We gratefully acknowledge the
ALFRED I. du PONT RADIO AWARD
1948
"for outstanding and meritorious
SERVICE
in encouraging, fostering, promoting and developing
American ideals of freedom.
and for loyal and devoted
SERVICE
to the nation and to the community"

14 million Midwestern listeners served by
WLS
A Clear Channel Station
CHICAGO 7
890 Kilocycles • 50,000 Watts • ABC Affiliate • Represented by John Blair & Co.
Iowa needs corn like Newcastle needs coal—but Carson sells his stuff anyway. A tribute to his showmanship—and WMT's programming—is the consistently high listener-rating the Jack Carson show commands.

WMT provides exclusive CBS programming to Eastern Iowa on Iowa's best frequency—600 kc. With high-calibre network shows, a News Center that utilizes AP, UP, INS, local correspondents throughout the state, and special events programs of terrific regional interest, WMT covers this balanced farm-and-industrial market.

Ask the Katz man to show you how WMT sells in WMTland.
As Local as Home-town

Horseshoe Pitching

You can be one of the local crowd, be admitted to the fraternity, if you are a frequent visitor in town, making your approach through the friendly introduction of a local representative.

Choose a Yankee home-town station as your intermediary in any New England community. It has acceptance with local merchants, who use it regularly. It has a loyal audience for its Yankee and Mutual programs. It reaches more homes daily than any outside station.

Take advantage of this Yankee acceptance to overcome halfhearted dealer attitudes. There is no better way to warm dealer enthusiasm and stimulate aggressive selling than by using the dealer's own home-town station.

Let Yankee's 24 home-town stations spotlight your merchandise all over New England. You can do a more thorough selling job in this six-state area with Yankee, because you can get complete coverage with local impact everywhere.

Acceptance is THE YANKEE NETWORK'S Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass.

Represented Nationally by Edward Petry & Co., Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcast Publications, Inc., 806 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
IT'S EVEN bet that FCC will conclude that network representation of affiliated stations is problem outside its present jurisdiction and that hearings already held have had salutary effect of clarifying network intent not to go hogwild on horizontal affiliate representation. But FCC probably will caution networks it's keeping its eye on developments and will have no compunction about moving in if circumstances warrant.

IN IMPENDING realignment of NAB, President Justin Miller himself is expected to take over actively top level Congressional liaison which might entail registration under Lobbying Act. But heavy work would be done by an aide who would be retained for Congressional liaison (lobbying) assignment.

FCC CHAIRMAN Wayne Coy is firmly scouting reports that circulated last week to effect that President Truman will name him chairman of National Security Resources Board in view of Senate's failure to approve Mr C. Wallgren. He's never been approached, directly or indirectly, by President Truman or anybody else, says FCC chief. And he's still planning to attend international conferences in Paris if State Dept. and President give customary approval (see story page 26).

NBC STAFF appointments in immediate future will be to bolster its production and script operations. First of new appointments will be Fred Shawn, program director of WQAM—AM FM TV Washington, who rejoins NBC after year's absence to become assistant to Norman Blackburn, TV program director.

PHILIP MERRYMAN, radio-TV consultant and NBC's former TV development expert, is believed slated for appointment to NAB TV directorship. This is one of anchor spots in functional realignment authorized by board in New Orleans last month.

PUBLISHERS INFORMATION BUREAU, which has long compiled and published details of advertising expenditures for time on national radio networks, preparing to launch similar service for network television advertisers, with first report covering opening three months of 1949 to be ready about end of April.

CONSENSUS of manufacturers who have intensified high-frequency TV experimenting is that industry is at least two years away from development of reliable ultra-high transmitting equipment. This view includes some who few months ago had been predicting problem could be licked in year or so.

DESPITE recurring reports, first mentioned in these columns (CLOJOS CIRCUIT, March 7), retirement of Edgar Kobak as MBS president is not definitely set, though it's expected to happen prior to year's end. Resignation may be (Continued on page 86)

Business Briefly

KGKC APPOINTS - KGKC Miami, Okla., has appointed Adam J. Young Jr., New York, as national representative.

GRIESDEICK SPONSORS - Griesedieck Western Brewery Co., St. Louis, (Hyde Park beer) will sponsor 25 spots weekly on KOKK-FM St. Louis for 26 weeks starting April 4. Frank E. Pellegrin, national sales manager for Transit Radio, announced Friday. Agency, McCann-Erickson, Chicago.

FRED ALLEN SIGNS WITH NBC EXCLUSIVELY

FRED ALLEN signed NBC contract Friday giving network radio and TV services exclusively. Network claimed major victory in current program battle with CBS, which reportedly offered comedian $250,000 annually. NBC contract is for undivided salary with Mr. Allen having wide latitude in his future plans.

Mr. Allen resumes program next year after autumn vacation. Sponsorship not decided. NBC President Niles Trammell expressed pleasure Mr. Allen agreed "so thoroughly with basic concepts of our program policy, which will further strengthen the sound broadcasting industry, and provide at the same time for the orderly legal development of television."

CLEAR CHANNEL MEETING

A MEETING of the Clear Channel Broadcasting Service on April 11 in Chicago, to be held in conjunction with the NAB Convention, was called last week by Edwin W. Craig, chairman of WSM Nashville and chairman of CBBS. Discussion will center around the current status of clear channel allocations, now actively under consideration by the FCC.

AT&T PLANS RADIO RELAY FOR MIDWEST TV SERVICE

APPLICATIONS for 20 microwave radio relay links between Pittsburgh and Chicago were filed with FCC last week by American Telephone and Telegraph Co. to complete its New York-Chicago television relay system. Two TV channels will be provided in each direction.

The system, which also will provide facilities for telephone and other services, is slated for completion by mid-1949. Cost of the installation is estimated at about $15,000,000.

AT&T already has received approval from the Commission for the New York to Pittsburgh facilities and these are under construction. The radio TV relay system will tie into the New York-Washington coaxial cable link, the New York-Boston relay and the various other extensions planned or underway.

The new applications request permits for a period of two years in lieu of the eight months presently issued under Commission policy. Western Electric equipment is to be used. The relays will operate on Frequencies in the 3800 mc area.

Closed Circuit

Upcoming

March 23: NAB District 1 and Radio Executives Club of Boston, Hotel Somerset, Boston
March 26-27: Mississippi Broadcasters Assn. meeting, Silver Hotel, Columbus, Miss.

(Other upcomings on page 36)

Bulletins

AFM network TV agreement expected in fortnight, it was learned Friday as James C. Petrilio, union president, entered discussions. Main issue is single engagement rate [CLOSED CIRCUIT, March 14] for which AFM wants increase. Ernest de la Osa, NBC, is industry spokesman. Past negotiations have been with Clair Meeder, assistant to AFM president and his TV adviser.


RCA REALIGNS RADIO AND TV MERCHANDISING ACTIVITIES

MERCHANDISING activities of RCA Engineering Products Dept's Broadcast Section have been divided into two groupings, Transmitter Equipment and Studio Equipment, T. A. Smith, general sales manager, announced Friday. Reorganization follows lines along which major networks have set up their engineering staffs.

A. R. Hopkins continues as Broadcast Section product manager; Dana Pratt, former merchandise manager of Broadcast Transmitters, becomes Transmitter Equipment merchandise manager; Merrill A. Trainer, former Television merchandise manager, becomes merchandise manager of Studio Equipment. Continuing in respective posts are C. M. Lewis, Field Sales Group sales manager, and E. T. Griffith, Commercial Services Group supervisor.

JOIN GORDON & MOTTERN

GORDON & Mottern, New York, announces withdrawal of Edward Mottern from firm and appointment of Charles H. Furey as TV director and talent buyer. Firm will retain present title. Mr. Furey, formerly with Peck Adv., New York, was associated with Mr. Mottern and Roy Gordon at Roy S. Durante Inc., New York, 1941-1945. G & M to continue sponsoring Jacque Fray's classical disc m.c. program (WQXR New York Mon., 7:30-8 p.m.).
Any way you measure it, the WBZ program schedule fits New England sales plans to a T. WBZ program-tailors know New England listening habits, shape their shows accordingly!

Example: Yankee listeners like their news-comment pungent, salty, homespun. WBZ program-builders persuaded a master of this medium to air his editorial page. The new program... John Gould, Editor... is heard, and heard widely, each Monday night at 7:30.

Editor of the Lisbon (Me.) Enterprise and author of “The Farmer Takes a Wife,” Mr. Gould wins an ever-growing New England audience with his shrewd reporting of local and world news. For shrewd advertisers, WBZ programs like this can win a host of friends... active friends, with money in their pockets. For availabilities call Herb Masse at WBZ, or Free & Peters.

WBZ
BOSTON'S
50,000 WATT
NBC AFFILIATE

(synchronized with WBZA, Springfield)
WHERE'S FLIPPER?

- Jimmy Morgan's dog was gone when he came home from school. Jimmy whistled ... called ... finally shouted. Flipper didn't answer. Jimmy's mother helped him look—upstairs, downstairs, all through the house. That night Jimmy and his father drove all over searching, inquiring, hoping. Jimmy had to choke back the tears when he said his goodnight prayers.

Next day Jimmy's dad appealed to WFBM. Would we consider giving a brief description of Flipper over the air? We would and did at five o'clock that afternoon. At 5:07 a lady called. Jimmy's dog was found!

Jimmy thinks radio is a great thing. So do we!
KFH IS TOPS
IN THE TOP KANSAS MARKET

Weigh these Yardsticks

TOP POWER

5,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
The most powerful full time station in Kansas.

TOP HOOPERATING

KFH has the TOP rating on listening audience.

TOP NETWORK—CBS

The only full time CBS station in Kansas. For 20 years KFH has broadcast CBS programs a large portion of every broadcast day.

KFH is TOPS in history too! Established in 1922, the first radio station in Kansas, KFH has consistently increased its power, its program quality and its audience to maintain leadership in its area through the years. KFH is backed by the Wichita Eagle, a leading Kansas newspaper, established in 1872.

the voice of the Wichita Eagle

KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PITRY & CO., INC.
JOHN MALONE Jr., associated since April 1947 with Roy S. Durstine Inc., New York, elected a vice president of firm. With Mr. Durstine, Mr. Malone heads work on Seagram’s V.O., Canadian Whiskey and Ancient Bottle Gin Accounts. Previously, he was with Geyer, Newell & Ganger, for almost three years, and J. Walter Thompson for 14 years.

S. A. TANNENBAUM elected executive vice president-secretary and member of board of Weightman Inc., advertising, Philadelphia. Mr. Tannenbaum was formerly with the copy department of N. W. Ayer & Son.

SMITH, SMALLEY & TESTER, New York, announces election of following officers at agency’s annual meeting of stockholders and directors: JEFFER-SON TESTER, president; ROBERT SMALLEY, executive vice president; CHARLES B. WEST, treasurer; and DOLORES REINERS, secretary.

CARL R. GIEGERICH, former vice president of Cecil & Presbrey, joins Newell-Emmett Co., New York, as an executive on E. R. Squibb account. Mr. Giegerich was with Newell-Emmett before the war as a service executive.

HARVEY H. SMITH elected president of Anderson, Davis & Platte, New York. Mr. Smith succeeds T. HART ANDER-SON Jr., who was elected chairman of board. Others elected were: LEWIS G. VAN AKIN, vice president-secretary; HAROLD H. THURBURY, vice president-treasurer; and RALPH KNIFE, vice president, was elected a director.

BEN M. HALL, secretary of Gottschaldt, Morris & Slack, Miami, appointed director of radio and television for agency.

TED PITTINGER, Young & Rubican, Hollywood, copywriter, and GERRY CARSON, assistant to NED TOLLINGER, Hollywood representative of MBS, have announced wedding plans for April 30.

BODINE & MEISSNER, Beverly Hills, Calif., changes name to Edward A. Bodine & Co., with resignation of D. H. MEISSNER from firm. Mr. Meissner left to join sales engineering department of U. S. Rubber Co., Los Angeles, with whom he was previously associated. Other changes within agency include appointment of JOSEPH K. CHARBONEAU as vice president in charge of food merchandising.

RAYMOND L. BERGMAN, formerly KSL Salt Lake City promotion manager, joins Francom Adv., that city, as radio director.

ROBERT S. KAMPMANN Jr. appointed to contact department of Gray & Rogers Adv., Philadelphia.

GEORGE P. MacGREGOR, formerly with Dancer-Fitzgerald-Sample and Compton-Adv., both New York, joins Kenyon & Eckhardt, also New York, as account executive.

ALICE WISECARVER appointed copy group head at Henki, Harst & McDonald, Chicago. She formerly was with Dancer-Fitzgerald-Sample, Chicago, and Compton Adv., New York.

RALPH WHITMORE, formerly account executive with Smith, Bull & McCready, Los Angeles, joins L. W. Ramsey Adv., that city, in same capacity.

A. ALAN OLISHINE, former advertising representative for radio and television publications, joins Advertising by Modern Age Inc., New York, as account executive.

R. V. DOWNEY, formerly account executive with Poote, Cone & Belding, is head of San Francisco office of new West Coast merchandising consultants agency, The Downey Co. Offices are at 2420 Leavenworth St.

MALCOM DREWES, formerly with BBDO, San Francisco, opened his own agency March 14 with offices at 354 Sutter St.

VIVIENNE BARNES resigns as production manager of Roy S. Durstine Inc., San Francisco, to launch her own advertising agency April 4. No firm name has been selected yet but office will be at 506 Market St.

HENRY PETERSON, formerly vice president and copy chief of Henry Cubit Agency, Boston, joins Harrington, Whitney & Hurst, San Francisco. CHAR-LOTTE STROUD, formerly with WQXR New York, joins agency’s media department.

BARBARA BAKER, formerly with Conde-Nast Publications, New York, joins Young & Rubican, San Francisco, as traffic manager.
Whether we're shoppin' for ourselves, our farms or our wives, us Red River Valley farmers in North Dakota ain't a bit stingy! We don't have to be!

Our average Effective Buying Income per family (Sales Management, 1948) is $5599—29.9% higher than the $4309 average for the U.S.A. as a whole!

WDAY's amazing popularity in these parts is even more impressive than our listeners' income. The latest Conlan Study shows that for the entire survey (morning, afternoon and evening), WDAY has more than 3 1/2 times as many listeners as the next station!

Ask us or Free & Peters for all the facts!

FARGO, N. D.

FREE & PETERS, INC., Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS
Your advertising *should* blanket the area.

Does your advertising blanket your distribution areas? *It should.* Are your salesmen, your distributors, your dealers getting the advertising support they deserve? *They should.* One advertising medium can't be over-
looked if these are your advertising objectives. That medium is SPOT RADIO. For example, here are three maps displaying the intensity of coverage of the three principal advertising media in the Cleveland area.

WTAM is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a set of seven attractive 4-page folders showing similar analyses of the markets listed below, call your nearest NBC Spot Representative, or address a card or letter to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, New York.

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

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

Time Buyer,
SCHWIMMER & SCOTT, INC.
Chicago

Director of all time buying at Schwimmer & Scott, Miss Vanderploeg is kept very busy handling about a dozen really large radio accounts, but in her spare time plays golf well enough to beat most men. She was welcomed to membership in the Patroons today by the William G. Rambeau rep who also presented her with the deed to a tract of land in the heart of the Patroon country.

*PATROON
Aristocratic
Landholder
of the
Hudson
Valley

The Fact of the week

Outstanding regional advertisers know that WPTR is the best buy.
Whether it’s a super market chain, a bread baker, a coal dealer, an insurance company or a car dealer—the leaders use WPTR.

SOON
50,000 Watts
Night and Day
Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

ROMAN MEAL Co., Tacoma, Wash. (cereals), March 20 starts half-hour weekly audience-participation show "Pies the Buck on 25 CBS western stations, Tuesdays (7:30-8:00 p.m. PST). Contract for 52 weeks. Agency: Milne-Heffernan Inc., Seattle.

GROVE LABORATORIES Inc., New York, through Harry B. Cohen Adv., also New York, purchasing time on approximately 70 southern stations for its Grove’s Tasteful Chilico.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, appoints Ruthrauff & Ryan, same city, to handle advertising for Krink’s Shave Krem and Mar-O-Dil Shampoo. Radio will be used.

LYON VAN & STORAGE Co., Los Angeles, March 14 started three weekly transcribed spots on Art Baker Notely on KGB San Diego; and April 1 on KFRE Fresno, Calif. Firm recently started same schedule on four other western stations—KECA Los Angeles, KHQ Spokane, KJR Seattle, KOIN Portland, Ore. All contracts for 15 weeks. Agency: Smalley, Levitt & Smith, Los Angeles.

LOS ANGELES Times appoints Smalley, Levitt & Smith, Los Angeles, to handle all advertising. Budget appropriated in excess of $100,000. Radio and television will be used.

SHELLEY PRODUCTS, New York (record and picture wheel), is using television spots for the first time to introduce its new product. Test campaign started on WABD (TV) New York. If successful more video stations will be added. Agency: Dotland Inc., New York.


GENERAL CHEMICAL Div., Allied Chemical & Dye Corp., appoints Newell-Emmott Co. to handle advertising for its Airex line of Aerosol products. Radio will be used.

A & P Pears Ltd., Middlesex, England, through Schieffelin & Co., New York, distributor, re-introducing its Pears Soap on WOR New York’s Barbara Walters Program (Fridays, 4:45-5:00 p.m.). WOR is only advertising medium being used. Agency: Cowan & Degier, New York.

MISS SALYOR’S Chocolates Inc., Alameda, Calif., launches 3-month spot radio campaign to re-introduce the firm’s chocolate mint bars, off the market since the war. Campaign is handled by Albert Frank-Quennher Law, San Francisco.

SUNNYBANK Margarine, through McCann-Erickson, San Francisco, launched two-week special promotion campaign on Los Angeles TV stations carried simultaneously with a spot radio campaign throughout California.

SAPEWAT STORES launched its first Pacific Coast TV campaign with a series of spots on five Los Angeles TV stations: KNBH KTTL KTLF KFI-TV and KECA-TV. The campaign, scheduled for an initial eight-week run, is handled by J. Walter Thompson Co., San Francisco. The agency also initiated a new radio spot campaign for Kraft Cheeze Co. on March 14. Campaign will run for 13 weeks and will use radio stations in Los Angeles, San Francisco, Portland and Seattle.

NALLEY’S Inc., Tacoma, Wash., appoints The Condon Co., Tacoma, to handle special-six-month promotion of its mayonnaise. Starting April 1, 16-20 spots weekly will be used on four stations in Seattle-Tacoma area, KVI KJY KMC KING.

SUPERIOR MACARONI Co., S. M. FOOD PRODUCTS Co., and CARDEE Co., all Los Angeles, sponsors of new Jack Beadi, Esquire telecast on KTTV (TV), Los Angeles that started March 15. All sponsorships arranged through Scholtes Advertising Service, Los Angeles.

BUDGET Finance Plan, Los Angeles, March 20 started sponsorship of JAMES ROOSEVELT, son of the late President, in quarter-hour weekly news analysis broadcasts on three ABC California stations, KECA Los Angeles, KGO San Francisco, KPMC Bakersfield. Program may be expanded to all ABC Pacific Coast stations. Contract is for 26 weeks. Agency: Irwin-McHugh Adv., Los Angeles.

(Continued on page 78)
There's only 1 No. 1 Market in Oklahoma

34.8% of Land Area Has:
45.1% of State's Retail Sales
48.2% of Retail Food Sales
45.5% of Retail Drug Sales
46.7% of Oklahoma's Effective Buying Power

Above figures taken from Sales Management Survey of Buying Power

And KVOO alone blankets this rich market

Yes, KVOO, alone, blankets Oklahoma's richest (No. 1) market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 50-100% BMB daytime area.

KVOO is a must on any schedule which is planned to sell Oklahoma's richest market plus the bonus counties of that market!

See your nearest Edward Petry & Company office for availabilities.

Hooper reports the overall rating in Tulsa as 38.3 for KVOO; 23.0 for Station "B"; and 22.1 for Station "C"
Perfect Sound Distribution Throughout Vehicle

Every Passenger Is Within A Few Feet Of A Speaker Overhead

Five to eight loudspeakers are mounted on the overhead panels to achieve perfect sound distribution. Reception is easy on the ears. The clarity and high fidelity of FM eliminates static and electrical interference and does justice to the high quality of Transit Radio programming. Receivers are permanently locked to the stations’ frequency with pin-point precision so there can be no fading, wavering or other faulty tune-in. Effective reception of advertising messages is assured.

“Voice Emphasis” On Commercials

When the studio announcer reads a commercial the volume in the bus or streetcar is automatically raised about 8 decibels. This “Voice Emphasis” adds extra impact to the advertising message.

Pleasant Programming To Relax Passengers

FM broadcasting to public transit vehicles is entirely separate and distinct from AM broadcasting. The problems are different, the programming approach is different.

Music is the keynote of Transit Radio programming—good music, melodic popular tunes by the nation’s leading orchestras and vocalists.

News headline roundups lasting two to three minutes are broadcast every twenty to thirty minutes. Time signals, weather reports and sports scores add to the relaxing entertainment.

Special Feature Programs

Commercials, live or transcribed, are limited to 30 words or 25 seconds. “Minute Programs,” combining entertainment with commercials are acceptable. Homemaker hints, oddities, sports facts and similar quickie transcribed programs come in this category. These programs can, of course, feature nationally known or local celebrities previously identified with the sponsor’s advertising.

Transit Radio Is FM Broadcasting To Passengers On Buses And Street Cars

Low-Cost Rate Structure Based On Passenger Counts

In the rapidly expanding list of cities, passengers on public transit vehicles now “listen-as-they-ride” to music, news, weather reports, time signals, sports scores and other special features...and to advertising commercials. The latter are available through the medium of Transit Radio at spot announcements, live or transcribed, or as commercials within sponsored special feature programs.

Counted, Guaranteed Audience

Transit Radio introduces several new dimensions giving it unique advantages as an advertising medium. The audience reached by the advertiser’s message is a counted, guaranteed audience. No surveys are necessary—guesswork plays no part. The actual audit of paid passenger fares determines the rate paid by the advertiser.

A Selected Audience

Different age-groups, work-types and income-classes ride the buses and street cars during the various time periods of the day. Since this audience composition is known, the advertiser can select his most receptive customers by selecting the hours when they are known to ride.

The Lowest-Cost Medium

Class “A” Time includes the rush hour periods in the morning and late afternoon. Rates in each of the Transit Radio cities are based on a formula of approximately $0.06-per-thousand guaranteed passengers (at 260-time frequency). To determine the rates, passenger-count audits are averaged by half hour periods.

Class “B” and Class “C” Time include the daytime shopping hours and the later evening hours respectively. Similarly, passenger-counts are used as the basis for determining rates of $1.00 - or less - per-thousand guaranteed passengers (at 260-time frequency).

An Audience in Transit

Riders are close to points of sale, actually within minutes of outlets where your advertising can be translated into sales.

Catch Their Ear Just Before They Get Off

At Drug Stores

At Department Stores

At Shopping Centers

Who Has Organized Transit Radio, Inc.? The Transit Radio idea and organization have been fathered by men and companies whose successes in radio and advertising are nationally recognized. These founders and stockholders of Transit Radio, Inc. are substantial, multi-million dollar companies. A solid organization has been formed, one with which you can deal in complete confidence:

WHO HAS ORGANIZED TRANSIT RADIO, INC.? The Yankee Network WMW—Cleveland, O. WMH—Dayton, O. WMBC—Evansville, Ind.

The Yankee Network WMW—Dover, Del. WINA—Richmond, Va. WMUC—Washington, D.C.

The Yankee Network WMXR—St. Louis, Mo. WMHO—Tallahassee, Fla. WMWB—Baltimore, Md.
**A NEW VOICE...A NEW MEDIUM!**

Cost Who “Listen-As-They-Ride”!

MR. & MRS. “EVERYBODY” AND FAMILY

RIDE THE BUSES AND STREET CARS

---

**Do Passengers Like Transit Radio?**

**“Yes”! Is The Overwhelming Answer**

Over 95% Approval by 31,943 Passengers Interviewed in 8 Transit Radio Cities

Public Transit Companies are understandably sensitive to public opinion. They approached the awarding of franchises for transit radio broadcasting conservatively.

First, commercial operations on a test basis were conducted for a period of time to allow thorough study. Then independent research organizations were employed to get the approval and disapproval votes of the passengers.

Each of the surveys was conducted while advertising was being broadcast. The over 95% approval by riders is one of the most enthusiastic endorsements ever accorded a new medium.

**Seasonal Products Can Be Tied in With Local Weather Conditions**

The sales curves of many products and services are inexorably linked with temperature fluctuations and weather conditions. Advertising timing is all-important.

Some of these seasonal products include rainwear, anti-freeze, hot-weather beverages, electric fans, insecticides, frozen foods and other familiar examples.

Transit Radio stations will cooperate fully so that advertisers in this category can capitalize fully on the flexibility of this medium.

---

**FM AUDIENCE AT HOME IS “BONUS”**

Programs broadcast to Transit Radio vehicles via FM simultaneously reach homes in the area with FM receiving sets.

The size of this bonus audience varies from city to city, apparently in ratio to the aggressiveness with which FM sets have been promoted rather than to population.

This fact is reflected in the estimated number of FM sets in the following typical Transit Radio cities: St. Louis 50,000, Cincinnati 39,000, Washington 70,000, Houston 25,000, Baltimore 67,000, Worcester 7,500.

---

**Select Your Audience!**

Pick the time and you pick the audience you want!准确 data can be supplied on audience-composition at various times in every Transit Radio city.

- **6:00-7:30 A.M.** — Factory workers
- **7:30-9:00 A.M.** — White collar group
- **8:30-9:00 A.M.** — School groups
- **9:00-4:00 P.M.** — The Housewife-Shopper
- **4:00-6:30 P.M.** — Homebound shoppers, students, workers
- **6:30-11:00 P.M.** — Entertainment seekers

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**TRANSIT RADIO MARKETS**

Franchises are in Negotiation in Practically Every Major City from Coast to Coast


Because of the rapid addition of new Transit Radio markets, please consult your nearest Transit Radio office: listed below.

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**NEW YORK:**

250 Park Avenue—Mur. Hill 8-9254
William H. Ensign, Manager

**CHICAGO:**

35 East Wacker Dr.—Financial 6-4281
Frank E. Fellegrin, National Sales Mgr.

**PHILADELPHIA:**

Alden Park Manor—Victor 4-1021
Arnold Nygren, Manager

**CINCINNATI:**

Union Trust Building—Dunbar 7775
Richard C. Crilier, Vice-President

March 21, 1949 • Page 15
Hats Off
EDITOR, Broadcasting:
I have just been TELE-WISED. And in appreciation—a pot full of posies to the Chicago Television Council on its First National Television Conference. The writer, for one, found the three-day (March 7-9) session delectably flavored with the meaty matter so seldom dished up at radio and advertising association conclaves.

Most of the conference's discussion leaders disclaimed the title "television expert." And maybe it's this common bond of inexperience in the medium that induces TV's Babes in the Woods to so generously share their morsels but succulent morsels of information with their fellow explorers. If that be true, then based on the success of the CTC Conference let's found a Society For the Prevention of Television's Growing Up. Or, more appropriately, let's give the Chicago Television Council credit for a job well done and commission it official agency in charge of staging an annual National TV Conference along the same practical lines as this year's.

Howard M. Paul
Radio-TV Director
W. D. Lyon Co.
Cedar Rapids, Iowa

[EDITOR'S NOTE: Success of the first National Television Conference augurs well for the future of telecasting in the Midwest. Hats off to the energetic and aggressive Chicago Television Council.]

Public Interest
EDITOR, Broadcasting:
The local radio station (KVNI) has long been heralding itself as operating in the public interest and service. A pledge of this sort is one thing, but putting it into action is quite another. The recent flash storms (February 9 & 10) which shattered all records for the already snow-bound Pacific Northwest gave this station a challenging oppor-

tunity. Indeed, of operating in the public interest and service.
I believe the manner in which KVNI instantly responded to a pressing need is... an enviable example for the entire broadcast industry. When the flash storms made roads almost impassable over night, it became necessary on a moment's notice to inform a school population over 8,100 pupils that classes had been cancelled and that, for the sake of safety, no one should attempt to negotiate the roads. A few brief announcements to this effect were made over the local radio station shortly after 7:15 in the morning on February 10. The result—less than 1% of the students appeared that day for classes.

Naturally the weather conditions described had their effect on many business operations throughout the area with the result that the station received calls from the fire department, the highway department, the telephone company, the sheriffs office, employment service, bus lines, taxi companies, the Boy Scouts, the Chamber of Commerce, the power company, fuel dealers, grocery stores, the public library and over 10 other schools in the area. Each call received a courteous, cooperative reply from the station and suitable announcements were aired in each case as a public service. Many of the difficulties incurred by the storm were circumvented as a direct result of this station's willingness to operate in the public interest and service.

G. O. Phippen
Superintendent of Schools
Coeur D'Alene, Idaho

Near Miss
EDITOR, Broadcasting:
You will no doubt recall the editorial you wrote in your October
(Continued on page 18)

School Dismissed?
THE OLD story about the kid who burned down the school so he wouldn't have to attend has showed up in Baltimore again—this time with a modern touch. With a heavy snow covering the city, morning record men Jim and Phil Crist were informing WFBR Baltimore listeners whether or not the various schools would be open. About half an hour after they were off the air an irate principal called to find out who had told them his school would be closed. It seems that 20 teachers have failed to show up, and, likewise, over 200 pupils! The lad who came through with that "Baltimore Gag" must be congratulating himself on finding time by the twist of a telephone dial he can dismiss a school through the medium of radio.
HAS CHANGED LISTENING HABITS IN IOWA

KXEL

BY ACTUAL MEASUREMENT*
NORTHEAST IOWA'S MOST POPULAR FREQUENCY

Take Howard County, Iowa for example. This rich and prospering community has its borders 95 miles from KXEL's transmitter, yet here in this rich market area KXEL holds up to 54.3% of the listeners. This is four times as many listeners as WHO and up to ten times as many listeners as WMT.

Shown below are the distribution of listening homes among radio stations in Howard County from 7:00 A.M. to 12:00 Noon.

* Facts taken from Conlan's newest Comprehensive Study of Listening Habits.

<table>
<thead>
<tr>
<th>Time</th>
<th>KXEL</th>
<th>WHO</th>
<th>WMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 to 8:00 AM</td>
<td>38.5%</td>
<td>30.8%</td>
<td>7.7%</td>
</tr>
<tr>
<td>8:00 to 10:00 AM</td>
<td>54.3%</td>
<td>14.3%</td>
<td>5.1%</td>
</tr>
<tr>
<td>10:00 to 12:00 AM</td>
<td>50.0%</td>
<td>17.5%</td>
<td>5.0%</td>
</tr>
<tr>
<td>TOTAL MORNING</td>
<td>50.0%</td>
<td>18.2%</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

The fact that KXEL holds the lion's share of listeners in this rich Northeast Iowa market area during these hours is only half the story, for Howard County is only part of the great KXEL Northeast Iowa market audience. The most important half is the undisputed fact that KXEL does give more listeners per dollar. Look at these amazing cost figures.

During the 7:00 to 8:00 AM period, KXEL holds 38.5% of the listeners and costs only $110.00 for this hour of time. WHO holds only 30.8% of the listeners—yet costs $230.00 for this same amount of time. WMT holds 7.7% of the listeners and costs $120.00 for this hour. (Cost figures taken from Standard Rate & Data.)

Here is the unvarnished truth. You are not getting your money's worth of listeners, if you are trying to cover Northeast Iowa, without KXEL.

