAMS and WBATT Cleveland.

Larry Solway and Cecil Lind have joined announcing staff of CKGB Timmins.

Sally Baker, former director of women's activities for WBFD Worthington, Ohio, has been appointed director of home economics department at KMB-KFRM Kansas City.

Richard Noel has joined staff of WBNB (TV) Washington.

June Baker, joins WBTF-TV (Post) Washington, has received plaque from Iowa chapter of Sigma Delta Chi, professional journalistic fraternity, in recognition of his 25 years of broadcasting and service to agriculture. He was also initiated into group.

Jay Scott, formerly with television department of Western Press Agency, St. Louis, has joined WMCT (TV) Memphis as writer-producer.

J. Hampton Keathley, formerly with KPLC Lake Charles, La., KRLD Dallas and KPRC Houston, has joined announcing staff of KTRE Lufkin, Tex.

Mrs. Dorothy Parr, sister of Martha Dean of WOR New York, has joined WNYN Watertown, N. Y., to take charge of "Hattie Mote's Ladies" series. She succeeds Mrs. Gwenoldyn Buxton of SCANLIN, who has retired to private life.

Hal Cranton, program director of WWNH Rochester, N. H., and former actor and director in New York, is developing dramatic workshop at U. of New Hampshire.

Lydia Perera, NBC's Story to Order lady, has returned to WBZ-WBBA Boston-Springfield, to handle chimney Corner program. She will continue to do show for NBC also.

Bill Ellison has joined announcing staff of WHBF Rock Island, III., after working at WMTA Charleston, S. D.

Baxter Ward, announcer with WMAL Washington, is giving special courses in production at National Academy of Broadcasting, Washington.

Norman Felton, TV production director at NBC Chicago, will discuss "Your Future in Television" at U. of Iowa vocational guidance clinic March 28.

Frank Gooss replaces Truman Bradley as announcer on CBS Prudential Family Hour.

Robert Lewis Shayon, CBS producer-director of network's You Are There series, is the father of a girl, Sheila Shayon.

John Tyrrell, formerly of CKPC Brantford, has joined announcing staff of CHEX Peterborough, Ont.

Lee Whyte, formerly with WOL and WINX Washington and WARC Rochester, has joined announcing staff of WYET Rochester, N. Y.

Jay Hanna, formerly with J. Walter Thompson Co. and N. W. Ayer & Son as director, has joined WOR New York as director-producer.

Gordon Shale has been promoted from control room of CJM Kirkland Lake, Ont., to announcing staff. Ken Crossley, chief announcer of CJM, has been appointed chairman of Kirkland Lake Library Board.

Bill Bullington, production manager of KGSM Ste. Genevieve, Mo., is the father of a girl.

Edmund Dawes, producer of teen-age programs at WFIL Philadelphia, has been named as a Philadelphia area judge for Advertising Federation of America's third annual essay contest.

Don Stevens, announcer at WSB Atlanta, and Edna May Powell have announced their marriage.

Tiny Hamrick, former program director for WJIL Niagara Falls, N. Y., has joined WKBBW Buffalo as all-night disc jockey.

George Hall, former announcer at CKGB Timmins, has joined CFCH North Bay as announcer.

Announcing

1949 Radio TV Map

Designed for Planning Selling

- This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province...time zones.
- You'll use these maps all year round to demonstrate coverage...plot network and notional spot campaigns...for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV PICTURE - 25" x 35"

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

60¢

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Please send 1949 Radio TV Maps $ enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps $5.00)
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March 14, 1949 • Page 71
FCC UPHOLD

THE COURT of Appeals for the District of Columbia last week upheld FCC’s right to call off a competitive hearing and grant one or more of the competing applications when enough frequencies become available to permit grants ultimately to all.

The action came in a decision dismissing Mansfield (Ohio) Journal Co.’s appeal from the procedure followed by the Commission in the Mansfield FM case [BROADCASTING, Jan. 19, 1948]. In that case there originally were three applicants for two channels; a hearing was held, then FCC allocated a third channel to Mansfield and took the applications out of hearing, granting WMAN Mansfield’s and holding Mansfield Journal’s and the University for separate consideration later.

The Journal Co. in its appeal claimed the three applications should not have been “severed” from the comparative proceeding, and, further, that granting WMAN Mansfield’s first gave its FM station a commercial advantage in getting on the air first.

The court’s decision, written by Justice Wilbur K. Miller, declared:

The applicant adults, not for any specific channel, but for any channel which the Commission might assign to it. It appears there was no appreciable difference in the value and usefulness of the three available channels, so the assignment of one to WMAN did not in the slightest diminish appellant’s chances of obtaining a construction permit. In that respect, therefore, the order assigning a channel to WMAN did not prejudice the appellant user adversely affect its interests. In support of its claim that

FORD PROMOTION
K&E to Honor KTUC

KTUC Tucson will shortly add a new station wagon—or, if it prefers, a convertible—to its equipment inventory.

The new Ford will be presented to Little, KTUC president and general manager, by William Chalmers, account executive on the Ford account for Kenyon & Eckhardt, New York, Ford agency.

Reason for the gift is the 1948 fall promotion campaign conducted by KTUC for Ford Theatre, judged by a group of radio publication editors the best of any entered in the contest run by the agency.

To promote the opening of the 1948-49 Ford Theatre broadcasts—now Friday evening on CBS after a year of Sunday afternoon broadcasts on NBC—KTUC utilized the “moving” theme. A theatre stage, complete with costumed actors, was loaded on a moving company truck and, after a tour of Tucson’s business district, the stage and actors were unloaded by a giant crane on the doorstep of the KTUC studios. This opening stunt, symbolizing the program’s “move” to KTUC, was followed up by consistent promotion of various types.

Special certificates will be awarded to KSWX Joplin, Mo., and KOTA Rapid City, S. D., runners up.

Appeals Court Rules On Competitive

WMAN had been given a commercial advantage, the Journal Co. cited the so-called Sanders case decision. Of this Justice Miller declared:

As we read the Sanders case the court held that economic loss to an existing station, without more, is not a valid reason for refusing a license to a new applicant, but that the existing station in such circumstances has the requisite standing to appeal.

It is our view that to apply the Sanders case to the existing situation would unduly extend it; for this appellant is not the owner of an existing station and does not hold a construction permit. It is merely an applicant for such a permit, which it may never obtain.

