the strangest things!

but WOR, too, has some odd and wonderful stories

the bamboo tree

It takes at least thirty years for the bamboo tree to blossom. At that time it produces its full quota of seeds and then dies gradually. This peculiarity of nature was responsible for averting a famine in India in 1812, when 50,000 people lived on the trees' seeds for several weeks.

Sales blossom every hour of every day on WOR for hundreds of sponsors. For instance, a WOR participating show recently lifted one man's sales 25% above those for the previous year. Another sponsor reached thousands of homes for as little as 1/12th of 1-cent per impact.

some English names

Talbot is pronounced Tolbut. Norwich is pronounced Norridge. Holburn is pronounced Hobun. Wemyss is pronounced Weems. St. Leger is pronounced Sillinger. Cirencester is pronounced Sissister. Beauchamp is pronounced Beecham. Marylebone is pronounced Marrabun. Majoribanks is pronounced Marchbanks.

WOR is pronounced "heard by the most people where the most people are." For WOR is listened to regularly by the majority of 36,000,000 people in 430 counties in 18 states ranging from the Dominion of Canada to Georgia.

how “O.K.” began

About 150 years ago, the world's finest tobacco and choicest rum were the products of Aux Cayes (pronounced O K). In time, any product of outstanding quality was called O K. Unlike most temporary descriptives, this phrase has lasted down through the years and grows constantly in popularity.

The term O K is used repeatedly by agency men and advertisers throughout the United States when they refer to WOR. Two reasons for that are — 1. WOR reaches more families, during the day and during the night, than any other station in the United States. 2. WOR reaches these families at the second lowest cost per thousand of any station of equal power in the country.

WOR—heard by the most people where the most people are

COMING SOON!
WOR-TV...channel 9...
Key station in Mutual's projected television network
WATCH FOR IT!
LIKE a bubbling biography of WLS is a chat with the Henry Bernards, who farm 87 good "corn-hog" acres in La Salle County, Illinois, near Ottawa. Mrs. Bernard dates her WLS-listening habit from her girlhood near Sheraton, Illinois, where she recalls her widowed mother always starting her day with a little inspiration and entertainment from "that new Chicago radio station."

Carrying her fondness for WLS programs right into her own home, Mrs. Bernard now has two young WLS fans in 12-year-old Robert, and Eileen, who is eight.

Mrs. Bernard likes to talk about Ford and Glenn—our all-night tornado-relief broadcasts in 1925—the wedding of Lulu Belle and Scotty—Grace Wilson ("still our favorite")—the corn-husking contests—Mac and Bob—Ackie's first appearance on the Barn Dance ("you're all one of our family"). When a hailstorm took half the corn crop from the Bernards and their neighbors, "the inspiration of Dr. Holland and the friendly voices of Art Page and all of them meant so much."

"We enjoy Bob Atcher, too," Mrs. Bernard says, as she and the youngsters mention some of the new personalities now reaching them over WLS. It's plain that three generations of this family find the kind of entertainment and service they want on WLS. They're the kind of everyday folk who make up so much of the huge WLS audience in country and city—and whose quarter-century-long confidence means so much to us—and to our advertisers who benefit directly from it.

A Clear Channel Station

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE
REPRESENTED BY JOHN BLAIR AND CO.
NEW Doody AREA COINCIDENTAL PROVES ONLY KGLO GIVES DOMINANT COVERAGE IN THIS RICH MARKET

To determine the depth of listening in the heart of its 29 county BMB area, KGLO commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market which has more wealth, per capita, than any other area of equal dimensions in the U. S. Adequate sampling gives an accurate picture of KGLO dominance in the important rural market of Northern Iowa and Southern Minnesota. Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important mid-west market. Contact Walter J. Rothschild, Nat’l. Sales Mgr., Lee Stations, Quincy, Illinois, or call your WEED & CO. representative.

EDW. G. DOODY CO.

Here are some quick facts!

**KGLO**

MASON CITY

IOWA

1300 K.C., 5,000 Watts

CBS Affiliate

**COVERAGE** — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Chariton, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

**KGLO — FM**

101.1 MC ERP 16,000 Watts

**WTAD**

QUINCY

ILLINOIS

930 K.C., 1,000 Watts

CBS Affiliate

**COVERAGE** — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region. Continuing Doody Surveys prove WTAD’s consistent dominance.

**WTAD — FM**

99.5 MC ERP 32,000 Watts

Closed Circuit

REPORT CURRENT that Leo Burnett Co. will take over Pillsbury accounts for Pillsbury's Best, Sno Sheen Cake Flour and Pillsbury Pancake Mix. Burnett is handling several Pillsbury products including piecruet, cake mixes and hot roll mix. Move will be from McCann-Erickson, Account Executive John Willem, of Burnett, currently in Minneapolis.

HERE'S TRUE story on Mutual presidency: Edgar Kobak will leave not later than May 1. Committee comprising Don Lee president and Mutual chairman, Lewis Allen Weiss; WOR New York president and Mutual vice chairman; T. C. Strehlert; WIP Philadelphia president, Ben Ginbel, and Yankee Network vice president, Tom O'Neill, will meet in Chicago April 7 to nominate successor and report to Mutual board April 8. Committee believed settled on Shak successor.

NBC HAS OPTIONED Wizard of Odds program packaged by Leo Guild for possible placement opposite Jack Benny show. Audition record being cut this week with no large money prizes but reportedly fabulous gift giveaways.

TOP ECHELON Procter & Gamble executives and Richard Holbrook, president Compton Adv., looked over Hollywood film producers last week. Appointment to handle half-hour dramatic series for fall expected this week.

PERSONS close to Robert H. Hinckley, ABC Washington vice president, who held high federal office for dozen years, believe he'll be content to remain in private industry, scouting report he might join incoming Secretary of Defense, Lewis D. Johnson in top slot. Among Mr. Hinckley's federal assignments, which won him commendation of both Presidents Roosevelt and Truman, were: Assistant Administrator of WPA; Chairman, Civil Aeronautics Authority; Assistant Secretary of Commerce for Air, and Chairman of highly effective but little publicized Contract Settlement Administration, following war.

GENERAL MILLS' agency, Dancer-Fitzgerald-Sample, reported insisting on three year set price contract with ABC for proposed Lone Ranger telecast series. ABC said to be willing to sign for two years, but compromise expected soon. Criticism of long-term rate transaction of ABC for Ranger telecasts heard in top New York advertising circles. One critic expected to bring complaint into open.

ALL earmarks of price war in home refrigeration field being talked up in trade circles. Frigidaire, General Electric and Philco are mentioned likely to break ice in new buyers' market.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, is ex-

(Continued on page 74)

Upcoming

March 28-29: Armed Forces Communications Assn., Shoreham Hotel, Washington, D.C.
April 1: FMA Clinic on FM Time Sales, Commodore Hotel, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 1-2: Alabama Broadcasters Assn. spring meeting, Admiral Sommes Hotel, Mobile, Ala.
April 2-3: NARND board of directors meeting, Chicago.

[Other Upcoming on page 73]

Bulletins

MULTIPLE petitions of KOB Albuquerque and WJZ New York in fight over 770 kc denied by FCC Friday [Broadcasting, Feb. 21]. KOB granted extension of special service authorization to June 1 in lieu of requested Nov. 1. SSA covers 50 kw day, 25 kw night on 770 kc. FCC denied WJZ request for immediate decision in long-pending case and to remove KOB from 770 kc, on which New York station is assigned 50 kw. Commission memo opinion said in view of long operation of KOB on 770 kc nothing to be gained by switch to another frequency until after clear-channel decision.

MORE LETTERS

ANOTHER EXCHANGE of correspondence between Senate Interstate & Foreign Commerce Committee and FCC may be in store, Committee Chairman Ed C. Johnson (D-Col.) hinted Friday. Presumably it depends on whether FCC satisfies committee with its answer to last round of questions, which related primarily to television and monopoly [Broadcasting, March 14]. Sen. Johnson also made clear he thinks it would stimulate TV competition if VHF freeze were lifted and UHF opened up simultaneously, and that he thinks existing broadcasters are entitled to priority in television. On subject of TV set obsolescence, he said he had no way of knowing definitely, but that obsolescence always develops as science progresses—and that TV may progress "more rapidly than we think."

LEVER REPLACEMENT

SUMMER replacement for CBS' Amos 'n' Andy, Sun., 7:30-8 p.m. EST, to be Call the Police. Sponsor is Lever Bros., Cambridge (Rinso), through Ruthrauff & Ryan, New York.

Business Briefly


KLEENEX SIGNS • International Cellulose Products Co., Chicago (Kleenex), to sponsor weekly half-hour program on full ABC-TV network, with WENR-TV Chicago to originate. Time, day and format undetermined. Agency, Foote, Cone & Belding, Chicago.