Get the complete facts on Northeast Iowa's listening habits. Call your Avery-Knodel man or write direct to KXEL.

KXEL 50,000 WATTS ABC
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND
WATERLOO, IOWA
**Open Mike**

(Continued from page 16)

1948 issue of Broadcasting regarding my open letter to you on the subject of The Giveaway Craze. There is an article in the March issue of Cosmopolitan which tells the story of the family of Milton Farber and Stop the Music... it is the anniversary story of one year after the Farbers won $20,000 on Stop the Music.

In reviewing her experience... Mrs. Farber writes: "If I had had heart trouble, I would have dropped dead right then.

My reason for writing to you again about this subject is... the fact that... another great giveaway of $55,000 took place on Stop the Music, and a fortunate guy missed out because he said: "Army and Navy and Navy and Army"... when he should have said "Navy and Army and Navy and Navy." In other words... the mere fact that he reversed the wording... cost him $55,000. I wonder what would have happened if he had had heart trouble?

David R. Milsten
Milstien, Münster, Johnson & Morehead
Ft. Wayne, Ind.

* * *

'Box' Helpful

EDITOR, Broadcasting:
Lately your magazine has been printing new call assignments in the "Box Score." I find this info very helpful as it comes to me much quicker than from other sources. I hope you will continue to render this "public service."

Guy C. Hutcheson
Arlington, Texas.

* * *

Dollar 'Fight'

EDITOR, Broadcasting:
... In your Radiorama section you refer to WCCO's Fight for Dollars. While it was a fight to raise $125,000 for the March of Dimes, everyone connected with the activity enjoyed it thoroughly. So in the interests of accuracy let's call it Cedric Adams' Flight of Dollars. And thanks for using the photograph in your March 7 issue.

Tony Moe
WCCO Minneapolis

* * *

Good Coverage

EDITOR, Broadcasting:
... Since first becoming acquainted with your magazine while overseas with APN-Berlin... I have thoroughly enjoyed your excellent publication.

Personally, I have learned much about radio from Broadcasting, especially concerning the overall commercial picture, the 'business' side of radio, and the problems of management. You also deserve another word of praise for your wonderful coverage of television.

My one regret is that more space is not devoted to the production, programming, and talent picture.

Aneta Dixon
7557 Wilson Drive
Hollywood, Calif.

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**Books on Radio**


A WEALTH of up to date information on all phases of radio advertising is contained in Charles Hull Wolfe's new book, Modern Radio Advertising. Whether the reader is a sponsor, advertising man or broadcaster he will find the book filled with information on how to get better results from radio. Network, spot and local techniques are covered.

Mr. Wolfe is director of the radio and television testing bureau of RBDO and is one of the few men in the industry distinguished for both creative and research activities. He has written commercials for such network shows as Inner Sanctum, Jack Benny Show and Adventures of Sam Spade and has created radio advertising for General Electric, United States Steel, Emerson Drug and others.

The book is broken down into sections, covering fundamentals of radio advertising, advertising techniques, network advertising, spot radio, commercial announcements, past, present and future of radio and the opportunities in radio. Modern Radio Advertising is a Printer's Ink Business Bookshelf Publication.

* * *

THE LAW OF FREE ENTERPRISE, BY Lee Loevinger. 431 pp. New York: Funk & Wagnalls Co. $5.95.

LATEST in the Modern Industry Magazine series of books, this volume, written by a Minneapolis attorney, describes the legal framework and economic development of the American free enterprise system. The author is a partner in the firm of Larson, Loevinger & Lindquist, Minneapolis. He formerly worked under Thurman Arnold in the Anti-Trust Division of the Dept. of Justice.

"The law of free enterprise," says the author, "is at once both a definition of the meaning of our basic economic concepts and an outline of the standards which business must observe if enterprise is to remain free." In the opening chapter Mr. Loevinger examines the roots of free enterprise and discusses the legal framework of business, our economic origins, the principle of competition and our national policy.

Subsequent chapters deal with the scope of national law, forms of economic cooperation, restraint of trade, discrimination between customers, kinds of competition, merger, teeth in the law (anti-trust, criminal prosecutions and penalties, government civil suits), balm for business injury and the future of free enterprise.
Fast delivery when it is needed, — better delivery than is asked on all orders, — that is what we aim for here at Gates, — and customers appreciate it. But appreciation is just the beginning of a very pleasant relationship with a Gates customer.

Through the years you find out that this same service is more than a “one time” proposition, — that the high quality you want is the high quality you get, — that the attention given your order, — whether it is for 10c or $10,000 is the same, — prompt, courteous and efficient.

Remember, — Gates is the major source of supply for hundreds of broadcast stations. They stay with Gates because they get a high quality product for the right price and also get the personalized attention that only Gates can give.

All your broadcast needs can be obtained at GATES.
This summer
ride the crest of the wave!

TAKE 13 WEEKS WITH PAY... ON WCCO

Summer business is big business in the Northwest. And Summer listening is big listening. That's why 48 top-level local and national spot advertisers (30% more than the year before) stayed on WCCO all year 'round last year. Without a Summer hiatus. They found that sales ride high when you ride along with WCCO during the 13 Summer weeks.

...Because annual retail sales in WCCO's 6-state Northwest territory soar just about as high during June, July and August as in any other season of the year. More than $699,000,000!

...And because during these months in the Twin Cities, WCCO delivers an average daytime Hooper of 6.0—58% better than any competing station. (Throughout the 6-state area surveyed by the WCCO-CBS Listener Diary in May 1948, WCCO averages 200% more audience throughout the entire week than any other Twin Cities station.)

To make your sales go up with the temperature—and build up your strength for the Wintertime—hitch a tow with WCCO this Summer. Join the blue-ribbon list of sponsors who have found it pays to advertise on WCCO Fall, Winter, Spring—and Summer. Make your reservations now with us or your nearest Radio Sales office... for a wonderful 13 weeks with pay.

All source material available on request.
Feature of the Week

INTEREST of Louisville citizens in their municipal government has been heightened by weekly sessions of the "gripe" court broadcast over WINN Louisville.

Accepting the suggestion of a newspaperman, Louisville's Mayor Charles P. Farnsley instituted the "gripe" court April 5, 1948. At sessions held at 8 p.m. the first Monday of each month and at 10 a.m. on all other Mondays Louisville residents can—and do—take their complaints straight to the mayor.

Mayor Farnsley, commenting on the success of the project and announcing his intention to continue it, said: "Folks need to get things off their chest but, more than that, they need to feel that they have a voice in the running of the city. And, if they beef at me, I can beef right back at 'em. That gets things done faster."

If a citizen complains about the inadequacy of sewers, or the need for stop lights at certain intersections, or the unfairness of a proposed occupational tax, the mayor goes into a huddle with the "gripe" court complainant and the head of the city department involved. What each has to say is put on the air by WINN.

The "gripe" court is held in Louisville's city hall aldermanic chambers, and the room is packed week after week, WINN reports. Civic improvement groups, parent-teacher associations and other organizations come to present petitions. Political science classes come to listen. And politicians come to learn!

George Partridge, WINN public service director, displays exhibits for benefit of Mayor Farnsley at one of the "gripe" court sessions.

On All Accounts

THE ARMY taught many a young man to play follow-the-leader, but it gave lanky James O. Luce, J. Walter Thompson radio timebuyer, an urge to do just the opposite. Jim was brought up in a family dedicated to the law. His uncle was a judge, his brother a lawyer, and Jim just naturally drifted into law school after graduation from the U. of Wisconsin.

But Blackstone et al. lost out at the half-way mark—the Army came in and gave Jim a new adventurous spirit. When discharged he decided not to finish law school, but to seek his fortune in New York. He comes from Plattville, Wis., a town "without even a radio station."

"Maybe," said Jim, "the fact that I corresponded with a female agency copywriter in New York while I was in an infantry supply sergeant had something to do with it. This gal migrated from Plattville and gave me word pictures of the glamous life of the Manhattan intelligentsia which sounded great."

Anyhow, Jim got to the big city. He didn't know exactly what he wanted to do, but he thought it would be nice to be a copywriter. With no impressive bulk of samples to show, however, he quickly found this field unpromising. So he decided to try some other phase of advertising.

Eventually he got a job in the market research department of J. Walter Thompson Co. Ironically, Jim Luce, brought up in the law and carefully isolated from math, found himself working with figures all day—and liking it.

After several months in this department, Linnea Nelson, the agency's chief timebuyer, added him to her staff as assistant on radio research.

Now Jim handles radio and television timebuying for the JWT New York office portion of Ford Dealers, Atlantic Sales Corp., Rochester, for which he buys spot time for French's Instant Potato, and for the J. B. Williams Co., Glastonbury, Conn. (shaving products). He works on other assignments as they develop.

Jim Luce is 29, unmarried and currently enjoying a new apartment in Manhattan. He is learning to cook and is intensely "product-loyal," claiming remarkable success with French's Instant Potato. He also uses J. B. Williams shaving products, but says the Ford is still in his future.

Stimulated by market and radio

(Continued on page 75)
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 28...regular rates. Wire reservation collect today!
FIGHTING a fire in a steel skyscraper is different from handling one in a two-story home—and it’s the same way with radio in different parts of the nation.

The Southern listener is a little different from people in other parts of the country. He does respond better to radio programming that caters to his special preferences and attitudes.

KWKH knows all this and has used the knowledge for twenty-three years. Hence we are years ahead in radio Know-How and listener-acceptance in this market.

Whether you sell tobacco, tractors or toasters, you’ll find this KWKH Know-How a big "plus" in our four-state area. Write us today or ask The Branham Company.

50,000 Watts · CBS ·

The Branham Company Representatives

Henry Clay, General Manager
HOW'S THE BUSINESS?

By ROBERT B. LUCE

HOW'S the broadcasting business? Has there been a "disinflation" in radio as in so many other scattered areas of the economy? Is business harder to get? Who are the toughest competitors? How can a station manager best boost his sales?

These were the questions asked broadcast managers in the 18th nationwide Broadcast Trends survey, conducted by the Research Department of Broadcasting.

One year ago there was no question about the trend—it was up. Today it is tapering off. Broadcasters reported in an almost 50-50 ratio when asked whether business was as a whole up or down in recent months.

In a regional analysis (see map) New England, the North Atlantic States and the whole North Central area report slightly increasing sales; while in other areas, including the Pacific Coast and Mountain states, the South Atlantic and South Central, the trend is down slightly.

Wide Fluctuation

Individual stations, of course, showed a great range of difference. The bulk of stations reporting from all areas showed fluctuations of not more than 10% up or down. Some reported gains or declines of 20% or more, and a few number in (See Table I, page 84).

General economic conditions were credited with the causing the decline in station revenues, where declines appeared. Only 27.7% of those who reported a decline in business said it was due to competitive factors—the remainder said "disinflation" of the economy was responsible.

Aggressive selling—repeated over and over again—was emphasized by broadcasters as the way...

NOTE: Broadcasting Trends results are based upon a nation-wide cross-section sampling of radio station managers and owners. The "Business Conditions" survey sample includes 16% of all AM station managers.

TRENDS Finds Radio Rise Tapering Off

THE QUESTION of motion-picture and television stations—a multi-million-dollar question stemming from anti-trust suits—appears to be moving toward a showdown at FCC last week.

On the heels of a plea by 20th Century-Fox Film Corp. for a prompt decision (Broadcasting, March 14), Paramount Pictures told FCC last Thursday that anti-trust proceedings outside of radio are not its concern, and that to disqualify anti-trust violators would mean "a sweeping reorganization" of the U.S. radio and TV structure.

"The business establishments in the U.S. which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries" and it would be contrary to "labor, policy and common sense" to rule them out of radio, Paramount declared.

Not FCC Concern—Paramount

The current trend in the various regions of the U.S.

The current trend in the various regions of the U.S.

FCC Chairman Wayne Coyne meanwhile cast an unofficial light on another phase of the motion-picture question by telling Executive Director Gael Sullivan of the Theatre Owners of America, in response to questions, that he did not think movie exhibitors should be disqualified merely because they are exhibitors.

But he reminded Mr. Sullivan that FCC has a policy of favoring non-newspaper applicants over those with newspaper affiliations when it has to make a choice and added, "as you are probably aware, the Commission has not yet had occasion to consider whether or not its policy toward newspaper applicants should be considered applicable to motion-picture applicants."

Mr. Coy made plain that his observations represented his own views and not FCC's. Nor should they be considered an expression of opinion on the pending anti-trust question, he added.

Retains Power

Paul A. Porter, former FCC chairman and now a member of the Washington law firm of Arnold, Fortas & Porter, was retained by Paramount to assist its regular Washington counsel, Duke Patrick of Hogan & Hartson, in the fight to clear its qualifications on the... (Continued on page 69)
Hearing
meet FCC's
transfer
offer to give up
RICHARDS
on
attorneys,
would
and
Mr.
Affidavits of
"Prior
day postponement and
"He
G.
K.
asking continuance
Wheeler,
19
23) on
March
have
will
Mr.
former Senator
in
requirements
of KMPC
to
a new
for
mental and physical
davit
won't
that
Richards a
gear."

A similar view was expressed by
Dr. Roy E. Thomas, Los Angeles
heart specialist. He said "there is more than a strong possibility that
Mr. Richards' taking the witness
stand would result in his death."

Text of FCC's order postponing
the hearing," which relates to
Mr. Richards' application on
KMPC staff members to halt slants
against certain minority groups:

(Continued on page 69)

MISSION TO PARIS

SKELETON OPERATION is in
prospect for FCC during the first
part and possibly most of the sum-
mer, on the basis of the tentative
list of personnel slated to attend
the International Telephone and
Telegraph Conference which con-
venes in Paris in mid-May.

Chairman Wayne Coy is sched-
elled to go as chairman of the U. S.
dlegation, accompanied by Vice
Chairman Paul A. Walker, Gen-
al Counsel Benedict P. Cottone, and
some 10 staff executives and
clerical assistants. Appointments

made by the commission, subject
to recommendation of the State Dept.,
but FCC's own recommendations
generally are followed in such
cases.

The conference opens about May
18 and officially is expected to con-
tinue four to six weeks. Some au-
thorities, pointing to the experience
of the still-going Mexico City
International High - Frequency
Broadcasting Conference, think the
Paris sessions may continue for
as much as two months.

Consideration also is being given
to suggested plans for 
agitation move to London afterwards
to discuss the so-called Bermuda
Agreement on direct radio circuits
between the U. S. and the United
Kingdom. Whether the U. S.
would be delayed at least to Aug. 1 and perhaps later.

Even if the delegates came home immediately after the Paris
sessions and if those lasted only
a minimum four to six weeks, the
group would be away from Wash-
ington from early May until July
at the earliest, since they plan
to go and return by boat.

Walker Vice Chairman

Comr. Walker will be in charge
of telephone aspects at the con-
ference and may be named a vice
chairman. It is virtually certain
that Francis Colt deWolf, chief
of the State Dept.'s International
Telecommunications Division, will
be a vice chairman of the U. S.
dlegation.

Before the FCC group leaves for
Paris, the Commission hopes to in-
sue decisions on several high-
policy questions—notably the clear-
channel case, its proposed rules
on giveaway shows, and perhaps television.
Chairman Coy has in-
dicated the clear-channel decision
will be out by May 1, and the give-
away question is scheduled for
consideration before the end of
this month.

Unless it comes before they leave,
action looking toward lifting of the
TV freeze will have to be

taken by the remaining Commis-
sioners in the absence of the Chair-
manship, a situation which has been
anticipated July "hawing" will be
delayed. There has been some
speculation that the Commission will
lift the freeze until after July in any

Another question still facing
the Commission is the chief engineer-
ship, a post which has been filled
only by acting Chief Engineer from
January 1941. Ralph L. Clark,
former FCC engineer and later a
consultant, now director of the
Programs Division in the Secre-
tariat of the Research & Develop-
ment Board, is considered the fore-
mest candidate [BROADCASTING, Feb. 28]. But the subject of his ap-
pointment has not yet officially been
brought before the full Commis-
sion. John A. Willoughby, senior
assistant chief engineer, is acting
chief engineer.

U n d e r c u r t o m a r y procedure, Comr. Rosel H. Hyde, as the senior
remaining member, would serve as acting chairman of the Commis-
sion in the absence of the Chair-
manship and Vice Chairman.

Personnel whom FCC proposes
to recommend for attendance at
the Paris conference, it was
learned, include Comrs. Coy and
Walker and General Counsel Cott-
one; Chief Accountant William
Norfleet; Harold J. Cohen, as-
istant general counsel in charge
of Common Carrier Division; Marion
H. Woodward, assistant chief engi-
neer in charge of Radio Carrier
Division; Jack Werner, assistant
chief of the Law Bureau's Common
Carrier Division; John R. Lambert,
Accounting Bureau; John F. Engi-
nal Counsel; Mrs. Farrell
McConigal, confidential assis-
tant to the Chairman, and Mrs. Lillian
Conley, also of the Chairman's
office.

SKELETON OPERATION

DRAWN FOR BROADCASTING BY SID HIX

"He just won't do. That voice won't penetrate low gear."

Page 26 • March 21, 1949

BROADCASTING • Teletasking

Skeleton FCC Ahead

PRECARIOUS HEALTH and an
offer to give up voting control of
his three stations brought a post-
ponement Friday in the FCC hear-

ing slated to have started Wednes-
day (March 28) on the news poli-
cies of G. A. Richards.

Counsel for the owner of KMPC
Los Angeles, WJR Detroit and
WGAR Cleveland offered to submit,
within 30 days, an application for
transfer of Mr. Richards' voting
control via a "trust or other agree-
ment" which they promised will
meet FCC's "fullest requirements and
... approval."

The Commission, by majority
vote, set April 18 as deadline for
any such application and said it
would then decide whether the
transfer should be consolidated for
hearing with the news-policy ques-
tion and would also set a new
hearing date.

Affidavit of Mr. Richards' physi-
cians asserting that the sched-
uled hearing might cost him his
life were submitted in support of
the 30-day postponement and tran-
fer plan.

The Commission was told by
Burton K. Wheeler, former Senator
and now one of Mr. Richards' at-
torneys, that the station owner for
some time had planned to retire
on March 19—his 60th birthday.

"Prior to the latest relapse in
his health which compelled his re-
turn to Palm Springs he had
planned to attend a celebration in
Detroit to be tendered him by his
employees on that occasion, at which
time he was to have announced his
retirement," Mr. Wheeler wrote in
the request asking continuance of the
hearing.

He said counsel had not been
fully aware of the critical nature of
Mr. Richards' heart condition until
the Commission itself forwarded a
copy of a letter it had received from
one of his physicians. Their
unsuccessful bid for a personal
appearance for Mr. Richards a few
weeks ago was made only because the
hearing seemed inevitable and that
appeared the least strenuous course,
Mr. Wheeler said.

Dr. H.B. Steinbach, Detroit physi-
cian, told the Commission in an affi-
davit that Mr. Richards' life "is in

great jeopardy and could well ter-
minate at any moment" unless he
ceases at once all business and
other activities which have a tend-
cy to lead to undue exertion or

to worry, strain or anxiety; unless
he is immediately relieved of the
mental and physical strain caused
by the investigations and hearings...

and unless he embarks upon a
program of complete rest and re-

laxation."

He thought Mr. Richards "may
look forward to continuing to live
for some years to come" if he re-

frains from business activities and
the "appears new" and "if some
amicable and satisfactory way can be
found to terminate the proceed-
ings pending before the FCC so
that [he] may be relieved of this
threat to his health and life."

A similar view was expressed by
Dr. Roy E. Thomas, Los Angeles
heart specialist. He said "there is
more than a strong possibility that
Mr. Richards' taking the witness
stand would result in his death."

Text of FCC's order postponing
the hearing," which relates to
Mr. Richards' application on
KMPC staff members to halt slants
against certain minority groups:

(Continued on page 69)
BUDGETS

By FLORENCE SMALL

DESpite cancellation of some advertising, there is no widespread evidence that network advertisers are planning in the near future to curtail their use of radio in favor of television.

That was the conclusion reached by BROADCASTING after a series of interviews with representatives of a group of high-budget radio advertisers.

Procter & Gamble plans to continue its entire radio schedule next season with an annual expenditure exceeding $18 million and including 33 network shows.

As for video, William Craig, manager of television programming for F & P, told BROADCASTING that "Procter & Gamble is still feeling its way, gathering information and experiences and watching developments very carefully. Right now we have a television program, I'd Like to See, on the NBC eastern television network, which will be replaced April 5 by a new series, Procter & Gamble's Fireside Theatre. Further than this, we are not prepared to announce any definite future plans."

Charles G. Mortimer Jr., vice president in charge of marketing for General Foods, expressed somewhat the same point of view when he said: "Tentative long range sales and advertising planning is a part of good marketing. Final decision on the selection of media, however, is made from quarter to quarter. We are naturally interested in both radio and television. Certainly both have a very real place in our promotional scheme. And our use of the two media is based on what they can deliver on mass selling opportunities, which is what we need for our type of products."

GF will continue with all its radio and television programs. In one case, the Burns & Allen show, the company has retained the NBC time for another show, Father Knows Best, which will amount to an approximate $6,500 weekly saving on talent. GF spent $6,774,503 on network time in 1948. It plans to retain the more than one dozen network shows for various products during the next season. In addition, the two half-hour television shows, Lamps Gambold and Author Meets the Critics, are scheduled to continue under the GF banner next season.

U. S. Steel Not Using TV

On the other hand, U. S. Steel Corp., which spent $1,052,090 in 1948 on institutional advertising in network radio, does not plan to go into television as yet, an official of the organization revealed. "Television currently has a limited audience, and since our advertising is mostly that of public relations, the video audience is much too limited," the spokesman explained. "We want our public relations to reach an audience on a national scale. Television is still too much a matter of local coverage."

As for its 1949 fall plans, U. S. Steel will move its hour-long radio program The Theatre Guild on the Air from ABC to NBC, Sundays, 8:30-9:30 p.m., effective Sept. 11 for a 10-week run. In addition, on June 5, the company will sponsor a summer program for 13 weeks featuring the NBC Symphony Orchestra in the same time segment, 8:30-9:30 p.m., Sundays.

Another major radio advertiser, Lever Bros., which spent $5,317,086 in 1948, is not now using television, although it was one of the first advertisers to use the medium. Michael J. Roche, advertising manager of Lever Bros., explained that "while Lever Bros. is not an active participant in television at the present time, our interest in the medium is considerable, and we are continuing to study and explore the field."

"We have, however, no definite plans for immediate operation," he admitted.

Deviating somewhat from the prevalent "wait and see" theme, the Ford Motor Co., it was understood, has advised its more than 6,500 dealers (who are currently sponsoring Fred Allen on NBC until this season's end) to divert their present television budget allocation to radio this year. However, the parent company plans to maintain its hour-long Ford Theatre program on CBS. The firm also will sponsor its 60-minute Ford Television Theatre once a month, as well as a half-hour program, The Crystal Ball, for the other three weeks in the month.

Thus, indications seem to be that while television is gaining, radio is not yet suffering any appreciable loss. This is probably to be found in two factors: (1) A number of radio advertisers are re-allocation their budgets to include television, but are doing so with "new" money and at no loss to radio; and (2) new advertisers who have not been using radio, or have been using spot radio at most, are entering strongly into television.

A random example of the first type of advertiser is the Ronson Art Metal Works, which spent $651,881 on network radio last year, and which intends to continue that appropriation while increasing its television budget.

Salient examples of the second group of clients include Admiral Corp., a non-radio user, with a half-hour NBC-TV show, Admiral Broadway Revue; Bigelow-Sanford, with its Bigelow show on NBC-TV; Bonadice Mills, with Steps West, which aired "I Heard This One" on NBC-TV; Pioneer Scientific Corp., with Pioneer Polaroid Magic Show on CBS-TV; and A. Stein & Co. with Identify on ABC-TV.

EMPLOYMENT

By J. FRANK BEATTY

EMPLOYMENT in the broadcasting industry "will probably continue to rise for at least another year or two but at a slower rate than since the war," according to an occupational study by the U. S. Bureau of Labor Statistics. The study was conducted for the Veterans Administration.

The bureau figures, however, that work in television will increase for many years though it may never reach the employment level in sound broadcasting.

General results of this study will be published in detail within a few weeks by the bureau and VA.

The bureau was under fire last week for presenting what some broadcasters feel is a biased picture of talent employment in the industry. "It will probably continue to rise for at least another year or two but at a slower rate than since the war," according to an occupational study by the U. S. Bureau of Labor Statistics. The study was conducted for the Veterans Administration. A study, by showing extensive unemployment among components and actors. Its figures failed to show the proportion of time AFRA members have worked in radio and did not differentiate factually between staff and freelance talent.

Worst of all, in the opinion of some critics, the BLS-AFRA survey results appear to be based on the assumption that all AFRA members are qualified to work in radio, since prior experience is not required for union membership.

The talent study is part of the BLS-VA joint radio employment study. The employment outlook study, soon to appear in detailed form, covers all types of jobs from management to technicians.

In attempting to peer into the electronic future, the bureau's preliminary report on job chances to the VA states:

The development of television has not yet been strong enough to indicate how severe its impact on AM and FM broadcasting will be, but the likelihood of a long-run downward trend both in staffing and in the amount of work for freelance artists at AM and FM station.

Taking all occupations together, the total number of people employed in telecasting is extremely small to date. The number of workers needed will increase modestly on AM to reach the present employment level at sound broadcasting stations.

Because the industry is small, it provides relatively few job opportunities... (Continued on page 57)
THE BUSINESS side of broadcasting, from time selling to policy problems, provides the theme of the NAB Management Conference stations meeting April 10 and running through the final television session April 13, the conference will stress commercial aspects of radio.

A business topic will be discussed by Attorney General Tom C. Clark, who has accepted NAB's invitation to address the luncheon at Wayne Coy, FCC chairman, will speak at the April 11 luncheon.

Atty Gen. Clark is expected to stress the importance of small business as the future of the nation, with retailers providing much of the support for radio as one of the leading small business segments of the national economy.

With the speech expected to be carried by at least one network, NAB members will urge retailers and other businessmen in local communities to hear the talk. Each April, television hookup covering the Midwest and East was considered. Television equipment will occupy a prominent place on the exhibit floor is April 7 as the NAB Engineering Conference starts its formal meetings.

NAB headquarters felt that addition of Atty. Gen. Clark to the agenda gives the association one of its best convention programs. Mr. Clark has frequently shown an interest in NAB affairs and served as judge in the two Voice of Democracy essay contests. He also presented awards to the contest winners.

Pre-registration for the Management Conference, the $30 rate picture up to date; Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising, on management's responsibility in radio selling; Lee Hart, NAB retail specialist, on management's responsibility in the retail advertising field. Several surprise features are in the planning stage.

Monday night will be FM's portion of the Management Conference. Program plans are being drawn up by the FM Executive Committee, of which Leonard A. Schenectady, is chairman. This will be strictly a top-level work session with persons prominent in all phases of broadcast operation expected to participate. FM's role in NAB affairs is likely to be discussed. The board has approved the idea of substantially increased service for FM members but details await board action.

The whole reorganization question may come up at the Tuesday afternoon business meeting of the Management Conference. The subject was discussed by a special NAB board committee which met in Washington last Thursday. The committee will report to the full board at Chicago but the structural revamping of NAB may not be completed immediately.

The Tuesday morning meeting will be devoted to public relations matters at the management level, Chairman will be Frank King, WMBR Jacksonville, Fla., chairman of the NAB Public Relations Executive Committee. A wide range of topics will be

ANA Spring Session to Mull All Media

John Caples, vice president, BBDO, will speak on the topic, "Have You the Most Effective Copy?" Patrick H. Cerny, advertising manager, Philip Morris & Co., will tell of an integrated sales campaign, with the topic, "It Still Takes the Whole Ball of Wax to Say Off." Television occupies half of the Thursday morning program. After a discussion on media investments presided over by Walter Lants, Lambert & Feasley vice president, the convention will hold a "Solid Session on Television." Opening speaker will be Walter Craig, vice president in charge of television and radio, Benton & Bowles. It is billed as "an up-to-the-minute discussion of the problems that the newcomer into television must deal with" and will offer some solutions. Don L. Kearney, The Katz Agency, will discuss TV spot announcements with the help of a specially

(Continued on page 69)
In the annual report, signed by both Mr. Francis and Mr. Igleheart, this was said: "In 1944, our second season of television, we sponsored experimentally a number and variety of television programs: Author Meets the Critics for Jello-O, Meet the Press for Maxwell House, and Small Fry program for Post Cereals. Our '48 television experience also included daytime Sanka weather announcements and spot commercials for Diamond Crystal Salt.

"A number of our marketing groups gained experience in this new and difficult commercial medium. As the audience grew in 1948, the commercial value of our programs began to approach normal advertising returns. Also last year, General Foods established itself in important television time periods which will be of increasing value as the medium develops in the next few years."

Mr. Mortimer expanded on this by saying that although GF still regarded its efforts in television as "a jockeying for position," actual results have been encouraging. The company has been pleased with the size of audience per set and found that televiewers listened more intently than radio audiences, he indicated.

Turning to business generally, he said he felt the country was experiencing a recession "which you can call a corrective." He considered the return to the buyers' market, which he said was occurring, as a return to the normal conditions under which the country operates and grows.

He believed that if the recession were confined merely to price drops, and not to volume of activity, the effect upon the economy would be minor.

Also noted was the fact that although dollar sales had trebled in the last ten years, earnings were less than double the 1949 earnings. Of each 1948 dollar, 1.5c were profit. Back in 1939 earnings were 11¢ on each sales dollar.

Total assets in the ten years rose from $123,500,000 to $722,500,000.

Among other GF officers answering questions at the conference were: Edwin T. Gibson, executive vice president; John Prescott, vice president, general counsel and secretary; Wayne Marks, controller, Bert Warren, treasurer, and Howard Chase, public relations director.

Robert Hall
Uses 18 Stations

Robert Hall Clothes, New York, through its agency, Sawdon Advertising Co., also New York, is using 176 programs and 495 one-minute spots weekly on 18 local stations. Campaign marks the March opening of its new stores. Markets include: Hagerstown, Pittsburg, Tulsa, Wilmington, Chattanooga and Davenport.

Contracts, on a 52-week basis, were signed with WWWS KQV WPIT and WWJ Pittsburgh; WAPO WAGD WDOD Chattanooga; WTUX WAMS WILM Wilmington; WOC KSTT Davenport; WQQA Moline, WHBF Rock Island, and KFMJ KTUL and KOME Tulsa.

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RMA MEET

Although a three-hour discussion of Zenith's controversial television ads in U.S. newspapers absorbed members of the board of the Radio Manufacturers Assn. in Chicago Thursday morning, action centered on a cooperative effort to educate the public to TV's facts of life—both present and future. The three-day quarterly conference of the group began Tuesday at the Statler Hotel. A motion to establish a committee to study and put into effect "a constructive, objective educational program for the orderly and educational presentation of facts regarding present broadcasting and prospects of future change" was made by Paul V. Galvin, president of Motorola Inc. It was passed by the board. Committee members will be named early this week by President Max M. Balcom, Sylvania Electric Products Co. vice president.

RMA Will Pay

Concerted effort to acquaint the public with "the actual facts, when they become available," will be paid for from RMA funds. Mr. Galvin proposed an original allocation of $50,000 at the closed board meeting. Ben Abrams, president of Emerson Radio Corp., said it would cost "more like $250,000." It is believed that newspapers will be used extensively. Complete details of the campaign will be formulated by the committee to be appointed by Mr. Balcom.

RMA hopes to alleviate confusion in the public mind regarding VHF, UHF and possible obsolescence of current sets, much of which was brought about by the Zenith ads [Broadcasting, March 14], one member said.