In these circumstances to hold that the applicant may appeal from the [WMAN] grant would amount to a holding that whenever two more applications, not mutually exclusive, for similar licenses in one locality are pending before the Commission, they must be acted upon simultaneously so that no applicant may gain advantage by beginning operations before another.

We are not prepared to announce such a ruling.

The Journal Co.’s also appealing from a later FCC decision denying its FM and also AM applications on grounds that the owners had sought to suppress competition in the dissemination of news and to achieve an advertising monopoly [BROADCASTING, Nov. 15, 1948]. That appeal, not yet heard by the court, also involves the Lorain Journal Co., which is owned by the owners of the Mansfield firm and which lost a bid for a new station at Lorain.

The newspaper company are owned by Isadore and S. A. Horvitz. Their respective AM applications were for 1410 ke at Lorain and 1510 ke at Mansfield.

Pioneers Banquet

RADIO Pioneers, organization whose qualification for membership is a minimum of 20 years’ active participation in some phase of radio, will hold its annual banquet March 31 at Too’s Shores restaurant in New York. Edgar Kobak, MBS president, is also president of the Radio Pioneers.

KING OF BABYLON, one of the many rulers during Mardi Gras, greets his subjects over WWL New Orleans. The station carried 35 broadcasts during the festivities, including street parades and masked balls. All Mardi Gras Day broadcasts March 1 were sponsored.

AAA BOARD
No. Calif. Chapter Elects

THE NORTHERN California Chapter of American Assn. of Advertising Agencies has elected new members to the board of governors for 1949.

The board, elected at a meeting in the Palace Hotel San Francisco on March 3, will appoint officers of the chapter at a meeting to be held in the near future.

Elected to the board were:

Ford Sibley, of Foote, Cone & Belding; Ross Ryder, of Ryder & Ingram; and Edward A. Merrill, of Young & Rubicam. Henry Krieger, of Honig-Cooper Co., and a vice chairman of the board, and Harrison McGlcn, of J. Walter Thompson Company, were re-elected to the board.

At the same meeting members of the chapter heard an address, "Agency- Media Relations," by Richard Scheidker, vice president of AAAA.
New Legislation Under Way

AN AGENDA of legislative proposals on communications is under preparation and is expected to receive early action from the newly-appointed subcommittee of the House Interstate and Foreign Commerce Committee, it was learned last week.

Executive sessions of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, will start "shortly," according to Acting Chairman George C. Sadowski (D-Mich.). The chairman of the subcommittee, Rep. Alfred L. Bulwinkle (D-N. C.), has been in poor health and is presently receiving medical attention [BROADCASTING, March 7].

Several highly controversial measures are included in those which may be considered by the SEC-FTC-FCC subcommittee.

Among those which will be screened is the explosive measure (HR 2410) authored by Rep. Harry R. Sheppard (D-Calif.). The re-introduced bill would prohibit station ownership by either networks or manufacturers of radio or electronics equipment used in stations [BROADCASTING, Feb. 14]. In addition, the measure would restrict the use by stations of network programming to every other alternate hour of the broadcast day. Under the Sheppard bill it is estimated roughly $150 million in station and network properties would be forced onto the market for sale.

Another measure (HR 66), by Rep. William Lemke (R-N. D.), is certain to command close industry attention. The Lemke bill, a carry-over from the 80th Congress, demands allocation of a section of the 50 mc band to FM.

Another Lemke measure (HR 856), which also upholds an argument of the FM factions, would make FCC decisions containing technical or scientific errors appealable to the courts.

Still another perennial which harasses the industry is HR 2428 by Rep. Joseph R. Bryson (D- S. C.). This would prohibit the broadcasting or telecasting of any advertising of alcoholic beverages, which under the definition offered in the bill includes beers and wines.

The subcommittee may also undertake the annual study of how the nation's clocks should be set during the summer period. Rep. Joseph P. O'Hara (R-Minn.) has offered legislation (HR 105) to outlaw "fast time" and establish uniform standard time throughout the nation.

Other measures which have been referred to the full House Commerce Committee, and will probably be assigned to the subcommittee include: HRes. 107 by Rep. Frederick R. Coudert Jr. (R-N. Y.) to express the gratitude of Congress to amateur radio operators for their peace and wartime service; HR 1711 by Rep. Robert Crosser (D-Ohio), chairman of the full committee, to provide a clearing house in the Dept. of Commerce to furnish technical, scientific and engineering data to American business and industry; HR 3180 by Rep. Crosser, to provide $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards.

A measure (HRes. 107) by Rep. Crosser, authorizing the House Commerce Committee to undertake investigation of any matters coming within its jurisdiction, has been favorably reported by the House Rules Committee and will now be considered by the House.

DST Bill

DAYLIGHT saving time proponents in the District of Columbia were approaching their first victory last week. The House Committee on the District March 7 approved for House consideration a Senate-passed bill (S-135) which would permit D. C. commissioners to establish daylight saving time during the summer months.
A NOVEL development in radio frequency circuits, useful in black-and-white and color television and FM broadcasting, as well as VHF and UHF, has been perfected by Westinghouse Electric Corp. The firm demonstrated its Symmetron amplifier in Baltimore, Md., March 3 (Broadcasting March 7).

The technique was devised to alleviate the problem attending power amplification at high radio frequencies. The Symmetron design is utilized, in addition, in the Westinghouse 50 kW FM amplifier and new FM-50 kw transmitter, and assures balanced operation on tube loading, according to D. Balthis, development engineer in Westinghouse's electronics division.

Westinghouse engineers said that, utilizing tube types now available, the Symmetron makes possible application on varied radio frequency power levels from one and a half to five times greater than those obtained with commercial equipment now manufactured for the 50 mc-1,000 mc region. Special tubes for the amplifier would further increase their range of utility, Westinghouse reported.

Power levels affected are these: For FM broadcasting, 75 kw in the 88 mc to 108 mc band; for black-and-white TV, 25 kw in the 54 mc to 88 mc band, and 10 kw in the 174 mc-216 mc band; for black-and-white or color TV, 1 to 2 kw in the 500 mc-1,000 mc spectrum.

The design, with tubes operated in parallel and symmetrically inserted into coaxial tanks around a common axis, lends itself to multiple application and requires only three adjustable tuning controls. In addition, from two to ten or more tubes may be operated in parallel without affecting the circuit symmetry, Mr. Balthis said. Eight tubes are utilized in the 50 kw FM power amplifier.