COLGATE SPONSORS • Colgate-Palmoive-Feet (toothpaste and soap products), Jersey City, N. J., buys two quarter-hours of Howdy Doody Show, 5:30-6 p.m. weekdays on NBC Television, effective April 4. Colgate will sponsor 5:45-6 periods Tuesday and Thursday. Agency, Ted Bates, New York.

STROMBERG-CARLSON NAMES TAIT TO SUCCEED MANSON

ROBERT C. TAIT, Pittsburgh banker and formerly of Rochester, named president of Stromberg-Carlson Co. succeeding Dr. Ray H. Manson, who becomes board chairman. Wesley M. Angle, retiring board chairman, was elected honorary chairman.

New officers were chosen by directors who convened following annual stockholders meeting. Dr. Manson told shareholders company had exceeded its sales budget in 1948 and improved working capital position despite extraordinary expenditures in construction of million-dollar Rochester Radio City, and installation of completely new transmitting equipment for its 50 kw clear channel WHAM. WHTV (TV) Rochester will open June 11, he reported.

HEIDT NBC SHOW REACHING LARGE AUDIENCE—GORMAN

PHILIP MORRIS Co. has found Hoseit Heide program on NBC Sunday evening spot opposite Jack Benny is being received better than national surveys indicate.

Patrick H. Gorman, advertising director of cigarette firm, told Broadcasting Friday during Assn. of National Advertisers Convention at Hot Springs, Va. (see story page 23), that company salesmen had found program reaching large audience not previously reached when program was heard on NBC Sundays at 10:30.

Huge crowds at daily Heide performances around country, running up to 18,000 persons, indicate public knows about him and is interested in network programs, according to Mr. Gorman. He said company would move network program back to its 10:30 p.m. spot for summer, with autumn plans not yet determined.
Mr. Mid-America Tells Your Story to the Farm Belt.

at a Low, LOW Cost per 1000 Coverage!

You have to know your way around a barnyard to talk convincingly to farmers! And that's just where our Mr. Mid-America Farmer, (KCMO's Director of Agriculture) Jack Jackson, excels. Jack is a farm lad from way back. His background includes 4-H, FFA, teacher of vocational agriculture, county agricultural agent and Radio Editor of Texas A & M College.

Because Jack Jackson knows the language farmers listen to, he's your best bet when you have a story you want farmers to hear. At his command are over 442,000 farm families inside KCMO's measured 1/2 mv. area. These families produce on their farms an amazing 9.3 per cent of the total farm income in America! They're a "buying crowd." To tell your story to Mid-America farmers at a low, LOW cost per 1000 coverage, tell it on KCMO, Kansas City's most powerful station!

ONE Does It In Mid-America
ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

50,000 WATTS
DAYTIME—Non-Directional

10,000 WATTS NIGHT
—810 kc.

KCMO
KANSAS CITY, MISSOURI
Basic ABC for Mid-America
It's an Ill Wind that Somebody Blows Good

Repairing ill pipe organs or making new ones, sounding B flat or the knell of a "gibble-gobble phon"y, this newscaster is talented, fluent . . . and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economic government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him as either a great patriot . . . or a shocking reactionary. However described, he's heard—by 14,000,000 weekly, according to a recent estimate in Harper's Magazine.

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

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

WCPO is tops

CINCINNATI-OHIO

PULSE for February — as printed in BROADCASTING

Saturday & Sunday Daytime, 4 Highest 1/4 Hour Ratings, all on WCPO

THE SHADOW - 13.3
HOUSE of MYSTERY - 11.5
DETECTIVE MYSTERIES - 10.8
QUICK as a FLASH - 10.8

C. E. HOOPER — January - February

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<tr>
<td>Weekday Morning Mon. thru Fri. 8:00 A.M. - 12:00 Noon</td>
<td>26.9</td>
<td>19.4</td>
<td>24.0</td>
<td>14.6</td>
<td>12.8</td>
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<td>Sunday Afternoon 12:00 Noon - 6:00 P.M.</td>
<td>29.4</td>
<td>23.0</td>
<td>13.8</td>
<td>12.6</td>
<td>15.0</td>
<td>2.5</td>
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<tr>
<td>Saturday Daytime 8:00 A.M. - 6:00 P.M.</td>
<td>24.9</td>
<td>17.8</td>
<td>18.2</td>
<td>12.4</td>
<td>16.4</td>
<td>6.8</td>
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A Scripps-Howard Radio Station Affiliated with the Cincinnati Post...

WCPO Cincinnati REPRESENTED BY THE BRANHAM CO.

March 28, 1949 • Page 7
Please reserve TBS membership in this market for us.
you have heard about TBS?

the only transcription network service of its kind in the world

works for you... It delivers a balanced 8¼ hour unit of 5 top open-end transcribed shows immediately:

HOLLYWOOD'S OPEN HOUSE  ROBBIN'S NEST
ANYTHING FOR LAUGHS  IT'S A GREAT SHOW
RADIO THEATRE OF FAMOUS CLASSICS

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

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

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

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

use this coupon to reserve TBS-membership in your market

TRANSCRIPTION BROADCASTING SYSTEM, INC.
11 East 52nd Street    New York 22, New York    ELdorado 5-5511
FRONTIER THEATER—stories in the best traditions of the old West! Full-length Western feature films start out WMAL-TV's evening programming with a bang! Televised every night, Monday through Friday, from six to seven, Frontier Theater packs 'em in! And what's more—there are one-minute commercial announcements available between the acts!

Action-packed, full of suspense—thrilling for everyone—the children, the grown-ups, the neighbors—everyone is crazy about the movie serials being shown on WMAL-TV, Monday through Friday, from 7:00 to 7:15 (immediately following the Western). There are one-minute announcements available within the Serial, too!

JIM GIBBONS welcomes Head Coach George Sauer of the Naval Academy to his "Sports Cartoon-A-Quiz" show. In addition to this popular 30-minute once-a-week sponsored program, Jim conducts a Tuesday through Friday nightly television sportscast, featuring personalities, scores, and sports news.

There are one-minute announcements available within the JIM GIBBONS SPORTS REEL, Tuesday through Friday, 7:15-7:30 p.m., on WMAL-TV. As Washington's best known sportscaster (and most popular television sportscaster—Teleguide poll), Jim has the personality and the background to pull the audience in. It's Taps in Television from 6:00 to 7:30 on WMAL-TV!

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM
We call 'em "folk singers" in Baltimore

All Baltimore folks aren't opera fans. There's a heap of 'em who think the singing and sky-larking of Slim Stuart and "THE PLAINSMEN" about the best kind of musical show there is.

You know the format—Happy Birthdays—Dedication Numbers—Instrumental Solos—and a lot of good-natured fun. They enjoy it, the audience enjoys it and we think you'll enjoy the lift they can give your sales.

A few availabilities are open Monday through Friday between 5 and 5:30 P.M.

Baltimore likes these local shows, too!

RAY MOFFETT
"Musical Clock," 6:00-9:00 A.M.

HAL VICTOR SHOW
5:30-5:45 P.M.

... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO
"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB</td>
<td>NBC</td>
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<td>KFDM</td>
<td>ABC</td>
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<td>Boise</td>
<td>KDSH</td>
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<tr>
<td>Boston-Springfield</td>
<td>WBZ-WBZA</td>
<td>NBC</td>
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<td>Buffalo</td>
<td>WGR</td>
<td>CBS</td>
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<td>CBS</td>
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<tr>
<td>Columbia, S. C.</td>
<td>WIS</td>
<td>NBC</td>
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<td>KRIS</td>
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<td>Davenport</td>
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<td>NBC</td>
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<tr>
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<td>WTHI</td>
<td>ABC</td>
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**Television**

- **Baltimore**: WAAM
- **Fort Worth-Dallas**: WBAP-TV
- **Louisville**: WAVE-TV
- **Minneapolis-St. Paul**: WTCN-TV
- **New York**: WPIX
- **St. Louis**: KSD-TV
- **San Francisco**: KRON-TV
Do you have some markets that are surprisingly good and others that are falling 'way below expectations? Of course you do—and we know, generally at least, what you'd like to do about them.

But have you thought of how much national spot radio could help you? National spot (Bull’s-Eye) radio is the most businesslike radio in the world. In good areas, it works only as hard and costs only as much as your sales picture demands. . . . In bad areas, you can step it up to any degree you wish—can make it work nights, Sundays and holidays, if need be, to get the job done fast and at the cost you wish.

We of Free & Peters have specialized in businesslike spot radio since 1932. In that time we've built up some pretty spectacular case histories of what can be done with this medium. If you're interested in any of the markets listed at the left, we'd certainly like to talk with you—soon!