Mr. Boyles, addressing the board Thursday morning, recalled that last December, in a letter to Mr. Balcom, he wrote that Zenith would not call public attention to possible obsolescence of older sets to the VHF-UHF technicalities via advertising media. "Since then, however, we found that the situation justified our action," he said.

Claiming that the shortage of TV channels can be "relieved only by UHF additions," Mr. Bonfig reiterated an FTC statement that a "national-scale campaign" is needed.

(Continued on page 61)

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AFCA MEETING
Plan Two-Day D.C. Session

THE NAVY Department will play host to the Armed Forces Communication Assn. third annual meeting in Washington, D. C., March 22-29.

Principal speaker at a banquet in the Shoreham Hotel March 28 will be Adm. Louis E. Denfeld, chief of naval operations, who will speak on the “The Navy—Today and Tomorrow.”

The theme, “Civilian Communications and National Defense,” will be discussed by Brig. Gen. David Sarnoff, chairman of the board of RCA and outgoing president of the association, at the banquet.

Featured speaker at an association luncheon at the Shoreham March 28 will be FCC Chairman W. B. Field.

The six hundred members expected to attend will be invited to visit Naval installations in the Washington area.

The communications program in the Military Establishment will be discussed by the chief communications officers of the three services at a business meeting at the Shoreham March 28. Speakers will be: Maj. Gen. Spencer B. Akin, Chief Signal Officer of the Army; Maj. Gen. Francis L. Ankenbrandt, Director of Communications, U. S. Air Force, and Rear Adm. Earl E. Stone, Chief of Naval Communications.

Purpose of the association is to promote close cooperation between communications manufacturers and operators and the Armed Forces. The Army was host at a conference two years ago. The Air Force sponsored last year’s meeting.

Other association officers are: William J. Halligan, president; Halliacrafters Co., first vice president; Harry F. Zanuck, vice president; 20th Century Fox Film Corp., second vice president; IBM Corp., treasurer; Gen. George A. W. Marriner, Jr. (retired), International Telephone and Telegraph Co.; Gen. Hubert E. Corbin, Jr. (retired), former FCC commissioner; Gen. J. B. A. Farnsworth, vice president, KHAN, Salt Lake City, Utah.

The NAB REFERENDUM
Two Issues At Stake

MAIL referendum is under way among NAB member stations to decide whether the board’s codec-writing power should be removed and whether directors should be limited to two consecutive terms on the board.

Ballots were mailed members by weekend. The code amendments, based on a petition submitted to the NAB board at Los Angeles last May by Edward Breen, KVFV Fort Dodge, Iowa, are accompanied by a statement voicing the NAB board’s opposition.

The Breen petition was not eligible for board action until its meeting last November. A special committee failed to agree on an explanatory statement, but the board itself approved a statement at its New Orleans meeting.

CONVERSING at luncheon during New York meeting of managers of CBS-owned stations and stations represented by CBS Radio Sales are four executives of network (l to r): Howard S. Meighan, vice president and general executive; William S. Paley, board chairman; J. Kelly Smith, vice president and director of station administration, and Arthur Hull Hayes, vice president in charge of San Francisco office. Closed sessions were held last Monday through Friday at the Ritz-Carlton Hotel [BROADCASTING, March 21].

* * *

ANOTHER trio includes (l to r): G. Richard Swift, WCBS New York general manager; J. Kelly Smith, CBS vice president and director of station administration, and Merle Janes, WCCO Minneapolis general manager.

KLC SOLD

RALPH ATLASS has contracted to buy for $405,000 KLC Los Angeles after that AM station has divested itself of its television assets.

The agreement, subject to the usual FCC approval, was signed last Thursday, according to Stanley Friedman, Warner Bros. attorney. The $405,000 is to be paid to Warner Bros., in a deal which is hedged around with complications.

The sale is conditioned also upon FCC approval of the purchase by Warner Bros. of the stock of KLC-TV, from Mrs. Dorothy Thackrey. Thus, if the whole deal is finally approved by FCC, Warner Bros. will become the owner of both AM and TV assets and

WKTY TRANSFER

‘La Crosse Tribune’ Is Buyer

SALE of WKTY La Crosse, Wis., to the La Crosse Tribune was concluded last week, Ralph L. Atlass, major stockholder, reported in Chicago Friday. The 1 kW MBS affiliate is operated by the La Crosse Broadcasting Co.

Transfer is expected to be filed with FCC this week.

Mr. Atlass, president and general manager of WIND Chicago and consultant and board member at MCM New York, last week signed for purchase of KLC Los Angeles [see story above].

KLC sold to Ralph Atlass.

Atlass Contracts To Buy Station for $405,000

EAST, West and South are represented in this group (l to r): Dr. Leon Levy, WCAU Philadelphia board chairman; Ivor Sharp, KSL Salt Lake City president, and J. M. Bryan, WBT Charlotte president.

BMB BALLOTS

APPROXIMATELY 100,000 ballots had been returned to Broadcast Measurement Bureau last week in the collation of material for the BMB second study.

Dr. Kenneth H. Baker, NAB research director on loan to direct the BMB second study, said he was making an analysis of the returns to prepare a recommendation regarding the choice between issuing a report on composition of the total weekly or on average daily audience. His recommendations will probably be presented to the BMB board research committee this week.

Meanwhile, the last original executive of BMB resigned. George Baillie, production manager for the second study and a member of the staff since the formation of BMB, joined Hugh Feltis, president; John Churchill, director of research, and Phil Frank, executive secretary, in leaving the organization.

The BMB board research committee, composed of D. E. Robinson of La Roche & Ellis Inc., Albert S. Demplewolff of Celanese Corp. of America, and Hugh M. Bevile Jr., research director of NBC, was expected to meet late this week to consider Dr. Baker’s recommendations.

At the end of last week, Dr. Baker said his analysis was incomplete and he had been unable to formulate recommendations.

The choice of issuing a report covering composition of the total weekly audience or one covering the average daily audience has not been finally made although the BMB technical committee has recommended the former [BROADCASTING, Feb. 7 and 14].

IPOR AFFILIATION

Joe Belden & Assoc. Join
INTERNATIONAL Public Opinion Research Inc., New York, has announced the affiliation of Joe Belden & Assoc., Austin, Tex., for conducting market and opinion studies in Mexico.

IPOR will represent the Belden firm in New York for its Mexican business. JB&A in Mexico is headed by U.S.-educated Florencio Acosta. Mr. Belden headquarters in Austin. The two organizations will continue as independent concerns.

Charles S. Silver

CHARLES S. SILVER, 44, treasurer and partner in Arthur Rosenberg Co. Inc., New York advertising agency, died last Tuesday. Born in New York City, he was the returns from New York U. in 1925. Soon afterward he joined the agency and served it continuously. Mr. Silver was also president of the Los Angeles-Wittnauer Watch Co. and the Menard Brassie Co.

The father of his wife, Mrs. Frances Silver, a daughter; Ellen; his mother, and a brother.
Not a worry in the world

A little milk. A sunny day. Pleasant company. That's all it takes to make these little puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W·I·T·H, the BIG independent with the BIG audience.

You can do so much with so little on W·I·T·H! It's the big bargain buy. W·I·T·H produces low-cost results by delivering more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. Get the full story from your Headley-Reed man today.

Tom Tinsley, President • Represented by Headley-Reed
Obsolescence

Controversy over the question of obsolescence of present TV sets, inspired in part by Zenith Radio Corp.'s current advertising campaign, raged on last week as Radio Manufacturers Assn., comprising about 90% of the manufacturers, undertook an "educational" campaign on the subject (see printed board story, page 29).

Meanwhile, the Chicago manufacturing firm continued its ad program in the same vein, quoting a letter from Sen. Edwin C. Johnston (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Johnson had previously suggested that the FCC does permit television to develop and expand, many television sets now being marketed will suffer early obsolescence.

Zenith's advertisements claimed that it has the "only television receiver on the market today..." with provision for receiving the proposed UHF channels on the present channels. The ad said Zenith sets were "insurance against obsolescence" and no converter was needed. Complaints are currently being studied by Federal Trade Commission for "misleading" or "inaccurate" advertising.

Washington Frowns

Washington television dealers meanwhile frowned on the Zenith campaign. A spokesman for George Radio Store, one of the Capital's leading dealers, described the ad campaign as "no good—it has definitely hurt the television industry." He said sales had fallen in all but the lower-income groups, and that the public was asking questions about the possible obsolescence.

Sun Radio said it regarded the campaign as "not fair play," but added that proposed frequency changes were "from 12 months to two years off yet." The spokesman said that, if the problem did eventually arise, it would be solved by converters priced from $50 to $75.

Other dealers voiced belief that the whole UHF-obsolescence issue is still too far removed to justify public anxiety. Many indicated they felt that natural obsolescence will inevitably occur, just as it did in radio and other fields, but gradually, as a matter of course. For the most part, these dealers declined to be quoted by name, having Zenith franchises.

One dealer characterized Zenith's campaign as a "monkey-wrench in the works." His reasoning: "Suppose this had happened in the radio industry in its early years? How would we stand today? I can't understand this thing at all..." it pulls out the thing from under the whole industry which was picking up momentum. We have been selling all the TV sets that manufacturers could turn out.

A survey of New York television dealers revealed a general "don't worry" attitude with belief that obsolescence will not overtake present units. Typical unofficial reactions:

No set on the market could be used with extra-interference, which would probably be expensive if and when necessary. A set could be changed or adapted to UHF.

All sets on the market will be good for many years—Grand Central Radio. Zenith ad was unfair if it caused people to believe other sets would be made obsolete. All sets would be similarly affected since all manufacturers would be required to use the "O"-series and manufacture pretty much alike. The manufacturers will not stand by their products.

UHF will not have any great effect on obsolescence. Manufacturers have issued reassuring statements.—O. Schirmer.

All sets would be adaptable for higher frequencies "whether Zenith believed it or not."—B. Altman & Co.

Zenith was "crazy" to run ad. "Besides, some of the papers wouldn't run the ad, it was so bad so far."—W. Barfield.

Nothing to worry about. No set on the market would be any worse or better than the others for adaptation to UHF.—Jerry Kane Inc.

The ad did not mean that only Zenith could be adapted to wave-band changes. It meant only that Zenith sets would require attachments or converters. If wave-band change is made, all sets will be susceptible to adaptation by mass-produced converters.—Liberty Muncy.

Chicago dealer reactions tended to the conviction that manufacturers have too much at stake to permit obsolescence and will stand behind their products; that adaptors or converters could solve the problem, if and when UHF opened up; that Chicago would not be affected by any changes.

Reactions on Zenith's campaign took these slants: "misleading," "shocking," "another stunt," "theory!"

"Maybe it happens five years from now, and the converter could be used on any present set. Won't ever affect Chicago. Ad ran because competition is getting terrific among manufacturers."

Zenith just came out with a lot of advertising, nothing that is new or different. Same kind of promotion as for the great circle screen. None of sets will be outmoded. It's all theory."

Admiral and Philco can be used after the change to UHF by use of converters. Won't affect Chicago any way. Just another stunt to increase sales.

Ad is not true and is very misleading. All manufacturers have too much to lose to let their sets become obsolete. Adapters could be used. All sets are made the same way and should the frequency change be made manufacturers will be set at work with it. All manufacturers are big enough to stand behind their products.

Ads were shocking to us in the industry, it doesn't seem possible the government would allow manufacturers to make sets the change was in the air. If change is made it will take years, and then only when present stations are out of the way, not completely, but would support such a project. Actually a measure to get Zenith plus business. Industry hasn't even reached to use the extra channels yet. General public is concerned about the stability of industry is not from a practical point of view. Sold 6 TV sets Monday night, not one a Zenith, yet all six customers mentioned wanting the ads. Witch-burnt procedure by the firm. Brings confusion, yes, but may slow down a lot of people into TV for the first time."

Zenith made error on the question. Industry believes change won't come for a long time, if within our lifetime. We don't need any new sets until then. Whatever, but if there is a change we could convert sets. The country's set can get the new bands without a similar conversion. Forget about changing the new bands, as any set would have to be converted.

From a technical angle, the Zenith will be able to operate in some RCA sets. Others can be converted, but it would cost between $50 and $75, and that the cost is prohibitive."

Zenith, the Chicago manufacturer of television sets, recently announced that it will become obsolete, because all present stations will change to ultra high frequency bands. However, the company said that its sets can be converted to the new bands at a cost of $50 to $75. The announcement caused confusion among television viewers, who questioned whether their sets would be affected by the change. Some dealers claimed that the campaign was misleading, while others believed that the manufacturers were trying to protect their products. The controversy continued, with manufacturers and advertisers working to clarify the situation.
DuMONT Changes and Promotions

SEVERAL promotions and additions to the staff of the DuMont Television Network were announced in New York last Thursday by James Caddigan, director of programming.

Lawrence Menkin, now assistant program director of WMCA New York, has been appointed program planning manager for the network effective March 21. Mr. Menkin will be responsible for putting several new shows out yet introduced by DuMont, into final form for telecasting within the coming weeks.

Jack Rayel, who has been day-time program manager, has been appointed assistant to Mr. Caddigan. He also has been assigned important production duties. Les Tomalin, a network staff director, has been named director-supervisor and Miss Duncan MacDonald, with DuMont since last September, becomes administrative supervisor of studio D.

Andrew P. Jaeger has been appointed manager of the program department's film division. He was formerly with 20th Century-Fox and International American Film Co. Frank Bunetta, with DuMont for five years, and recently technical director, is now production supervisor. In this post he will be responsible for training of camera operators, mike boom men and production assistants.

HILLS SIGNS TV To Sponsor ABC Daytimer

HILLS Broa. Co., New York, through the Biow Co., also New York, has signed the first contract with WJZ-TV New York for participation in ABC's new two-hour daytime video women's program, Market Melodies.

Announcement of the initial 13-week contract was made last Monday by Murray Grabhorn, ABC vice president in charge of owned and operated stations, at a news preview. The show is aimed to women's shoppers at large supermarkets. New York's Grand Union supermarkets have installed four receivers in 18 stores.

Contract, on behalf of Hill's "Dromedary" food products, was signed at the station's present rate, with six months' protection clause, at $540 per week for five one-minute daily spots. Deal was completed more than two weeks before the program's scheduled air start, is set tentatively for early April, or, according to Mr. Grabhorn, "as soon as from 12 to 16 sponsors have been signed." Early purchasers of time will be offered exclusivity of product for entire two hours, or within-hour exclusivity.

MOORE NAMED Gets NBC-TV Promotion

PAUL J. MOORE, NBC Chicago engineer, last 19 years has been named TV operations supervisor at the Central Division. He replaces Charles L. Townsend, new TV technical film director at NBC New York. Appointments went into effect Wednesday.

Mr. Moore joined NBC Chicago as a studio engineer in 1936 after working at WKY Oklahoma City. In 1942, when he was transmission engineer, he joined the Army Signal Corps and served as commanding officer of a radio teletype unit in Germany. Four years later Mr. Moore was discharged as a lieutenant-colonel. Returning to NBC Chicago, he was named video maintenance supervisor in September 1948. His successor has not been named.

TV VS. MOVIES

Raibourn Makes Prediction

THE AVERAGE American family will spend about $100 annually on television sets in the next few years, as compared with $40 for movies, Paul Raibourn, vice-president of Paramount Pictures, said Wednesday in Chicago. Mr. Raibourn addressed a conference of the Central States Group of the Investment Bankers Assn. at the Drake Hotel.

He predicted that television eventually would replace network radio in its present form, leaving most sound broadcasting to local stations. Paramount plans to produce motion pictures especially for telecasting, he added.

WABD (TV) Ups Rate

WABD (TV) New York on March 15 raised its base rates to $1,500 a nighttime hour. This is the second raise for the station in two weeks, as on Feb. 28 it announced an increase from $1,000 to $1,250. New rate brings WABD into line with WCBS-TV New York, which has announced a boost in its base evening hour rate also from $1,000 to $1,500, effective April 1. Both stations gave present advertisers six months protection against the increases.

WNBQ (TV) Adds Time

NBC's owned and operated Chicago video outlet, WNBQ, began operations on a seven-a-week basis Saturday after a Sunday through Friday schedule since its January opening. WNBQ is now on the air approximately 36 hours weekly.

FOOD CHAIN GOES FOR TV

Donahoe's, Pittsburgh, Finds It's Potent

CAN television do a top job as an advertising medium for food retailers? Donahoe's Food Stores, Pittsburgh, believes it can.

The firm's president, Jerome Donahoe, decided to test television with a five-minute local news show, Pitt Parade, on WDTV (TV) Pittsburgh. First time the program was presented under Donahoe's sponsorship the company showed the manager of the firm's cheese department cutting a slice of Donahoe's Sharp Cheddar cheese and inviting viewers to buy it at 96¢ a pound.

A pound of Donahoe's My-Te-Good macaroni was promised to anyone who asked for the TV cheese special. Offer was good for 24 hours. Next day 80 persons responded, and the food store chain noted a surge in cheese buying generally.

Donahoe's tried another item the following week. This time it was a pound of Fifth Avenue candles for 94¢, plus a half-pound box of bon-bons free, with a 24-hour time limit. Television was the only medium used, and the ad brought 153 persons to Donahoe's stores asking for the TV special.

Third week found the food chain offering six bottles of My-Te-Good catsup for $1. With the catsup was a can of tomatoes. The hundred and thirteen customers responded.

Fourth week TV special was My-Te-Good coffee. Donahoe's reported that it resulted in sale of more than 600 pounds of the coffee and a buying surge in the department featuring the item.

With TV set ownership figures in Pittsburgh mounting, WDTV's manager, Donald A. Stewart, believes other food retailers can profit by Donahoe's experience.

WDTV, on the air since Jan. 11, has 60 hours of programming a week. It is the DuMont outlet in Pittsburgh, but also presents programs of ABC, CBS and NBC.

S-C INCOME

WHAM Earnings Included

STROMBERG-CARLSON Co. announced Monday first-quarter income of $877,602 for 1948, compared to $1,084,149 for 1947. Earnings for its broadcasting operations at WHAM Rochester were given as $298,482, as compared to $301,873 the year before.

The company's over-all income amounted to $2.74 per share as compared with $3.90 per share the year before.

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WDEL-TV CLEARED
Given CP Extension

WDEL-TV Wilmington, Del., was cleared by FCC last week of charges of misrepresenting construction progress brought against the station by WAMS Wilmington, applicant for the Delaware TV facilities [Broadcasting, Feb. 21, March 14].

The Commission, in an order granting WDEL-TV’s request for extensions of construction completion date to Aug. 23, found that “no substantial and material misrepresentations have been made to the Commission.” The petition of WAMS seeking a hearing on the extension bid was denied. Comr. Robert F. Jones dissented from the majority and favored grant of the WAMS petition.

However, FCC advised WDEL-TV that this extension “was granted upon your representation that construction... would be complete and the station would be in operation prior to the expiration of the completion date as extended.”

WDEL-TV holds construction permit for Channel 7 (174-180 mc), the only video facility located to Wilmington. The CP was granted in December 1947.

AMUSEMENT TAX
Considering Video Levy

The FINANCE COMMITTEE of Philadelphia City Council now is considering the ordinance which would exempt tap rooms and other places showing television from paying the city’s 10% amusement tax on gross receipts.

Meanwhile, Deputy Atty. Gen. Horace A. Segelbaum, representing the Pennsylvania State Liquor Control Board, has agreed that no further appeal has been taken by Philadelphia to collect the $120 annual tax on places showing television pending the outcome of a suit in the U.S. Court of Harrisburg. The Philadelphia Retail Liquor Dealers Assn. filed the equity suit charging that the annual levy is excessive. Abraham J. Levinson, counsel for the association, said that arguments in the case will start the end of this month.

WOR-TV Course
REVEALING themselves for inauguration of WOTV New York, to start sometime this summer on Channel 9, the engineers are attending a series of weekly two-hour lectures on the technical phases of television. The course started March 14 and extends through June 18.

J. R. Poppele, vice president in charge of WOR engineering, is in charge of the lectures, being given by the video engineering staff under chief television engineer, Frank J. Bingley, and assistant, Newland Smith.

DR. DuMONT
Hits Obsolete Charges: ADC Awards Made

TAKING up cudgels against those predicting that present television sets will be obsolete by the end of the year, Dr. Allen B. DuMont, president of the DuMont Television Network, last Tuesday addressed New York Art Directors Club at the Waldorf-Astoria.

Referring to “the less a person than a U.S. Senator” (Sen. Edwin C. Johnson, D., Col.) [Broadcasting, March 14], Dr. DuMont ascribed those who made statements that confuse the public. He predicted, however, that “no change will be made in the present frequency allocations or standards and that just as the sets we made in 1938 are still in use, so the sets made today will be in use in 1959 or 1969. Additions may be made to our present channels but they must and will be made with the protection of the public foremost in mind.”

Dr. DuMont’s speech preceded presentation of nine Art Directors’ Club Awards. The Kerwin H. Fulton Medal, and 17 distinctive merit certificates to winners of the annual National Exhibition of Advertising and Editorial Art, sponsored by the club. Entries were selected from 7,200 entries. NBC and CBS were each represented.

FORD THEATRE
Film May Be Used

FORD Motor Co., through its agency Kenyon & Eckhardt, New York, negotiating with two major Hollywood film companies to film its hour long video show, Ford Theatre.

The agency executives have been investigating the possibilities of filming the dramatic show for the past few weeks. It was understood that they could film the show within the next month, and then present once a month for live telecast.

In addition, filming the program would enable the production people to keep this show specifically up to date both in technique of lighting and camera work. Another advantage of film would be the availability to the program of various movie properties from the motion picture company.

It was also said that K&EE would make an experimental film of the show for each presentation on its fall schedule. The show is heard once a month, Mondays on CBS-TV.

Hooker Firm
FORMATION of West Hooker Telefeatures Inc., packaging firm, with offices at 2 West 46th Street, New York, has been announced. West Hooker, former vice president and managing director of George Abbott Telefeatures, also New York, is its president. Mr. Hooker has brought into the group all his associates and will include: Act It Out, The Three Flames, Kids Athletic Club, Three Flames Show, all currently on NBC-TV.

KTRV (TV) Dedication

FORMAL dedication of KTTV (TV) Los Angeles, CBS and Los Angeles Times-Mirror jointly owned station, was held March 8. An hour’s program featured Jack Benny, Rochester, Lumm ’n Abner, Margaret Whiting and the Andrews Sisters. Introductory talk was made by Norman Chandler, president of KTTV Inc., and head of Times-Mirror Co. Murray Browne produced show; Hugh Westlock and Howard Snyder wrote script; Frank Woodruff directed. Station operates on Channel 11.

KTRV (TV) Dedication

 coined CP Extension

NEWLY-ELECTED president of Academy of Television Arts and Sciences, Harry R. Lubke (II), technical director of Los Angeles TV Station, accepts gavel from retiring president, Charles Brown (I), general manager of Video Broadcasting Co., Los Angeles. Mr. Brown has application on file for station in San Diego.

IAR AWARDS
Video Honors Considered

VIDEO programs of 1948 are being considered for special awards in the 13th American Exhibition of Educational Radio Programs, according to Dr. Keith Tyler, director of the Ohio State U. Institute for Education by Radio, which sponsors the yearly exhibit.

This is the first time TV shows have been recognized by the 19-year-old institute, which will take place in Columbus May 5-8.

Dr. Tyler said: “Extension of first awards and honorable mentions is in keeping with the objective of the exhibition, which seeks to further the broadcasting of significant educational programs by singling out the outstanding efforts of the preceding year.”

More than 500 recordings of AM shows have been entered in the competition by U. S. and Canadian stations. Classified as to type, the greatest increase of entries is in religious, one-time, news interpretation and women’s programs, Dr. Tyler explained.

In the judging procedure, sponsors of the exhibition will ask 14 cooperatives centers in various cities to evaluate entries, except for network and TV shows, which will be judged live in New York.
Top Left: Personalities in “Texas News” . . . WBAP-TV cameraman catches sports figures Dutch Meyer, Bobby Feller, and Matty Bell, left to right, for televiewers. Center: WBAP-TV scores another TV news beat by recording globe-circling B-50’s landing at Carswell Air Force Base March 2. Viewers saw it on their screens at 7 p.m., same day! Lower Right: Three of these news crews cover the Fort Worth-Dallas area daily for “Texas News.”

FOR almost six months now WBAP-TV viewers have been enjoying news as it happened a few hours earlier in the Fort Worth-Dallas and state areas on “Texas News”, 6:45 p.m., five days a week.

In addition to top coverage of spot news and feature stories, “Texas News” is also jam-packed with visiting personalities . . . Viewers have seen President Truman, Bobby Feller, Danny Kaye, Art Linkletter and Bob Hope (to name a few) all in local settings.

Three fast moving news crews, all Texas trained, cover distances up to 300 miles to make these station-produced newsreels possible the same day. Films are processed in WBAP-TV’s complete and modern film laboratory.

Visiting television authorities have termed WBAP-TV’s newsreels “outstanding in the television news field.”

“Texas News” can do a top selling job for you in the Southwest’s Number One Television Market. Contact Free & Peters or the station for complete details.
NABET-IATSE
More Fuel Kindles Fire

IATSE has offered a West Coast television station free cameramen for a trial period of one month in its war with NABET, according to Clarence Westover, national executive secretary of the National Assn. of Broadcast Engineers and Technicians.

Mr. Westover said the offer was made to KFI-TV Los Angeles and that the station, which has a contract with NABET, turned down the IATSE offer. Mr. Westover said that the offer was sent him at NABET's national office from its Los Angeles office.

In Los Angeles, a spokesman at KFI-TV said no such offer had been made. Richard F. Walsh, president of International Alliance of Theatrical Stage Employees, could not be reached for comment.

Meanwhile, the NLRB hearing in the immediate matter which touched off the NABET-IATSE dispute, resumed Tuesday in New York. This involves a jurisdictional wrangle over lighting engineers at NBC.

In that case, NABET petitioned for a correction of the original NLRB certification to bring the

KSL-TV to Start
Plans Opening In June

KSL-TV Salt Lake City is to begin operations in early June, Ivor Sharp, executive vice president, head of Radio Service Corp. of Utah, KSL licensee, received a television construction permit last July.

Video equipment, including a 5 kw transmitter, is scheduled for delivery this month, according to C. Richard Evans, KSL general manager. KSL-TV is assigned Channel 5 and has signed an affiliation agreement with CBS. Other network programs will be carried also. The station has been doing experimental, closed circuit telecasting since last October.

lighting engineers into the scope of NABET bargaining.

NABET, however, regards the issue involved as transcending the lighting engineers. It feels that it must fight IATSE or ultimately surrender its identity.

First four days of the hearing, however, were largely background material. For the most part, F. A. Wankel, assistant television operations supervisor of NBC was the witness, testifying for the company as to the history and development of its television operations. NBC's participation in the case is strictly as a neutral.

FARNsworth
SEC Announces Withdrawal
SECURITIES AND Exchange Commission has acknowledged receipt of an application from Farnsworth Television & Radio Corp. requesting withdrawal of its registration statement originally filed Jan. 13. Statement had proposed a public offering of 200,000 shares of common stock at $1 par value.

Meanwhile, a committee of stockholders in the company has been formed in New York to investigate facts of the proposed sale of Farnsworth's assets to International Telephone & Telegraph Corp. (BROADCASTING, March 14). The company filed withdrawal papers with SEC March 9 asserting that the ITT arrangement precluded need for offering of securities.

Dr. DuMont Speaks
Addresses TCTL Graduates

Dr. Allen B. DuMont, television pioneer and head of Allen B. DuMont Labs was scheduled to address the graduating class of Twin City Television Lab in Minneapolis' Lyceum Theatre Saturday (March 19).

The graduating class is the first group of studio-trained television cameramen, writers and announcers to finish TCTL. Classes started almost a year ago.

Paramount Service

PARAMOUNT Pictures Inc., New York, is offering a new recording service for video in "closed circuit pre-filming." The firm makes the service available to advertisers, agencies and package show producers in New York and at the firm's television station, KTLA Los Angeles. The Paramount video transmission system is also being installed at WBKB Chicago.

MEMBERS of WOR New York's Ten-Year Club and their guests attended club's annual dinner last month at Hotel Statler, New York, on eve of station's 27th anniversary.

Dinner was also occasion for a toast to WOR's television station, WOR-TV, slated to start this spring on Channel 9. L to r: J. R. Popple, WOR vice president in charge of engineering; Eugene S. Thomas, NBC (TV) Washington general manager; R. C. Low, WOR vice president in charge of sales; Ann Brown, Ten-Year Club president, and Theodore C. Steilbert, WOR president.

CHICAGO TV UNIT
Pleased With Conference

RESPONSE to the Chicago Television Council's national TV conference March 7-9 "fulfilled our greatest expectations," James L. Stotler, council president and general manager of ABC's Central Division, said Wednesday.

Speaking at the council's semi-monthly luncheon, Mr. Stotler called the conference a "tangible effort in the right direction" because of its effect on the industry, its reaffirmation of Chicago as a video center and its sanction of the worth of such groups as the council.

WHTM (TV) Joins NBC

WHTM (TV) Rochester has joined the NBC-TV interconnected network, according to an announcement last Thursday of affiliation agreement signed with Stromberg-Carlson Co., Rochester, owners of the station and WHAM Rochester, one of NBC's oldest stations.

WHTM will commence operating on a commercial basis June 11. The station is the 55th to become affiliated with the NBC network, and the 176th of the interconnected stations. It will operate on Channel 6 (82-88 me).

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KSL Salt Lake City executives examine television equipment to be used in KSL-TV programming, slated to begin in June. L to r: Lonnox Murdoch, TV sales and engineering; C. Richard Evans, general manager, and Ivor Sharp, executive vice president. KSL-TV will be on Channel 5 (76-82 mc).
On WCAU you're in Philadelphia

WCAU-TV program popularity makes your salesman-demonstrator a member of the family in the 135,000 homes of TV set owners found in this second largest television market. CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

| TV AM FM |
VIDEO hit a stride in February, which, if continued, will put it in the forefront of all media much sooner than its most ardent boosters have claimed.

Sponsored hours of time increased more than 50%.

The number of advertisers increased 26%.

Gross time expenditures increased 38% over January, to reach a total of $423,364 during the week of Feb. 6-12.

The one certainty in the broadcast picture is that TV time sales are going up, up and up in 1949. (See Chart.)

It is the local advertiser who has taken to video with the biggest enthusiasm. In one market, a single station can boast 31 local advertisers. The increase in local-retail advertisers from January to February was 32.5%, or 149 accounts.

These figures were compiled by Broadcasting from the Rorabaugh Report on Television Advertising, published monthly by the N. C. Rorabaugh Co., New York. The report covers 54 stations in 30 cities, for a sample week in each month. The February report covers the week of the 6th-12th.

Estimated gross time expenditures of 912 television advertisers during the week of Feb. 6-12 totaled $423,364, compared to $307,185 for Jan. 2-8, according to the Rorabaugh report:

<table>
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<th>Gross Time Expended %</th>
<th>Gain Over Advertisers</th>
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<td>38 Network 137,496 99%</td>
<td>38 Network 137,496</td>
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<td>356 Spot 197,889 17</td>
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<tr>
<td>609 Local-Retail 118,029 33</td>
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<tr>
<td>912 Total 423,364 38%</td>
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During this week 912 advertisers used TV: 38 network; 256 spot; and 609 local-retail advertisers. (See Table I.) The February report shows the greatest percentage jump in TV advertising since last October, when there were 31% more advertisers than in September.