Westsinghouse officials held a luncheon reception for the trade March 3 at the Hotel Sheraton-Belvederes, where Mr. Balthis outlined the principles and details of Symmetron applications. The group then visited the Landsdowne Works plant outside Baltimore to inspect the Westinghouse demonstration.

BARRON'S FIRM

Now Gaultney, Ray & Price

CONSULTING radio engineering firm of the late John H. Barron has been purchased from his heirs and renamed Gaultney, Ray & Price. Mr. Barron, formerly with FCC's engineering department, was sole owner of the firm for 13 years until his death last September (Broadcasting, Dec. 13, 1948). Company will retain offices at 1062 Warner Bldg., Washington, D. C.

George E. Gaultney served with Mr. Barron four years. Homer A. Ray and John C. Price have been with the firm a year each. Clyde H. Bond, another associate, has retired and moved to the West Coast. The new principals plan to continue essentially the same service.

Guild Names Durr

CLIFFORD J. DURR, liberal former member of FCC, now practicing law in Washington, was elected president of the National Lawyers Guild at its ninth national convention held in Detroit last month. The Guild went on record as opposing President Truman's loyalty program, which had been a target of attack by Mr. Durr even before his Commissionhip expired last June 30. It also called for outright abolition of the House Committee on Un-American Activities.

Turntable

FREDERICK W. ZIV Co., Cincinnati, has announced three-year renewal of its Guy Lombardo Show by Sear's, Roebuck & Co., through Wilhelm-Laughtin-Wilson & Assoc. Show is still on RRLD Dallas. Also announced is sale of Easy Aces, Kern Robbiers, Showtime from Hollywood, Barry Wood Show and One for the Book, five days a week, across-the-board, to RICA Clavis, N. M.

TAPETONE Mfg. Corp., Brooklyn, has announced its "Tapetone" magnetic tape sound recorders, previously available only in kit form, may now be obtained factory assembled, complete and ready to operate, and mounted in convenient leatherette carrying case.
RADIO ACTORS

Unemployment Rate High

UNEMPLOYMENT rate among radio actors in the spring of 1948 was very much higher than among the working population as a whole, a survey covering 15 metropolitan areas disclosed.

The survey, first of a series, was made by the Bureau of Labor Statistics in cooperation with the American Federation of Radio Artists. It included 3,742 artists in New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland, Ore., Washington, D. C., Cleveland, Minneapolis and Kansas City.

One out of every four radio actors was unemployed in a typical week in the spring of 1948, an unemployment rate eight or nine times as high as the rate for all working people in the country, the survey reports state. Among radio singers the unemployment rate was found to be four or five times as high as among the entire working population. Most announcers and sound effects men, however, were found to be regularly employed.

JOINS WORLD

Friedheim To Head Sales

ROBERT FRIEDHEIM, director of NBC radio recording division for past 12 years, resigned March 1. He joins World Broadcasting System as sales manager. A. B. Sambrook continues as head of commercial department of World.

Mr. Friedheim will make his headquarters at 501 Madison Ave., New York, according to an announcement by John Sinn, president of World. Prior to joining NBC, Mr. Friedheim was with WMBH Joplin, Mo., and the Joplin Globe & News Herald.

G R A P H I C REPORTS, Washington, new visual presentation firm formed by MICHAEL FOONER, has branched out to television news field. Firm already has supplied material for NBC-TV's Camera Neverseel. Through special process originated by Mr. Fooner, graphic presentations of news items are developed in fraction of usual time making it possible to teletack any story in graphics a few hours after it happens.

STORE BROADCASTING SERVICE

Chicago, which provides music and food product announcements to IGA supermarkets in that area, has changed management, with WEAW-FM Chicago assumed control.所谓 Adv. Co. New York, Chicago and Des Moines, has been appointed national sales representative. ERNEST F. BALDWIN is eastern manager.

GEORGE FISHER, former station manager, program director and co-owner of WSKB North Adams, Mass., is now instructor in announcing and continuity writing at National Academy of Broadcasting, Washington.

ALEXANDER FILM Co., Colorado Springs, Col., has announced firm will produce television advertising films.

TELEVISION Assoc. Inc., Chicago, has established sales office for Zonar lens and Video Balowstar lens. Zonar sells for $7,500, Balowstar for $2,700.

SYLVANIA ELECTRIC Products Inc., radio division, has announced new line of specially-processed receiving tubes for replacement service in television sets.

CROSBY Div., Arco Mfg. Corp., Cincinnati, has announced two new television-radio-phonograph consoles, Model 9-404M and Model 9-414B.

The model provides 82-square-inch video picture on 10-inch direct-view tube, AM and FM, and automatic phonograph which plays both 33 1/3 rpm and 78 rpm records. Suggested retail price is $499.95 for Model 9-404M and $520.95 for Model 9-414B.

MOTOROLA, Chicago, has announced appointment of W. WESLEY BAL- LARD as director of publicity and advertising for its communications division. He replaces JAMES CODY, who has resigned to join Professional Equipment Co., Chicago.

C. M. SHERWOOD, formerly with Elliott Lewis Corp., Philadelphia, has been appointed sales manager of Andrea Sales Corp., sales agent for Chicago, and Indiana Radio Corp.

RCA TUBE Dept., Harrison, N. J., has announced following new appointments: W. L. ROTH ENBERGER as assistant general sales manager to coordinate and direct all sales activities; WILLIAM H. PAINTER as manager of merchandise division; H. F. BERSCHE as manager of renewal sales section, and M. J. CARROLL as manager of equipment sales section.

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, has announced new TV antenna, Stratomation television antenna, featuring interchangeable components adaptable to all types of receiving arrays and designed for simplicity and ease of installation.

ZENITH Radio Corp., Chicago, has announced new radio-phonograph console and table model. Suggested retail price for console is $329.95 and $69.95 for table model.

WHOM SUBSIDIARY

Record Firm Is Organized

A RECORDING and transcription business to be known as Coastal Recording Co. was formed by WHOM's New York, Fortunatu Pope, executive vice president and general manager of the station, has announced.

The new subsidiary will be located in the new studios of WHOM in New York, where complete recording facilities have been installed.

Mr. Pope stressed the fact that though WHOM is a foreign language station the recording firm would not be confined to the foreign language field.

Tony Kellner, formerly with World Broadcasting Co., New York, has been named recording manager of Coastal Recording Co.
Help Wanted

Managerial

Northeastern successful small town network station opening for experienced sales manager. Must have complete understanding of entire background, picture, etc., first letter. Box 245a, BROADCASTING.