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

Atlanta    Detroit    Ft. Worth
New York    Chicago    Hollywood
San Francisco
NATE PUMPAN

Media Director,
HENRI, HURST & McDONALD, Inc.
Chicago

Nate, a pioneer in the radio industry—responsible for the first Paul Whiteman network broadcast—is welcomed into the Honorary Order of Patroons. The William G. Rambeau rep today presented Nate with the certificate of Patroon membership with and the deed to a tract of land in the heart of Patroon country.

PATROON
Aristocratic Landholder
of the Hudson Valley

The Fact of the week

WPTR'S famed Sportsmen asked their listening audience to choose a regional all-star football team and 11,501 votes were cast in a three week period.

SOON
50,000 Watts Night and Day
Represented by RAMBEAU

ALBANY—SCHENECTADY—TROY

The Patroon of the week

NEW BUSINESS

SINCLAIR REFINING Co., New York, through its agency, Hixson-O'Donnell Adv., also New York, launched quarter-million dollar campaign to introduce a new Sinclair product, said to be world’s finest anti-rust gasoline. Approximately 1,500 spot announcements are being used on 16 stations in Chicago, Detroit, Cleveland and Indianapolis, during the four-month period campaign is to run. Three daily newscasts on WEMP Milwaukee will also be used.

GENERAL FOODS Co., New York (Sure-Jell powdered pectin), May 17 starts two weekly, 10 minute sponsorship of Surprise Package on ABC Pacific Coast stations; Tuesday, Thursdays (2:20 p.m. PST). Contract is for 20 weeks. Agency: Benton & Bowles, New York. GLOBE MILLS, Los Angeles, through Leo Burnett Co., same city, today (March 28), starts Mon.-Fri. sponsorship of program on 13 ABC Pacific Coast stations [BROADCASTING, March 14].

REGAL AMBER BREWING Co., one of most extensive radio users in Northern California, appoints Abbot Kimball Co., San Francisco, to handle advertising effective May 1. ALFRED DUCATO, vice president of Abbot Kimball, will be account executive. DAVID R. FENWICK, vice president of the agency's Los Angeles office, will handle account in Southern California.

ADAM HATS, New York, through Madison Adv., New York, has started spot announcement campaign to promote new Adam Hats for Easter. In two states schedule calls for two week period which started March 21. Rest of the country, coast to coast, will carry spots for three weeks beginning today (March 28). Approximately 175 stations will be used in cities where Adam Hats have their own stores or arrangements with dealers and agents.


GENERAL MILLS Inc., Minneapolis, through Knox-Reeves Adv., same city, June 1 starting sponsorship of Sam Hayes' Newscasts, Tues., Thurs., Sat., Sun. (10:10-11 p.m. PST), on nine NBC Pacific Coast stations. Contract is for 52 weeks.

NATIONAL DIE CASTING Co., Chicago, for Juice King (whole orange juice), planning to broaden its present television schedule in Midwest to include eastern markets. Series of one minute spots are being prepared for WCAU-TV Philadelphia, and company plans similar schedule for New York area. Agency: O'Grady-Anderson, Chicago.


S & C MOTORS, San Francisco (Ford dealer), appoints Garfick & Guild, San Francisco, to handle advertising. Radio will be used.

CALIFORNIA COTTON MILLS appoints Brisacher, Wheeler & Staff, San Francisco, to handle advertising. Agency will launch two-month campaign starting in April and utilizing 24 stations throughout three West Coast states.


SPIRIT Inc., Malden, Mass., appoints John C. Dowd Inc., Boston, to handle advertising. Radio may be used.

Network Accounts • • •

PROCTER & GAMBLE, Cincinnati, replacing I'd Like to See with The Fireside Theatre on NBC-TV, effective April 5 at 9 p.m.

PETER PAN FOUNDATIONS, Inc., through Ben Sackheim, Inc. New York, launching extensive advertising campaign for its Low 'N' Behold bra. Twice weekly participations on MBS Queen for a Day will be included.

UNION OIL Co., Los Angeles, will telecast its second annual report with a special half-hour film on CBS eastern network and KTTV (TV) Los Angeles, April 12 and 13. Program will be telecast on KTTV April 12, and on network stations April 13. Agency: Foote, Cone & Belding, Los Angeles.
It's impossible

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

Your sales story will never take root in the Bonanza Beeline if you plant it on outside radio stations. Because the Beeline—California's rich central valleys plus western Nevada—is an inland, independent market, remote from coastal influence. And Beeline people naturally pay little heed to outside radio.

So the way to radio-sell this inland market—where gross buying power is a billion above San Francisco's... and total annual retail sales virtually match Detroit's†—is to use the five BEELINE stations.

Together, these on-the-spot stations cover the whole Beeline. Individually, each is a long-time local favorite. KWG, for instance, has been selling the rich Stockton area since 1921. Check Raymer for more facts on the BEELINE.

† Sales Management's 1948 Copyrighted Survey
HOW AN ATLANTA STATION
COPPED "COPPERS" FOR BENNY—
AND ENDED UP WITH JACK BENNY'S
CHUCK WAGON, TOO

Competing with 175 other CBS stations, Fort Industry's WAGA—Atlanta's Promotion-Minded Station—emerged as the recent co-winner (with WMT, Cedar Rapids, Iowa) in the race to see which CBS station could raise the most money in the "Pennies For Benny" March of Dimes promotion.

The prize for the co-winners? Jack Benny's Chuck Wagon—which WAGA and WMT promptly decided could most fittingly be used as a permanent display at the Little White House, in Warm Springs, Georgia.

We're proud, of course, but not surprised, at the job WAGA did on the "Pennies For Benny" promotion. Not surprised? No—because WAGA has had, for years, the reputation of being one of the hardest driving stations in the Southeast when it comes to pushing promotions, to making them successful. Staging a promotion for your product? Let WAGA lend you a hand—and then watch results in Atlanta.

You'll find your advertising dollars do a bigger job on any and all Fort Industry Stations, because each Fort Industry Station, like WAGA, is a part of a winning team.
The "Little White House" designed and built by the late President Roosevelt in 1933, now a national shrine, is a symbol of the fight against infantile paralysis. Hundreds of thousands of people visit it yearly.

The Benny Wagon as it appeared on a tour of the nation's principal cities.

WAGA's Bill McCain presenting the Benny Wagon to Charles Smith, Atlanta Jaycee.

Lee Trimble, and Ivan Allen, with the wagon which will be on permanent display.
**Feature of the Week**

Recording a Capital Memo show are Gannett reporters (l to r): Mr. Croop, Miss Johnson, Messrs. Martin (standing), Kusaila and Torrey.

* * *

TELLING the folks back home what it is like to be a Washington correspondent is the newest project of the Washington bureau of Gannett News Service. With all members of the staff participating, the bureau is producing a weekly recorded broadcast, Capital Memo, which is carried sustaining by all Gannett radio stations: WHEC Rochester, WABY Albany, WENY Elmira, WHDL Olean, N. Y.; WHTF Hartford, Conn. and WDAN Danville, Ill. Capital Memo, now in its third

(Continued on page 63)

**On All Accounts**

WHEN Fred Wakeman wrote about his high-powered "Hucksters," he had apparently never met one mild-mannered representative of the group—Billy Scott Hunter. Twenty-eight years old, owner and operator of a successful Los Angeles agency, Hunter Adv., the modest and retiring Bill has earned himself a fine reputation in the advertising field. Bill entered the struggle July 16, 1920, in Richmond, Calif. as the sixth member of a family that had one more member to go. When he was six months old the Hunters moved to Huntington Park (Calif.). Later attending Huntington Park High School, Bill became a bit of a hero as quarterback on the football squad.

Graduating from high school in 1938, Bill, anxious to get out in the world and earn the dollars that were hard to come by in those days, got himself a job at the Los Angeles Examiner selling classified ads. After two years he joined the staff of Burbank (Calif.) News, selling display advertising, a job he held for the next 12 months.

In November, 1941 Bill a partner burst into the publication business with a society magazine called the Ventura Boulevardier. In December war came and the advertisers went, and with them the promising-looking Boulevardier.

His next six months were spent in the planning office of Northrop Aircraft, Inglewood (Calif.).

Deciding that the war would be a more interesting place to spend his time, Bill enlisted in the Coast Guard. He spent most of the next three years in the South Pacific with the Quarters master Corps. In 1945 Bill turned in his uniform and joined Allied Adv., Los Angeles, as account executive. He handled such local accounts as Gilmore Stadium, Hollywood Bowl Park and Olympic Auditorium. Bill recalls that the acquiring of his first account was so easy he thought the work of an account executive was a snap. (After four years in the business, however, he confesses having changed his mind somewhat.)