Actual sponsored broadcast hours increased from 467 hours in the sample week in January to 710 hours in February. Of this total, 4.3%, or about 31 hours, was bought in the form of weather, time or straight commercial announcements, and the remainder in program blocks or through a participating program arrangement.

Leading Markets

New York held its place as the leading TV market. With six operators the total number of accounts was 184, and this city was tops in two categories with 45 network insertions, and 62 spot advertisers. Los Angeles is first in the local-retail field with 74 accounts (Table III). The other four of the “top five” TV markets are Philadelphia, 136; Baltimore, 121; Los Angeles, 118; and Washington, 107. Washington has four outlets, Philadelphia and Baltimore three, and Los Angeles six.

Every market but one, New Orleans, showed a net gain in accounts from January to February, and in New Orleans the drop was only one account. The greatest gain in the month was registered by Los Angeles, with 60 more accounts in February than in January. A large part of this rise was due to two stations included in the current report.

In the single station markets Milwaukee, with 76 accounts, is the top city. Buffalo is next ranking with 69, and Toledo with 54 is third. In each case, the bulk of the accounts are local.

Everywhere television has operated in a market, advertisers have been ready to buy time—not yet in numbers that would make television an immediate financial success, but in enough quantity to indicate that the day will come soon when TV will be a universally accepted advertising medium, by all classes of advertisers—from the local dry-goods store to the large auto manufacturers.

TV’s Big Accounts

The most frequent users of network television are the radio (Continued on page 52)
In Maryland it's WMAR-TV for results!

TV Success Story

MEYER & THALHEIMER
10 N. Howard

We can definitely say that our WMAR-TV spots have done a very good job of helping to make known our relatively new second floor toy department, of which many of our customers had previously been unaware. The proof of this is the large number of customers who actually come in to make a purchase. We could hardly hope for better or more definite results.

K. S. THALHEIMER.

Advertising Placed by Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

VIRGINIA DRISKILL
40 York Rd., Towson

It is with pleasure that I tell you about the results we are getting from WMAR-TV. We were more than pleased on one particular show when we really sold 8 evening dinner and wedding gowns as a direct result of our television presentation on your station. Also, quite a few of our most expensive suits and coats were sold this season to people who came in and asked for that particular suit or coat which they had seen on WMAR-TV.

MRS. VIRGINIA DRISKILL

Fashion Films Produced by The Virginia Driskill Fashion Center

HAUSWALD'S BREAD
KING SYRUP
WILL'S DAIRY

As co-sponsors of the weekly WMAR-TV show, "REMEMBER," we are most pleased with the selling job this television advertising is doing for us. The many favorable comments from our retail sales outlets plus the tangible returns from the Memory Quiz feature of the show, prove that WMAR-TV reaches a large and receptive consumer audience for us.

JOHN HAUSWALD
EDWARD SALE
C. H. WINHERT

Advertising Placed by H. W. Buddemeier Co.
516 N. Charles St.

Represented by THE KATZ AGENCY, INC.

NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

March 21, 1949  Page 39
WINNERS of Metropolitan Auditions of the Air, Denis Harbour, Canada, and Lois Hunt, Philadelphia (seated), are honored by (standing, l to r): William McAllister of Farnsworth TV & Radio Corp., sponsor of show (ABC, Sun., 4:30-5 p.m.); Edward Johnson, Metropolitan Opera Co. gen. mgr.; Mark Woods, ABC pres.; Tevis Huhn, radio dir., Warwick & Legler; Wilfred Pelletier, orchestra conductor; Milton Cross, program’s announcer.

EMPTY wallet greets Mrs. Richard B. Bidwell on “routine call” to her husband, manager of WLAY Sheffield, Ala. Cash has gone into scenic background which is WLAY’s newly completed studio and transmitting building.

CONGRATULATIONS on response to Shell News Digest, carried Mon.-Fri., on WISN Milwaukee by Shell Oil Co., is extended by George Inghram (r), WISN sales manager, to Jack Sheridan, Shell Milwaukee district manager.

DISCUSSING Lincoln-Mercury Dealers’ sponsorship of Ed Sullivan’s Toast of the Town on CBS-TV starting March 27 are (l to r): Marlo Lewis, co-prod.; Charles M. Underhill, CBS-TV mgr. dir.; Joe Davis, Kenyon & Eckhardt; Mr. Sullivan; Garth Montgomery, K&G; Tom Carpenter, K&G; Kingsley Horton, CBS-TV acct. exec.

MAIN building of RCA’s new tube plant in Marion, Ind., is pictured in architect’s drawing. Plant is for mass-production of new 16-inch metal television picture tubes [Broadcasting, March 14].

CELEBRATING Your Esso Reporter’s 10th year on WCSC Charleston, S. C., Curt Petersen (r) of Esso agency Marshalls & Pratt, and former announcer, reads commercial on special broadcast. Others on show are Bob Truven (seated) and Bill Hodgpath.

COMPLETING deal for Trammell’s Beer airing of Guy Lombardo Show on WNBC New York are (l to r): Mr. Lombardo; Frank Barton, Peddral Adv. v.p.; radio dir.; Joseph B. Milgram, Trammell adv., merch. mgr.


CORWIN RIDDELL (r) is welcomed as head of KTRH Houston news department by M. E. Walter (l), editor, Houston Chronicle (KTRH owner), and Ray Herndon, station manager.

RAY BEERS’, Topeka men’s store, plans to sponsor KOMU football games and 3 weekly newcasts on WREX Topeka are checked by (l to r) Bailey Axton, WREX natl. sales mgr.; Phil Gibson, Ray Beers pres. and Larry Cotton, local sales mgr. of WREX.

EASTER Bunny guest of Harvey’s Store, Nashville, is welcomed by (l to r, behind children) Betty Ballard and Albert Noble, Noble-Dury & Assoc.; Jim Todd, Harvey’s; Smokey Lason, WSM Nashville; Greenfield Pitts, Harvey’s.
By applying the cost of a station break* to the primary BMB (50% to 100%) coverage, the cost to reach 100,000 Chicagoland homes during the day looks like this:

Station

**WGN $1.79**

- **A** 1.83
- **B** 3.25
- **C** 3.50

*Cost is based on 5 announcements per week on a 26 week contract

---

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

**WGN**

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

**MBS**

Eastern Sales Office; 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
285 Montgomery St., San Francisco 4 • 3978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

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*Broadcasting * Telecasting * March 21, 1949 * Page 41
TELEVISION's effect on boxing will be high on the agenda of National Boxing Assn.'s executive committee meeting at the Mayflower Hotel, Washington, April 2 and 3. At that time, a survey conducted on boxing by the association on the impact of television on boxing would have been completed, according to Abe J. Greene, national commissioner of the NBA. This survey, consisting of reports from governmental commissions in all 50 states that are currently on boxing or being generated by it, is being collated by Harvey L. (Heinie) Miller, NBA executive secretary.

It is expected that the NBA board will discuss ways to derive income from television. The NBA realizes that boxing, through television, is a big advertising medium and NBA is concerned with how to reap the biggest commercial advantage for the sport without changing its character.

The whole question of the advisability of telecasting fights is expected to be thrashed out. It is known that many NBA members are fearful that video may cause the demise of many small boxing clubs if the fame of the sport can be brought home to see telecasts of bigger bouts.

Mr. Greene looks on this problem as among the biggest television must find a solution for in the next few years. He has known, however, that television may have a unifying effect on boxing. He believes that it will standardize boxing practices and cause commissions to adopt even greater unanimity. He also is known to believe that it makes untenable the stand of New York State, which is not a member of NBA.

WICI (TV) OPENS
Is NBC-TV's 34th Affiliate

FOUR-HOUR dedication program launched WICI (TV), Erie's The Erie Dispatch television station, last Tuesday (March 15).

Highlight of opening night was a 15-minute salute to the station by the NBC TV network, with which WICI is affiliated.

Programming began at 6:15 p.m. from the station's new Television Center at 25th and State Sts. Featured on the Tuesday night schedule were the Teleneuve Daily News- record, Philco Television Playhouse, a feature-film—A Scandal in Paris—WB, Kukla, Fran, and Ollie, and a studio variety show.

The addition of WICI to the list of NBC-TV affiliates, brings that network's station total to 34 stations. Eastern W. Wouley, NBC director of stations department, announced last Monday.

WICI will operate on a non-interconnected basis until June 1, after which time it will be available on an interconnected basis. It will operate on a six-week day schedule.

BOXING MEET

Video to Be Discussed In Washington

CBS VIDEO FILM

Documentary Shown in N. Y.

CBS last week completed a 35-minute film, "Television Today," which will be used not only to promote CBS television but also as a documentary showing the development of the medium as well as its predictable future growth.

The film was shown for the first time at New York's Museum of Modern Art last Thursday to members of the press. It was produced by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion.

The 35-minute film contains sequences showing most aspects of television. Two shorter versions of the picture will also be made available: One for non-theatrical distribution to the public and another for whatever use the television industry wishes to make of it.

The picture was produced, under CBS supervision, by International Movie Productions Service, New York. George Moscovics, manager of CBS-TV sales development, is narrator.

WOW TV PLANS

Work Starts on Building

CONSTRUCTION on studios, offices and transmitter building for the television activities of WOW Omaha was started this month and is to be completed in five to six months, John J. Gillen, president and general manager of WOW Inc., has announced. The structure will be located at 990 Farnam St. and will contain 20,000 square feet of floor space.

All operation equipment has been purchased and is in storage. It will be installed as each room is ready, according to Joe Herold, chief of WOW's television operations. The television antenna also is completed. Station will operate on Channel 6.

WFIL-TV

New Construction Started

ROGER W. CLIPP, general manager of the Philadelphia Inquirer stations, turned the first spadeful of earth for construction of the new transmitter and antenna facilities for WFIL-TV, Mar. 13.

The new facilities combine the latest developments in TV broadcasting. A guyed steel tower will be erected to carry a five-section, auxiliary television transmitter. The tower will rise 900 feet above mean sea level.

THIS COMBINATION console arrangement has been installed by WKY-TV Oklahoma City, which will begin commercial operations by mid-May or early June, according to P. A. Sugg, station manager. Console enables an engineer to control the television, FM, AM and auxiliary broadcast signals. Horace Meniman, transmitter supervisor, is testing the television monitor and controls in the center of the board. At left are the auxiliary transmitter controls. FM operations are at the right of the panel. Ninety percent of the TV transmitter installation is now complete.

TALENT TANGLE

Plan for Permanent TV Union Drafted

SETTLEMENT of the talent jurisdiction tangle in television appeared to be making considerable progress last week as a plan was being drafted to form a new permanent union called the "Four A's Television Authority.

Talk of reducing the plan to writing was turned over to George Price, himself active in television and recently a substitute for Milton Berle on Texaco Star Theatre. He began the task Wednesday.

Mr. Price, a comedian, is also senior partner in a stock brokerage firm and is a member of three 4-A branches, Actors Equity, AFRA, and AGVA. He was a founder of the organization which is now AGVA.

Should the plan he is now drafting be successful, it would end more than six months of failure on the part of actors to reach a video agreement, first by a merger of unions, then by a partnership among them.

Decision to form a new union, to be a member of the 4-A's—Associated Actors & Artists of America (AFL)—was made by a working actors committee which was handed the television union problem after the merger and partnership proposals failed.

The actors committee was made up of the presidents and at least two members of each of these branches of the 4-A's: Actors Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists. Excluded from the committee were paid officers of the branches, who it was felt, had impeded earlier efforts to reach a television agreement.

Originally, the actors committee undertook to set up a stop-gap television authority, leaving a permanent organization for later deliberation, and it was felt that some solution had to be found immediately to end what actors considered chaos in fees and other matters concerning TV talent. In the course of deliberations, the actors committee decided to make the organization permanent instead of a temporary one.

Under the plan, it was learned, all television bargaining would be done by the authority.

All members of the various 4-A branches would be entitled to hold a card in the new union while retaining all their rights in their old branch.

Members of the branches who have made one paid appearance on television would be entitled to vote in affairs of the authority.

Proportionate Representation

Representation in the governing of the new body would be divided proportionately among the 4-A branches. The proportions would be determined not by actual membership of the 4-A's but by number of members for whom a per capita tax is paid to the AFL. Financial support for the new organization would also come from the branches, with proportional payments based again on strength determined by the AFL per capita tax payments.

Thus actors would continue to pay dues to their old branches and not to the new authority. However, an actor not a member of any of the old branches will probably pay dues directly to the authority on a basis yet to be set up.

The agreement which Mr. Price will reduce to writing will be submitted to the actors committee. It will then have to go before the governing boards of the branch areas. In most cases it will have to be ratified by members.
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way...effective way...to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.

KPRC HOUSTON
950 Kilocycles - 5,000 Watts

National Representatives: Edward Petry and Company...Affiliated with NBC and TQN...Jack Harris, General Manager
That smart programming builds listener loyalty, and listener loyalty builds fans was proved once again by radio station WWVA in Wheeling, West Virginia, on Saturday evening, February 5th. To celebrate its sixteenth birthday, the WWVA JAMBOREE—a regular Saturday night home-spun feature since 1933—was moved from its home in the 1,300-seat Virginia theater to the 3,000-seat Capitol theater.

One show—and one show only—was advertised, to begin at eight o'clock. By seven o'clock the theater was jammed to the proverbial rafters, the doors were closed, and thousands more still clamored for admission. They had come for miles to see the show—their show—the WWVA JAMBOREE and they insisted on seeing it. Result: A second show was arranged to begin at 11 o'clock that Saturday night and it, too, played to a capacity audience.

Since the origin of the show in 1933, the WWVA JAMBOREE has played to 1,300,958 paid admissions. This is a plus audience to the millions who have made it a Saturday night listening habit from eight o'clock until two o'clock the following morning. The WWVA JAMBOREE pulls mail regularly from 30 Eastern states, with concentrated coverage in West Virginia, Ohio, Pennsylvania, Maryland and Virginia. It makes sales, too, for the advertisers who sponsor the WWVA JAMBOREE in quarter-hour and half-hour segments.

To Get the Listeners . . . Pull the Mail . . . Make the Sales . . . Use

WWVA

50,000 WATTS—CBS—WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
No Boom, No Bust

TO THOSE stations barely eking out a living the survey of business in radio reported in this issue will give encouragement.

The keenest competition is here. But it shows also that business is good. In some areas it is up ever so slightly. In others it is fractionally off. Overall the picture is a hopeful one where boom would have been expected.

Majestic, television notice that new models and other improvements will be brought out in a few weeks. The Lusty radio has had a steady climb in total billings since 1932. But the very growth of the medium to its present totals of 1,941 AM, 718 FM and 60 TV stations has increased its intramural competition for the advertisers' dollars. Too often this competition between broadcasters was keenest as it was with the competitive printed media.

That underlines an interesting survey result. No. 1 competitor is the newspaper by a good majority. In spite of the increased number of aural stations, they come second.

Surprisingly of the 100 major markets in which stations are operating, only one in five has a station that has managed to hold its own during the past two years. Dr. Ben Ginsberg, president and manager of WNLK, had allotted time to the ministerial association for Sunday sermons, consistent with his belief in community public service. The Methodist clergyman, without prior announcement, slipped the controversial Mr. Wallace into the broadcast and from the pulp. Afterward, printed copies of the Wallace "sermon" were handed out to the congregation.

Dr. Ginsberg aptly described the proceeding as "Trojan horse tactics" and accused the minister of "smuggling in" a political speech. It certainly was all of that. It could have been something more.

Dr. Ginsberg (doctor of philosophy) is a newcomer to radio. For a year-old broadcaster, he has ruled this station in a matter-of-fact manner. More experienced broadcasters, who collide with crises of a similar nature frequently, have an almost automatic way of coping with unshaded, and unwanted, microphone appearances. The station plug firmly between the thumb and forefinger and jerk. This is another example of how a broadcaster, trying to perform a public service for his community, can sometimes court trouble. If complaints were filed with the FCC the station's license could be set down for hearing, a temporary renewal issued, the station's business raided, with the station losing its license.

Dr. Ginsberg, however, calmly let his station's public service continue, not only because there are no complaints but also because the station stands for the truth. The station is, therefore, in the right as far as the FCC is concerned, and in the right as far as the station's public service is concerned it is in the right.

Carving Tombstones

IF THE current warfare in the set field over whose receivers tune what best continues, the result can only be a staggering loss of public confidence in all makes and types of sets. And, as in past manufacturers' wars, many good brand names may disappear. Who remembers Majestic, Atwater-Kent, Kolster?

The battle has been pitched by Zenith in the TV field with its extravagant claims that "expected characteristics of a TV set are set forth and interlaced sets. Sen. Ed Johnson's plethora of interrogatories shot at the FCC on TV allocations have aroused further suspicion. Meanwhile, automobile and appliance dealers are slashing prices on aural receivers. The turntable battle has affected combination set sales.

Many prospective purchasers of sets are certain to hold off. That will be particularly true of TV. The automobile industry learned long ago that word could be spread quickly about new models and radical changes with the result that huge inventories would stock up. In radio, at this season, the public is being agitated by full-page daily newspaper ads encouraging the public to buy a new set. Incidentally, there should be going to radio and TV to build programs, and give the circulation that will propagate more circulation and increase set sales.)

In the fields of radio and TV, it presents an opportunity to the Radio Mfrs. Assn., the NAB and the FCC to get together on a topic upon which all must agree—the welfare of the buying public. They should collaborate on a simple, forthright statement which would aly all the public fear of prompt or even forseeable obsolescence of AM, FM or TV receivers or combinations under existing allocations. And the television manufacturers should see that such a notice gets widest possible distribution.

Is It a Joke, Son?

SINCE the lusty new born baby, Radio, uttered its first sputter, cartoonists have used it as a prime target for every type of gag. Radio's very popularity makes it a good vehicle for humorists and illustrators.

Some are very funny. We've laughed at them for years. And with the advent of television the new visual angle has offered newspaper and magazine funnymen an unlimited new train of ideas.

But within the past few months a new note seems to be entering many of the syndicated strips. Humor is a secondary consideration. The "must" in many a newspaper radio cartoon is a humorous illustration. The punch line may be only slightly humorous as long as it has a jolt for radio or a comparison with printed media in which radio always comes out second best.

Last week New York daily carried two such national syndicated strips in a single paper. One in any issue of a metropolitan daily is becoming commonplace.

It's easy to see the thinking behind this premeditated canard, with sound and visual radio taking an increasingly healthy slice of the retail advertising dollar the printed media boys are going to work. The India ink artists, being human, know what their bosses like. Is it the most insidious kind of propaganda—until the public gets on to it.

Our Respects To—

As one of the smallest markets in the U.S., Southern Pines, N.C. (population 3,000), owes much of its fame to three factors: (1) it supports two radio stations; (2) as a winter resort town, it is situated a stone's throw from Pinehurst, famous golf capital, and (3) many World War II veterans from nearby Fort Bragg and maneuver areas recall, with nostalgic wistfulness, the long-leaf pines and rich shrubbery which remain green the year around.

Radio did not come to Southern Pines until 1947. But when it bloomed the stations drew unqualified support—moral and economic—from citizenry and officialdom alike. The man behind the town's WEEB (1 kw, MBS affiliate), is Jack Spurgeon Younts, who, together with his wife Elizabeth, owns two-thirds of the stock in Sandhill Community Broadcasters Inc., licensee. Under its active wing—Mr. Younts is president and general manager, Mrs. Younts, program and promotion manager—the station has proved a profitable venture. Together they shot WEEB out of the red in a matter of 11 months.

A member of the North Carolina Assn. of Broadcasters, Mr. Younts was named secretary-treasurer at its annual meeting in Southern Pines last October [Broadcasting, Nov. 1, 1948].

Born Nov. 21, 1917, in Greensboro, N. C., Jack Younts was educated in Greensboro public schools. He attended Riverside Military Academy at Gainesville, Ga., and joined its band. At Duke U. he served as drum major of the band and publicity manager of Duke's Instrumental Music Assn.

Mr. Younts turned to engineering in 1937, leaving Duke to enter North Carolina State College. He did not forsake his musical associations, however, and became business manager of the college's concert band and drum major of the drum-and-bugle corps. He also conducted a column in the college newspaper.

In early 1939 Mr. Younts set out in the business world, working for the Jefferson Standard Life Insurance Co. in Greensboro, and later in Raleigh and Atlanta.

Mr. Younts was among the first 500 U.S. college men accepted for training in the Navy Reserve Midshipman School. Passing the Navy's minimum weight requirements, the Carolinian attended Second Naval school aboard the U. S. S. Illinois in New York during the winter 1940-41. After school he re-

(Continued on page 48)
GRAND COULEE DAM ... largest there is, supplies power for Northwest industry to the humming tune of nearly 8 billion kilowatt hours of electrical energy. That's power for (among many others) the great aluminum plants which produce half the nation's primary aluminum!

BUYING TIME ON KJR ... you reach 1,178,303 listeners in a market that's industrially alive—unlimited — growing!

"And the beauty of it is," KJR's 5000 watts at 950 kc. penetrate this market with 90% coverage of the important area reached by any 50,000 watts—at far more economical rates! Comparison proves* KJR's plusvalue to any advertiser in the Puget Sound country!

For more "beautiful" facts, talk with AVERY-KNODEL, Inc.

*Check your B. M. B.
RESPECTS

(Continued from page 46)

**JACK HEINZT**, general manager of KUSN and KSDO (FM) San Diego, has been elected vice president of San Diego Broadcasting Co., operator of those stations.

JAMES R. BLAIR, president of WDEC Americus, Ga., has assumed post of general manager. CHARLES C. SMITH has been appointed station manager.

ALLEN MILLER, former executive head of the Rocky Mountain Radio Council in Denver, has taken over new duties as director of radio activities at State College of Washington, including management of KWSC Pullman.

BETT BANK, general manager and partner at WTBQ Tuscaloosa, Ala., has been elected president of Junior Chamber of Commerce, and his partner, LaMAR BRANSCOMB, was elected president of Senior Chamber of Tuscaloosa.

NUMA FABRE JR. has been appointed manager of WVVW Fallmont, W. Va. Mr. Fabre was formerly manager of WNAR Norristown, Pa., and WABR Morgantown, W. Va.

ROY MORRIS, assistant manager and program director of WJJO Tullahoma, Tenn., has been appointed manager of station. Mr. Morris succeeds R. G. TANNER who resigns effective today (March 21) to assume duties of commercial manager at WINZ Miami Beach, Fla.

RICHARD G. FICHTHORN, commercial manager of WHUM Reading, Pa., was elected assistant to vice president and general manager, ROBERT G. MAGEE, at annual board meeting of Eastern Radio Corp., WHUM licensee.

GRANT POLLOCK, formerly manager of W. S. Grant & Co., Los Angeles (radio representative), has joined KVON Nagel Co. as manager.

GEORGE CHANDLER, WCNG Vancou- ver, has been elected president of the British Columbia Assn. of Broadcasters. J. W. B. BROWNE, CKEK Kelowna, was elected vice president, and JACK PILLING, CKW Chilliwack, as director.

DOROTHY LEWIS, coordinator, women's broadcasts for United Nations, since last spring, has been appointed coordinator, U. S. station rotations, under the direction of GERALD KEAN, supervisor of radio, English language service of the UN. Prior to her association with UN, Mrs. Lewis was director of women's activities of the NAB.

STERLING W. FISHER, NBC manager of public affairs and education, will participate in the Second National Conference of the United States National Commission for UNESCO, of which he is an advisor, from March 31 through April 2 in Cleveland.

YOU MIGHT GET A
175-POUND WOLF*—

BUT...
YOU NEED WKZO-WJEF
TO GET BUSINESS
IN WESTERN MICHIGAN!

If you want to sell via radio in Western Michigan, radio stations within the area are a definite “must”!

The reason is simple... Western Michigan has a “fading” condition almost without equal in the country. In our area, distant stations just don’t come through consistently—they have weak signals, they fade badly, and they usually have a background of heavy static. The result is that Western Michigan folks behind this “wall of fading” listen to their own stations—seldom even try for “outside” stations!

For advertisers interested in the rich Western Michigan market, WKZO-WJEF are the effective and easy answer: Broadcasting from Kalamazoo and Grand Rapids, these two stations give remarkable coverage of Western Michigan. Projecting our ratings to the number of radio homes in these two cities, you will find that WKZO-WJEF give you nearly 23% more city listeners than the next best two-station combination. And analyzing BMB figures, you find even more evidence of superiority in rural areas. Yet both stations are available at an especially attractive combination rate which saves you about 30%!

Write to us or to Avery-Knodel, Inc. today for all the facts.

* A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.
**FCC PROPOSALS**

Three to be Granted

PROPOSED decisions were announced by FCC last week to:
- Grant WLOE Leakesville, N. C., power boost on 1480 kc from 100 w to 250 w.
- Grant application of Orange Empire Broadcasting Co. for new station at Redlands, Calif., on 990 kc, 1 kw, daytime.
- Grant application of Agnes Jane Reeves Greer for new station at Dover, Ohio, on 1480 kc, 280 w, fulltime.

All three of the proceedings involve questions of interference to existing stations but the Commission ruled this factor out in each case because of other considerations.

WLOE, owned by Douglas L. Craddock, operating with increased power would cause slight interference to WBIG Greensboro and WSSB Durham, N. C., the Commission found, but this was not considered excessive. It was found the more efficient use of the facility would serve more people with a primary service.

The new Redlands station would be the first local service there, the FCC said. Slight mutual interference with KF WB Los Angeles and from XECL Mexico, was ruled as not warranting denial.

Likewise, the new Dover outlet would be the first local station in that city. Slight mutual interference would exist between the proposed station and WJPA Washington, Pa., and WLEC Sandusky, Ohio, the Commission found, and slight interference would be suffered from WPAR Parkersburg, W. Va. The areas affected, however, receive other services, the decision indicated.

Mrs. Greer is majority owner of WAJR-AM-FM Morgantown, W. Va., and permitee of a new FM station at Pittsburgh.

Orange Empire Broadcasting is headed by E. J. Roberts, president and 75% owner of wholesale floor covering firm in Redlands bearing his name. He is president and 43% owner of the applicant. Others include: Dr. W. R. Quinn, vice president 12%; E. A. Nutter, orange grower, secretary 12%; L. P. Sherer, contractor, treasurer 12%; H. R. Marsh, orange grower, director 12%; estate of E. L. Hoffman, now deceased and former president and general manager of WMIN St. Paul, director 8.5%; and J. B. Stone, postmaster, director 0.025%.

**ABC SALES DEVICE**

To Use "Sneak" Previews

AUDITIONING of programs for the public is latest device by which ABC hopes to sell its newly created shows to agencies and prospective sponsors.

According to Charles C. Barry, network's vice president in charge of television, a series of video shows has been selected in recent weeks, and presented in good viewing periods for public reaction. Video recordings for showing at any time to prospective clients have been made from these "sneak" previews, he reports.

**Philco** Corp. announced March promotion program that will permit dealers to reduce the price on some radios and radio-phonographs six to 16%. Price reductions range from $2.46 to $80.
This is an outstanding promotional package—not just a transcribed radio program. For that reason, it is being sold directly to bakers for their sponsorship over local stations. It includes: outdoor posters, newspaper ads, point-of-purchase-material, bread wrappers and end stickers, as well as a 15 minute—5 times a week transcribed radio show.

PRODUCED BY A BAKER FOR BAKERS EXCLUSIVELY

This promotional package was conceived by Al M. Cadwell, former president of Tri State Bakers Association and 15 years General Manager and Vice President of Cotton's Holsum Bakery, Baton Rouge. His own knowledge of what bakers need in the way of package radio shows give this program the completeness that others may lack. Because it is a complete promotional package it is being sold direct to bakers. This merchandising plan means quick time sales, satisfied sponsors, and trouble free supporting promotion. If you know of a baker in your territory who is looking for an outstanding Radio Show and promotional package, please use the coupon below.
**Telestatus**

(Continued from page 38)

TV manufacturers, big tobacco companies, and apparel and auto manufacturers. In spot advertising food and beer advertisers are the most frequent.

Locally, radio and TV advertisers are the best TV customers, with auto dealers, apparel shops and food stores next in that order. Appliance dealers and general retail stores are often local advertisers on TV. (See Table IV).

Combining all three categories, dio and TV was the heavy duty producing video for TV time, food was next and automotive advertising a close third. Drugs and remedies, toiletries and household soaps, cleaners and polishes, which in AM are the biggest buyers of time, are far down the list in TV.

On the other hand, TV has inspired many non-AM users to try the new broadcast medium—witness the relatively high proportion of TV auto, banks and insurance companies, and real estate companies that have used TV in its earliest stages of commercial development.

### Video Programming

Sports, variety and dramatic programming occupy a major share of the video sponsorship in this writing. Together, these three account for about 60% of the total sponsored time during any week. Most of the variety and dramatic shows are live, network-originated, while nearly all sports broadcasts are local in origin—wrestling, boxing, and basketball in the current season.

Next in the program lineup are audience participation programs, news and children's shows. The present programming satisfies the requirements of a majority of reviewers—the 85% of the women who like entertainment and the 87% of the men who want sports programming on the television screen (BROADCASTING, March 7, Newwell-Emmett Survey).

Breakdowns of programming by type, and by method of presentation are given in Table VI. The full 770 hours and 34 minutes of sponsored time during the week of February 6-12 is categorized in this news.

### News Split

It can be seen that most of the news programming is split 50-50 between live and film presentation. Film is the major vehicle for commercial announcements, accounting for 17 of 24 hours of announcements.

Live programming accounted for 58.5% of all sponsored time, and retains another 50% of the time, including announcements, was shown 9% of the time, and the remainder of the sponsored hours consisted of a combination of film and slide, live and slide or live and film presentation. (See Table VII).

Nearly all network shows were live presentations—about 36 hours of the 410 were remote broadcasts. Locally, the story was different: 54 hours of live programming, 58 hours of film, and the bulk in sports remote—about 160 hours.

In spite of the low percentage of live programming done locally, there was more last year than ever before. The mainstay for the local operator is still dramatic sports programming which brings the most exciting action into the living room.

On the networks it is a different story. Big name-talent—dancing, music, drama, comedy—in brief, the major help business in all its many facets, is to be seen on the video screen.

### Transfers

**FCC Approval Given In Seven Cases**

CONSENT was granted by FCC last week to acquisition of WLTG Gastonia, N. C., by James B. Petty and family for $56,000 and to sale of WCGO Concord, N. C., by Wayne M. Nelson for $50,000 to the Concord Tribune.

Five other station transfers, not previously reported, also have been approved by the FCC. These include WCJN 11,050 kC, Jersey City, N. J.; WCNF Lufkin, Texas; WYFC 1510 kC, Waterville, Me.; KTRE 1220 kC, Lufkin, Texas; and WYFB 1570 kC, Lufkin, Texas.

Details of the transactions follow:

**WLTG Gastonia, N. C. — Granted transfer of control of Gastonia Broadcasting Service Inc., licenses, through sale by Phil P. Jackson and Allen H. Smith each of 47.5% interest for combined consideration of $26,000. Stock is purchased by James B. Petty, president and already 25.2% owner, and Mrs. Jessie M. Snyder and William C. Petty. Company will be owned as follows: Mr. Snyder 15.1%, William Petty 9.5%, Carl Howard 12.5%, Mrs. Petty 14.6%, Dr. and Mrs. M. E. Woody Jr. 11.7%. Latter three retain original interests. WLTG is assigned 1 kw day on 1310 kc.

**WCGO Concord, N. C. — Granted assignment of license from Wayne M. Nelson, sole owner, to The Concord Tribune. The operator is licensed to WAWN Rockingham, N. C., and is assigned to the WYFB 1570 kC, Lufkin, Texas, operator, WCGO is assigned 1 kw day on 1490 kc.