Commercial manager wanted for Texas 1000 watt fulltime station. Must be well versed in all phases of operation. Write Box 433a, BROADCASTING.

Wanted—Manager for midwest kilowatt daytime, going fulltime now and in the big time in the future. Sales manager interested in owning a fulltime station. Contact Mr. T., 219 Whitaker Bldg., Davenport, Iowa.

Salesmen

Regional network station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or assisting manager. may have to move. Write for complete information. Your letter may receive consideration. Box 286a, BROADCASTING.

Salesman capable of taking position of commercial manager for Florida network station. Must have complete understanding of entire business. Write for complete information. Box 259a, BROADCASTING.

Technical


Chief engineer—Experienced with good FM and AM station. Has 30 years experience. Retailing in northern Alabama station. Living conditions excellent. Send detailed resume of experience, education, references, salary expected. Box 404a, BROADCASTING.

For update to New York 1000 watt broadcast station. Must have thorough experience in construction and operation of direction antenna arrays, transmitter, etc. Also can use two radio operators holding a radio technician license in first class stations required immediately. Telephone Mr. 2974, Monroe 7108, Rochester, New York.

Production-Programming, others

French Montreal station has opening for experienced announcer. Must know and speak French, have initiative and possess all-round qualifications. Good salary. Can be English but good. Provide all particulars and salary requirements. Write to Box 281a, BROADCASTING.

Southern California station has permanent position for experienced announcer. Must have knowledge of both eastern and western markets. Send samples of radio work. Box 258a, BROADCASTING.

Help Wanted (Cont'd)

Outstanding opportunity for young lady, experienced in all phases of broadcasting. Unusually attractive salary and working conditions. WPDX, Clarksburg, W.Va.

Situations Wanted

Managerial

Manager—Thoroughly experienced all disciplines of broadcasting. Excellent network affiliate record. University graduate. Thorough knowledge of station operations. Proven record. Good sound proposition only. Box 298a, BROADCASTING.

Commercial manager—10 years experience in all phases. Can qualify as manager. Dependable. College education. Desire permanent connection with a future. Excellent references. Box 353a, BROADCASTING.

Manager available now. Thorough experience in TV and radio departments. Announcing, programming, sales, management, etc. Will pay up to 250 watt station now going concern. Excellent opportunity. Has car. Highest references. Box 422a, BROADCASTING.

Regan—Is manager specialized back- ward? Experiences, please. Any one man station engineer. Has opening to lead your station forward? Twelve years experience. Wishes more. Earn $90.00 per week. Write for discussion. Box 409a, BROADCASTING.

Announcer

Baseball announcer, can give play-by-play with the best. Have the experience plus top notch voice and delivery. Starting salary $400.00 per week. Try me first. All offers. Box 321a, BROADCASTING.


Wanted—Two announcers in Kansas City. Must be a topflight sports man. Maine man prefers top sports coverage. Married, 36, family man. Some television. Box 427a, BROADCASTING.


Wanted—Experienced announcer to produce baseball and football games. Must have strong voice and ability to produce. Send samples of your work and complete resume of experience. Box 311a, BROADCASTING.

Sports play-by-play. Former network announcer now employed in baseball, will play-by-play desires change of location. Dependable with best references. Can report start of baseball season. Box 358a, BROADCASTING.

Profe$sional announcer—3 years experience. Outstanding voice. Write for free descriptive news- casting style. Single, 24, will take anything promising. Box 338a, BROADCASTING.

Annoncer—Sportscaster. Experienced play-by-play all sports, including recre- ational events. Experienced commercial and newscast- ing. Presently employed. Box 353a, BROADCASTING.

Annoncer, experienced, all phases. Presently Columbia affiliate seeks position with some sponsor. Will operate to your advantage at a very low compensation. Far west preferred but not absolutely necessary. Box 314a, BROADCASTING.

Program director, announcer-writer des- igns position as program director or announcer. Experience in all phases. In U. S. Experienced. Box 381a, BROADCASTING.

A gentleman's agreement! You supply the live microphone and other necessities of the broadcasting business and you sell your own products and skyrocket your lis- tening audience, so we'll both have the same interest. Selling delivery. Personality jockey. Authoritative newscaster. Thoroughly experienced. Can furnish list of excellent broadcasting sales. Write or wire. All replies immediately answered. Box 383a, BROADCASTING.

Announcer, experienced, congenial, worthwhile addition to your staff. Top references. Box 384a, BROADCASTING.

Man and wife presently employed WKBH, LaCrosse, Wisconsin. Looking for capable man- ager with selling ability. Give full details of business and complete giving qualifications. Box 391a, BROADCASTING.

Wanted—Experienced announcer with a lot of baseball season. Box 431a, BROADCASTING.

Wife country singer, seeks first class position. Good voice. Has first class license. Wife senses something. Box 433a, BROADCASTING.

Market for midwest kilowatt daytime, going fulltime now and in the big time in the future. Sales manager interested in owning a fulltime station. Contact Mr. T., 219 Whitaker Bldg., Davenport, Iowa.

Self-propelled, pusher type salesman for活得wire local independent in South- east city. Splendid opportunity for per- formed man unafraid of competition. Box 408a, BROADCASTING.

Announcers

Excellent southern station in major market has position for top announcer. Pay and benefits are the best. Total salary $85.00 to $90.00 per week. Good homes and recreational facilities available. Good business and personal references. Must have at least 2 years experience in major market stations. Two years college back- ground helpful. Send sample of work. Box 253a, BROADCASTING.

Southern California station has permanent position for experienced announcer. Must have knowledge of both eastern and western markets. Send samples of radio work. Box 258a, BROADCASTING.

Florida—Wanted announcer to assemble and speak French. Have initiative and possess all-round qualifications. Send salary requirements and references. Box 32a, BROADCASTING.

Program director-announcer wanted by west Tennessee station. Must be thor- oughly familiar with all phases of permanent. State beginning salary requirements. A. B. Robinson, Box 309, WSB, Atlanta, Georgia.

Calling on stations, etc. Represent National Service firm. Profitable. Mon- tages. Box 378a, BROADCASTING.

Help Wanted (Cont'd)

Assistant sports producer for established major league baseball, football, basketball and tennis operation. Salary $39.50 per week. Free housing, meals and tickets. Apply by May 1st, 1949. Box 408a, BROADCASTING.