After 18 months with Allied, the desire of every young man to have his own business got the better of Bill. In 1947 he and J. W. Milliron, vice president of Milliron's Department Stores, Los Angeles, (Continued on page 63)
R&R Satisfied
EDITOR, BROADCASTING:
...You may be sure that I number myself among your weekly readers. You have always done a consistently fine job in reporting the ever-changing radio scene. The accuracy of your reports is not the least of the attributes of your publication...

Wilmer M. Tuttle
Radio and TV director
Ruthrauff & Ryan
New York

PI Reply
EDITOR, BROADCASTING:
Knowing how vitally interested you have always been in putting a stop to the ever growing parade of schemers, dreamers and phonies that invade radio, I'm attaching a copy of a letter just dictated and mailed.

Perhaps the fact that radio time sales are now no longer acquired without a little exertion on the part of the local (or network) sales staff accounts for the generous flood of "P" offers we have received the past several weeks. Frankly, to us, these generous offers" smell and frankly, in many, many instances are not only in bad taste but destroy Mr. and Mrs. Average Citizen's opinion of radio in general. . .

Thomas S. Carr, Manager
WANN Annapolis, Md.

Part of Mr. Carr's letter to:
Gilan Advertising Co.
Ambassador Buildings
St. Louis 1, Mo.: We have your letter of March 3, 1949, outlining Stark Brothers Nurseries free tree offer on a per page basis. We commend your opinion "that in creating immediate sales, this trial...is likely to convert Stark Brothers into a regular user of radio advertising."

In this connection it is interesting to note that all of our advertisers were "converted" to radio the usual manner. That is, they bought our time at our regular rates. It goes without saying, that we are in no more of a position to barter the only "merchandise" we have to sell, our radio time than is Stark Brothers Nurseries free tree samples in the hope that people will ultimately buy their nursery items.

Since you state that you "have faith in this radio effort" and since radio has countless cease histories of success in increasing the sale of many, many products on national, regional and local levels, we invite your attention in that of your client to our enclosed rate card. . .

SNAFU
EDITOR, BROADCASTING:
Let's open the Mike and have a good objective gripe session . . . Let me tell you...of an ex-sailor, who entered radio back in 1949...The war made it easy...he took a flyer at a radio school, and found it to be just what William Stalnaker [BROADCASTING, March 14] stated...

This ex-Navy man...was hired in the Midwest at $25 per week and...found that he was being paid $5 per week more than the other staff members...This fellow had something to offer radio and still has, however he learned that the average radio station is owned and operated by men who have let their gray matter go stale by hiring brains instead of using their own, and too most of them have never been radio men... Radio ads can be the best or the worst advertising a man can buy depending upon how he uses it...It is very easy to turn deaf ear to a commercial which has no element of entertainment in it... I know that stations are taking advantage of the G.I bill as well as schools...I would suggest that a lot of small stations be investigated to see why there is such a tremendous turnover in the radio business...

N. J. King

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

[Editor's Note: Name and address withheld by request.]

Radio's Bane?
EDITOR, BROADCASTING:
The bane of radio is unequivocally newspaper ownership of many broadcasting stations. The newspaper for many years ruled supreme and unchallenged in the advertising field. With the advent of radio, newspaper interests recognized the birth of a formidable adversary. Albeit, when only one frequency was thought to be available in most localities, newspaper interests obtained broadcasting li-
censes and installed radio stations in a move to preclude this competition. This condition still obtains in many instances. However, in many places new radio stations have sprung up to compete with the newspaper and its foster child. In an astounding amount of cases, where this condition prevails, radio broadcasting is being sold down the river...

Show me a newspaper owned station where, in the final analysis, policy is dictated by station management and not by the newspaper publisher...

Let's do something to divorce radio from newspaper interests.

Malcolm Greep
General Manager
WVJS, WVJS-FM
Owensboro, Ky.

[Editor's Note: There are many differing views on the question of newspaper ownership. We welcome further expression of opinion by those whose reasoning differs from that of Mr. Greep.]

WSIX GIVES YOU THE
NASHVILLE MARKET AREA!

And WSIX doesn't give you too little or too much. For Nashville's retail trade area includes 51 counties. WSIX's daytime audience map includes 60 BMB counties with 25 per cent or more in 48 of these. Mail pull and field strength maps add even more convincing proof that WSIX gives you the Nashville market. Cash in on the $655,888,000* spent yearly here in retail stores alone — via WSIX!

*Projected from Sales Management May '48.

BMB STATION AUDIENCE MAP — DAYTIME — BASED ON STUDY NUMBER 1 — MARCH 1946

SUMMARY DATA—DAYTIME
Tabulation by the Katz Agency, Inc.

Home Cities 1946 Radio Families WSIX Audience Families

Nashville 39% 47,830 39,810
Davidson 49% 67,340 57,610

Percentages Levels:
70% over
60-69% 11
50-59% 16
40-49% 20
30-39% 39
20-29% 159,060 120,030
10-19% 183,050 143,810
0-9% 195,450 153,120

National Representative: The Katz Agency, Inc.

March 28, 1949 • Page 19
Station man's dream come true... **ADD-A-**

RCA Transmitter Control Console, type BTC-IA—a versatile and handsome control console as ever graced a transmitter room. With this BTC-IA you add control turrets and desk sections as your station grows. The left turret is the transmitter control section. The right turret is the audio control section. No equipment obsolescence here when you add on units.

BTC-IA Control Console—with transmitter-control turret, audio control turret, and blank turret for additional facilities such as special meters, jack fields, ringdowns, etc. Front panels are bottom-hinged. Rear covers are removable.

A few of the many combinations

Typical console set-up for two transmitters, such as: two AM transmitters, two FM transmitters, or one AM and one FM transmitter. The turrets bolt to the desks. Desk sections bolt to each other. Knockouts for the wiring are provided in all desk and turret sections. All meters are recessed behind turret panels.
UNIT Transmitter Control Console

Fits every plant—AM, FM, TV, or any combination

This is the most flexible and versatile control console ever engineered for broadcast service. With it you can handle audio mixing and transmitter switching operations in stations using RCA 3-, 5-, 10-, or 50-kw FM transmitters—or RCA 5-, 10-, or 50-kw AM transmitters. And by simply adding units to this basic console, you can also handle audio, video and transmitter switching for any combination of transmitter set-ups—starting with a single AM, FM, or TV transmitter and going to two or more AM and/or FM transmitters and a television transmitter.

The BTC-1A starts with the basic unit shown in the picture at the left. It includes one r-f transmitter control turret and one audio control turret—mounted on a two-section desk having removable end-sections.

The r-f control turret contains all power control switches and pilot lights for normal operation of the transmitter; transmitter start; transmitter plate voltage; overload reset; time delay by-pass; manual-automatic control; day-night power switching; tower lights; and a spare switch and pilot lamp. And there is mounting space for three remote indicating meters.

The audio control turret includes: a standard VU meter and range switch; an 8-position selector switch that permits monitoring all important circuits, a monitor gain control; and individual bridging pads that enable you to equalize the level of the signal sources. Control of six inputs ... one microphone, a remote circuit or oscillator, two lines, two turntables ... is handled by three high quality mixers and associated transfer keys.

Call your RCA Broadcast Sales Engineer for all the details. Or write Dept. 19CD, RCA Engineering Products, Camden, N. J.

RCA

Broadcast Equipment
Radio Corporation of America
Engineering Products Department, Camden, N. J.

In Canada: RCA Victor Company Limited, Montreal

Possible with the BTC-1A console
with the greatest of ease!

RADIO SELLS MACARONI...
To promote sales in all six New England states, V. La Rosa & Sons use 50,000-watt WBZ in Boston, as do so many other leaders in the food field. WBZ, with its synchronized companion-station WBZA, gives advertisers a single-medium coverage of New England that cannot be matched through any other means. WBZ programs are favorites throughout New England... in cities, towns, and countryside.

.. AND BUILDING BRICKS!
There's no limit to the list of products that radio sells successfully... at every hour of the day! For example: a building material supplier in Fort Wayne began to advertise "Masolite" bricks on the 7 AM news period over WOWO. Before the end of the first week, a contractor drove 40 miles from Van Wert, Ohio, to pick up enough bricks for an entire house.

RADIO REACHES 94% of all the families in these United States. That's the average figure on set-ownership, including farm and rural areas as well as city and suburban markets. Radio reaches all these people effectively and quickly. With radio, you can keep your sales-story up-to-the-minute... reflecting day-to-day changes in market conditions and selling strategy. You can broaden your advertising coverage instantly, as you expand your distribution.