The following transfers, not previously reported, also have been approved by the Commission:

**WYFB 1570 kC, Lufkin, Texas. — Granted relinquishment of negative control of Forest Central Broadcasting Co., Inc., by E. L. Kurth Sr., through recapitalization of station and issuance of majority to number of new stockholders. Mr. Kurth's 50% interest is thus reduced to 15.5% but that and holdings of two other original stockholders—a combination of 23.5% in all, is thereby reduced to 50-50.

**WYFB 1570 kC, Lufkin, Texas. — Granted acquisition of control of WYFB 1570 kC, Lufkin, Texas, by a group of people who with his wife is already 50% owner. The operator is granted and goes under the name of WYFB West Texas, Inc., Schwieland Corp., owners, and C. M. H. Vernet, manager. The group is composed of the following: H. E. Nelson, owner, who organized the stock, and T. R. Nelson, who has interests in the station.

**WYFB 1570 kC, Lufkin, Texas. — Granted acquisition of control of WYFB 1570 kC, Lufkin, Texas, by a group. When station was granted to Mr. and Mrs. John D. Jones, the 50% interest transferred to them was acquired by a group. When station was granted to Mr. and Mrs. John D. Jones, the 50% interest transferred to them was acquired by a group. When station was granted to Mr. and Mrs. John D. Jones, the 50% interest transferred to them was acquired by a group.

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For the finest sound, just pick from this line...

- **755A** - 8" direct radiator, 8 watts, 70-13,000 cycles.
- **754A** - 12" direct radiator, extra high efficiency, 15 watts, 60-10,000 cycles.
- **750A** - 10" direct radiator, 20 watts, 65-10,000 cycles.
- **757A** - dual unit system, 30 watts, 60-15,000 cycles.
- **7288** - 12" direct radiator, 30 watts, 60-10,000 cycles.
- **154A** - 12" direct radiator, extra high efficiency, 35 watts, 60-10,000 cycles.
- **754B** - 12" direct radiator, for outdoor use, 50 watts, 60-10,000 cycles.

★ NO MATTER what your loudspeaker needs may be, one of these five Western Electric types will fit like a glove!

If you're looking for superlative reproduction, you can't beat the dual unit 757A, with its unequaled combination of efficiency, frequency response and power capacity.

If you want the finest in direct radiators, you'll get just that in any one of the four Western Electric types—simply pick the power you need.

All types are available for immediate delivery. Call your nearest Graybar Representative or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N.Y.

**Western Electric**

- **QUALITY COUNTS**

AWB REORGANIZATION

By JANE PINKERTON

BUSINESS brunch concluded the sixth annual convention of the Assn. of Women Broadcasters at Chicago's Drake Hotel Sunday morning, March 15, when members of the executive board recapitulated the three-day proceedings.

Highlight of the AWB sessions was the March 11 vote to reorganize the women's association into an NAB department with Pat Griffith becoming executive secretary of the AWB, handling administrative work and reporting direct to the NAB [BROADCASTING, March 14]. Approved by the AWB board in January and the NAB board last month, the proposal specifies national officers will be eliminated, and the AWB will be represented in the NAB by seven active and four network non-members in a standing executive committee, to be chosen from 17 district chairs.

Miss Griffith presided at a panel discussion on “Television, the Eyes of Tomorrow” March 12. Fran Harris, TV director at Ruthrauff & Ryan, Chicago, was moderator. Guests included Ruth Crane, AWB president; Daisy Bargman, Washington; Norma Richards, treasurer, WSPD-TV Toledo; Martha Gaston, District 16 chairman, KFOX Long Beach, Calif.; WLWT (TV) Cincinnati, and Edythe Fern Melrose, WXYZ-TV Detroit.

Gaston Conclusions

Terming video “the marriage of business and show business,” Miss Gaston outlined personal conclusions: repetitious advertising is not acceptable, stations should have special showings of film commercials for clients, live shows with film insert offers “more complete drama,” and film shows and commercials have a uniformity difficult for a studio show to equal.

Importance of realistic and adequate stage sets was stressed by Miss Hackett, who talked of “Television—Let's Throw Away the Book.” She explained why—in her show—“gimmicks are used in the same way as sound effects on AM” and why music has proved to be a good background for talking situations.

Show ideas were sketched for women broadcasters by Miss Crane. She reminded them “we are not entertainers, just middlemen, and interest should be centered on the subject-matter.” Predicting that “fashion in television won’t come into its own until color is added,” Miss Crane dissected the format of her show, The Modern Woman, explaining that she uses no interviews and a lot of demonstrations.

Sales will happen “in a way that’s bigger and better than ever before if (1) your program is entertaining so the audience is there, (2) you can convince the audience that you speak from experience and (3) you can back your program with a sound merchandising plan calling for specific returns,” in the opinion of Miss Melrose, conductor of House O’ Charm and Charm Time from her own home and the WXYZ-TV kitchen.

Miss Melrose explained that she convinced her audience she could cook by broadcasting and telecasting from a kitchen. She concluded by asserting that manufacturers should “never forget they cannot put high Hoopers into their bank accounts—it takes sales . . .

Saturday Sessions

The Saturday morning business sessions featured discussion groups talking on “The Woman Broadcaster and Her Station Manager” and “New Ideas for Women’s Programs.” In the former, Harold Safford, program manager at WLS Chicago, specified qualities which make women valuable to the industry.

Anne Hayes, AWB District 10 chairman from WMT Cedar Rapids, Iowa, moderated the panel, which included William B. Quarton, manager, WMT; Marie Clifford, WHFC Cicero, Ill.; and a representative of the U. S. Dept. of Agriculture.

Beulah Karney, Illinois state chairman from WENR-ABC Chicago, conducted the women’s programs panel, which introduced Mary Louise Marshall, WOC Davenport, Iowa; Julie Benet, WFAA Dallas and Priscilla Porteous, WLWT (TV) Cincinnati, and Fran Harris, Ruthrauff & Ryan, Chicago, who was moderator of television panel.

IT WAS SMILES all around as photographer caught these three groups of the Assn. of Women Broadcasters meeting in Chicago.

Left photo (to ri)—Cecilia Butler, WLAM Lewiston, Me.; Marguerite Staples, WTVL Waterville, Me., and Mary Aileen Ronney, WROW Albany, N. Y.

Middle photo—Rita Hackett, star of ’49, The Magazine of Television, WBEI Boston. Miss Marshall listed topics about which listeners wish to hear more: books, magazine articles, home sewing, simple home decoration, remodeling of homes, local schools, maternity clothing, layettes, development of hobbies and gardening.

Miss Griffith conducted, and Robert K. Richards, NAB director of public relations and publications moderated, a group discussing “Co-ordinating AWB-NAB.” Participants were Harold Fair, director of NAB program department; Lee Hart, assistant director of broadcast advertising, NAB, and Maurice B. Mitchell, director of broadcast advertising, NAB.

NARSR

Charges Could Justify Boomerang Ruling, Replies NBC

NBC TOLD FCC last week that some of the arguments against network activities in the field of station representation would, if correct, justify a rule against such representation by members of the National Association of Radio Slitton Rights, too.

The claim was in a memorandum replying to the charges of NARSR as summarized in brief filed earlier this month [BROADCASTING, March 7]. CBS and ABC were represented as NBC filed replies. None had been received from NARSR and the Edward Petry Co., which is representing in the case both as a NARSR member and individually.

The independent representatives claim the networks, in representing affiliates in the sale of national spot advertising, violate the spirit if not the letter of FCC’s network rules and that such representation should be prohibited. In their replies, the networks contended the independent representatives failed to support their charges with facts.

NBC said the Petry & Co. brief asked FCC to exclude networks from station representation because “these shows might not happen to do wrong. Such a theory lacks the saving grace of common sense,” the network asserted, adding that on that theory the NARSR members themselves might be entitled to representing stations.

“If the Commission is to undertake to regulate against all possibilities,” NBC said, “its regulations will be limited only by the fertility of the human mind.” The network charged that “the protection and increase of complainers’ profits is the only purpose of their requested regulation.”

CBS said the independent representatives’ position “utterly ignores the hundreds of pages of testimony which establish the facts of station representation” by networks, but is merely a restatement of “many of their arguments and theories advanced in the guise of testimony at the hearing.”

ABC claimed that NARSR “frankly bases its case on fears for the future rather than upon present or past happenings or conditions.” The network said that “in the 17 years since spot representation of affiliates by networks began, the record does not show any instances in which, by virtue of such representation, the interests of the affiliates or of the public were impaired.” Rather, ABC said, stations and public have benefited.

Ball Appointment

DON BALL, manager of the editing division at WCBS New York, has been appointed program director of the key CBS outlet, G. Richard Swift, general manager, announced. He will also continue his duties in the editing division. Mr. Ball, who entered radio in 1928, has been with CBS for almost 20 years, during which time he has served as announcer, producer-director, assistant director of production and network operations as well as in the editing department, and finally department manager.

Mr. Ball

WLWT (TV) Cincinnati, and Fran Harris, Ruthrauff & Ryan, Chicago, who was moderator of television panel.

Right photo—Pat Griffith, NAB director of women’s activities; Ruth Crane, WMAL Washington, AWB president; Mayor Martin H. Kennelly of Chicago, who extended city’s welcome to the women broadcasters, and Elizabeth E. Marshall, convention chairman. Miss Marshall is with WBZ, Chicago Board of Education station.
The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX

BLAW-KNOX ANTENNA TOWERS
FACILITY CHANGES

Granted Four by FCC

ORDER was adopted by FCC last week to delete WONO Oneonta, N. Y. (250 w day on 1110 kc) and in lieu thereof to grant the same group a new station permit for 250 w day on 900 kc at Saratoga Springs, N. Y. Three existing stations received approval for various changes.

LOW Norfolk, Va., was granted switch in frequency from 1590 kc to 1410 kc, using 1 kw daytime.

WDXJ Jackson, Tenn., was authorized to change from 1 kw day to 1 kw fulltime, directional night, on assigned 1310 kc.

WVOL Lackawanna, N. Y., received authority to move from that city to Buffalo, N. Y., Comr. Paul A. Walker, voted for hearing. WVOL is assigned 1 kw day on 1120 kc.

WONO was granted conditionally in December 1946, 260 w day on 1110 kc. The present action denied WONO’s petition for further extension of time to complete the station on grounds that the applicant, Oneonta Broadcasting Co., has indicated it does not plan to build the station at any time.

The Commission said that in June 1948 the applicant requested modification of its permit to change its name to Saratoga Broadcasting Co., a new firm of the same owners, and move to Saratoga Springs with different facilities, 250 w day on 900 kc. FCC said the applicant in a subsequent request for additional time to build indicated it would not commence construction until the switch was approved.

Principal in WONO and the new Saratoga Springs outlet are John Nazak, chief engineer of WEAW Flattsburg, N. Y., and Jeanne May Levke.

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LEGISLATION

Group to Consider Agenda

A SUBCOMMITTEE of the House Interstate and Foreign Commerce Committee March 25 will consider an agenda of legislative proposals relating, among other subjects, to FCC.

In Congressional circles a subcommittee study of communications was considered a possibility in view of a probe authority vested in the House Commerce Committee by action of its members Wednesday.

The executive session of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, is the first in a series which will be held to determine the priority of study for various bills [broadcasting, March 14].

Several highly controversial communications measures are among those which would logically be assigned to the SEC-FTC-FCC subcommittee for study.

FACILITY CHANGES

Granted Four by FCC

ORDER was adopted by FCC last week to delete WONO Oneonta, N. Y. (250 w day on 1110 kc) and in lieu thereof to grant the same group a new station permit for 250 w day on 900 kc at Saratoga Springs, N. Y. Three existing stations received approval for various changes.

LOW Norfolk, Va., was granted switch in frequency from 1590 kc to 1410 kc, using 1 kw daytime.

WDXJ Jackson, Tenn., was authorized to change from 1 kw day to 1 kw fulltime, directional night, on assigned 1310 kc.

WVOL Lackawanna, N. Y., received authority to move from that city to Buffalo, N. Y., Comr. Paul A. Walker, voted for hearing. WVOL is assigned 1 kw day on 1120 kc.

WONO was granted conditionally in December 1946, 260 w day on 1110 kc. The present action denied WONO’s petition for further extension of time to complete the station on grounds that the applicant, Oneonta Broadcasting Co., has indicated it does not plan to build the station at any time.

The Commission said that in June 1948 the applicant requested modification of its permit to change its name to Saratoga Broadcasting Co., a new firm of the same owners, and move to Saratoga Springs with different facilities, 250 w day on 900 kc. FCC said the applicant in a subsequent request for additional time to build indicated it would not commence construction until the switch was approved.

Principal in WONO and the new Saratoga Springs outlet are John Nazak, chief engineer of WEAW Flattsburg, N. Y., and Jeanne May Levke.

LEGISLATION

Group to Consider Agenda

A SUBCOMMITTEE of the House Interstate and Foreign Commerce Committee March 25 will consider an agenda of legislative proposals relating, among other subjects, to FCC.

In Congressional circles a subcommittee study of communications was considered a possibility in view of a probe authority vested in the House Commerce Committee by action of its members Wednesday.

The executive session of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, is the first in a series which will be held to determine the priority of study for various bills [broadcasting, March 14].

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licenses trained those according to competition for positions especially engineers.

Clerical workers comprise the chief beneficiary, since they comprise half the staff at TV outlets compared to less than a fourth of fulltime employees at sound stations.

In charge of the job opportunity study along with the special talent employees are those lacking in professional skills, those who hope to pick up a few extra dollars here and there, and others who work the night club, vaudeville, dance hall and other circuits but hold an AFRA card in case any radio jobs turn up from time to time. These facts, according to critics of the BLS survey, are not properly brought out by the bureau.

Another criticism is based on the way the bureau shows relatively high unemployment for artists in such cities as New York, Los Angeles and Chicago, centers of free-lance talent and natural focal points toward which the largest number of artists converge in the hope of getting work in radio, theatres, night clubs, movies and similar fields.

These artists include those with professional skills, those with established reputations and hundreds of young people who have limited ability and training but dream of the day when they will attain fame and fortune in radio. Though holding AFRA cards, many do not depend on radio as a prime source of employment. Thus for any given week a relatively high unemployment rate will be shown in such cities as Los Angeles, New York, and Chicago, it is observed.

The analysis should have emphasized that half of the artists covered in the survey earned $3,400 in 1947, it was felt, and that 25% earned over $10,000. This compares with $53 per week or $2,756 per year as the average income of all American workers in the field of manufacturing.

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CITY

STATE

March 21, 1949 * Page 57

MIGHTY PROUD is Evan Hughes, program director of KVOL Lafayette, La., as he ICONS on new radio-phonograph which station won in a nation-wide promotion contest sponsored by Elgin Watch Co. through J. Walter Thompson. Award was for "an outstanding piece of work, showing a great deal of original thought, ingenuity and effort."
'Obsolete' Ads

(Continued from page 58)

or standards. . . ." (see separate story).

Meanwhile, Sen. Johnson warned a White Plains, N. Y., radio manufacturer that the use of VHF channels for television in metropolitan areas and UHF in rural sections is "purely hypothetical" and no prospective set purchaser has a right to bank on such a contingency.

The Senator elaborated on his previous views in reply to a letter from Robert G. Kramer, president of Remington Radio Corp., protesting indications that the Senator's committee might propose a law requiring manufacturers to warn purchasers of possible obsolescence of television sets [BROADCASTING, March 7, 14].

Sen. Johnson told Mr. Kramer he was speaking of a 'present conceived plan' to use the so-called low channels in large metropolitan areas and to supplement this coverage with the high channels for rural areas. "While I have heard rumors of this so-called plan, I am constrained to observe that they are not any more than rumors. . . . "Therefore, your comment on this point is completely out of context, and no one planning to invest several hundred dollars in a television set has any right to make plans on such a contingency.'

Sen. Johnson added that it was known that UHF channels "eventually must be opened up" in order to afford national service.

"Neither you nor I know today whether such additional allocations in the UHF band will be made in cities which already have been assigned stations in the VHF band;" Sen. Johnson wrote "however, it is logical to assume that those cities which today are limited in the number of allocations for television stations because of the limited number of channels available will have assigned to them additional television stations in the UHF band. When that takes place television set owners in those cities obviously are not going to be able to receive the transmissions of the new stations."

Goldman Disapproves

Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y., added his voice to the crescendo of disapproval of Zenith's campaign. In an exchange of correspondence with Ted Leitzell, public relations director and manager of WEFM (FM) Chicago (Zenith station), he pointed out that you spend plenty of time and money asking the radio stations to plug your FM sets, so you must recognize its advertising value. . . . The most successful radio retailers in Jamestown are heavy users of radio advertising because it pays off. . . ."

Mr. Leitzell, in turn, took exception to Mr. Goldman's contention that "radio is the most effective and economical mass advertising medium yet devised . . ." and that "radio set manufacturers exist only because stations broadcast." He declared: "Broadcasters are indebted to radio manufacturers for providing them, for free, with the audience they sell to those advertisers who find radio a profitable medium. No matter how bitter the truth may be, the fact is that radio advertising is seldom a salesman for radio receivers as are other media."

Replying that he didn't want to start a "whirling dervish" of criticism, Mr. Goldman nevertheless defined Mr. Leitzell "to sell a radio set in an area—if there is such an area—that has no broadcasting station. . . . I think the 'bitter truth' should be faced by you and your organization and that is that you haven't been able to make successful use of radio. . . . Perhaps you're so close to the forest that you can't see the trees. . . ."

FM 'BRASS TACKS'

To Key FMA N. Y. Clinic

"BRASS TACKS" meeting at which the basic problems of FM will be considered will be held by FMA Assn. at its Sales Clinic to be held April 1 at the Commodore Hotel, New York.

First national of FM sales clinic, the session will include talks by Edgar Kobak, MBS president, and Linnea Nelson, chief timebuyer of the Walter Thompson Co. Mr. Kobak's topic will be "FM—Why Not?" Miss Nelson will speak on "FM From the Agency Point of View."

FMA President William E. Ware, KFXM Council Bluffs, Iowa, said the brass-tacks meetings is designed "for the primary purpose of bringing people in the agency and advancing fields abreast of current status and development in FM."

Agency officials have shown marked interest in the meeting, according to Edward L. Sellers, FMA executive director, tracing this interest to increased production of FM sets, decline of AM-only set production and "current confusion expressed by BMB's difficulties."

Other speakers at the clinic will include Millard C. (Tex) Faught, public relations counsel; Herbert W. Goldsmith, WFMJ Portsmouth, N. H.; Robert F. Wolfe, WFRG Fremont, Ohio, and Everett Dillard, WASH Washington, FMA board member and ex-president.

STORADIO ELECTS

Harold Anderson President

HAROLD E. ANDERSON has been elected president of Storadio Advertising Co., Des Moines. The firm recently was formed to operate as national sales representative for firms engaged in store broadcasting. Mr. Anderson is auditor of Polk County (Des Moines) and has been in the food business for 22 years.

Storadio named Cy Newman executive vice president and general manager and Melvin E. Seymour secretary-treasurer. Mr. Newman is radio director of a Des Moines agency, Meneough, Martin & Seymour, and general manager of Super Market Advertising Co., Des Moines, which operates store broadcasting in 21 Thriftway Super Markets in Iowa via K50-FM Des Moines. Mr. Seymour's secretary-treasurer of Meneough, Martin & Seymour.

Storadio has opened offices in New York at 12 Vanderbilt Ave. with Ernest P. Baldwin as resident manager, in Chicago at 228 N. LaSalle St., with Milton S. Wolken as resident manager, and in Des Moines at 801 Garver Bldg.
Tom Clark

(Continued from page 28)

session will dig into some of NAB's liveliest problems. Judge Miller will preside. BMI, International matters, the Puerto Rican issue and adoption of resolutions are on the agenda.

Annual industry banquet will be held Tuesday evening with music supplied by BMI. As customary there will be no banquet speeches.

George E. Storer, head of the Fort Industry stations, is to preside at the Wednesday morning television discussion, final session of the Management Conference. This program will be of the panel type but participants have not been announced. Here again the NAB organizational problem may arise. The NAB board is committed to the development of a complete trade association service and the long-pending proposal for some form of liaison or cooperation with Television Broadcasters Assn. may be discussed.

The one-day meeting of independent stations, scheduled all day Sunday, has the general title, "Unaffiliated Stations Bull Session." Mr. Willard will open the meetings, with Ted Cott, WNEW New York, chairman of the NAB Unaffiliated Stations Executive Committee, presiding.

Morning agenda includes panel discussion of transcription library services; outline of United Nations plans to provide programs for independents; Advertising Council proposal to disseminate its public interest program material to independents, and research study titled "The Independent Is Here to Stay," by Dr. Sydney Roslov, president of The Pulse Inc.

Luncheon Meeting

Judge Miller will address the luncheon meeting. Afternoon program includes study of successful local promotions by independents; panel discussion on "How to Strengthen the Audience," touching sports, foreign language programs, classical and popular music; Unaffiliated Stations Committee work to be described by Melvin Drake, WDGY Minneapolis; panel discussion led by Maurice B. Mitchell, director, NAB Broadcast Advertising Dept., on subject, "Bread and Butter—NAB Tools for Selling."

Independents may attend the Sunday meeting even if they are not NAB members.

The third annual Engineering Conference [Broadcasting, Feb. 28] opens Wednesday, April 6, with registration and a meeting of the NAB Engineering Executive Committee. Reception will be held afterward. A tour of the Hallcrafters Co. plant is scheduled in the afternoo. Lloyd V. Howard, director, NAB Engineering Dept., was in Chicago last week completing plans for the conference and the plant.

General sessions will be held by the engineering group all day Thursday and Friday, followed by a Saturday morning meeting. The full NAB Recording & Reproducing Standards Committee will meet Saturday afternoon to consider the final standards adopted last week by its executive committee. The NAB Engineering Executive Committee will review the standards at its April 6 meeting.

Should the standards be finally approved, the action will mark the culmination of a hundred meetings involving 75 engineers and 70 organizations. The vast program covering recording standards developed in the last 18 months and revision of the standards adopted before the war.

Arthur C. Stringer, in charge of the annual equipment exhibition, left over the weekend for Chicago to complete arrangements for the project. The heavy equipment display will cover some 30,000 square feet and the entire eighth floor of the Stevens Hotel will be used by other exhibitors.

SHERMAN CHANGES

Morey WBBM Program Head

VAL SHERMAN, program director at WBBM Chicago, has resigned. He will devote all his time to production of the new series, Patrick O’Riley’s Show. H. Leslie Atlass, general manager and vice president in charge of CBS Central Division, announced last week. Mr. Sherman will be succeeded by Al Morey, member of the staff for six years.

Mr. Morey, WBBM director of program development and former program manager, entered radio in 1933 when producing a variety show for WHO Des Moines. A former musician and dance band leader, he worked also as an M.C. and producer for a theatre chain. He also wrote scripts for Fred Allen, Edgar Bergen and Kraft Music Hall. In 1938 Mr. Morey returned to Chicago as radio director of Jones Frankel Agency. He joined Russell M. Seeds agency to write and direct Uncle Walter's Big House. At WBBM in 1943 he produced The Blue Jacket Choir with Danny O’Neil.

Mr. Sherman begins his 19th year at WBBM in September.

INVESTIGATIONS

House FCC Gets Authority

A RESOLUTION was adopted by the House March 16 authorizing the House Interstate and Foreign Commerce Committee to make investigations into any matters within its jurisdiction, including communications.

The resolution (HRes 107), previously reported by the House Rules Committee, permits the committee, or any of its subcommittees, to make investigations within or outside the United States, whether the House is in session or not. Subpoenas powers also are granted in the bill, authored by Rep. Robert Crosser (D-Ohio), chairman of the full committee.
Radio and television interests of major motion picture producers, and others whose applications are being held up by FCC pending a decision on their qualifications in anti-trust rulings against them:

Paramount—Owns KTLA (TV) Los Angeles, WBKB (TV) Chicago and WBBM (AM) Chicago, 98% of WBNM New Orleans and of Des Moines TV and Atlanta AM stations. 1954 AM applications for Hot Springs, Ark., controls TV station in Cleveland; for KDKA-FM Pittsburgh; for Sacramento, Calif., FM station applicant; for WBBD (TV) New York, WTTG (TV) Washington, and WYTV (TV) Pittsburgh and is TV applicant for Cincinnati and Cleveland (FCC has issued proposed ruling that Paramount controls DuMont; Paramount insists it doesn't)

Century-Fox—Negotiations to buy ABC broke down late last year but observers believe they will be resumed; has television applications for Boston, San Francisco, Seattle, Kansas City, Long Island and Los Angeles. Warner Bros.—Owns KFWB Los Angeles and is applying for Chicago.

The company asserted, then, "it may equally be under the burden of inquiring into the business practices of all applicants—whether or not they are actually engaged in anti-trust proceedings, determining whether they are in fact violators of the law, and imposing the penalty of denial where the Commission deems appropriate.

Terms Backing a 'Beginning'

The licenses and applications which FCC has thus far held up pending the outcome of its study represent a "sufficiently ambitious" undertaking, but are a "mere beginning," Paramount said.

To bar those who have contravened the anti-trust laws, the company said, would jeopardize the operations of the following licensees: "in this group, ABC, CBS, Westinghouse Radio Stations, General Tire & Rubber Co., and all newspaper licensees who are members of Associated Press.

But the effect of the announced, tentative policy is not confined to this group," Paramount added, listing 113 companies which "at one time or another" have been "anti-trust violators" and 29 which are involved in pending proceedings. The memorandum added:

Make out, using whatever criteria you please, an honor roll of American business; there will be few names which do not have a place in the catalogues of the corporations which at one time or another have violated the anti-trust laws. And we believe it to be apparent that the finalities which have been pursued in advance by Paramount's case, would be revealed to be a small algebra, of the many which have similarly been involved in anti-trust proceedings.

The law and policy would require such equality of treatment.

The Commission's inquiry is open to the question of the challenge of a higher legal plane. It seeks not only to destroy the practice proscribed by law for anti-trust violation, but also to usurp the function of the court in fixing its decree. It strips unassailable foundations from the rights of those who long ago have been attached to the ancient liberty to refuse to serve at will, to whom the courts before have had the protection of the Commission. Anti-trust violations do not involve, justify or imply, however remotely, a disqualification to engage in a business for which the individual is otherwise eligible.

Television in particular "cannot be imposed on the public without prejudice to what action other than anti-trust laws," Paramount contended. "It must be the creation of many men of talent over a period of years. It is not something, as a public service, as the most diverse, opportunity for experimentation." The company continued:

Paramount and all of the motion-picture producers have a moral and legal right to keep up with the times, to have access to new technological advances and to stay in the business by following the curve of public demand, the public has a right to their participation in the development of new and better devices, in the benefits of their unique contribution, and to the proportional competition that they can and will inject in this democratic enterprise.

Chairman Coy's views on the status of motion-picture exhibitors were outlined in a letter replying to Thackrey's inquiry as to what kind of reception they might get as applicants.

In non-competitive cases he thought they should be judged on the usual basis of financial, technical and other qualifications. In competitive cases he felt the "particular facts" developed in the hearings would determine the outcome, with no "stigma" attaching to an exhibitor as such, "provided the applicant is in all respects qualified as a broadcast licensee."

FCC Preference

FCC's preference for non-newspaper applicants in competitive cases is "helpfully" or "favorable" for one seeking to determine what FCC's approach will be when faced with a choice between movie and non-movie applicants.

The purpose there, he explained, is to promote greater diversity in the ownership of media of mass communication. In a clear manner he stated that FCC hasn't yet had occasion to consider whether a similar policy would be appropriate in the case of motion-picture applicants.

LIST OF TV PLEAS HELD UP

Pending Decision on Applicants' Qualifications

AUGUST 20


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MEMBERS of Twenty-Ten Club for WBAL Baltimore employees who have been with station 10 to 20 years or more gather around dinner table. Seated are officers of the club and Harold C. Burke (second from r), WBAL's general manager. The officers: R. E. Brunner (l), vice president; Miss Eleanor Gambrill, secretary, and Walter Linthicum, president. Standing, l to r: Freeman Cardall, E. W. Christifl, Leslie Peard, assistant to the manager, W. C. Bareham, Program Manager John J. Dickman, William E. B. Grant, Louis Wagner Jr., Marvin Blank and William Newberry.

RMA Meet

(Continued from page 28)

tem cannot be built on the present 12 channels." Quoting a recent speech of Chairman Wayne Coy, in which he said that 60 to 70 channels "may be required," Mr. Bonfig explained that between 56 and 58 UHF bands would therefore be needed, along with the present 12 in VHF.

Although no official FCC statement indicated that old frequencies will remain in large cities and new ones will be assigned to small, Mr. Bonfig added that "because it is not possible for most cities to have four TV stations on the VHF band both VHF and UHF stations will be assigned in the same city in many instances.

"In the public interest, every manufacturer should move rapidly to provide sets which will operate on both bands . . . since changes and additions in frequencies have to be made, it is better for the public, the dealers and the industry that they be made now."

"Sword of Uncertainty"

In concluding, Mr. Bonfig termed the FCC indecision "a sword of uncertainty hanging over the heads of the entire industry."

Bond Geddes, executive vice president of RMA, pointed out that Mr. Galvin's proposal to establish a public relations program preceded the Zenith advertisements. Mr. Galvin's suggestion was presented in a letter dated Feb. 22 to Mr. Balem. That same month RMA recommended to the FCC that it (1) lift the freeze as soon as possible, (2) use VHF as far and in as many areas as possible and (3) provide for a minimum of overlap of the future UHF. Several set manufacturers arrived at the conference irate about "the unfair competition" allegedly practiced by Zenith, but none complained vigorously at open meetings, it was said. Tone of debate was "rational and cooperative,"

without the expected animosity and reprimands.

Plans were outlined for RMA's 25th anniversary and its annual convention May 16-19 at the same time as the annual radio parts show. Both are scheduled for the Stevens Hotel. An estimated 8,000 persons will attend the business meetings and the industry banquet the evening of May 19. President Harry Truman has been asked to address the group via TV from Washington. Telecasts of the floor show may be aired by networks. Leslie F. Muter, RMA treasurer and president of the Muter Co., is banquet chairman.

Members of the advertising committee Tuesday morning voted to continue the "radio-in-every-home" campaign. James Secrest, director of publications, will supervise this activity after the contract with the Fred Eldean Agency, New York, expires Dec. 31. He also will head committees on National Radio Week and the Voice of Democracy contest. The former will take place in November. W. B. McGil, advertising manager of Westinghouse Radio Stations, was named National Radio Week chairman.

The parts division, of which A. D. Plamondon Jr. of Indiana Steel Products Co. is chairman, decided to continue "town meetings" for radio technicians. They are scheduled for next year at Atlanta, Feb. 1 and 2; Los Angeles, March 1 and 2; and Chicago, April 11 and 13.

Va. Broadcasters Meet

MEETING of the Virginia Assn. of Broadcasters has been tentatively scheduled May 26-27 at historic Williamsburg, Va., by John W. New, sales manager of WTR Norfolk. The program will include a talk by A. D. Willard Jr., NAB executive vice president, along with representatives of NAB's broadcast advertising and employe-employer departments.
BUYERS MARKET

OVER 300 Midwest advertising agency executives, copy writers, advertising managers, and radio sales executives gathered March 17-18 in Columbus for the seventh Ohio State U. advertising conference. Theme of the 1949 conference was "Advertising as a Buyers' Market."

Maurice B. Mitchell, director of the department of broadcast advertising of the NAB, spoke on local sales in a buyers' market. Others on the agenda included Norwood Vapor, vice president of the A. C. Nielsen Co., Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, and Alan Wells, advertising director of Kaufmann's department store, Pittsburgh.