This is a radio salesman in Dallas Inter- mitten, looking for a position in an established representation firm? Must have complete understanding of entire business and overall profit participation basis. Box 298a, BROADCASTING.

Looking for aggressive time salesman. Very good potential earnings. Ideal for those with ambition and desire for success. Interested in inquiries to Box 429a, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10¢. Situation Wanted 25¢ per word—52 minimum. All other classifications 25¢ per word—$4 minimum. No charge for blank number. One inch ads, acceptable, .12¢ per inch. 40¢ for a two inch ad. Southern BROADCASTING Magazines, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.
Situations Wanted (Cont'd)

Experienced sports announcer in play-by-play. Qualiﬁed staff announcer also. Prefer minimum $250 weekly plus expenses. Box 334A, BROAD-CASTING.

Program director—Wanted to increase our audience. Prefer regular job, all sports, or Tax-3. Job program production, selling and announce. Box 334A, BROADCASTING.

Sports announcer—Young and energetic; some stereo experience. Can work in any time zone, prefers major market. Box 343A, BROAD-CASTING.

Network announcer. Will begin in department of ﬁlms in New York late in October. Box 344A, BROADCASTING.

Sports editor—Wants to move. Will work part-time or full-time, minimum $250. Box 345A, BROADCASTING.

Script writer—Wants to move into TV. Box 346A, BROADCASTING.

Radio Announcer—Male, 25, very experienced. Will work in any market. Box 347A, BROADCASTING.

Program director—250 watt transmitter. Familiar with technical aspects of operation. Box 348A, BROADCASTING.

Sports editor—Wants to move. Box 349A, BROADCASTING.

Radio announcer—Has 20 years experience. Box 350A, BROADCASTING.

Network writer available. Will work in any area. Box 351A, BROADCASTING.

Sports announcer—Has 25 years experience. Box 352A, BROADCASTING.

Network writer—On the market. Box 353A, BROADCASTING.

Sports coordinator. College background. Box 354A, BROADCASTING.

Situations Wanted (Cont'd)

Program director—Wants to work on the West Coast. Prefer fulltime, minimum $150. Box 355A, BROADCASTING.

Sports announcer—On a part-time basis. Box 356A, BROADCASTING.

Network sales. Prefer full-time, minimum $200. Box 357A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 358A, BROADCASTING.

Sports announcer—200 watts. Box 359A, BROADCASTING.

Program director—Wants to move. Box 360A, BROADCASTING.

Sports announcer. Prefer major market, minimum $200. Box 361A, BROADCASTING.

Network writer. Prefer major market, minimum $200. Box 362A, BROADCASTING.

Program director—Wants to move. Prefer major market, minimum $150. Box 363A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $200. Box 364A, BROADCASTING.

Network coordinator—Wants to move. Box 365A, BROADCASTING.

Program director—Wants to move. Prefer major market, minimum $200. Box 366A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $200. Box 367A, BROADCASTING.

Program director—Wants to move. Prefer major market, minimum $200. Box 368A, BROADCASTING.

Sports announcer—Has 25 years experience. Will work in fulltime, minimum $150. Box 369A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 370A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $150. Box 371A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 372A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $150. Box 373A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 374A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $150. Box 375A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 376A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $150. Box 377A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 378A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $150. Box 379A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 380A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $150. Box 381A, BROADCASTING.

Program director—Wants to move. Prefer fulltime, minimum $150. Box 382A, BROADCASTING.

Sports announcer—Wants to move. Prefer fulltime, minimum $150. Box 383A, BROADCASTING.
**SBA ELECTS**

**Glickman Is President**

WMGM New York sportscaster Marty Glickman was elected president of the Sports Broadcasters’ Assn., and three other staffers captured SBA posts at last Monday’s luncheon meeting held in New York at Al Schacht’s restaurant.

Sam Taub and Ted Husing, both of WMGM, were elected vice presidents of the organization, while Harold Hols, station’s statistician, served as secretary.

Andy Lang of Press Assn. is the new treasurer; Jimmy Dolan of the NBC sports department continues as executive secretary.

**On All Accounts**

(Continued from page 11)

Your Showtime and spot announcements for the same firm; Kellogg’s Irene Wicker Singing Lady program; United Airlines spot announcements; Atlantic Refining Co.’s sports activities which include baseball, football and basketball; and the Joan Soppee, and Sheffield television campaigns.

The McClures—she is the former Genevieve Whiteley—were married Oct. 4, 1942. They have three children, Bruce 5, Keith 3 and Donna, born on Feb. 4 this year. The family lives in an apartment in Greenwich Village.

Golf and swimming are Don’s hobbies. And his reputation in the industry was summed up by a colleague who observed “Don McClure packs a lot of weight in this business, and I’d still say that if he weighed only 120 pounds.”

**Continental Feeds**

WEATHER forecasting service covering the entire East Coast will be supplied member stations of Continental FM Network, starting March 14, keyed from WASH (FM) Washington. WASH started local reports March 7 with James C. Fidler, of the U.S. Weather Bureau, giving background material.

**PRICE TO KMLB**

Formerly at WDSU, WIBC

CHARLES PRICE, formerly commercial manager of WSDU and WSDU-FM New Orleans, has been appointed manager of KMLB Monroe, La., and its FM affiliate, KMFM (Broadcasting, Feb. 21). J. C. Liner, owner and president of KMLB KMFM, made the announcement.

Mr. Price has been in the sales field for more than 18 years. Recently he assisted in formulating the sales program for WSDU-TV New Orleans. Before going to WDSU he was with WIBC Indianapolis as commercial manager.

**SMITH DAVIS CORPORATION**

Waldorf-Astoria Towers, New York, N. Y.

Smith Davis, Pres.
Albert Zangsmit, Exec. Vice-Pres.

announces

Formation of A

**SMALL PROPERTIES DIVISION**

To Provide
A Confidential Service
For Buyers and Sellers of
Weekly, Small Daily Newspapers
and Radio Stations

Address inquiries to:
Alvin Freemount, Director
Small Properties Division
The Smith Davis Corporation
317 South 16th Street
Philadelphia 2, Pa.
SLANDER LAW

Two States Take Action

A BILL exempting owners or operators of radio or television stations from liability for defamatory statements made by others than their agents has been passed by the Georgia Senate. The bill was introduced by Senator Howard T. Overby [BROADCASTING, Feb. 7].

The exemption specifically applies to bills for defamatory statements made in talks on behalf of candidates for public office.