WESTINGHOUSE STATIONS
reach areas in which one out of every eight American families lives. This figure is conservative, too, for new audience-areas have recently been added by a tenfold increase in power at KEX, Portland (now 50,000 watts)... by new and more effective transmitter towers at KYW, Philadelphia... and by a new and more powerful FM transmitter at KDKA, Pittsburgh. You always get an "extra" with your program on a Westinghouse station!
By J. Frank Beatty

ADVERTISERS who buy three-fourths of all national advertising want to know what they are getting for their radio dollars—and television too.

This insistence on a yardstick of radio and television values was stressed all through the spring meeting of the Assn. of National Advertisers held Wednesday through Friday at the Homestead, Hot Springs, Va. Within a few weeks ANA will start an investigation of the whole radio and television rate and audience structure.

Individual advertisers were almost unanimous in their desire for new, more complete and easier-to-use research material showing how many people listen to radio and look at television programs. Most of them spoke highly of the pioneering work of BMB. They showed faith in the second BMB study, though conceding it has weak spots. But they also agreed that something new and better must be produced by the electronic media for the benefit of those who buy time.

BMB Favorably Discussed

Radio-minded advertisers spoke favorably of the BMB coverage studies and the trail-blazing efforts of BMB's officers. While conceding the existence of flaws in BMB, they figure that whatever comes next in radio research will have its share of soft spots.

Advertisers attending the meeting, and technical speakers who addressed them, accepted the premise that market and research studies leave much to be desired. They are trying to improve their use of these diversified and often unrelated data, and at the same time are demanding constant progress in the factual services and in their application to advertising.

The idea of a complete and coordinated radio research service operated and financed by broadcasters aroused interest among ANA members, who have been thinking about the matter for some time. ANA's new Radio and Television Committee is making preliminary plans to start a complete study of the medium as proposed last winter by the Association's board [Broadcasting, Feb. 21].

One advertiser, speaking of BMB's study No. 1, termed it "the only significant station and network measurement of audience coverage we have had. With the improvements which are contemplated for No. 2 study, the data will be more useful and more reliable than ever."

Actually there are two approaches to the idea of a coordinated research service as discussed by ANA members. First is the plan advanced at several NAB district meetings last summer—an industry-financed and operated coverage and audience service in which advertisers and agencies probably would serve in an advisory capacity.

Second idea discussed by advertisers is to have the Advertising Research Foundation operate such a service. This foundation is jointly financed by ANA and the American Assn. of Advertising Agencies, with media putting up the money for specific studies.

Financing Responsibilities

ANA and AAAA pay general ARF costs and finance experimental studies but when specific projects are undertaken the affected media pay up the money. ARF's specific studies are conducted on a tripartite basis, ANA, AAAA and the medium in each case having one third control, just as in the BMB studies. Thus far ARF has not undertaken any broad studies affecting radio.

The ANA interest in television reached a peak at the Thursday morning session. For the only time during the three-day meeting practically every seat in the large auditorium was filled.

Billed as "A Solid Session on Television," the meeting was led by Walter Lantz, of Lambert Co., New York. First to tackle the job of explaining the TV problem to advertisers was Walter Craig, vice president in charge of radio and television, Benton & Bowles, New York.

"We're entering a brand new world, with new troubles," he warned. Reliable audience and coverage data are not yet available in TV, and according to Mr. Craig, the best information on basic costs, rate practices and contracts, extra charges and time costs. An (Continued on page 34)

SPEAKERS from related fields, including television and representatives, took part in ANA proceedings last week. Around table at Homestead are (1 to r): Del Everett, market research director, Ford Motor Co.; W. W. Heusner, market research director, Pabst Sales Co.; Don Kearney, Katz Agency television department; Walter P. Lantz, Lambert Co.; Dr. Alfred N. Goldsmith, radio and TV consultant; Al Lehman, managing director, Advertising Research Foundation; Ben Donaldson, Ford advertising director; Gordon Eldridge, Ford advertising manager.

What Are We Getting? Advertisers Ask

Advertising Holds Own

ONLY a very small number of the nation's advertisers have cut their advertising budgets this year, and half of all companies in both consumer and industrial goods fields expect budgets to be higher than last year, according to a survey of members conducted by the Assn. of National Advertisers.

An encouraging outlook for the year was given in the survey. Fewer than a third of the 128 ANA member companies studied in the survey expect volume of sales to drop this year. This trend is more apparent among smaller firms, with companies doing over $50 million a year volume much more optimistic.

The profit picture for the year is even better, the survey shows. Only 10% of the consumer and industrial goods advertisers see a poor profit outlook this year, and again the larger companies are more optimistic. All but one large company estimated 1949 profits as fair or good.

Half of the companies in both the consumer and industrial fields classes expect advertising budgets in 1949 to be higher than a year ago. In some cases, where a loss in sales volume is anticipated, the advertising budgets are increased. In the consumer goods field only 15% of smaller companies have thus far cut advertising volume and 9% of large companies. Only 10% of small companies expect any 1949 advertising budget cuts and in the case of large companies a mere 3% anticipate reductions.

Over half of the small companies, 53%, expect to increase advertising this year and 47% of large companies anticipate increases.
CURRENTLY prevalent are disquieting economic ups and downs which could be summed up in one word, "competition," returning after a long absence. Call it buyer's market, disinflation or levelling off, it points to a new direction in business conditions for 1949.

At regular intervals, as conditions warrant, Broadcasting, will report on the economy—with special attention to things buyers and sellers of time need to know about business everywhere.

The jitters which gripped business shortly after the turn of the year have not yet proved to be a well-founded case. There are symptoms of a change in economic climate, but by March nothing in the way of a recession has developed. Employment is dropping off. Latest figures showed 3.3 million unemployed Feb. 12, but, at that date, the number of people working was equal to February of 1948. The labor force had expanded in the year. Ewan Clague, chief of the Bureau of Labor Statistics, said on a CBS broadcast that the normal business upturn in April should bring employment back above the 60 million level.

Purchasing power has suffered no comparable drop. The national paycheck for January was bigger than the same month last year, running at an annual rate of $136 billion, $8.6 billion above the annual rate in January 1948. Although employment has dropped, jobless payments of more than $400 million have helped to cushion the effect of unemployment.

Sellers are uneasy these days. The six golden years of the seller's opportunity will not be prolonged into a seventh, most economists agree.

Department store sales (See chart) are running about 9% below the comparable period last year. With a later Easter this year, these figures may not be an accurate guide to the first quarter's business. It is significant in the sense that for the past three years, as goods have become available, sales have been increasing steadily up to 1949.

February retail sales were estimated at $38.9 billion, $600 million below January, but just a shade under the February 1948 total.

Durable goods store sales index was above February 1948 at 576 (1935-39=100), and non-durable and expect a 1949 sales total 5% above 1948. Price level shows flattening out. No one knows how lower prices will affect sales. Demand may be

DEPARTMENT STORE SALES INDEX

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JANUARY | FEBRUARY | MARCH

In other fields, too, the drop is significant. Although radio sales have been considered strong, the NAB survey shows that inventories of stations' equipment and the sales of advertising space have dropped. Reports this month from Antioch College, the national buyers and sellers' group, reported that comparable sales dropped 12% for February and March, and surveys here show an even bigger drop. Chas. E. Clague, chief of the NAB survey, said that the current drop is a marked departure from the 1939 experience and may herald a new period of readjustment.

But many of the sellers believe that the drop may have been anticipated and that the present low level in inventories is a means of providing later sales. The NAB reports this:

"For the second month in succession, the wholesale divisions of the National Association of Broadcasters have shown a decline in the sales of equipment and supplies. The February total in dollar volume is 2.9% below the January figure and 16.5% below the sales for February, 1948. These declines are the result of a continuing readjustment in inventories for the broadcast industry which has come about in response to a general drop in the nation's business activity for the past six months. The sales of new equipment for February and January, 1948, shown below, are representative of the general price level and show the relative percentage of the current dollar volume to the January, 1948 figure. The decrease is further of interest in that it shows the net decrease in the number of new stations on the air for the past year.\n


In fact, the decrease reported was for a group of stations whose sales are generally considered as being below par compared to the sales of the leading stations. It is significant, however, that sales of equipment and supplies have continued to drop for the past two months, indicating that a general decline in business activity may be developing.

Major sales that the NAB reports for February and January are the following:

- Sales of new equipment for February and January, 1948, shown below, are representative of the general price level and show the relative percentage of the current dollar volume to the January, 1948 figure.
- The decrease is further of interest in that it shows the net decrease in the number of new stations on the air for the past year.
- Sales of new equipment for February and January, 1949, are shown below, indicating a significant decline in business activity.
- The decrease reported was for a group of stations whose sales are generally considered as being below par compared to the sales of the leading stations.
- It is significant, however, that sales of equipment and supplies have continued to drop for the past two months, indicating that a general decline in business activity may be developing.
PROBLEMS besetting broadcasters were given a thorough thrashing out at an all day session of the District 1 (New England) meeting of NAB at the Hotel Somerset, Boston, March 11. It attracted the largest single gathering of radio people in the area.