Speaking on the "Effectiveness of Local Radio Advertising in a Buyers' Market," Mr. Mitchell told the advertisers that radio's biggest customer in the past two years has been the local retailers. "As a buyers' market is more and more evident, more retail advertising money is going into radio," he said, adding that the reasons for the landslide of retail advertising money into local radio broadcast advertising include developments in the radio industry itself, changes that have taken place in retailing, and changes in the way of American living.

"The fact that there are now over 2,600 radio stations in the nation, with 77,000,000 radios in use in 94.5% of the homes, makes radio advertising the one medium that can reach most retail customers," Mr. Mitchell said. Since there are more radios in possession of families than any other single item of home furnishing except cooking stoves, retailers are finding it the profitable way to build sales in a buyers' market.

Mr. Mitchell told how latest surveys show average daily time of listening per person is now 9%, but with more and more business coming from the suburban and semi-rural areas, radio is the one medium to reach this diversified audience through the beam program technique.

Mr. Mitchell commented that the influx of younger men into the advertising control of retail concerns tends to influence the change of retail advertising dollars to radio.

The past generation of advertising men has been educated in a newspaper world which had handicapped the chances of retail radio," Mr. Mitchell said, "Younger advertising men are more eager to give radio a chance, and when they do the results are forthcoming."

In discussing the advantages of radio advertising on the retail level, Mr. Mitchell said that in a radio program an advertiser can create the proper mood for his commercial, the proper program to reach the people he wants to reach, and can take advantage of the warmth and affection of the human voice to be his "salesman in the home."

Mr. Mitchell concluded with a report of a newspaper survey of reading ability among Chicago residents. It found that 40% of Chicago residents have only a sixth grade reading ability. For reasons like these, plus the radio generation in which we are living, the prestige that comes to radio advertisers, and the proven worth of radio advertising to retailers, Mr. Mitchell concluded, radio will continue to be dominant medium in the much discussed and much appreciated buyers' market.

SCBA PROTEST

Hits Sports Broadcast Law

OPPOSITION has been voiced by members of South Carolina Broadcasters Assn. to legislation passed by the state House of Representatives permitting state-supported schools and colleges to sell exclusive broadcast rights to athletic events.

As the law now stands these institutions are required to invite at least three broadcasters to participate, according to B. T. Whitmire, WFBC Greenville, SCBA president. Mr. Whitmire pointed out that stations outside the state could buy up these rights and leave the South Carolina outlets without access to games. He said it is to the interest, financial and otherwise, of the schools to obtain the publicity that accrues from play-by-play.
Sponsor Viewpoint
(Continued from page 28)
paid movie showing examples.
Dr. Alfred N. Goldsmith, TV con-
sultant and past president of Insti-
tute of Radio Engineers, will speak on "How Much Market Coverage Can You Expect From Television Now and in the Future?" A question-answer period will follow.
The media discussion preceding the TV session will have the theme, "Is Our Media Investment Pulling Its Full Weight?" Speakers will be Dr. D. B. Lucea, technical di-
rector, American Broadcasting Co.,
and R. F. Johnson, technical consultant, whose topic will be "Let's Change Media From A Seller's to A Buyer's Market."
Dr. L. O. Brown, vice president for research and advertising research, Dancer-Fitzgerald-Sam-
ple, with the subject, "How You Can Help Your Agency Fit Your Media List to Your Own Market."
Thursday afternoon is open for informal meetings, recreation and showing of special films. In the evening delegates will see a film of General Dwight D. Eisenhower's ANA talk last autumn and the television films, Crusade in Europe, edited and executed through the March 1 and presented by ABC network.
Friday Agenda
Friday morning's agenda deals with consumer goods and industrial goods sessions, to be held concur-
rently. Topic of the consumer goods program is "Selling Sales at the Retail Level," John W. Halbedl, vice president of Simmons Co., will preside. Speakers and topics include:
- James Rotto, sales promotion directo-
- The Hecht Co., point-of-sale help; Thomas F. Joyce, vice president, Raymond Rosen & Co., retail bottlenecks; Frank Fagan, vice president, Young & Rubicam, merchandising methods that click with retailers. Clinics based on case histories will follow, ending with a question period.

The industrial portion has the theme, "Selling Sales of Industrial Products," with L. Rothe Walter, director of public relations, Flintkote Co. and ANA Industrial Advertising Committee chairman, presiding. Speakers and topics: Laughlin A. Campbell, manager of advertising and sales promotion, Mergenthaler Linotype Co., sales power in industrial advertising; S. T. Gier, partner, Marshalk & Pratt, business paper opportuni-
ties; and others.

Question-answer session Friday afternoon will be "speakerless" with W. N. Connolly, ANA chair-
man and advertising manager, S. C. Johnson & Son, in the chair. An

ANA panel will answer written questions about advertising, mer-
chandising and related topics. NBC will stage an entertainment program at the Get-Together Din-
er Friday evening. entertainment chair-
man is Russell Ziegler, manager market research and pub-
licity relations, Chett, Peabody & Co. An ANA golf tournament will be held Saturday along with other-
sports events.

Richards
(Continued from page 28)
ning should be consolidated with the above-entitled proceeding. At that time the Commission will also deter-
nine the further hearing date in the above-entitled proceeding and also in case consolidated if the transfer application is consolidated for hearing with the above-entitled matter.

FEDERAL COMMUNICATIONS COMMISSION
T. B. Slowis, Secretary.
* Commissioner Sterling not participat-
ing; Commissioner Jones favors a con-
tinuation of the hearing for 30 days and
concurs in the first five paragraphs of
the order.

The postponement came at a point when a dozen witnesses re-
portedly were prepared to take the
stand against Mr. Richards and an
equal number were ready to testify in his behalf. Com. E. M. Webster, designated to conduct the
hearing, had been slated to leave Washington today (Monday) for Los Angeles. General
Counsel Benedict P. Cotton and
two attorneys from the agency's
Law Bureau in Washington had
been there almost two weeks. Five
witnesses against Mr. Richards in
the opening sessions, according
to preliminary plans, were to have been Clete Roberts,
KFWB Hollywood newscaster
and commentator who formerly was
public affairs director of KMPC, and
George Lewin, former KMPC
news room manager.

Robert O. Reynolds, vice presi-
dent of KMPC and for several
years general manager, and Leo
Tyson, former KMPC gen-
eral manager and now head of a
personal management service, were
among those scheduled to testify for Mr. Reynolds.

The news-slaying charges were
filed with FCC by the Radio News
Club of Hollywood in February 1948. Mr. Richards a few weeks ago petitioned FCC for a personal
hearing, conceding that portions of the
charges were true but expres-
sing "sincere regret" and asking for
an opportunity to offer per-
sonally his assurance that past
shortcomings "will not recur" [BROADCASTING, March 7]. FCC
denied this request, however.

Mr. Wheeler, former Senator from Montana and now in the
Washington law firm of Wheeler
& Wheeler, and Clair L. Stout of
Dow, Lohnes & Albertson, also of
Washington, were slated to head
the legal battery for Mr. Richards.

On hand to assist Mr. Cottone
for the FCC were Joe Brenner
of the Commission's San Francisco
office and Thomas Donahue and
John Lichtenstein of Washington head-
quaters.

FAIRCHILD TRANSCRIPTION TABLE

- HIGHEST SIGNAL-TO-NOISE
- LOWEST RUMBLE AND FLUTTER
- INSTANT SPEED CHANGE

WHILE IN OPERATION

UNIT 524

$485 less Pickup Equipment

WE'RE AT THE N.A.B. SHOW

154TH STREET AND 7TH AVENUE, WHITESTONE, NEW YORK

March 21, 1949 • Page 63
ACQUISITION of KLZ and KLZ-FM Springs by Aladdin Radio & Television Inc. at a gross price of about $1 million was announced Oct. 6 (Broadcasting, Nov. 1, 1949). The approval was announced.

The KLZ properties are being sold by E. K. Gaylord, president of the Oklahoma Publishing Co. interests; Edward T. Bell, former secretary-treasurer of the publishing firm and now general manager of KTSU San Antonio, and members of their families. Maxcy Gaylord and Bell and the publishing company own KVOR in approximately equal shares.

Aladdin, new owner of the stations, is headed by Harry E. Huffman, Denver businessman and district manager of Fox Denver Theatres, who with his wife, Christine, holds 23% interest. Frank H. Ricketson Jr., president of Fox Inter-Mountain Theatres, also owns 25% and is treasurer. J. Elroy McCaw, president and half owner of KELA Centralia, Wash., half owner of KPOA Honolulu and one-third owner of KYAK Yakima, Wash., has 25% interest. Theodore R. Gamble, West Coast theatre operator and wartime head of the Savings Bond campaigns, and his wife hold 25% while Bud L. Terry, KLZ manager and secretary-treasurer, and Albert J. Gould, Denver attorney, have 2% each. Mr. Terry is executive vice president of Aladdin.

Subsequent realignments in the stock ownership are contemplated to permit certain employees to acquire interests. The exact extent of Mr. Terry's holdings also had not been definitely decided.

Under the contracts, Aladdin acquires 74% of KLZ for $407,000 plus 74% of the fair market value of net quick assets. The remaining 26% is acquired by Mr. Ricketson from Mr. Gaylord for $143,000 plus 26% of the net quick assets. Two-thirds of the stock of KVOR are sold for $66,875 plus two-thirds of net quick assets, while the remaining interest is sold by Mr. Gaylord to Mr. Ricketson for $33,125 and one-third of net quick assets. For the two companies, market value of net quick assets was estimated at approximately $350,000.

In addition, the new owners have subscribed a $1,000,000 debenture in proportion to their respective stockholdings.

FCC authorities made clear that the transfers do not involve any factors which would justify rejection of the Commission's current policy of withholding action pending a decision on the radio qualifications of firms having a substantial interest in records (see Story page 85). Though Aladdin seemingly has a motion-picture connection, FCC spokesmen pointed out it is "extremely remote" and involves no common ownership.

Aladdin is an applicant for a Denver television station on Channel 9, but will give up either this application or KLZ's pending request for Channel 7.

KLZ is on 560 kc with 5 kw. KVOR is on 1300 kc with 1 kw.

KLZ KLZ-FM
Sale for $1 Million Gets FCC Nod

U. S. Proposal Passed: Russia Scores

FIRM stand by the U.S. delegation to the International High-Frequency Broadcasting Conference (ITU) at Mexico City has raised hopes that this country will not let Russia or any other country hog the upper portions of the broadcast spectrum.

The showing of backbone by the delegation appeared in an outburst to the conference plenary session by FCC Commissioner George E. Hauser, alternate chairman of the U.S. group. Frequency-sharing studies by a subcommittee known as Committee 6-D, were found to have produced such promising results that the U.S. proposed the group finish its work and start on a draft plan. This aroused the Soviet Union delegates, who aimed reckless charges at the United States. Chairman Sterling replied, and the U.S. proposal carried by a plenary session vote of 52-13.

Mr. Sterling told the plenary meeting the committee's work included a considerable part of the draft frequency assignment plan, and it had attained familiarity with the problems involved. He refuted charges that the procedures would amount to a "fait accompli" in the form of a finished plan and showed that the U. S. proposal would provide full participation in the plan-making procedure by the conference delegates.

Soviet delegates charged that the American delegates are monopolists and that the plan was "arbitrary" and not based on "general principles.

NEW MBS CO-OP
Stars Chevalier from Paris

A new weekly half-hour series starring Maurice Chevalier, recorded at the famed Cafe de la Paix in Paris and flown to New York, will begin as a Mutual co-op March 31.

The series, This Is Paris, will feature either French artists as well as Mr. Chevalier, and will present various fashion designers in discussions of latest styles. Because of this feature, Mutual stations are expected to aim their sales talks at department stores.

Stations and sponsors of the program will receive advance information on the styles to be discussed on forthcoming programs so that they may tie in commercial announcements. Bert J. Hauzer, director of cooperative programs, said these local tie-ins were regarded as unique. Further, Mr. Chevalier will record opening and closing announcements using individual store names for broadcast on individual stations. The program will be heard Thursdays 10-10:30 p.m.

IHF TIFF

Attacking the Soviet monopoly charges, Mr. Sterling reminded that the Soviet delegation had said it would not accept a plan which gave that country fewer than 860 channel hours, compared to the 197 hours voluntarily assigned itself by the United States.

"Who is the monopolist?" Chairman Sterling asked. He suggested that the Soviets may be trying to obscure the fact that they do not want any plan but one arrived at on their own terms.

FLAMM SUIT

Retrial Against Noble Set

RETRIAL of the suit by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, ABC board chairman, will open March 22 in New York Supreme Court.

Mr. Flamm won a $490,500 award in the first trial, alleging conspiracy and coercion were used in getting him to sell the station to Mr. Noble. The appellate division of the Supreme Court reversed the decision and ordered retrial (Broadcasting, Feb. 7).

DAY OFFERS SCRIPTS
But Is Mum on Radio Budget

DISABLED American Veterans Service Foundation Inc. New York and Washington, has just completed two 15-minute dramatic shows featuring Zachary Scott and Henry Fonda with Gen. Wainright. Shows were produced by Laurence Frame, Pro. Inc., New York. The foundation is requesting that stations use the programs free of charge.

A spokesman for the foundation in New York would reveal no commercial plans for its fund-raising campaign, nor would he state what, if anything, had already been spent in radio. It is known, however, although no figures are available, that the group has spent considerable sums in newspaper and magazine advertising.

MON WALLGREN
Rejected as NSRB Head

NOMINATION of Mon C. Wallgren, KIRO Seattle stockholder, for chairmanship of the National Security Resources Board, was rejected by a vote of seven to six last Monday by the Senate Armed Services Committee.

The committee said they had failed to approve the President's candidate on grounds that the head of the national defense board should have greater "economic and industrial experience and competency" than that of Mr. Wallgren.

Special Cancer Show

AMERICAN Cancer Society has transmitted a half-hour, all star revue for the exclusive use of independent stations, the organization announced last week. Produced in cooperation with NAB's unfilialized stations committee under chairmanship of Ted Cott, the program is said by Walter King, ACS radio director, to be the first top-talent show of its scope to be produced by a national health organization for network stations. Featured on the show are Burns and Allen, Jane Wyman, Jerry Colonna, Peggy Lee and others.

It's No Bull!

... when we say there's enough cows in Crawford county to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows ... we promote them.

WMGC

Commercial


Harry Averill, former sales manager of WSNY Schenectady, N. Y., has joined sales staff of CKLW Detroit.

Ken Hutcherson has been promoted to commercial manager of CIAV Pori, Albermi, B. C. Dick Smith, formerly with CKX Regina, replaces Mr. Hutcherson on sales and production staff.

George E. Hoover has joined sales and promotion department of WBUD Morrisville, Penn.

Roy Springer, formerly with WBBB Burlington, N. C., has joined sales staff of WDVA Danville, Va.

Frank Stilwell, formerly on sales staff of KICD Spencer, Iowa, has joined sales staff of WLOW Norfolk, Va.

Robert I. Foreman has joined WLDY Ludysmith, Wis., as salesman.

Hal Davis, formerly with WFBC Greenville, S. C., and WBT Charlotte, N. C., has joined WSOC Charleston as salesman.

Lou Simon has been appointed commercial manager of KPIX (TV) San Francisco. He was formerly with sales department of KSFO, KPIX's AM affiliate.

Robert S. Hix has been appointed national sales manager of KFV and KFV-FM Wichita, Kan. Prior to his promotion Mr. Hix served on KFH sales staff.

Kenneth L. Carter, active in Baltimore radio and television sales activities, has accepted special assignment for three months in commercial department of WMAR-TV Baltimore.

Lee Atwood has joined sales staff of WBKB (TV) Chicago, after working as advertising and sales promotion manager for RCA Victor for past three years.

Harry Patterson, commercial manager of KFVD Los Angeles, and Carol Denise have announced their marriage.

Arthur Weill, comptroller of WMGM New York, and Mrs. Weill, have adopted a girl.

Phil Wood, formerly national sales manager of WMJ Youngstown, Ohio, has joined WKOW Madison, Wis., as sales manager.

Bernie Wilkins, KFWB Los Angeles commercial manager, in the father of a girl, Wendy Karen.

Don Balsamo, former publishers' representative, has begun work as a member of WIND Chicago's sales staff.

Donald Cooke Inc., station representative, will open a Detroit office April 1 with Charles J. Sheppard as manager. Detroit headquarters will be at 2472 Penobscot Bldg.

Samuel P. Thrieve, formerly manager of a national shoe concern, has joined staff of WATO Oak Ridge, Tenn., as sales representative in Knoxville market.

Thomas J. O'Connor has joined sales department of KDKA Pittsburgh.

Bill Creighton has joined KIOA Des Moines as account executive.

WRFC in New Home

WRFC, 1 kw independent on 940 kc at Athens, Ga., moved into new offices and studios at 279½ N. Lumpkin St., Athens, on March 18. L. H. Christian, station's general manager, announced the new quarters form a crescent around a semi-circular reception hall.

Pat Fitzgerald, disc jockey for WILM Wilmington, Del., acted as m. c. at four playlets in Woodstown, N. J., put on by the Evans' "Children of Ballet" from Salem, N. J., for the benefit of the United Nations Council in the Philadelphia region.

Advertisement

The new RCA Tape Recorder
See it at
The NAB Convention
(Deliveries start June 1st)
**Production**

SANFORD SPILLMEN, former announcer-writer with KSPD San Francisco, has been appointed operations supervisor of the station's TV affiliate, KPIX. Mike will serve as a TV producer and assistant to KEITH KERBY, KSPD-KPIX program director.

JERE GIMORE has joined WSSC Charlotte, N.C., as woman's editor. ARMOND BODIE, formerly with WRHI Rock Hill, S. C., and WIST Charlotte, has joined station's announcing staff. PAT NABORS, formerly with WUTM Wilson, N. C., has also joined WSSC's announcing staff.

JOSEPH DARLIVIG has been named program manager of WLNY Lady-smith, Wis.

J. R. DUNCAN, formerly director of engineering operations for WLIST (TV) Cincinnati, Ohio, has joined WOAI-TV San Antonio, Tex., as director of programs.

LOREN (Bad) WATSON Jr. has joined staff of WHAP (AM-FM TV) Fort Worth, Tex.

WAYLAND FULINGTON, formerly program director of Nelms Fullington advertising firm of Springfield, Mo., and previous director of engineering operations for KETO and KGKB Springfield, Mo., has been appointed program director of WIRE Indianapolis.

FREDERICK P. LAFFEY, chief announcer at WLAW Lawrence, Mass., is the father of a girl, Julie.

EUGENE MICHALSKI, CHARLES NOWAK, MARIAN BIELANSKI, ADAM NOWAK and CAROLINE ZABOROWSKA have joined announcing staff of Polish Program Service, Polish, N. J.

BOB DREPPERD, chief announcer at WLOF Norfolk, Va., has been appointed with WRHI Monroe, Ga. NORMAN WAIN has joined WLOF's announcing staff.

AL JOHANSEN has rejoined writing staff of NBC Daily's Tavern.

HARRY KOPLAN, producer and director of Saturday broadcasts of CBS Meet the Muse, has started as m.c. for that day's broadcasts of the six weekly show.

BOB FISHER has joined writing staff of NBC Alan Young Show.

DICK LOCKE, film director at WBKB (TV) Chicago, is the father of a boy, Donald William.

WARD FENTON, night supervisor at WBEN Buffalo, N. Y., is the father of a boy, Ward Fenton III.

ARTHUR BONNER, formerly news writer for CBS, has joined WOR New York as summer replacement news writer, pinch-hitting for vacationers.

HELEN WENTZ, program builder at NBC Chicago, and H. Richard Forrester have announced their marriage.

NICK NICOLSON, KROW Oakland, Calif., announcer, has started new daily program on station, Neek's Nation Counter. Program features philosophical, household and fashion hints plus music.

FRANK MORRIS, of KECA Hollywood-producer/staff writer, and his wife have adopted two-month-old boy, Craig Stephen.

LORAINA LARSON, director at WBKB (TV) Chicago for six years, and PHIL GROH, formerly of the station staff, have announced their marriage.

O. H. (Buddy) WICKERS, disc jockey at KDKO St. Louis, is the father of twins, boy and girl, Bonnie Jean and Ronnie Dean.

LANNY PIKE, in radio since 1953, has joined WJBK-TV Detroit, as supervisor of all television operations. Mr. Pike will also create and produce programs to emanate from the station.

FRANK PANICO, staff musician at WBMM Chicago, and Claire Palliser are to be married April 23.

TERRY CARPENTER, formerly with New Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc m.c., and Lynne Snow have announced their marriage.

**WOV's Check**

Aids Boys for Italy

Mr. Haller

Mr. Wicker

Mr. Dreppe

Mr. Duncan

**SERVICE DIRECTORY**

Custom-Built Equipment
U. S. RECORDING CO.
1131 Vermont Ave., West 5, D. C.
Sterling 2426

REPRODUCERS REPAIRED
SPECIALISTS W. E. P. A. 9 A & RCA 9 A$25.00
INSTALL NEW STYLUS GOVERHALL
9 A 9 B 22$50
Broadcast Service Co.
334 Arcade Bldg. St. Louis 1, Mo.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 17, Oregon
C. H. Fisher, Agent Phone TR 7303

ELECTRICAL TOWER SERVICE CORP.
AM-PAC
Boise—Ground systems—commissioning lines, painting, erection, dismantling
524 Hillcrest Terrace,
Cove, Oregon
Phone 3-9846—Pocatello, Idaho.

**SMPE MEETING**

Slated April 4-8 in N. Y.

The SOCIETY of Motion Picture Engineers will hold its 65th semi-annual convention April 4 to 8 inclusive at New York's Hotel Statler.


William H. Rivers, SMPE Atlantic section chairman, is in charge of local arrangements and William C. Kunzmann, convention vice president, will supervise registration and information for the meetings. Oscar F. Neu, chairman and Lester B. Isaac, head a committee for the society's get-together luncheon, to be held in the hotel's Georgian Room, April 4, and the semi-annual banquet on April 6.

**LINDEWOOD**

Radio Conference Planned

JUDITH WALLER, public affairs director for NBC Central Division, Chicago, and Ted Westcott, of KSD and KSD-TV St. Louis, will head-line the Third Annual Radio Conference at Lindewood College, St. Charles, Mo., on April 23.

The conference will be attended by students and faculty members of colleges and high schools in the St. Louis area and by representatives of civic groups.

**Canadian Ratings**

TOP CANADIAN evening programs, according to Elliott-Haynes Ltd., Toronto, were Radio Theatre with rating 36.5, Fibber McGee & Molly 33.4, Andy ‘n’ Andy 28.6, Fred Allen 25.8, Bob Hope 24.4, Twenty Questions 25.3, Oxie & Harriet 21.7, Wayne & Shuster (Canadian program) 22.1 Ford Theatre 21.8, and Treasure Trail (Canadian program) 21.2.

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March 21, 1949 • Page 67
FOUR COMMUNITIES which have no local radio stations—two of which receive no primary service day or night—were awarded fulltime local outlets in final decisions handed down by FCC last Monday and Tuesday.

The Commission also made final its proposal to grant the application of KOSA Odessa, Tex., to move from 1450 to 1230 kc, operating with its present 250 w power [Broadcasting, Jan. 24].

The new-station grants, all effectuating proposed decisions issued earlier this year, went to:

Alexandria Broadcasting Corp. for 1450 kc with 250 w at Alexandria, Minn. [Broadcasting, Jan. 24]. The competing application of Alexandria Radio Corp. was denied.

Richland Broadcasting Corp. for 1450 kc with 250 w at Richland Center, Wis. [Broadcasting, Jan. 24].

Blue Valley Broadcasting Corp. for 1450 kc with 250 w at Beatrice, Neb. [Broadcasting, Jan. 24].

Of the four communities for which new stations were authorized, Alexandria and Richland receive no primary service day or night; the Richland service area receives primary service only during the day, and Beatrice receives day and night primary service only in its residential area.

Local ownership, extent of ownership participation in station affairs, and need for a local outlet were principal factors applied by the Commission in reaching its decisions. In the Beatrice case a newspaper connection of the Beatrice Broadcasting Co. was also a factor against the application.

Ownership of the grants:

Alexandria Broadcasting Corp.—Principal stockholders are President R. Castle Brown, owner of American Institute of the Air, a radio school at Des Moines; Kenneth A. Sontworth, general manager, and Everett Q. Walters, an employee of the North American Creameyers of Alexandria. They own 25%. R. Castle Brown's father, Mr. Sontworth, is general manager, farm service director, and senior executive, respectively. Other stockholders: Robert A. Cobb, owner of the Alexandria College of Technology, and W. E. Bell, executive officer of the college.

Richland Broadcasting Corp.—This corporation is owned and controlled by Mr. W. M. Mize, who was in charge of the operation of WCOA, the commercial station, and WYRV, the educational station, which were the stations which were granted to Richland.

Blue Valley Broadcasting Corp.—The population of Beatrice, Nebr., is estimated at 6,000, and the proposed station would serve the town with a powerful signal. The station would be operated by a group of local residents, and the station would be used primarily for educational purposes.

The final decisions were announced on Monday and Tuesday, and the stations are expected to go on the air in the near future.

AM GRANTS

Final Decisions Given To Four Stations

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WBW for dependable service and preferred entertainment.
**Fleet Maneuvers Coverage**

WAPA San Juan, P. R., provided technical facilities and program material for ABC's coverage of Atlantic Fleet maneuvers in the Caribbean. Station Manager Harvard Hall Jr., ABC correspondent, made five remote pickups for network's Headline Edition and News of Tomorrow. WAPA also provided facilities for H. R. Baukhage, ABC commentator, who was in Puerto Rico for the maneuvers. Mr. Baukhage transmitted three programs from the WAPA studios. Station also originated several 15-minute programs from Roosevelt Roads and other Caribbean installations during maneuvers.

**Election Time**

TO ASSIST Los Angeles voters in determining whom to choose for their next mayor at April 5 primary election, KNX Los Angeles March 15 started series of half-hour programs by Your Next Mayor. Series runs for four weeks during mayoralty campaign. Each week three candidates appear and present their platforms. Stuart Novins, KNX-Columbia Pacific Network director of public affairs, produces programs.

**Flying High**

WHEN Capt. Bill Odom crossed Iowa on his record-breaking flight from Hawaii to New Jersey, staffers of KGLO Mason City and WTAQ Quincy, Ill., were right on hand. With special authorizations from CAA and using CAA equipment, the two stations recorded Capt. Odom's voice as he described weather conditions, his personal sensations in flight and other interesting notes and comments. KGLO and WTAQ played the recordings on newscasts while Capt. Odom was still completing his flight.

**DXer Time**

AS a courtesy of DXers all over the country, WWSW Pittsburgh is interrupting its standard 24-hour schedule by observing a 15-minute period of silence in order that a special DX program from CKEN Kentville, Nova Scotia, may get through.

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**Programs**

**Railroad Review**

BEHIND the scenes in modern railroad riding is format of Boston & Maine Railroad program given the televiewer an on-the-scene motion picture tour of railroading. Each week a different angle of the industry is featured: including, a ride in the Diesel, on a freight train, in the dining cars and a look into the repair shops and from the signal towers. Carl del现出 the series, and railroad officials act as guest speakers, narrating the programs which illustrate their departments.

**Presenting 'Hamlet'**

TOMORROW (March 22) KFJZ Fort Worth, Tex., will broadcast an hour-long condensation of "Hamlet" KFJZ, which states that this is the first such effort in the Southwest, will feed the Texas State Network Radio adaptation of the play by John Sullivan, continuity head of KFJZ. The cast includes students and instructors at Texas Christian U. plus radio and stage talent.

**Baseball's Pre-Game Roundup**

SEVERAL stations throughout the country are airing programs direct from the spring training camps of the various ball clubs. WOL Washington is featuring Bill Brandige in nightly tape-recorded telephone conversations with players and coaches from Orlando, Fla. WJR Detroit is using a weekly series voiced by Harry Heilmann in which he also includes his observations and predictions. And WQRC Hartford, Conn., is also airing telephone broadcasts. Bill Lee of the Hartford Courant is featured from the Florida training camps.

**Safety Patrol**

TRAFFIC safety for school children is theme of WJBK-TV Detroit's newest studio program. Green Penant Patrol, inaugurated in cooperation with the Detroit Times, telecasts that paper's weekly award to one of Metropolitan Detroit's 10,000 patrol boys. Special entertainment acts and cartoons beamed towards traffic safety for children are included in each week's telecast.

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**Doctors Viewpoint**

IN COOPERATION with the Dept. of Public Health, the Philadelphia Society for Medical Education and the medical office of the Fourth Naval District, WIP Philadelphia is airing a series of programs each Thursday at 7:30 p.m. in a drive against venereal disease. The Doctor Looks at V. D. presents stars of screen and radio in discussion of the problem, documentaries and taped-recorded interviews with actual patients in hospitals. Each program is planned to use radio as a medium for case-finding. All material is aimed directly at the person who has reason to suspect infection, and urges immediate medical or clinical examination.

**The Cradle Club**

PROGRAM for pre-school children and their mothers, The Cradle Club, has been revived by KRLD Dallas after several years. The new show is heard Mon.-Fri., 9-15 a.m. and every broadcast includes a birthday party for three youngsters, who cut their cake, blow out candles and tell something of themselves.

**'Angles on Art'**

INSTITUTE of Contemporary Arts, Washington, is scheduling a series of programs on WTTG TV Washington each Tuesday at 8 p.m. Series is designed to present the arts in an enlightening as well as interesting fashion. The program, Angle on Art, includes discussions and demonstrations on acting techniques, modern dance, pottery, sculpture, design and painting.

**'Hy-Lights'**

WICU (TV) Erie, Pa., which took the air March 15, is programming a weekly series entitled Hy-Lights and devoted to matters of interest to women. Hy Yake, society editor of the Erie Dispatch, is emcee. Special feature of the telecasts will include the paper's guest "Beauty of the Week."

**The Mayor Speaks**

MAYOR Joseph E. Smith of Oakland, Calif., is featured in KROW Oakland's new weekly public service program Joe Smith Talks It Over. Mayor Smith uses a chatty, informal style in his report on municipal affairs.

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**NAE B Delegation**

Two Named for UNESCO

TWO more National Assn. of Educational Broadcasters members have been named by President Richard B. Hull, director of WOI Ames, Iowa, to represent NAB at the second national conference of the U. S. National Commission for UNESCO in Cleveland, Ohio, March 31 through April 2.

Completing the group's delegation to the conference are Morris S. Novik, NAB executive secretary and New York radio consultant, and Harold Engel, director of WHA Madison, U. of Wisconsin station.
Salesman

Salesman—Established NBC affiliate in major southern city seeking for aggressive man with successful radio sales background. Must be able to handle correspondent. Good man will receive consideration. Write, sending facsimile if possible. Box 842a, BROADCASTING.

Wanted—Combination announcer-engineer. No students. Experience in announcing and sales preferred. Will work both in Chicago and Des Moines, Iowa. Will start immediately. Write, enclosing resume. Box 492a, BROADCASTING.

Technical

Engineer—Announcer. 25 years' experience, desires combination position with emphasis on announcing. Midwest preferred. Box 412a, BROADCASTING.

Engineer—First, age 31, single. One year experience transmitting, audio engineer, desires position with radio company. Will work in Midwest. Box 442a, BROADCASTING.

Engineer—Age 36, single, veteran. Desires combination position in Midwest, has 17 years experience in engineering, does not like West Coast. Box 342a, BROADCASTING.

Engineer—Age 31, single. Desires position in Midwest, has 17 years experience in engineering, does not like West Coast. Box 402a, BROADCASTING.