The Georgia Senate also passed a measure taking from newspapers and other publications the legal basis for suit in case of unintentional defama-
tory statements. The latter bill was passed by a vote of 30-17 after a hot fight on the floor.

Nebraska has joined the ranks of states considering similar legisla-
tion to protect stations from defama-
tory suits. A special committee of the Nebraska Broadcasters Assn. has induced the state's unicameral legislature to hear the bill which has two co-sponsors. The judiciary committee will hold a hearing on the bill Feb. 23.

Members of the NBA committee are: John J. Gillin Jr., president and general manager of WOW Omaha, chairman; Harry Peck, KFOR Lincoln manager, and John Alexander, manager of KODY North Platte.

VANDAL ACTS

Damage WGAT's Equipment

ACTS of vandalism causing ex-
tensive damage to equipment but no loss of broadcast time were re-

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Sponsors are Walgreen Drug Stores and the P. Lorillard Tobacco Co. (Old Golds), while adjacent sports roundups will be backed by O'Connor and Goldberg (shoes), Haskins Kovalov, Robert D. Shop, Eric Clothing Co., Canadian Ace Brewing Co., and Ambrose Brewing Co., all Chi-

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In... AMARILLO

KFDA is really reaching out in this fast

buying market.

Yes, telling them and selling them on a low cost

per listener basis.

5000 Watts (d)

1000 Watts (n)

• Ask a Pearson representative for the facts

KFD A

A NUNN STATION

Amarillo, Texas

Howard Roberson, Manager

ABC AFFILIATE

BROADCASTING * Telecasing

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Walgreen, Lorillard Sponsor

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VANDAL ACTS

Damage WGAT's Equipment

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Eastern Large Market Station

$50,000.00

Contact the nearest office of the exclusive representatives

Blackburn-Hamilton Company, Inc.

Media Brokers

Washington, D.C

James W. Blackburn, President

Dallas

Philip D. Jackson

San Francisco

Ray V. Hamilton

Stirling 3411-2

Tower Petroleum Bldg.

Kerns Building

Central 1117

Exhibit 2-5672

Broadcasting * Telecasting

Whole Classrooms Respond to WLS School Programs

Over 200 huge scrapbooks, some a foot thick, are overflow-
ing the office of WLS "School Time" Director Josephine Wetz-

er, as a result of the first-semester awards offered by the station. Scrapbooks are judged on the basis of how well they illustrate the daily School Time pro-

grams. Each of these 200 books represents the combined effort of an entire classroom group, and teachers all over the Middle-

west have expressed their pleas-

ure at the work pupils do on their scrapbooks.

"In addition to the educational value of the programs them-

selves," one teacher points out, "the work of making a scrap-

book calls into play penmanship, drawing, composition and almost every phase of grammar-school instruction."

"School Time" began on WLS in 1937 and follows the station's pattern of genuine service to list-

eners. Today it is considered outstanding among all in-school listening programs on the air.

WLS

The Prairie Farmer Station

Chicago 7, Illinois

Represented nationally by

John Blair

In... AMARILLO

KFDA is really reaching out in this fast

buying market.

Yes, telling them and selling them on a low cost

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A NUNN STATION

Amarillo, Texas

Howard Roberson, Manager

ABC AFFILIATE

March 14, 1949 * Page 70
KTHT Finds 'Dead' Man

ONE OF San Francisco's biggest mysteries of 1948 closed last week with a series of special broadcasts on KTHT. When Mr. Craft and Harold Weaks, station manager, left town after leaving his coat and a note on the Golden Gate Bridge, he was believed dead. A tip from San Francisco police indicated Mr. Craft was alive and in Houston sent Dick Gottlieb, KTHT news editor, to the apartment of the former official. Desiring to learn the truth, Mr. Craft and beating local newspapers to the story, Mr. Gottlieb also helped reunite the ‘dead’ man with his wife.

TENDERED FOR FILING
Assignment of License
WAFF McComb, Miss.—Assignment of license from America, Inc., Philadelphia, Pa., to William M. King for extension of license.

VFW-FM Herrin, Ill.—Same.

WMIN-FM St. Paul, Minn.—Same.

WTKR Norfolk, Va.—Same.

WLEE-FM Richmond, Va.—Same.

License for CP
WFEM Chicago.—License to cover CP license to change in FM station.

WBBM Scarsdale, N. Y.—License to cover CP new FM station.

WSDS Miami, Fla.—License to cover CP noncommercial, educational FM station.

CP to Reinate
WGNN New Rochelle, N. Y.—CP to restate new FM station.

WKBV Ravenna, Ohio.—Same.

If You Use STOP WATCHES
You will find our new catalog most useful, including Tables and Rules for complete line of instruments for stops and both broadcast- ing needs. Celco Timing, meet the requirements of the National Bureau of Standards Stop Watch Precision test. This catalog may help you solve your timing problems.

KTHF

March 9 Applications

AM—12930 kc

March 10 Applications

AM—12930 kc

KTHF

March 9 Applications

AM—12930 kc

March 10 Applications

AM—12930 kc

Summary of Authorizations, Applications, New Station Requests, Ownership

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License Renewal

If you use STOP WATCHES, you will find our new catalog most useful, including tables and rules for complete line of instruments for all sports and broadcast- ing needs. Celbro Timing, meet the requirements of the National Bureau of Standards Stop Watch Precision Test. This catalog may help you solve your timing problems.

Send for Free Catalog 498
UNITY of the five western powers, based on the proximity of militant Communism and the common denominator of American aid, makes for a brighter outlook for Western Europe than that which existed a year ago, reported Brig. Gen. David Sarnoff, RCA board chairman, returning from the E. S. America Saturday, March 5, from a six weeks business trip abroad.

"The five powers [of Western Europe] are today working on a central parliament, a single customs union and a single defense plan," said Gen. Sarnoff. He strongly favors both the Marshall Plan aid program and the proposed North Atlantic Security Pact, which, while not solutions in themselves, "combined into a single American program for encouragement and hope for the peoples of Western Europe, [they] can gain the necessary time in which further progress can be made."

Pointing again question whether the introduction of Socialism on so vast a scale can in practice adequately preserve the human rights, including the rights of labor itself, he said, though expressing doubt that the experiment was made to deprive Englishmen of such rights.

Gen. Sarnoff, who testified at the British Arbitration Tribunal on the nationalization of Cables and Wireless Ltd., was accompanied abroad by his son Robert, assistant to NBC's national director of television programs.