Highlights of the meet included:
- Charges by Milton Meyers, WWCO Waterbury, Conn., that the transcription library practice of renting rather than selling their services to stations should be studied.
- Explanation by Dr. Kenneth H. Baker of the financial structure of BMB.
- Maurice Mitchell, NAB director of broadcast advertising, pointed out reasons why the retailer is now radio's number one customer.
- The All-Radio promotion film will be ready for presentation to stations by fall, Herbert L. Kreuger, commercial manager of WTAG Worcester, and chairman of the All Radio Presentation Committee, announced.
- Dr. Baker, in his first public appearance as newly appointed acting president of BMB, explained to the more than 150 broadcasters the financial structure of BMB and emphasized wider scope of the second study to be produced sometime in October 1949.

Advance Payments

Dr. Baker intimated that at April NAB convention stations will be approached regarding possibility of advancing their subscription payments for the latter half of 1949 since the greater part of this income is needed now to conduct and publish the study. New study, he said, will differ from 1946 version in which chief complaint was that measurement was too gross and restricted entirely to once a week listening. Dr. Baker said that the present study, if allowed to indicate a greater frequency of listening than merely once a week, will also explain to the group the background of the telegram sent to BMB subscribers asking them to underwrite their share of the tax liability which is now pending and which, if it is anticipated, will be decided in favor of BMB.

Other speakers at sessions included Richard P. (Dick) Doherty, director of employee-employer relations of NAB; Carl Haverlin, president of BMI, and Mr. Mitchell, director of broadcast advertising, NAB. Harold E. Fellows, general manager of WEEI Boston, and first district director, presided.

Mr. Mitchell, speaking at the luncheon meeting held in conjunction with Radio Executives Club of Boston, emphasized that the retailer, now radio's number one customer, has realized that radio today is the voice of the advertiser and has Jumped feet first into spoken advertising. Causes of this swing, he said, was radio's growth and development, changes in retailing, deterioration of newspapers and changes in our way of life. Demonstrating radio's growth, he gave as figures 2,619 stations including FM and TV, 77 million AM radios plus 3 million FM and 1 million TV sets in 1949, over 37 million U. S. families having at least one radio. He pointed to fact that 94.2% of all families in the country now have radios in their home and that average daily listening in radio homes is 5½ hours.

Changes in retailing, too, have been responsible for the swing to broadcast advertising. Trading areas have changed. People have been moving away from the cities and printed media fails in suburban areas. So, the retailer has had to find a new medium. Also, we now have a buyers market. People, formerly in low income groups, now have money to spend. They're buying radios and buying what they hear on the radio.

Another factor in the swing to spoken advertising, Mr. Mitchell said, was the deterioration of newspaper circulation while the number of radios increased from 73 million to 77 million between Jan. 1, 1948 and Jan. 1, 1949.

"In addition," Mr. Mitchell said, "we now have a new generation of advertising men who are not afraid of radio and who believe in it as the basic advertising medium. A new generation of people who listen to the radio has grown up, and the retailer must think of this generation."

Cites Advantages

Advertisers who use radio, he pointed out, can select their editorial frame, can surround their advertising message with that frame, and so get credit for the editorial content. "They get techniques peculiar to radio—a living voice, warmth, sales statements in person and dramatization. Radio creates pictures in the mind, its selling pitch can come at the psychological moment, as for example, by reaching the housewife at the point of use and time." An NAB study of successful techniques in radio to get maximum results, he said, has resulted in the following five-point plan: (1) Have an objective. Before you set your budget, know who you want to talk to and what you want to say. (2) When you decide, use the beamed program technique. If you're talking to teen-agers, beam your program to that particular group. Fire your rifle at the target you want to hit. (3) Advertise in-demand merchandise and strong lines. Seventy percent of a retailer's volume is on his stock, so these are the goods to promote. (4) Have the right kind of copy to do the job. Copy should be specific; it should be truthful and believable. It should make a direct action bid.

(Continued on page 48)

FLAMM SUIT

Re-Trial Postponed to May

RE-TRIAL of the suit brought by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, now chairman of the board of ABC, was postponed from last Tuesday to May 18 to give counsel on both sides further opportunity to prepare their cases.

The original trial in New York Supreme Court resulted in a $490,500 award to Mr. Flamm, who charged that Mr. Noble coerced him to sell the station. The appellate division reversed the decision and ordered a new trial.

HOMER GRIFFITH

Joins KDYL Salt Lake City

HOMER GRIFFITH, former head of Homer Griffith Co., Hollywood, national representative firm, has joined the sales executive staff of KDYL Salt Lake City. Announcement was made by S. S. Fox, president and general manager of the International Broadcasting and Television Corp., KDYL licensees.

Mr. Griffith has been in radio more than 20 years. He was first identified with the industry at the origin of the Friendly Philosopher show and later in the station representative field.

MacAndrew Named

JAMES F. MACANDREW, for the past several years teacher-in-charge of New York's Board of Education broadcasting station, WNYE, was last week named director of broadcasting, at a yearly salary of $7,500.
BLACK PLAN

Beamed Radio Campaign Termed Success

REFLECTING on the awards for outstanding retail radio campaigns of the National Retail Dry Goods Assn. were somewhat surprised to discover that four awards—two firsts, a second and an honorable mention—had gone to the James Black Dry Goods Co. of Waterloo, Iowa [Broadcasting, Jan. 17].

Black's RFD 1540 had been judged best of all programs of general family appeal entered by stores in the medium size class, annual sales ranging between $5 million and $15 million. The other three Black programs won their honors in competition with all other stores, regardless of size: Grant Price and the News ranked first among all programs; Neighbors' News ranked second among farm programs, and Music for Moderns won an honorable mention in the teen-age program category.

The NRDGA judges were properly concerned only with the radio achievements of 1948. Their criteria were the individual programs submitted in each category and the success of these programs in selling merchandise and building goodwill will for their sponsors among the listeners at which the programs were directed. But had the 1948 judges looked back at the awards made by NRDGA contest committees in previous years, they would have been even more surprised to find these same programs of Black's among the top winners each year.

Wins Awards

In 1946, when NRDGA started its radio awards, Music for Moderns was a first award in the sew-age program category. RFD 1540 was voted a special overall grand prize as the best program of any type entered by any store that year. The 1946 contest was limited to two entries per store.

The following year Black's made only one entry, Neighbors' News, which the 1947 judges selected as the best program submitted by any store, regardless of size.

The consistency with which Black's programs have outranked those of other retailers is no happenstance. It is based on a long-term radio plan adopted by the store in 1945. A major part of this plan is the complete cooperation Black's has had from KXEL Water- loo, station broadcasting Black's entire radio schedule.

Before 1942, when KXEL went on the air as Waterloo's first station, radio expenditures were negligible, a few hundred dollars a year for announcements on a nearby regional station. Under KXEL's energetic tutelage Black's has built up the store's image by the extensive use of radio and, in the spring of 1945, the store embarked on a long term program of radio advertising. Walter L. Dennis, radio and tele- vision director of Allied Stores, na- tionwide organization of 81 inde- pendently operated retail stores to which Black's belongs, helped de- velop the campaign.

Starting with the two Monday-
through-Saturday quarter-hour programs Black's was sponsoring on KXEL, a nontime woman's program and a late evening news- cast, the new plan called for the addition of a daily early morning program. This was aimed at the entire family and a half-hour once-a-week evening program for teen-agers. Within weeks the middy program had been changed to RFD 1540, a program of farm news, market reports and the like, written and broadcast by KXEL's farm director. Not long after another farm news program, Neighbors' News, was substituted for the or- gan music originally used in the early morning period. Like RFD 1540, the Neighbors' News pro- grams are prepared and broadcast by the station's farm director.

To implement its radio plan, Black's created the new post of radio director, now ably filled by Mike Kathryn Fillos. Her primary function is to serve as liaison between the store and the station, maintaining close contact with the personnel of the individual departments whose merchandise is to be advertised and the KXEL personnel involved in Black's programs and commercials.

Miss Fillos also has the responsibility for promoting the programs among the store's employees as well as the public, for giving radio-advertised merchandise the proper point-of-sale reminder promotion and generally for making every sales person and customer of Black's constantly aware of the store's radio activities. She is also charged with keeping a continual check on the results of broadcasts.