Sales

Salesman—Sales promotion and sales—Eight years experience in sales and sales management. Contact local station. College graduate, preference for Southern stations. Send complete resume and references. Box 844a, BROADCASTING.

Salesman—Sales promotion and sales—Eight years experience in sales and sales management in Cincinnati radio market. Successful college graduate, preferably Southern station. Send resume and references. Box 844a, BROADCASTING.

Salesman—Sales promotion and sales—Eight years experience in sales and sales management. College graduate, preferably Southern station. Send resume and references. Box 844a, BROADCASTING.

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For Sale

Station

For sale: Thriving wired music busi-ness, predominantly Florida city. Address Box 49a, BROADCASTING.

For Sale

Station

FOR SALE
New station with the newest equip-ment. Small southwest town. Wonderful potential. Box 452a, BROADCASTING

Regional Independent Station

FOR SALE
Single Station Market in Middle Atlantic State

This business has consistently increased and expanded with a substantial profit margin during the past two years. Located in prosperous area with no out-side competition.

Box 474a, BROADCASTING

For Sale

Regional Independent Station

FOR SALE

Single Station Market in Middle Atlantic State

This business has consistently increased and expanded with a substantial profit margin during the past two years. Located in prosperous area with no outside competition.

Box 474a, BROADCASTING

FOR SALE

250-W TEXAS MUTUAL ASSOCIATE

Fulltime monopoly in excellent growing 30,000 population market with stable agriculture and oil production, presently grossing $50,000 annually, reasonable terms.

Wanted - 16 kw transmitter. Preferred: rf model, composite job. Box 394a, BROADCASTING

For Sale

Equipment, etc.

TRADES WANTED.

Announcer with mail pulling ex-
erience. Will have actual station experience to direct mail. Ability to fill strained announcing also desired.

Possibly must be that will fit this slot of a major mail pull station position.

Write Box 494a, BROADCASTING.

FOR SALE

AM/RCA 570L-5 250 watt AM transmitter. Used 16 months available by reason of power increase. Guaranteed performance and appearance like new. Complete with mic, 2 real key, square tube and some crystal. You save $500.00 on a current production transmitter.

ALSO

IDECO 116 ft. self-supporting tower, with base structure. No lighting. $1050.00

IMMEDIATE DELIVERY

Contact Chief Engineer
Newport News, Va.

WGI

FOR SALE - 1 new GE BY18 4bay fm

antenna

1 new GE 8734 250 watt FM transmitter

1 new GE 8736 FM free/mod. modulator

1 new RCA 816C 4-pair monitor amplifier

4 new RCA 835 booster amplifiers

1 new RCA 608A limiting amplifier

1 used WE 114D program amplifier

1 used "Washington" mixer op.

1 used Jazzon 565 audio oscillator

2 used RCA "Varmac" microphone

1 Presto "TV" recorder, portable

1 Radiotele R, recorder, portable

3 new RCA "on-air" lights

WIRE: 213-61, Bank, Warren, Ohio

FOR SALE

Wanted - Refresher Courses

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3336 16th Street, N.W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF
3336-16th St., N.W.
Washington 10, D. C.

Please send information concerning:
Correspondence or Residential Courses.

Name: ____________________________
Address: __________________________
City: ____________________________ State: ____________

For Sale

Equipment, etc.

TRADES WANTED.

Announcer with mail pulling ex-
erience. Will have actual station experience to direct mail. Ability to fill strained announcing also desired.

Possibly must be that will fit this slot of a major mail pull station position.

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AM/RCA 570L-5 250 watt AM transmitter. Used 16 months available by reason of power increase. Guaranteed performance and appearance like new. Complete with mic, 2 real key, square tube and some crystal. You save $500.00 on a current production transmitter.

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1 used WE 114D program amplifier

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1 Presto "TV" recorder, portable

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Residence and Correspondence School

NATIONAL ACADEMY OF
3336-16th St., N.W.
Washington 10, D. C.

Please send information concerning:
Correspondence or Residential Courses.

Name: ____________________________
Address: __________________________
City: ____________________________ State: ____________

(Continued on next page)
FM BROADCASTERS who have pondered the uncertain future of their ailing infant should be considerably heartened by a "success"

Classified (Cont'd)

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Hollywood 7848
Los Angeles 27, California

REGIONAL MANAGERS (2)
Fastest growing National Organization, whose promotional campaigns are familiar and ENDSORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7600 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, Broadcasting

FM USES STORECAST IDEA

WNAM-FM, which operates with a radiated power of 3,100 w in conjunction with its sister station WNAM Neenah-Menasha, Wis.

Last month, according to Don C. Wirth, vice president and general manager of the Neenah-Menasha Broadcasting Corp., WNAM-FM negotiated a contract with one client who purchased all on-the-hour and on-the-half-hour station breaks and commercial announcements in return for a daily (9 a.m.-5:30 p.m.) operation providing continuous music for 10 super-marts in WNAM-FM's territory.

The contract was negotiated by Fred W. Sample, WNAM sales manager, with Krambo Food Stores Inc. which operates super-marts in Green Bay, Appleton, Neenah-Menasha, Oshkosh, Fond du Lac, Manitowoc, Sheboygan and other cities in Wisconsin.

Additional Service

The unique arrangement will provide Krambo Foods outlets with a storecasting musical service in addition to severing WNAM-FM from WNAM which has duplicated its programs on its FM station.

An interesting side-light on the storecasting service which WNAM will provide is the manner in which the music will be presented.

Until now, Krambo was able to provide music in only its three Green Bay stores by means of an automatic record player which provides for 14 hours of continuous music.

WNAM's engineers merely transferred the record player to WNAM's transmitter, re-wired it into their own amplifiers and the music is then broadcast without requiring additional personnel.

story of how one FM station has solved its sponsor problem.

RADIO and household appliance store sales were $2,782,000,000 in 1948, up 11% from 1947, and a new record high, according to the Dept. of Commerce. In a report on the electrical goods trade, the Bureau of the Census shows that sales for the final quarter 1948, in spite of the high annual total, were slightly under the corresponding period in 1947.

Sales in December 1947 and 1948 were $300 million. No breakdown was shown between radio and TV sales, and other household appliances.

In a review of the 1948 economic situation, the Dept. of Commerce said that personal consumption expenditures had risen 8% above 1947 and the national income rose from $202,500,000 to $224,400,000. Personal savings increased from $8,000,000 to $14,000,000.

Corporate profits, adjusted for inventory valuation, were 20% above 1947. In spite of the record income year, the Dept. of Commerce predicts that "supply and demand were moving toward a balance, and the end of a sellers' market for most types of consumption goods was becoming evident."

Ohio News Show

A SERIES of women's programs stressing a feature format is being conducted on WJIT Hartford by Jean Colbert, director of women's activities. The programs stress a particular theme, using news-worthy information as the backbone of the program. A liberal sprinkling of celebrities also appear on the Radio Bazaar show.

Running Monday through Saturday from 8:30 to 9 a.m., the cooperatively sponsored program stresses the following themes: Monday, Children's Day; Tuesday, Glam'our and Fashion Day; Wednesday, United Nations Day; Thursday, Home Decoration Day; Friday, Household Round-Up Day; Saturday, His Day. The Saturday show, for instance, features such subjects as men's sports, fashions, hobbies, likes and dislikes and meals men appreciate.

Miss Colbert is the daughter of a college professor and a graduate of Hunter College, New York. For six years before joining WJIT she was director, writer and commentator on several highly rated women's programs in New York, Philadelphia and Cleveland. For the nine years before that she was a radio actress and wrote and starred in some of her own plays.

***

COUPLED with demands last week that the House Un-American Activities Committee reopen inquiries into a Communist atomic spy ring was a strong indication that the committee's ban on radio, television, newsreel and photographic coverage of committee sessions get into full swing.

Chairman John S. Wood (D-Ga.) told BROADCASTING it was his opinion the majority of the committee members are not now sympathetic to a return or modification of the ban imposed Jan. 31 [BROADCASTING, Feb. 7, 14, 21]. "However," he added, "when hearings start I think the members will realize the decision was too sweeping."

Circumstances which develop later, during hearings, will make it clear to members that their actions was "too severe" and "too last," Chairman Wood said. At the time the action was considered, Rep. Wood said, he personally had held that the ruling was too stiff. Rep. Wood expressed the view that certain media are "valuable tools of communications" which permit the committee to "see and present" the public activities.

The southern legislator declined to specify what media might be "too severe" because of relaxation of the ruling. It had earlier been felt that remedial action might be taken to permit, at least, broadcast and wire recording of committee sessions [BROADCASTING, Feb. 14].

Representatives of NAB, Television Broadcasters Assn., National Assn. of Radio News Directors and MBS Commentator Albert L. Warner, chairman of the Radio Correspondents Assn., had opposed the measures. An audience with the committee was requested by NAB, TBA, and Mr. Warner. ABC and NBC made no individual protests, but indicated their views were expressed by Mr. Warner.

The protests, Rep. Wood said, were read to the committee and made part of the committee records.

Rep. Wood replied in the negative when asked if any public hearings were scheduled to hear complaints of Mr. Warner and the trade associations. It had not come to his attention that anyone de-
**Allied Arts**

**COMMAD. GEORGE O'BRIEN**

USNR, has been appointed commanding officer of Volunteer Naval Reserve Unit 11-1 attached to Armed Forces Radio Service in Hollywood. He succeeds COMMAD. ROBERT MONTGOMERY, USNR, who asked to be relieved because of contemplated prolonged trip to Europe.

**Equipment**

VINCENT dePAUL GOUBEAU, director of materials for RCA Victor Div., has been elected vice president in charge of materials department.

ARThUR N. GROSSBERG has been promoted to assistant sales promotion manager, and GERALD LIGHT to assistant to vice president in charge of sales at Emerson Radio & Phonograph Corp., New York.

ASTATIC Corp., Conneaut, Ohio, has announced production of new crystal cartridge which uses two separate, independent needles, one with one-mil tip radius for long-playing records, and other with three-mill tip radius for standard recordings.

ANDREW Corp., Chicago, has issued price list and illustrated folder for its Type 787 coaxial cable.

VERBEST TELEVISION PRODUCTS Inc. has announced opening of its new plant and offices at 233 Spring St., New York. Telephone: Algonquin 5-4800-1-2.

**Television**

OTIS P. WILLIAMS has joined Video Varieties Corp., New York, producer of television program films, as general sales manager. Prior to joining Video Varieties he was with WOR- MBS New York as a sales executive; WNJR Newark, N. J., as general manager, and has also served on "March of Time" staff.

WILLIAM J. THOMAS, who retired from Young & Rubicam five years ago, and RICHARD BANA, of UN radio and television department, have joined HENDRIK BOORAEM in Holland Productions, New York, newly formed organization for packaging television and radio programs. Firm's first production, Experience Speaks, is heard Fridays on MBS.

DAVID GILMORE, San Francisco freelance radio writer-producer, has joined Teletalent Agency, same city, to produce package TV shows. Tele- talent is new agency designed to develop and produce TV talent, scripts, ideas and shows.

Mr. Goubeau

Mr. Williams

**WICIA EXPANDS**

**Starts FM, Goes Fulltime**

HERALDING an increase in power for WICA Ashtabula, Ohio, and the launching of WICA-FM, the Ashtabula Star-Beacon published an 18-inch supplement to its March 4 issue.

WICA-FM, operating on Channel 279 (103.7 mc) with 48 kw, took the air March 5, and on the same date WICA, previously a 1 kw daytime, became a fulltime station with 5 kw day and 1 kw night. Both WICA, which is on 910 kc, and WICA-FM maintain an 18-hour schedule 6 a.m. to midnight.

The stations have a new transmitter building, new transmitters and a four-tower antenna array.

**RIBLET CHANGES**

Takes Johns Hopkins Post

HENRY B. RIBLET has withdrawn as a partner in Glenn D. Gillett & Assoc., Washington, D. C., consulting radio engineers, to accept a position with The Johns Hopkins U. applied physics laboratory at Silver Spring, Md.

Mr. Riblet left KILZ Denver to join Mr. Gillett's staff in 1940. From 1942-1945, when the firm's operations were suspended because of the war, he worked with the airborne instruments laboratories of the Columbia U. Division of War Research, Mines, N. Y.

**Operator Licenses**

PROPOSED rules changes have been announced by FCC to provide for a one-year period of grace during which applications for the renewal of expired commercial radio operator, amateur operator or amateur station licenses may be filed. FCC has invited comments by April 25.

**RCA INSTITUTES, INC.**

A Service of Radio Corporation of America

The oldest and recognized as one of the leaders in the industry, it offers its specially trained Radio and Communications Industry (all fields have first class Technical Schools).

We solicit your inquiry for the following courses:

**Radio-Technical Short Courses**

RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.
INTRODUCTION of a new and miniature microphone, of dimensions based on the size of the human ear drum, has been made by Altec Lansing Corp., New York York and Hollywood, at a luncheon at New York's Essex House.

The Altec miniature (21 B) microphone, in a nutshell (into which it fits with room to spare), weighs less than a quarter of an ounce, and can be adapted to all types of stand mountings, overhead suspensions or worn as a breastplate or lapel mike. Its only moving element is a tiny diaphragm the size of the ear drum.

The tiny microphone is "omni-directional," its makers said.

Blastproof, a revolver fired 12 feet from the microphone has no effect on its efficiency.

FORT WORTH
WBAP-FM Starts Service
WBAP-FM Fort Worth went on the air March 9 as the city's first FM station. Owned by the Fort Worth Star-Telegram, WBAP ventured familiar procedure in launching its television service before FM. WBAP-TV was inaugurated last September.

As Harold Hough, radio director, points out, WBAP-FM will "pull together" the programs broadcast alternately by WBAP-570 and WBAP-580, frequencies shared with WFAP Dallas as outlets for ABC and NBC, respectively.

WBAP-FM broadcasts on Channel 263 (100.5 mc).

D. C. Sales Tax
A LEGISLATIVE proposal to create a District of Columbia sales tax, which would include sales of advertising space and radio and television time, was defeated in the House March 14. The bill (HR 3347), by Rep. Howard W. Smith (D-Va.), had been approved by the House District of Columbia Committee March 10.

SALESMAINSHIP
Enterprise Needed—Shreve

ENTERPRISE in salesmanship will set the business pace in the growing buyers' market and emerging era of sharp competition, Earl O. Shreve, president of the U. S. Chamber of Commerce, told the National Marketing Conference in Columbus, Ohio, March 8.

Mr. Shreve was one of several speakers who addressed the two-day sessions sponsored by domestic distribution department, U. S. Chamber of Commerce. Cooperating organizations included Columbus and Ohio state chambers, retail trade organizations and Ohio State U. [broadcasting, Feb. 14].

Speaking at a dinner meeting on the subject, "The Distributor's Role in Our Economy," Mr. Shreve called for ingenuity, initiative and vigor to meet sales opportunities in the present market. He cited as an example of sales enterprise a radio store which did a thriving business in sets, phonographs and records after the war, but whose business began to slacken. "Did this seller wall about the slack...and yell for government to stabilize the boom in radio?" Mr. Shreve asked. "On the contrary, this merchant moved with the times. He took larger quarters...put TV sets on display...and blazoned on his shop the sign 'Televisions'...The customers became conscious of the new and the exciting in business appeal....I commend this kind of enterprise now."

SUMMER LISTENING
Canadian Survey Urged

A SURVEY of summer listening, in a number of test areas in Canada, is being recommended to the Canadian Assn. of Broadcasters, by the Radio Executives Club of Toronto, following its February meeting. A number of broadcasters at the meeting, including Frank Ryan, CFRA Ottawa, Cliff Win-
grove, CKTB St. Catherines, and Andy McDermott, H. N. Stovin & Co., pointed out the need of more data on radio listening habits, especially in rural areas and during the summer months.

At the monthly meeting, Pat Freeman, formerly of CAPAC Calgary, newly appointed director of sales promotion for CAB, was introduced to members.

On All Accounts
(Continued from page 22)
research, Jim, since joining JWT, has taken some courses at Columbia and N.Y.U. in statistics and radio. Outside the office he enjoys the theatre, beach weekends during the summer, the 87th street galleries, etc. He devotes considerable time to his work as chairman of the young people's group at the West End Collegiate Church.
FCC TO APPEAL
Seeks CSC Approval of Smith

AN APPEAL to the Civil Service Commission for reconsideration of its failure to include FCC Hearing Examiner Elizabeth Smith on the eligible list of examiners was being prepared by FCC last week [CLOSED CIRCUIT, March 14].

Miss Smith was the only one of the Commission's nine examiners not needed. She has been serving as an examiner since 1947, along with the eight others. It was felt CSC applied its qualification standards too strictly in failing to pass her eligibility.

In addition to the eight examiners pronounces eligible—which gave FCC one of the best records of all the government agencies involved—four out of six members of the law bureau who took the examinations were found eligible.

The examiners: Jack P. Blume, J. D. Bond, Basil P. Cooper, James D. Cunningham, Hugh B. Hutchison, J. Fred Johnson Jr., Fanny Neyman Litvin and Leo Reanick.

All but Massa. Blume and Bond are so-called "status employees," which means they are eligible for permanent appointments to the post they have been holding since June 1947, subject to CSC approval. As non-status employees, Massa, Blume and Bond must compete with others in that category but will retain their positions if their grades are sufficiently high.

Members of the FCC law bureau (not examiners) who took the examinations and were found eligible were listed as follows: Joseph N. Nelson; Walter R. Powell, chief of the Transfer Branch of the Broadcast Division; Hilda D. Shea, chief of the FM Branch, Broadcast Division, and Marshall Orr, chief of the Aviation & General Mobile Branch; Safety & Special Services Division. Their names will be entered on the CSC register of examiners.

WIN DECISION
Grant To Move Proposed

PROPOSED decision was adopted by FCC last week to grant request of WFCI Pawtucket, R. I., to move its main studio to the Sheraton-Biltmore Hotel in Providence. No change of transmitter site or assignment (5 kw fulltime on 1420 kc, directional) is involved. FCC majority favored the move despite recommendation of denial entered by Hearing Examiner Fanny N. Litvin. Comr. Paul A. Walker concurred with the examiner, who found that Pawtucket would be left without any nighttime local facility while Providence would gain a sixth station. The Commission majority pointed out that the two cities are contiguous and both are within the Providence metropolitan area.

WFCI is an ABC affiliate and is licensed to Pawtucket Broadcasting Co. with Howard W. Thornley, president.

NEW BUSINESS
(Continued from page 12)

DURO FURNITURE Mfg. Co., Los Angeles, planning quarter-hour weekly schedule on four Los Angeles area stations in addition to present schedule. Today (March 21) firm starts quarter-hour sponsorship of Joe Adams Mayor of Melody on KOWL Santa Monica; March 29 on KFOX Long Beach Duro Contest Hour; March 30 on KGIL San Fernando Sweet Swing; April 1 on KKRW Pasadena Western Hour; April 3 on KFWB Los Angeles Peter Potter Platter Parade. Firm currently sponsoring quarter-hour weekly on KLAC Los Angeles. All contracts for 13 weeks. Agency: Raymond Keane Adv., Los Angeles.

AMERICAN BROADCASTING Cos., New York (pharmaceuticals), starting sponsorship of three programs on Don Lee network (45 stations) for 26 weeks. March 29 firm starts two-weekly newscasts, Tuesdays and Thursdays (11:30-11:45 a.m. PST); and three-weekly sponsorship of I Love Lucy with Fred Allen. April 21 firm starts weekly recorded Sunday Favorites Sundays, (11:30-11:45 a.m. PST). Agency: Victor Van der Linden Inc., New York.

LEESER Bros., Cambridge, Mass., through Yeung & Rubicam, New York, has renewed Arthur Godfrey's Talent Scouts on CBS television and radio. Renewal on the CBS network is for 82 weeks, effective April 4. Program is aired and telecast Mondays, 8:30-9 p.m. (EST).

ANNIVERSARY breakfast given in Chicago by ABC to mark beginning of Swift and Co.'s eighth year of Breakfast Club sponsorship was attended by 50 Swift and ABC executives, including Vernon Beatty (l), Swift's advertising manager, and John H. Norton Jr. (center), ABC Central Division vice president. Don McNeill, star of program, is at right.

Page 76 • March 21, 1949
SUIT SETTLEMENT

WBQQ Gives WGAC $11,500

WGAC Augusta, Ga., has obtained a settlement totalling $11,600 from another Augusta station, WBQQ, in a suit brought following purchase of the Augusta Tigers baseball club [BROADCASTING, March 7] from Troy Agnew by Savannah Broadcasting Corp., WBQQ's licensee.

Previously, according to testimony brought out in hearings held in Superior Court at Augusta, Mr. Agnew had sold broadcast rights to the Tigers' out-of-town games to WGAC. When WGAC called upon the new Tigers owners to meet terms of the broadcast contract they failed to do so, it was charged.

WBQQ then entered suit for $66,500 and asked an interlocutory injunction to prevent WBQQ from broadcasting the games. The settlement, reached March 10, represented $5,000 in checks WGAC had paid Mr. Agnew for the broadcast rights, and which he had turned over to WBQQ, and $6,600 in damages.

Under terms of the settlement WBQQ will have rights to air all out-of-town games of the Tigers and the defendants and plaintiffs will divide the court costs.

ARTS CONTEST

Radio Scripts Included

Radio script will be among five categories of literary works to be judged in a contest sponsored by National Five Arts Award Inc., non-profit corporation in New York. Cash awards, fellowships and professional publication or production are given annually to winners, with first prize of $2,000.

Added benefits include standard royalties for radio and television when so adapted; publication in a book devoted to radio scripts if quality of work warrants; other standard royalties, and sales of motion picture rights. Judges of radio scripts are Norman Corwin, famous writer-producer-director; Arch Oboler, script writer-producer-director, and Erich Barnouw, president, Radio Writers Guild and Columbia U. instructor. Other

Nielsens Radio Index Top Programs

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EVENING: 2 TO S-A WEEK, 5-30 MIN.
1. 1 Long Ranger | 15.6 | 1 |
2. 2 Beulah | 12.0 | 2 |
3. 3 Counter-Spy | 10.9 | 3 |

DAY, 2 TO S-A WEEK, 5-30 MIN.
1. 7 Godfrey (L & M) | 15.6 | 1 |
2. 8 Ma Perkins (CBS) | 11.6 | 2 |
3. 1 When Girl Metes | 11.6 | 3 |
4. 2 Young Widler Brown | 11.4 | 4 |
5. 5 Godfrey (Nabisco) | 11.4 | 5 |
6. Tupper Young | 11.5 | 6 |
7. 7 Big Sister | 10.0 | 7 |
8. 9 Jackie Foote Wife | 10.1 | 8 |
9. 10 Wendy Warren | 10.0 | 9 |
10. 11 Porter from Life | 10.6 | 10 |
11. 12 Steve Dallas | 9.8 | 11 |
12. 13 Honey | 9.5 | 12 |
13. 14 Steve Dallas | 9.3 | 13 |
14. 15 Jack Armstrong | 10.5 | 14 |

EVENING: 3 TO S-A WEEK, 5-30 MIN.
1. 1 Long Ranger | 15.6 | 1 |
2. 2 Beulah | 12.0 | 2 |
3. 3 Counter-Spy | 10.9 | 3 |

DAY, SAT. OR SUN., 5-40 MIN.
1. 1 True Detective | 17.9 | 1 |
2. 2 Quick to Flash | 16.9 | 2 |
3. 3 House of Mystery | 16.0 | 3 |
4. 4 Star Over Hollywood | 12.7 | 4 |

DAY, SAT. OR SUN., 5-40MIN.
1. 1 True Detective | 13.7 | 1 |
2. 2 The Shadow | 12.2 | 2 |
3. 3 Quick to Flash | 11.9 | 3 |
4. 4 House of Mystery | 11.1 | 4 |
5. 5 Grand Central Station | 10.7 | 5 |

TELEPULSE

N. Y. Sports Time Drops

FOR first time in Telepulse history, according to New York tele-
trends for February, by The Pulse Inc., New York, video sports pro-
grams failed to lead all other program types in percentage of total
TV time. Sports trailed behind newscasts and music programs, and
were tied with kiddie shows and feature films. Variety programs con-
continue to receive the highest average rat-
ing for program types.

NEW YORK TELEVISION PROGRAMS BY TYPES

<table>
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<td>Sports News</td>
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<td>Songs</td>
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<td>Plays</td>
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February 1949 Average Hours Rating

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Last Chance

This $2.00 YEARBOOK comes free with a $7.00 subscription to the weekly BROADCASTING-Telecasting.

Offer Expires March 31

1949 YEARBOOK FEATURES

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

Mail Coupon Today!
**Promotion**

With the startling announcement that "CBS-Haunt's Got Him" is on the outside of a folder which opens up to "And Hooger Never Heard of Him," a KOW! Santa Monica, Calif., promotion piece extolls the merits of its disc jockey Joe Adams and his Mayor of Melody. Fully-opened folder, showing a picture of Mr. Adams, contains reprints of various letters commending his program and telling results of recent contest on program that resulted in so many calls the phone company complained about them "swamping the circuits." Further details of nights for program, with current list of its sponsors, as well as station's complete rate card are included.

What's Your Favorite Program?

A LETTER to each of its advertisers asking them to name their favorite WKTG Thomasville, Ga., programs and why they are favorites is part of WKTG's newest promotion stunt. The best letter received will be awarded in cash prizes. Object of contest is to prove program popularity, listener time preference, area coverage and listenership.

Vacation Contest

SPORTS director Teit Cummins, WMT Cedar Rapids, Iowa, is conducting his annual "Vacation Contest." Winner receives all-expense paid week at Lake Bemidji Camp in Minnesota and Shell Oil Co. (Cummins' sponsor) provides transportation. Gibnik is to identify the four finalists in state high school basketball tournament-in correct order—plus total number of points scored in the final night of tour.

Feature Presentation

ANY resident whose picture appears in one of the local newspapers as a result of some worthy accomplishment receives a complimentary notice from WJPS Evansville, Ind. The station pastes the person's picture on a signed envelope-size card congratulating the outstanding citizen and wishing him continued success.

KOOS Column

INSTEAD of the usual radio station ad plugging a program or program, KOOS Coos Bay, Ore., is using a three-weekly newspaper column. Titled "Radio at Random," the ad carries notes and comments about what's coming and going in the radio world. KOOS reports that this form of advertising has been so successful that it is used exclusively with the exception of unusual promotions when the column is augmented with larger ads.

Keep Up With the 'Queen'

TO KEEP the trade up-to-date on activities of MBS Queen For a Day, Hollywood staff of the show has started distributing a four-page tabloid chronicling show's current events and past history, Queen for a Day. Gives unusual space to both its sponsors, with "Alkalize with Alka-Seltzer" on one inside page and "Call for Philip Morris" on the other, the newspaper gives pictures and activities of current queens and show's personalities, general information and advance promotion on the show and various press reprints. Approximately 1,600 people receive the paper, including sponsors, agencies representing them (Wade Adv. for Alka-Seltzer; Cecil & Presbrey for Philip Morris), Mutual and associated networks.

Open House

PRIOR to taking the air on March 15, WICU (TV), Erie (Pa.) Dispatch's new television station, held a two-day open house session for local citizens. A bevy of lovely hostesses served as guides and station prepared descriptive signs to identify and explain the complex equipment. The broadcasts were dressed in Gay Nineties costumes for easy identification. On March 12 WICU held a special open house for local school children.

Rooster Crow

NEWEST contest on WLAM Lewis- tonauburn, Me., is being conducted by John Gould, editor of the weekly Lisbon (Me.) Enterprise, on his Mon.-Fri., 7:30-7:45 a.m. WLM show. Mr. Gould's former side-kick on the program was a 12-year-old red rooster, "Sunrise Si," who had been featured on the program for over a year when he died. Now Mr. Gould has acquired another rooster and is asking listeners to name him. The winner in the contest will receive such prizes as $100 one-day-old chickens, a roll of chicken wire, a Philco radio, a copy of Mr. Gould's book, And One to Grow On, and many other awards.

Personnel

JUANITA WILCOX, former director of sales and promotion at WHKC Columbus, Ohio, has been appointed manager of promotional activities for WLWC (TV) Columbus.

CORINNE KOPP has been appointed promotion director of WLDY Lady- smith, Wis.

RUTH A. ASHTON has joined KNX- Columbia Pacific Network, Los Angeles, department of public relations assistant to STUART NOVINS. Miss Ashton was formerly with CBS and CBS TV New York.

KEN SMITH, assistant program director at WLYW Cincinnati, has been ap- pointed promotion manager.

NAB GOLFERS

Broadcasting To Give Trophy

FOURTEENTH annual NAB Golf Tournament for the Broadcasting trophy will be held Sunday, April 10, during NAB convention week in Chicago. Site will be Acacia Country Club.

Silver trophy will be awarded the low gross winner with another prize going to the low net winner.

The course is located about 10 miles out of Chicago. Broadcasting will supply a bus leaving the Stevens Hotel at 9 a.m. Sunday. A 19th hole party will be given.

Entries should be sent to Maury Long, at Washington headquarters, or Bill Thompson, at the Chicago bureau.

In the 1948 tournament at Los Angeles Don Fedderson, KYA San Francisco, and Max Everett, J. P. McKinney & Son, were tied for low net with Pete Watts, KYOR San Francisco, having low gross.

**Only station saturating rich Western Washington market!**

**KOIR CBS SEATTLE TACOMA**

**The Pioneer 50,000 WATT STATION of the PACIFIC NORTHWEST 710 KC**

NATIONALLY REPRESENTED BY FREE & PETERS, INC.
March 11 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WAPA San Juan, P. R.—Designated for hearing petition requesting reconsideration of action of Commission of Oct. 21, 1948, granting application of WPTP Raleigh, N. C., for CP make changes in its DA and to designate said application for hearing; made WPTP party to proceeding. Lake Bfs. Co. Inc., Gary, Ind.—Designated for hearing application for CP new AM station—150 kc, 1 kw uni.; made WHBF Rock Island, Ill., and WMBD Aurora, 1 kw, parties to proceeding. WSBA North of York, Pa.—Designated for hearing application to change from 890 kc 1 kw D to 890 kc 1 kw D, and to install new trans. and DA.

Modification of CP

WREJ and CLY-Wu.—Granted mod. CP to specify increased field strengths to be allowed DA to mod. CP values more nearly agree with values obtained in test and measurements made on system; engineering condi.

AM—1450 kc

Terrell Broadcast Corp., Terrell, Tex.—Granted CP for 1450 kc, D, to operate on 1450 kc for purpose of obtaining data with reference to intensity of interference found with its application for new tower, on frequency to be operated on same frequency with 250 W, D, 24 hr in hearing on request of neither the Commission nor the parties to this proceeding. Authorization of test station is conditioned to operation being completed in a reasonable time and meeting equipment tests by KJCB Ft. Worth, and further that installation is made only with unmodulated signal, except for voice identification each half hour.

Hearing Designated


Request Denied

WINZ Hollywood, Fla.—Denied request for its application for 5 kw on clear channel frequency, 500 W, and operating time of Monroe.

Motion Denied

WJZ New York.—Denied Memorandum of Opinion and order denying petition of WJZ requesting denial of application for lease and concession to MGNK, Denver, Colo., and KCKA Inc., KCKA (CBS), Seattle, Wash., for CPs 776 kc 50 kw uni.

Hearing Designated

Lamar County Bestg., Co., Paris, Tex.—Granted for hearing application for new station 1250 kc 1 kw D, made KYI Sulphur Springs, Tex., partly to proceeding.

Modification of CP

KAGH Panama, Calif.—Granted mod. CP to change hours from D to uni., with 1 kw D and install DA-N.