His son's mission was to make a detailed study of television in England and France. The general stated that while progress is being made by British television, and plans are under way to advance video in France, nothing was seen in British or French television as far advanced as are techniques and services in the U. S. However, Britain and France are the television leaders of Europe, he added.

ON EUROPEAN trip Brig. Gen David Sarnoff, RCA and NBC board chairman, visits Radio Monte Carlo. Top photo—Gen. Sarnoff (I) is interviewed by Camille Orsini, of the Radio Monte Carlo staff; second from top—Robert Schick (I), director general of the station, confers with Gen. Sarnoff; middle photo—Gen. Sarnoff's son, Robert, Mr. Schick and the general; second from bottom — Arthur Crovetti (I), president of the administrative council of Radio Monte Carlo, and Gen. Sarnoff; bottom photo—the general chats with M. Girardeau (r), president of the French Radio-Electric Society.

U. OF OKLA.

Radio Conference Held

FORTH annual U. of Oklahoma radio conference [BROADCASTING, March 7] covered the problem of radio's survival in a changing world. The March 5-6 meeting was held in Norman and Oklahoma City under the direction of Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

Maurice Mitchell, NAB director of broadcast advertising, sounded the conference keynote in a speech on the economic aspects of radio advertising. He predicted that the next generation would be one of listeners and television viewers, not readers.

The problems of television were covered by video pioneer Capt. William C. Eddy; P. A. Sugg, manager of WKY AM-FM-TV Oklahoma City; Frank Marx, vice president in charge of engineering for ABC New York; Seymour Andrews, WBAP-TV Fort Worth manager, and Beulah Zachary, WBKB (TV) and J. Walter Thompson, Chicago.

Bruce Palmer, news director of WKY, and Frank French, news director of WTAQ Green Bay, Wis., discussed the importance of local news.

R. B. McAllister, KICA Clovis, N. M., manager, took exception to the FCC ban on editorializing. He also said that felt management is the greatest factor in radio's fight for survival.

M. H. Bonebrake, KOCY KOKY-FM Oklahoma City manager, expressed the view that regional networks will be the saving factor in survival of small independent stations.

SARNOFF

Reports on Present-Day Europe

Quizzes ‘Pros’ Attack Ban

But Don’t Threaten to Boycott Giveaways

ALLIED RADIO QUIZGOERS of America, the trade association of professional attendees at giveaway shows, fortnight ago took a stand against radio vice presidents who bar "professional quizgoers" from programs.

Mark Querry, president, and Mary Coe, recording secretary, in a blast from the organization's New York headquarters in behalf of some 400 members listed such veepees as "most obnoxious" in a compilation of quizgoers "Ten Most.

"So indignant at the veepees were the Quizgoers that they reversed form and asked a question themselves: "Can't people make a living?"

It can be inferred that keeping Allied people out of quiz halls will be a futile job. Miss Coe believes that quizgoers are here to stay and so are professional quizgoers.

In fact, Allied Quizgoers deputize members to round up tickets. It's quite simple, too, because ticket-grabbers have lots of people who get past-boards, don't use them and will give them away.

Allied Quizgoers are doing what they can to prepare their members for victory on the quizfields of America. At meetings held weekly at Pythian Temple members throw out quiz trends. Members are assigned to do research on anticipated quiz subjects, like topics associated with seasons, holidays and special events. The 25¢ a week dues pays for mimeographing such information material, printing a little publication, and for a little Quizgoers giveaway program of their own — "doing something worthwhile for a good cause," in the words of Miss Coe.

JOHN HOEFLER of Hoefer, Dietrich & Brown, has been named a director of San Francisco Advertising Club. He succeeds thru Smith of San Francisco Cal-Bulletin, who was named vice president and program chairman.

BROADCASTING • Telecasting
At Deadline...

TEN TRANSFER CASES GET FCC APPROVAL

TEN transfer applications involving monetary considerations approved by FCC Friday:

WIBC Indianapolis—Acquisition of control of Indianapolis News Pub. Co., Inc. parent firm, by Associated Newspapers, Ltd., New York, for $15,000.

WBBM Chicago—Transfer of license from Robertine B. Daniel, 60.75 shares by MFB Radio, Inc., to Robertine B. Daniel, 60.75 shares, MFB Radio, Inc., Fiantscheid, trustee, 31.25 shares. M. Fairbanks by $1,800. per share. Adelade Causey’s interest in stock to S. B. Lamb by $0.50. per share.

WBAY Coral Gables, Fla.—Sale for $125,000 by James A. Brown and 10 others to WMBR Jacksonville, Inc., headed by Richard Endcott, owner Endcott Hotel, Atlantic City, N. J. and four New Jersey businessmen each hold 250.

WOON-AM-FM Henderson, Ky.—Acquisition of control by Hecht S. Lackey, general manager, by relisting stock held by E. Ford and Montana L. Lackey, 487.5 shares, for $1,500 each. Also 99% interest held by WPAD Paducah, Ky., acquired for $81,000.

WINO Jacksonville, N. C.—Assignment of license from Lewis N. and Ellis E. Howard and Lester L. Goode to Jacksonville Broadcasting Co. Inc. to Mrs. Gould, station manager, who leases facilities for $1,200 per year.

WNNM McMinnville, Tenn.—Assignment of control by Sam J. Allerton, 25% owner, through purchase of 870 kc from Oliver M. Allerton and Claude W. Hasting.


WVOL Allentown, Pa.—Belinquishment of control by Lewis E. and Catherine E. Stumpf (50 shares) through issuance of 10% new shares for $10,000, V. W. Garrett, permittee, WSSL, Ft. Lauderdale, Fla.

WLBG Laurens, S. C.—Sale for $1,480,000 to 1,480,000 new shares held by C. C. Todd for $4,500 to his brother, J. W. Todd.

WKBG Bristol, Va.—Assignment of license from Bluefield Radio Co. to Bristol Broadcasting Co., new partnership of W. B. Ketter., B. S. Burnette, H. L. Goode, C. Edward Wright and W. K. Vance, 9.9%.

WBLJ Jacksonville, Fla.—Assignment of 1,480 kc to 1,480 by J. Franco Fox and Richard B. Heims, 45.4% each, to J. W. Taylor.


FOUR AM DAYTIME GRANTS; CHANGES IN FACILITIES

FOUR new daytime AM stations granted by FCC Friday. Four existing outlets granted changes in facilities, as follows:

FCC denied request for the station to be authorized to change from daytime to fulltime operation on 1300 kc, 1 kw, daytime; estimated cost $30,655. Owners: W. E. Grimes, student; Bessie P. Hunt, and Jack Reynolds, owner The Record Shop.