In all of its programming, Black's follows the beamed pro- gram technique. Each program is designed to aid a specific store advertising objective by aiming its appeal at a specific group of listen- ers who may be presumed to be good prospects for the merchandise advertised on that program.

Each program is given one job at a time and enough time to do it well. Merchandise of a single department is advertised on a pro- gram for an entire week, or longer. The commercials on any broadcast are concentrated on a single article or group of related items. Mer- chandise advertised on the air is good merchandise, priced fairly. Black's uses radio to sell salable merchandise, not as a high pressure device for getting rid of merchan- dice which never should have been stocked.

Black's files are crowded with records of the sales successes of its programs. A shipment of tulip bulbs from Holland reached the store late one afternoon, too late for a new plan ad. A show commercial was put on that night's newscast and the following morn- ing the bulbs were sold out.

Newspaper advertising sold two white squares decorated with school insignias in a week; the follow- ing week they were featured on Music for Moderns and 26 were sold.

Foster Appearance

Jane Foster, Black's personal shopper, appeared for a week on RFD 1540, described in materials to the radio program's direc- tions and patterns on sale. She urged her listeners: "This week, sew and save at Black's." That week's sales of woolens topped sales of the preceding week by 75%; rayon sales were up 44% and cotton sales 115%.

Invitations on Music for Moderns for kids to drop requests for rec- ords on the plan in a box in Black's record depart- ment boosted record sales phe- nomenally.

More indicative of the overall, day-to-day, sales potential of Black's radio activities are the fig- ures for the store's sales during the first year of the present radio plan. Records of all departmental radio campaigns were carefully kept from July 1945 through June 1946. They show that Black's beat the Federal Reserve average sales figures for that district by a sub- stantial margin.

But direct sales results were not all that Black's expected from its radio endeavors. It wanted to ex- tend its trading area further into central and northeastern Iowa, to increase its mail order business and to identify Black's as the store with "everything for all members of the family," Radio has achieved these objectives.

Testimonials

Paul Pahl, Black's sales promo- tion director, stated: "Radio advertising has made Black's known to thousands of people throughout the State of Iowa who were not for- merly acquainted with the store. The store's managing director, E. E. Bally, stated: "We have found KXEL not only a satisfac- tory medium for motivating the sale of merchandise, stimulating inter-department sales interest, but most valuable in pushing back the trading boundary lines which have naturally followed the influ- ence of other advertising media used by Black's." Probable the best testimonial to the overall success of Black's radio plan is the simple fact that the day-to-day broadcast schedule instituted in the spring of 1945 is still being followed today, nearly four years later. James Graham, store president, now retired, summed it up when he said: "Radio is here to stay at Black's."
ECONOMIC pressures and uncertainty about the future are indicated as major factors underlying increased withdrawals in all three phases of broadcasting—AM, FM, TV.

According to an informal survey of the first three months of 1949, including eight AM outlets, 46 commercial FM authorizations and two TV permits, deletions for the same period last totaled 16 AM, 22 FM and one TV while for all of 1948 the drop out totaled 53 AM, 190 FM and eight TV.

The television permittees who already have turned in their authorizations so far this year, WWTW (TV) Utica and WAGE-TV Syracuse, N.Y., did so because of the shadowed economic and engineering future in that field.

A third, WUTV (TV) Indianapolis, owned by William H. Block Co., has filed petition with the FCC seeking dismissal of its request for additional time to construct its facilities. The firm indicated in the petition it "does not desire to enter into the broadcast business any further at this time." Earlier an application was filed for consent to sell WUTV to Wire Indianapolis at cost [BROADCASTING, Feb. 21], to make television "available to Indianapolis at an earlier date than will be possible otherwise," the petition said. But "it appears that the Commission's insistence upon a hearing" first on the application to construct the station, would "nullify any possibility of early completion and operation of a television station." There is a possibility the AM field economic pressures also are taking their toll. KRKN Fort Smith, Ark., 250 w full-time output on 1230 kc, ceased operations March 15 and has been granted a construction permit. It is owned by Arkansas-Oklahoma Broadcasting Co., KRKN went off the air "because it is economically unsound to compete with other stations in a city of 50,000 people with such a sparsely settled trade area," C. B. Randall Sr., president, said. Equipment has been sold to KSFA there.

In AN unexpected move which hastened the departure of Hugh Felts, resigned president of Broadcast Measurement Bureau, the BMB executive committee last Tuesday appointed Dr. Kenneth H. Baker as acting president, effective immediately.

Mr. Felts' resignation was originally announced as effective April 15. He is leaving to become general manager of KING Seattle.

The sudden elevation of Dr. Baker, who is NAB director of research on loan to BMB, was announced without amplification by a representative of the American Assn. of Advertising Agencies, one of the participants in the tripartite research organization.

Inquiries as to details of the appointment were directed by BMB staff members to the AAAA. At AAAA details were not available. The press release was subsequently distributed on BMB stationery but prepared by the AAAA added that "further details of the BMB reorganization will be announced soon."

Referred to AAAA

Mr. Felts, reached as he was clearing his desk Wednesday, had no comment to make upon the executive committee's action. He too referred inquiries to the AAAA, specifically to its president, Fred Everard, who is an ex-officio member of the executive committee.

Meanwhile, in Washington, NAB President Justin Miller attacked no special significance to Mr. Felts' sudden departure. In a statement at NAB headquarters, he explained that the outgoing BMB president had requested early leave so that he might assume his duties at KING immediately at the request of Mrs. A. Scott Bullitt, president of KING, which went to 60 kw last year. Judge Miller said he told Mr. Felts that, accordingly, "the board would not agree to any arrangements with BMB's executive committee."

The NAB president said further that he, Mr. Felts and Mrs. Bullitt and Mr. James H. Block, Jr., Washington, prior to the New York meeting, at the request of the outgoing BMB president. Judge Miller produced a letter from Mr. Felts thanking him for his consideration.

Continued on page 49

Committee Appoints Baker Acting President

ECONOMIC Pressure, TV Biggest Factors

BROADCASTING • Telecasting

By LARRY CHRISTOPHER

In another operation station—KBAB Aiken, S.C.—has advised the Commission it is turning in its license April 1 for economic reasons [BROADCASTING, March 14]. A regional MBS outlet, KBAB was granted its license in early February and has ceased operation. A suit in equity was brought last week in Massachusetts Commercial Court for annulment of the station's license, doing business as Citizens Broadcasting Co.

The withdrawals in the FM field have been stimulated by a number of factors most of which are based upon economic uncertainty and television. Further, the FCC appears to be getting into full swing in its policy to squeeze the "water" out of the FM field. Denials of additional time to build FM outlets are becoming more frequent.

Permittees who seek additional time to build their facilities are not being advised by the Commission in many cases to "re-examine your position, and if you conclude that you are unable to proceed with immediate construction of your station without Commission's permission to vacate your construction permit." A deadline date for reply is given in each case and if notification is not received "it will be considered that you do not desire to prosecute your application further and the application will be dismissed for failure of prosecution pursuant to Section 1381 of the Commission's Rules."

The majority of those who received these letters have turned in their permits, one FCC spokesman said.

To date this year 10 permits and one conditional grant have been turned in with specific citations that economic factors were responsible. Eight permits and one conditional grant were returned because of television. Similarly eight permittees and one conditional grantee withdrew and gave no reason at all for their actions. Eight permits also have been forfeited by the FCC for failure to prosecute. Four permits were returned because companion AM service was still being granted.

The television stations granted deletions so far this year, with reasons therefore and effective dates for cancellations, include:

B&W TV St. Louis, Mo.—For Channel 11 (156.7-2 mc), Jan. 27, Economic and engineering uncertainty in future of television.


The standard station deletions: KVCN Carson City, Nev.—N-R. Morgall (Continued on page 49)
NILES TRAMEMELL, president of NBC, last week issued a slam-bang statement in a letter circulated recently by Fred Stanton, treasurer, who claims leadership for CBS in many aspects of broadcasting [BROADCASTING, March 7].

Mr. Trammell's letter was sent to station managers and advertisers, as was Mr. Stanton's. Following is a portion of Mr. Trammell's letter [Italicized parts are the CBS statements, as listed by Mr. Trammell]:

In the words of the late Al Smith, "Let's look at the record."

You have undoubtedly received a widely circulated letter detailing Columbia's current claim to fame. Since so many references to NBC have been made in this letter, I thought it would be well to set the record straight. To do this most simply, I am quoting below the CBS claims, together with our comments:

Victor, willing Hooperations on -week eq on 1946.