KDEC and KWLC Decorah, Iowa.—Granted mod. CP to change from susp. to share time.

Hearing Designated

Anchorage, Pontiac, Mich., and Bowling Green State U., Bowling Green, Ohio.—Designated for consolidated hearing applications of Applicants for new station 740 kc 1 kw D and Bowling Green for new station 750 kc 50 kw uni.; D, made WPIT Pittsburgh, party to proceeding.

Modification of CP

WKBW Cortland, N. Y.—Upon petition to remove from hearing docket and grant application for mod. CP to change hours from D to uni., change power from 1 kw to 50 W uni. and install DA-N.

Petition Denied

WSUP Toledo, Ohio.—Denied petition requesting Commission to set aside action granting application of Sarken Tpainter (WWTI), Bloomington, Ind., to make changes in DA and change trans. location, in its determination that grant shall be made cond. upon permitting making of measurements of its key signal in WSPD area so that operation of WTTI be limited to extent that interference be caused to primary service area of WSPD.

Hearing Designated

WMBR-TV Jacksonville, Fla.—Designated for hearing application for additional time to complete construction of CP of station.

Petition Denied

WTVY Indianapolis.—Denied petition requesting Commission to grant additional time to complete construction of WTVY.

Approval of License

WJNC Jacksonville, N. C.—Granted assignment of license of assignment from Jacksonville Bestg., to L. E. Gould. Assignor corporation will remain in existence and will lease property to Gould for period of 5 years, renewable for like period at option of lessee, for annual rental of $8,000.

Transfer of Control

WHTM McMinnville, Tenn.—Granted voluntary acquisition of control from Oliver B. Albritton Co., Chattanooga, Tenn., to W. Newton Council, W. Newton—Will in, and Patuxte Broadcasting Co. Inc. to H. S. Lackey for $6,000.


MODIFICAT光纤 LINK

Telephone Link.

AM—1250 kc

Lake City Bestg. Corp., Marion, N. C.—Granted CP new station 1520 kc 1 kw D, pending hearing; estimated cost $26,625.

(Continued on page 80)
Yes, WCMC, the CBS affiliate for the Tri-State (Huntington, W. Va., Ashland, Ky., Ironton, Ohio, and adjaecencies) really covers the populous areas of this compact market. An FM "bonus" too.

Ask a Pearson Representative or C. C. Warren, Manager, for the facts.

WCMC "hits them where they live"
28,000 Petitioners

A PETITION advocating elimination or reduction of the 20% federal tax on such every-day essentials as baby oil has been presented to the national Senators and Representatives from Maryland. Over 28,000 Marylanders signed the petition which was presented during a luncheon in Washington. Louise MacFarlane, women's commentator at WCBM Baltimore, during the luncheon spoke of experiences she had gleaned from those who circulated the petition as well as from letters she had received from those who signed it. The legislators urged her to help listeners of their desire to fulfill the wishes of the petitioners.

WJIB Greensburg, Pa.—Granted license increase power change hours effective.

KSUM Bisbee, Ariz.—Granted license changes in FM station. Install new vertical antenna and change trans. and studio location.

KNAK Salt Lake City—Graded license change frequency, increase power, etc.

KPTC Bestu, Calif.—Granted

PACIFIC COAST—

San Francisco—DBS

COLUMBUS—Dayton, Ohio


KY34—FM Cleveland, to 11-19-64. WTB-OFM Cleveland, to 9-1-64.

March 15 Applications

KPOA Banning, Calif.—CP change from 1400 kc to 1330 kc 1 kw-d 500 w DA-D.

KREO Indio, Calif.—CP change from 1400 kc to 1330 kc 1 kw u. to 1330 kw 1 kw-D.

WKYB Patschuck, Ky.—CP change from 800 kc to 870 kc DA-D.

License Renewal

License renewal applications were filed by following stations:

KPOA Bakersfield, Cal.—Request extension of license from Pacific. Co. To Bakersfield, Cal. Sub. Based.

KBSM Banning, Calif.—Assignment of license from CAL Phillips, William and John Phillips d/b/a as Bess Bakersfield, Cal. to David Robbins d/b/a as Bess Bakersfield, Co.

Modification of CP

KDB San Diego, Calif.—Mod. CP new FM location at completion date.

WGRK La Grange, III.—Same.

WWMI La Habra, III.—Same.

WJVO-FM WIlmington, Del.—Same.

WJFZ-Wilson, N. C.—Same.

WJBA Madison, Wis.—Same.

FM Changes

WFM—New FM New lonely. CP change ERP to 20 kw.

TENDED FOR FILING

AM—1460 kc

KRUZ Palm Beach, Calif.—CP change from 1660 kc 1 kw u. to 1460 kc 5 kw k-k DA-D.

Assignment of License

WBNM Bayamon, P.R.—Assignment of license from National Grocers, Inc. To Olveo, Inc.

KRLP El Paso, Tex.—Assignment of license from Louis Thurmond, Culph Krupe, Inc. To Charles C. Allred, Inc.

Applications Dismissed

AM—1330 kc

The Windmill Table Co., William A. E.-, Conn.—DISMISSED March 8 application for CP new AM station 1330 kc 150 kw u.

AM—960 kc

Bastrop Best, Co., Bastrop, La.—DISMISSED application for CP new AM station 960 kc 1 kw D.

APPLICATION RETURNED

License Renewal

WAVU Albertville, Ala.—RETURNED March 9 application for license renewal.

KXK, Cahon, Sane.

March 16 Decisions

DOCKET CASE ACTIONS

Announced proposed decision looking toward grant of application of Douglas L. Craddock to increase power of WLR Leaskville, N. C. from 100 w to 500 kw.

AM—990 kc

Announced proposed decision looking toward grant of application of Orange Empire Bost, Co. for new

(Continued on page 82)
Decisions Cont.: station at Redlands, Calif., 900 kc with 1 kw d, dismissed as most petition for immediate consideration.

AM—1,450 kc

Announced proposed decision looking towards grant of application for Agnes James and George, New Haven, for FM station at Dover, Ohio, 1,450 kc 250 w un, subject to (1) that applicant within 60 days from grant file application for mod. CP specifying trans. site and any system and requirements of standards, (2) that applicant will not commence operation until WFM Youngstown ceases operation on 1,450 kc. Lic. is licensed to operate on 1,390 kc.

BY COMMISSION EN BANC

License Renewal

KEBO Bakerfield, Calif.—Granted renewal of license for period ending Feb. 1, 1952.

WKB Dallas, Texas.—Granted renewal of license for period ending Nov. 1, 1951.

WHA-FM Madison, Wis.—Waived Sec. 1.301 of rules and granted renewal of license or WHA-FM on 88.7 mc.

Extension Denied

Fanniy H. Wilson, Memphis, Tenn.—Denied application for extension of completion date for construction of new Class B FM station at Memphis.

Assignment of License

WREG-AM-CP Memphis, Tenn.—Assigned application of license from Wayne M. Nelson, The Concert Tribune Inc. for $36,000.

Transfer of Control

WLT Gadsden, Ala.—Granted transfer of control of Gastonia Bstg. Service Inc. from principal stockholders to several members of Petty family for $65,000.

Petition Denied

WELD-TV Wilmington, Del.—Denied petition by Wilmington Tri-State Bstg. Co., for change of call letters for new station for non-diligence and misrepresentation:

IT'S A GREAT DAY on WLVW and WLAV FM

WLVW leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper) W L A V 28.1% Station B — 22.6% Station C — 22.2%

Contact the John E. Pearson Co.

April 1, 1949

Box Score SUMMARY TO MARCH 17

Summary of Authorizations, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>Number Licensed</th>
<th>CPs Required</th>
<th>Applications in Grant Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>1,554</td>
<td>1,931</td>
<td>235</td>
</tr>
<tr>
<td>FM Stations</td>
<td>728</td>
<td>287</td>
<td>671</td>
</tr>
<tr>
<td>TV Stations</td>
<td>58</td>
<td>7</td>
<td>11</td>
</tr>
</tbody>
</table>

11 on all

TV Application

Houston, Tex.—W. W. Lehner d/b a Lechner Television Co., Channel 4 (69-72 mc), ERP 15 kw Vis., 7.5 kw aur., antenna height above average terrain 675 ft.; estimated cost of construction $37,375, first year operating cost $129,000, revenue $96,800. Applicant is independent producer and ranche. Filed March 17.

AM Application

Ukiah, Calif.—Medocino Broadcasting Co., Channel 1400, 250 w, fulltime; estimated cost $20,875.50, co-partnership: Lloyd Bittenbender, lumber dealer; F. Walter Sandelin, hotel owner; Edgar W. Batton, farmer; Gladys Bannister, summer resort operator, and T. H. Amman, president and manager of KDAC Fort Bragg, Calif. Filed March 17.

TV Application

Columbia, S.C.—Hal H. Jones, d/b a Carolina Broadcasting Co., Inc.; WSBF (FM) South Bend, Ind., changed to WSBT (FM South Bend station).

FCC Actions (Continued from page 81)

KERN-FM Bakerfield, Calif.—Mod. CP new FM station for extension of completion date.

Transfer of Control


WENK Union City, Tenn.—Acquisition of Licenses of WNW by Union City Bstg. Co., Inc., licensed by H. G. Gilland, Arkansas, Bstg. and licensees from B. Cary Brunner.

Modification of CP

KERN-FM Bakerfield, Calif.—Mod. CP new FM station for extension of completion date.

KO-A-FM Denver—Same.

KY-W-Fargo, N. D.—Same.

WCOY-FM Montgomery, Ala.—Same.

KKE-FM Brownsville, Tex.—Same.

WIBW New Berlin, Miss.—Same.

WFMJ Dayton, Ohio.—Same.

NOAI-San Antonio—Same.

WFC Bakersfield, Calif.—Same.

WCOY-FM Montgomery, Ala.—Mod. CP new FM station to change ERP to 5.23 kw, and height above average terrain to 328 ft.

WELD Columbus, Ohio.—Mod. CP increase ERP to 12.8 kw.

License for CP

K P R Portland, Ore.—License to cover CP new FM station.

WRAM-East Lansing, Mich.—License for CP new non-commercial educational FM station.

Modification of CP

KLEE-FM St. Louis—Mod. CP new commercial TV station to decrease ERP from 16 kw Vis. to 25 kw and 15 kw Vis. to 11 kw Vis.

TENDERED FOR FILING

Assignment of License

Krio-AM-Ida.—Assignment of License of WLS-AM to John E. Logan, a resident of Illinois, Inc. in which Mrs. Logan will receive interest.

WPTAM-AM-FM Porterville, Pa.—Assignment of License of WUG-AM to F. E. Wiltse of Pennsylvania, Inc. to cover CP new AM station 1450 kc 100 w un

WEW St. Louis—PETITION to reissue application filed in 1945 for CP to increase to 1,000 kw 98 kw change hours from D to un, install DA-N.

Coy to Speak

FCC CHAIRMAN Wayne Coy is scheduled to address the Baltimore Advertising Club on television at a luncheon meeting March 23.
NAB WARNED FCC last week that, based on its proposal with respect to the use of 540 kc as a broadcast channel, the frequency as a broadcast conducted during the forthcoming engineering or regulated in any manner.

NAB reiterated its plea that portable mobile frequencies be kept free from interference, “both domestically and internationally.” They say that frequencies include 1666, 1662, 1646, 2058, 2074, 2090, 2102, 2150, 2190, 2758, 2790 and 2830 kc.

“Much interference is encountered on these frequencies by broadcasters, a fact which has discouraged the broadcasters’ use of channels allocated to them for remote pickup services,” NAB asserted.

The NAB comments were filed in response to FCC, requests for comments “for purposes of assuring the Commission in making recommendations to the Dept. of State for a position to be taken internationally by the U.S. FCC appreciating that actual consideration of the use of 540 kc must await the NARBA conference. Other comments may be filed until March 28.

NAB Criticizes FCC On Its Proposal

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**Trends**

(Continued from page 85)

tisers are cutting, another half say ad budgets are unchanged or rising (Table III). This is where the sales staff can serve its most useful function—to convince advertisers that cutting advertising is not always the best way to save money. To this inexperienced advertiser, it's often the advertising appropriation that gets cut down when economies are put into effect. Long-time advertisers are more sales-conscious than this, and are more inclined to up their expenditures. One station manager said, "the smart ones are increasing their purchase of radio time, and all other media as well."

**Toughest Competition**

It will come as no surprise to radio men that newspapers were listed in the front rank of competition for the individual station manager. Newspapers received 46.4% of the votes as "our toughest competition" (See Graph B). Newspapers were tougher competition than other AM stations, although 35.6% of the broadcaster votes went in that direction. Television was mentioned as a competitor by all AM operators who are in the coverage areas of one or more TV stations. But in only one instance was it listed as the toughest competition.

Nine percent listed miscellaneous media as a competitive influence on their own sales, and 3.4% rated FM as competition. Average operating costs have increased 4.5% in the past six months on a nationwide average. In the year 1948 costs were estimated to have increased 6.2%. Fifty-six percent of the operators reported an increase—some ranging as high as 15%, while 29% reported a level cost for the past six months. About 15% reported a decline in costs—though in each case the drop was slight. Among those who reported an increase, the average increase was 7.6%; of those who reported a drop in costs, the decline was about 6.8% (Table IV).

**No Break in Sight**

Results of balloting indicate no need to fly storm signals for broadcasters at this time. Certainly competition is here again, and it will take real selling to show the gains of 1946-7 and 8 in 1949. Certainly no amount of selling could combat a major decline in the business line of the nation's economy. But in a normal buyer's market radio can be relied upon to hold its own.

Though operating costs are up in the majority of stations, overall revenues are about even with preceding months. Tough newspaper and radio competition is felt all along the line—but it is not the factor most responsible for declines in revenues—old man "disinflation" gets the blame for that.

One Ohio broadcaster said: "The main thing we need is a changed attitude from one of complacency and self satisfaction to one of aggressive, constructive, selling—which means more contacts, more auditions, more study and careful planning before making an approach."

"Business is still good," said another manager. "Business is still available if you earn it—business is tremendous if you sell as hard on the air as you do in the client's office."

A five point program which has resulted in a 22% increase for one eastern station was outlined as follows:

- Do not pressure a prospect, avoid over selling him.
- Know your prospect's business and offer him a schedule of the type and proper times that you conscientiously believe will produce results for him... .
- Don't ignore the small prospects. If your medium is effective you can help him increase his business and he becomes a larger customer of the station.
- Work with your advertisers and prospects in helping them solve advertising and promotion problems.
- Make your station a part of community life and an integral part of your advertisers' operations.

**Remember—** a half dozen satisfied advertisers cannot offset one thoroughly dissatisfied or disappointed former advertiser.

---

**TABLE I**

<table>
<thead>
<tr>
<th>Has your business increased or decreased recently?</th>
<th>46.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td></td>
</tr>
<tr>
<td>By what percent?</td>
<td></td>
</tr>
<tr>
<td>0-5%</td>
<td>27</td>
</tr>
<tr>
<td>5-10%</td>
<td>25</td>
</tr>
<tr>
<td>More than 20%</td>
<td>6</td>
</tr>
<tr>
<td>Decreased</td>
<td>43.4%</td>
</tr>
<tr>
<td>By what percent?</td>
<td></td>
</tr>
<tr>
<td>0-5%</td>
<td>23</td>
</tr>
<tr>
<td>5-10%</td>
<td>26</td>
</tr>
<tr>
<td>More than 20%</td>
<td>5</td>
</tr>
<tr>
<td>Remained the same</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

**TABLE II**

<table>
<thead>
<tr>
<th>What methods are best for increasing time sales?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Better sales staff</td>
<td>38.8%</td>
</tr>
<tr>
<td>Better programming</td>
<td>32.7%</td>
</tr>
<tr>
<td>Promotion</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

**TABLE III**

<table>
<thead>
<tr>
<th>How have changing business conditions affected the thinking of your advertisers?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclined to cut advertising budgets to save costs</td>
<td>52.3%</td>
</tr>
<tr>
<td>Remain unchanged</td>
<td>25.6%</td>
</tr>
<tr>
<td>Inclined to increase budgets to boost sales</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

**TABLE IV**

<table>
<thead>
<tr>
<th>How do your operating costs compare with those of six months ago?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher</td>
<td>56.5%</td>
</tr>
<tr>
<td>About the same</td>
<td>29.0%</td>
</tr>
<tr>
<td>Lower</td>
<td>14.5%</td>
</tr>
</tbody>
</table>

**Average of all replies**

| 45.3% |

---

**FREE EXAMINATION OFFER**

*Experience has proven* that only actual examination can determine the true value of our service. Hence this generous offer.

**SEE FOR YOURSELF THE 1949 FACTuary—the only complete POCKET-SIZE reference book on radio and television kept up to date by periodic loose-leaf inserts. This offer also includes our News and Television Bulletins.**

**EXECUTIVES' RADIO SERVICE**

Research and Publication Office 1989 Palmer Ave., Larchmont, N. Y.

Please send me the 1949 edition of the FACTuary. I understand that my purchase of the FACTuary for $17.50 entitles me to the full augmented service including the bi-weekly Bulletin and inserts.

If after a fair examination I do not find the FACTuary and service helpful, I will return the FACTuary and service within three months, and my money will be refunded.

☐ Check or M.O. enclosed ☐ Bill me later

Name__________________________

Company _____________________________

Address _____________________________

City _____________________________ Zone _______ State _____________________________

Page 84 • March 21, 1949
BANKHEAD

TALLULAH BANKHEAD'S nerves, which are not among the steadiest in the American theatre, last week were jangled by a jingle.

Miss Bankhead erupted in a passion fitting her place as a great dramatic actress. She sued CBS, NBC, Procter & Gamble and Benton & Bowles for a million dollars, charging she had been outraged by a singing commercial.

The commercial to which she found a million dollars worth of objection was one which has been broadcast on WFMJ, a Prell shampoo product produced by P & G. Two verses of the jingle are:

"I'm Tallulah the tube of Prell, and I've got a little something to tell; Your hair can be radiant oh so easy. All you've got to do is take me home and squeeze me."

"I'm Tallulah the tube of Prell, and I'll make your hair look swell. I'll shine it I'll glow so radiantly for radiant hair get a hold of me. Tallulah the tube of Prell shampoo."

Miss Bankhead was "particularly aggravated" by the personification of "a tube as the plaintiff," her suit alleged. She was also distraught at the "suggestive invitations to the public to . . . take me home and squeeze me" and "get a hold of me."

In her complaint, the actress asserted that the name "Tallulah" in the public mind identifies the plaintiff and the plaintiff alone. Hence, she alleged, the "Tallulah" used in the jingles "unnecessarily identifies the plaintiff in the public mind as the individual whose name is being used in said commercial advertising."

That, said Miss Bankhead, is a rude blow. She has never inspired any product. However, in the past seven years, she has repeatedly offered "large sums of money to allow her name to be used," she said, and she had contended excessively to some future request of that kind as a source of substantial revenue to be realized by her.

"The use of her name in the Prell jingle," she alleged, deprived her of revenue which she could obtain from other advertisements.

Because of Prell shampoo, she indicated, she was washed up as a prospect for endorsements.

At week's end all defendants save Procter & Gamble, whose headquarters are in Cincinnati, had been served with the suit, and Miss Bankhead's attorneys, Silver & Bernstein, New York, expected to serve the advertiser soon.

The offending commercials allegedly were broadcasted and telecast over both networks.

Defendants have 20 days in which to file answers to the action, which seeks $500,000 general damages and another $500,000 for exemplary damages. None would comment on the suit.

The collection appeal was made by FCC last October, the second final decision in the proceeding. It awarded 1150 kw with 1 kw fulltime to Northwestern at Lima and dismissed Sky Way's bid for 5 kw day, 1 kw night on that channel at Columbus. Decision was based on equitable distribution provision of the Communications Act. Sky Way filed notice of its appeal in November [BROADCASTING, Nov. 15, 1948].

One of the original stockholders in Northwestern was Comr. Robert F. Jones, who dropped out of the firm upon joining the Commission. He did not participate in the FCC's actions. Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 16.5%. Sky Way is headed by Gustav Hirsch, Columbus businessman.

Sky Way also pointed out that the new final decision, rewritten and different from the three previous rulings, was made within two working days after the argument. The appellant said further that only two of the five Commissioners who participated in the initial final decision of March 1948 had participated in the revised proposed decision, hence to a majority the case which was argued was one of first impression.

INTERVIEW with Capt. Bill Odom as he raced across the Youngstown, Ohio, area at 9,000 feet in his record-smashing Honolulu-to-New York trip was conducted by R. B. Mackall (center), WFMJ Youngstown program manager. With Mr. Mackall are Ken Granger (I), manager of Youngstown Municipal Airport, and John Lyden, chief pilot for Youngstown Airways. The WFMJ plane escorted Capt. Odom for 100 miles as he passed over Ohio. Later WFMJ broadcast Mr. Mackall's 5-minute tape-recorded interview with Capt. Odom.

N. C. LIBEL BILL Passes General Assembly

LEGISLATION relieving broadcasters of much of their responsibility for libel and defamation of character has been passed by the North Carolina General Assembly (SB-91). Passage of the bill was advocated by the North Carolina Assn. of Broadcasters.

The bill was introduced by Sen. Lee B. Weathers, of Shelby. Robert M. Wallace, WOHS Shelby, vice president of the state association and its legislative chairman, appeared before the Senate Judiciary Committee along with Harold Essex, WSJW Winston-Salem.

The association opposed a bill designed to outlaw advertising of beer and wine in the state. The bill got through committee but was withdrawn when heavy opposition developed on the floor of the House.

TRANSIT RADIO Had 210 Advertisers in Feb.

A TOTAL of 210 national, regional and local sponsors were using Transit Radio time during February, Frank E. Pellegrin, national sales manager of TR, announced March 10 in Chicago. One of the most encouraging factors to salesmen of the new medium is that many sponsors are new to radio, Mr. Pellegrin said.

"Most of these newcomers are now attracted because of the counted, guaranteed audience delivered by Transit Radio and also by its low cost per thousand impressions," he asserted. "These are tangible values that many advertisers recognize. Another significant feature is the number of leading department stores and other large retail firms on this early list, most of them with very substantial schedules."

Gillin to CAB Meeting

JOHN J. GILLIN Jr., WQW Omaha, was named last week by NAB President Justin Miller to attend the June convention of the Canadian Assn. of Broadcasters as NAB representative.

Hubbell to Paris

RICHARD HUBBELL, head of the television consulting firm of that name, left March 17 for Paris to confer with a group of French financiers who have retained him as adviser on the American video market for French films.

March 21, 1949 • Page 85
At Deadline...

NEW AM STATION GRANT FOR PITTSBURG, CALIF.

FINAL DECISIONS reported by FCC Friday to grant Pittsburgh Broadcasting Co. new AM station at Pittsburg, Calif., 1 kw fulltime on 990 kc, and to deny Crawfordsville, Ind., Journal Broadcasting Co. 250 w fulltime on 1340 kc. Latter denial based chiefly on excessive interference which would be suffered from other stations (73.4% of population 0.5 mile day).

In principal in Pittsburg Broadcasting include: John C. McFarland, musician, president 26.8%; Tomno Lazio, hotel and real estate business, president 11.6%; Melvin D. Marshall, in radio management and now with Mr. McFarland in publishing weekly paper there, secretary-treasurer 26.8%.

DALLAS TV APPLICATION

TV CHANNEL 11 (198-204 mc) sought at Dallas, Tex., in bid filed Friday by W. W. Lechner tv/aa Lechner Television Co. Texas oil producer and rancher, Mr. Lechner earlier bid for TV in Houston (See FCC actions page 79). ERP 20.3 kw visual, 14.5 usa.

No replacement in 7-30 p.m. Sunday time announced by NBC but it was learned network was having a "sustaining program, "Fate" sustaining program Who Said That, now heard 10-30 p.m. on NBC when Mr. Heidt moves into that time, was undecided.

At Deadline...

NEW KYOR SALE PLAN

SECOND application for sale of KYOR San Diego to KUSN there—this time for $75,000—filed with FCC Friday. Bid filed year ago for sale at $87,000 expired and was withdrawn in December after Commission had hearding on allegations of hidden ownership against KYOR [BROADCASTING, Oct. 16, 1948]. Charges were denied by station and hearing date was never set.

San Diego Broadcasting Co. would drop KUSN (6 kw day, 1 kw night on 1560 kc) and construct 5 kw, 1130 kc facilities for which KYOR holds permit. Station now 250 w.


HEARING STARTS MARCH 25 IN WSNY SCHENECTADY CASE

HEARING in case of WSNY Schenectady, N. Y., vs its former vice president-general manager, George R. Nelson, ordered by Appellate Division of New York State Supreme Court, hearing begins March 25 in Schenectady County Supreme Court.

Mr. Nelson and group of WSNY stockholders sought to throw station into temporary receivership later take over Leighton, present WSNY manager, and others gain control of station illegally.

Lastest Appellate Division action follows order issued Feb. 24 by Division's presiding justice, Sydney Post [BROADCASTING, March 7], staying an earlier order by State Supreme Court Justice Christopher J. Hefferman directing that receiver be appointed.

McADAMS NAMED V. P.

JOHN V. McADAMS, associate copy director of Albert Frank-Guenther Law, New York, elected vice president of agency.

HEIDT SHOW RATING DOWN, RETURNS TO OLD SPOT

HORACE HEIDT show, which moved into NBC 7 p.m. Sunday time vacated by Jack Benny's switch to CBS, will be moved back to old stand, 10:30-11 p.m. Sunday on April 24. Philip Morris Co. made decision after his rating fell short of expectations. Mr. Heidt failed to reach expectations.

NBC said to have spent $100,000 in whirlwind advertising campaign announcing Mr. Heidt's move in "No. 1 Spot. Despite promotion, Mr. Heidt's latest Hoopering was 9.8 compared with Mr. Benny's 23.5.

No replacement in 7-30 p.m. Sunday time announced by NBC but it was learned network was having a "sustaining program, "Fate" sustaining program Who Said That, now heard 10-30 p.m. on NBC when Mr. Heidt moves into that time, was undecided.

WONE DAYTON TAKES AIR AS 5-KW MBS OUTLET

WONE Dayton, Ohio, was slated to begin operation yesterday (March 20) on 980 kc with 5 kw fulltime. Skyland Broadcasting Corp., Ronald B. Woodward, president, is licensee of outlet, WONE and MBS outlet, WONE is using NBC Thesaurus service.

New station's manager is C. J. Thornquest. Other executives: Frank E. Shaffer, program director; Fred Holt, news department head; Louis W. Freeland, commercial manager; Glen Broughman, farm service director, and

RICHARDS RETIREMENT PLAN DISCLOSED BY COUNSEL

COMMENTING on FCC action canceling scheduled March 23 hearing on G. A. Richards radio stations (early story page 26) counsel for Mr. Richards issued following statement last Friday:

"For many months it has been Mr. Richards' desire to retire from business activities on his 65th birthday which occurs tomorrow. Mr. Richards' health, which has become increasingly poor since Richards for the promotion, has required that he have to leave his business responsibilities.

The Good Will stations, WJR Detroit, WQAR Cleveland, KMPC Los Angeles, which have been owned and operated by G. A. Richards for 33, 19, and 12 years, respectively and whose familiar slogan "Free Speech Mike" has become nationally famous, have established reputations for outstanding and pre-eminent public service in the three communities they serve.

As pioneer member of the broadcasting industry they have made major contributions to high industry standards; have observed not only the code adopted by the broadcasting industry, but also have initiated and maintained the highest local standard to assure the unbiased and impartial presentation of issues and public discussion. The Good Will stations have led in the promotion of religious and national understanding and have given wholehearted support to all civic and philanthropic organizations—national, state, and local.

Top industry awards and citations have been received from such organizations as the American Legion, Veterans of Foreign Wars, and many others. Written letters of commendation, received from all religious and racial groups, educational institutions, charitable organizations and public officials, aug-

ments the Good Will stations' solid position of leadership in radio listening. All the high esteem and fine reputation enjoyed by for new outlets 950 MBS, Good Will stations and their managers and personnel in their respective communities.

Mr. Richards has always fought to preserve the American way of life and freedom of speech over the air. Mr. Richards is a leader of his radio group and has never hesitated to use his influence to provide access to his stations, which has been generously accorded by the leaders of every important group in America.

FM ASSN. CHARGES TO FCC ARE DENIED BY AT&T

AT&T Friday denied FM Assn. charges that refusal to furnish intercity FM channels for nine stations is ineffective. WIL principal in broadcast last Dec. 10 violated Communications Act and anti-trust laws [BROADCASTING, Feb. 14].

In letter to FCC answering FMA allegations, commission said refusal in line with AT&T policy against interconnection of its facilities with those of private companies where AT&T can furnish through service. This policy—whose lawfulness is connection with telecommunications is for FCC decision—is legal and serves public interest, AT&T maintained. Company disclosed, however, that it is considering tariff clarifications expressly excluding this point and that its new sound program carried by AT&T is rebran-

cast beyond termination of AT&T facilities.

Company pointed out that request it refused was for facilities to link more distant stations on network which would otherwise be connected by direct pickup of broadcasts. Program was to have originated by KFMY Council Bluffs, Iowa.

BAR GROUP SEeks DELAY

NINETEEN days additional time to prepare and file its comments on FCC's proposed new advertising and cutoff procedure on broadcast applications [BROADCASTING, Feb. 28] will be sought by President Executive Committee of Bar Assn. FCC Executive Committee authorized filing of this request after lengthy exploratory discussion of proposed new rules at special meeting Friday. April 11 is now deadline for comments. Executive Committee also adopted resolution introduced by President Guilford Jamison favoring increased salaries for FCC Commissioners plus at least $2,500 differential for Chairman.

TOWNSEND PROMOTED

CHARLES L. TOWNSEND, NBC Chicago television operations supervisor, promoted to television technical film director for network, with headquarters in New York, Paul J. Moore, member of staff 20 years, will fill Mr. Town-

send's post.

Closed Circuit

(Continued from page 4)

premised upon fundamental disagreement among stockholders on cooperative type of operation. It's known that MBS high command is the top-level executives to bolster sales and programming.

FILING of new Western Union fees for baseball play-by-play to bring formal NAB protest to FCC.

ANOTHER SERIES of transcribed half-hour musical programs with Hollywood guest stars and leading Canadian talent, in preparation for free use by U. S. stations to boost travel to Canada this summer. Rupert Lucas, producer, made this known to Canadian government, currently in Hollywood.

PROMINENT advertising executive's observation re BMB and future radio measurements: "If BMB or radio won't do this job, we'll have to do it ourselves.

LATEST wisecrack heard in Capitol corridors: Interested radio observers are watching chimney of New Post Office Bldg., where FCC is located, for any signs of smoke which might be tip on burning of memorials, "confidential" files and other data sought by Chairman Ed Johnson's latest blast involving TV allocations and research [BROADCASTING, March 14].

BROADCASTING * Telecasting
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.

THE NATION'S MOST MERCHANDISE-ABLE STATION
Chesley Broadcasting Corporation
The screen on which you usually see television is actually the face of an electron tube—on which electrons “paint” pictures in motion.

And the size of the picture, unless projected, is determined by the size of the tube.

Working to give you bigger, brighter pictures, RCA engineers and scientists developed a new way to make large, direct-view television tubes. They found a method of “welding” large areas of glass and metal... while keeping a vacuum-tight seal

Using this development—ideally suited to mass production—RCA can now build television tubes of light, tough metal... using polished glass for the face, or “screen.”

An Achievement of Research
Development of this new 16-inch, glass and metal television tube is a continuation of basic television research which began at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.