WADAG, Ill.—The News-Sun Broadcasting Co., 1280 kc, 1 kw, daytime; estimated cost $35,000. Owners by Fred T. and family, owners Daily News-Sun.


Guntersville, Ala.—Guntersville Broadcasting Co., 1270 kc, 1 kw, daytime; estimated cost $12,300. Owners: H. E. Moore, auto and oil dealer.

WHBQ NOW REGIONAL

WHBQ Memphis moved from local to regional facilities Friday, when it commenced operation from an outdated studio building in the Old Magnolia Hotel, according to General Manager E. (Doc) Pournelle. Station, formerly on 1400 kc with 250 w, received 600 kc construction permit last Sept. 14, started work week later and had job completed over two weeks,花费20,000 for new transmitter, Frank Funk, Washington engineering consultant, and Weldon Roy, WHBQ chief engineer, handled installation.

JULIUS F. SEEBAACH JR., RESUMES WOR PROGRAM POST

JULIUS F. SEEBAACH Jr., who resigned from WOR New York in 1945 to become administrative secretary of Metropolitan Opera Assn., returns to former WOR post, vice president in charge of program operations, within two weeks. He resumes place on WOR board and will have charge of all television and radio program operations. Donald Hamilton, assistant program director, Norman Livingston, director of commercial program operations, and Robert Simon, program script administrator, have jointly supervised program operations and retain their posts.

Theodore C. Streibert, WOR president, said return of Mr. Seebach not connected with resignation fortnight ago of Phillips Carlin, MBS vice president in charge of programs.

770, 1030 KC CASES HELD

FCC Friday reiterated its intention of holding appeal of case for 1-A 770-kc channel and 1-B 1030 kc in its pending files until clear-channel case is decided, rather than dismiss them out.

This 2%-year-old policy [BROADCASTING, Aug. 13, 1945] was reviewed and reaffirmed in denying ABC motion for dismissal of KFEL Denver and KXXA Seattle applications for 770 kc, on which ABC's WJZ New York is dominant I-A station. FCC rejected ABC claim that existing of 770-kc applications imperils this nation's international priority on that channel. Policy of holding 770 and 1030 kc applications in pending files, FCC noted, originated in "peculiar situation" where by KB Albuquerque is assigned on latter but operates on former under special service authorization.

SAN JOAQUIN PLEA DENIED

FCC Friday denied San Joaquin Broadcasting Co.'s request for additional time to complete KSST Stockton, Calif. (1420 kc, 1 kw, as assigned April 30, 1947); and called for hearing on application to extend time by 90 days for additional time to complete WMBR-TV (Channel 4, assigned May 27, 1948).

STUDY VOLTAGE STANDARDS

AS PART of broad program to develop national standards for electrical quantities at all radio frequencies, National Bureau of Standards' Central Radio Propagation Laboratory is developing preliminary standards of voltage for radio frequencies up to several hundred megacycles. Work by M. C. Selby, under direction of W. D. George, is regarded as recognition of importance of high-frequency standard voltage in radio-electronics field.

CBC VIDEO PROPOSALS

PROPOSALS for Canadian video development in cooperation with Canadian Broadcasting Corp. outlined at this week's Quebec meeting of CBC board. Proposals include no license fee for TV receivers; freedom to obtain programs outside Canada; no CBC interference on programming; long license terms; freedom from subsidized competition; independent regulatory body and immediate implementation of 1947 Parliamentary recommendation for TV development by private operators.

NEW WHELAN PROGRAM

WHELAN Drug Stores Co., New York, March 10 started Revue of Stars, variety show, on DuMont TV network Thursdays, 8:30-9 p.m., replacing first quarter-hour portion but hour after March 27 broadcast. Smith agency is SCSAB.

LORILLARD BUYS MORE MUSIC

P. LORILLARD Co., New York, for Old Gold cigarettes, to sponsor first segment (8-8.15 p.m.) of Stop The Music (ABC, Sundays, 9-9 p.m.) effective April 3. Company to continue sponsorship of last quarter-hour. Agency is Lennen & Mitchell. Smith Bro. New York, releasing first quarter-hour portion after March 27 broadcast. Smith agency is SCSAB.

KEDS BUY 'LUCKY PUP'

FRIDAY broadcasts of CBS-TV Lucky Pup series (Mon.-Fri., 6:30-6:45 p.m., Sat., 6:30-7 p.m.) will be sponsored by Keds, agency, Smith, Wilt, B. J. Odell, Franklin Bruck Adv., New York, for Odell; Franklin Bruck Adv., New York, for Croton.

SPONSOR FIGHTS ON TV

ODELL CO. (Trol hair tonic), New York, and Croton's Watch, New York, will co-sponsor Lucky Pup fight telecasts from Westchester County Center, White Plains, N. Y., on WABD (TV) New York Wednesdays starting March 16, 9:30 p.m., through March and April. Agency, Smith, Wilt, B. J. Odell, Franklin Bruck Adv., New York, for Odell; Franklin Bruck Adv., New York, for Croton.

ABC-TV SIGNS TWO

ABC-TV signed television affiliation agreements with WCPO-TV Cincinnati, to begin operations about May 1, and WBNF-TV Columbus, to begin about Aug. 1.

Closed Circuit

(Continued from page 4)
Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . and then, advertising.

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. 630 Fifth Avenue
Cincinnati 2, Ohio New York 20, N.Y.
Chicago 1, Ill. Hollywood 28, Calif.
16,000
NEW CUSTOMERS
EVERY DAY...

IN THE KLZ SUMMER MARKET

SOUNDS TRICKY, but it's true. 16,000 new customers enter Colorado every day on an average during June, July, August and September. Over 2,000,000 tourists with a $125,000,000 pocketbook to supplement Colorado's already diversified income from manufacturing, agriculture, mining and oil. They're bringing radios, too. Car radios, portables, radios they'll listen to in cabins, hotels and mountain resorts. KLZ's summer market offers you a bonus of 16,000 extra customers every day.

Be sure your sales message reaches this summer—plus market.

KLZ
5000 WATTS ON 560 KILOCYCLES

CBS in Denver
Affiliated in Management with WKY, Oklahoma City, and The Oklahoma Publishing Company

REPRESENTED BY
THE KATZ AGENCY, Inc