JOSEPH point higher Hooper's NRI five, latest ident, recently answer J., advertisers kit. of top CBS seven. Beyond his in report the daytime, the shows NBC ten daytime; 28, 1949 in- crease 16.4. "undisputed leader-

Those long-armed promotion boys were really reaching for that one. They went way back by the first quarter of 1948 for Nielen data covering 63% of the nation's radio families. On that basis the CBS figure for net time and talent was less than 10 cents per thousand below NBC. U. S. Hooperatings for the whole U. S. during the same period showed cost per thousand better than 30 cents below that of CBS.

CBS will undoubtedly find that the adoption of Jack Benny, Amos 'n Andy, Bing Crosby, et al., will rule them out of any low cost claims based on 1949 results. CBS now has more minutes of sponsored time than any other network, day and night.

CBS tv billings for the first quarter of 1949 will be 10 times what it was in the first quarter of 1948.

Cites TV Billings

A very creditable gain. With understandable restraint CBS has not sought to compare its TV billings with NBC. For the record: NBC billed six times as much as CBS in January 1949 and led in number of network advertisers by a similar 6 to 1 ratio. These facts summarize the recent trend toward CBS in radio and television. . . . They insure to CBS advertisers the largest audiences, at the lowest average cost-per-thousand families, in broadcasting.

The jury is still out. U. S. listeners who are being polled by LMJ, the CBS Hooperatings and Nielsen's expanded sample. Until these results are in, the CBS claim (largest audience, lowest cost per national evidence) will stand.

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Today, nine of Hooper's "top 15" most popular evening programs are on CBS; the other six, divided equally between two other networks.

These figures played a limited one-week engagement. Hooper's latest in March 1-7 show NBC with five, CBS seven. Rating of top 15 shows, Hooper continues to tell the same old story—NBC delivers more ratings over 10, or 12, than any other network.

In the daytime, the first six most popular network shows—and eight of the "top 10"—are on CBS.

Life can be beautiful—until the Nielsen subscribers ask questions. The January 1949 NBC report shows NBC with seven out of the top seven daytime programs. Latest NIB report shows NBC with seven out of the top ten daytime. Nielsen consistently places NBC's daytime programs above all others.

The current CBS average evening Hooperating (18.2) is an increase of nearly two rating points over a year ago; the only such increase for any network.

The snowman is melting. . . . Hooper's present CBS average is 11.3, which is about one rating point higher than the CBS average a year ago. Most of the CBS gain is accounted for by recent Sunday night acquisitions, serving to offset . . .

Csido to RCA Victor

JOSEPH G. CSIDA will join the RCA Victor Division, Camden, N. J., as assistant director of public relations, John K. West, vice president in charge of public relations, announced last Friday. Mr. Csida will succeed Albert R. Carter Jr., RCA Victor, in the newly created post, April 4. He is leaving Billboard magazine where he has been vice president and editor-in-chief since 1946.

Page 28 • March 25, 1949
UNIFORM standards for disc, magnetic and optical recording, developed and adopted after wide consultation with broadcasting and related groups, will be finally reviewed during the NAB Engineering Conference in Chicago April 6-9.

Unless the unrelenting controversy develops, the standards will be finally approved and submitted to the NAB board during convention week. They mark the culmination of years of effort involving 76 organizations and an equal number of engineers.

Over 100 meetings have been held since the project was revived at the 1947 NAB convention at Atlantic City. Out of these sessions, plus countless informal gatherings, there have come nine separate sets of standards designed to simplify use of the fast-growing recording techniques.

Of special interest are the new standards for magnetic tape recording, which has expanded tremendously since adaptation of the wartime Magnetophone developed by Royal A. Ruppel.

The magnetic technique has been perfected to a point where speed has been cut to one-fourth the level of a few years ago with the same fidelity characteristics. Three principal tape speeds are used—30, 15 and 7½ per second. The 7½-inch speed now permits reproduction up to 10,000 cycle fidelity.

A number of new types of recording equipment, including several tape devices, will be exhibited at the annual NAB equipment display opening April 7 at convention headquarters, the Stevens Hotel.

The subject of magnetic tape recording occupies a prominent place on the Engineering Conference agenda, according to W. V. Howard, director of the NAB Engineering Dept. who is in charge of the conference. Mr. Howard is chairman of the NAB Recording & Reproducing Standards Committee, which will consider proposed standards.

Thus far the standards have been approved by the executive committee, of which Robert M. Morris, ABC, is chairman, and the NAB Engineering Executive Committee. Nine project groups under the executive committee have reviewed and studied previous standards adopted in 1942 by the NAB board. Original chairman of the top committee formed in 1941, was Lynne C. Smelby, at that time NAB engineering director.

The project groups have reaffirmed a majority of the old standards and have recommended many new standards, principally those covering magnetic tape recordings. Their work is not yet complete, many items remaining for further study.

Serving on the top standards committee, besides Means, Howard and Morris, is Nain McNabonaut, NAB assistant director of engineering, who is vice chairman.

The full committee will meet April 9 at 3 p.m. in the West Ballroom of the Stevens to consider standards already tentatively adopted. Should they be approved, the board probably will take up standards at its meeting the following Thursday and Friday.

Serving as liaison between NAB and other organizations in drafting of new standards is the American Standards Asn.

Throughout the various project group discussions, and committee meetings, all interested persons and groups have been invited to express their views.

Many of the committee's standards adopted in 1942 have become worldwide in scope as other countries adopt them. This worldwide uniformity is said to have motivated the whole recording industry along with commercial use of recorded material.

Other nations have shown interest in the work of the standards committee.

Members of the recording Executive Committee, besides the officers, are: W. S. Bachman, Columbia Records; S. J. Begun, Broadcast Development Co.; H. A. Chinn, CBS; J. D. Colvin, ABC; G. M. Nixon, NBC; H. I. Retikind, RCA Victor; C. J. Sawyer, Western Electric Co.; K. R. Smith, Muzak Corp.

Project group members follow:

Project Group A (recorded groove shape, reproducing stylus contour):


Project Group C (recording characteristics)—chairman, W. S. Bachman, Columbia Records; C. Lauda, Decca Recording Co.; J. D. Colvin, ABC; J. F. Moyer, RCA; H. Roberts, Muzak; C. J. Sawyer, Western Electric; N. A. Schlegel, WOR Recording Studios.

Project Group D (magnetic recording)—chairman, S. J. Begun, Broadcast Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Frank Fish, CBS; D. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Moyer, RCA Victor; W. E. Stewart, RCA Victor; M. J. Stolaroff, Ampex Electric Corp.

Project Group E (reproducing turntable, stylus—speeds; wow; concentricity of record center hole)—chairman, J. D. Colvin, ABC; T. W. Laughlin, Fairchild Camera & Instrument Corp.; J. F. Palmquist, RCA Victor; L. L. B. Pomerance, Research & Development; H. E. Royes, RCA Victor.

Project Group F (frequency response characteristics, level of disk reproducer and equalizer combination, deforming error and vertical force of disk reproducer)—chairman, Walter Cargill, Columbia Records; L. B. Begun, Columbia Records; Les Culley, NBC Recording; Earl Grant, Don Lee; John Miller, telerecord; Charles Linn, R. H. Roberts, RCA Victor; R. F. Fish, CBS; D. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Moyer, RCA Victor; W. E. Stewart, RCA Victor; M. J. Stolaroff, Ampex Electric Corp.

Project Group G (lacquer recording blanks)—chairman, J. D. Colvin, ABC; J. F. Moyer, RCA Victor; C. Lauda, Muzak; C. Lauda, Decca; E. Frank, Audio Devices; G. E. Stewart, NBC Recording.

Project Group H (disk tone record; translation) chairman, L. C. Begun, Broadcast Development Co.; C. G. Barker, Magnecord; R. F. Fish, CBS; D. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Moyer, RCA Victor; W. E. Stewart, RCA Victor; M. J. Stolaroff, Ampex Electric Corp.


INDUSTRY CODE

Booklet Gives Answers

BROADCASTING • Telecasting

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NBC's McAndrew is Head of D. C. Stations

WILLIAM R. MCANDREW has been named general manager of NBC's three Washington stations, WRC, WRC-FM and WNBW (TV), it was announced last week by Frank M. Russell, vice president of NBC's Washington office. Mr. McAndrew retains his previous title and duties as assistant to the vice president.

George Y. Wheeler, formerly NBC's Washington director of programs, has been named assistant general manager of the three stations. He is succeeded by Eugene Juster, former program manager of WRC. New program manager of WRC is Kenneth French. George Sandefer, business manager of WNBW (TV), has been appointed business manager for all three stations, relieving James Seiler to devote full time to his duties as research director. Other appointments include: Charles de Lozier, assistant sales director; Stanley Bell, sales administrative duties; and Charles Colelge, former WNBW television field supervisor, as WNBW operations supervisor. Mr. Colelge succeeds Howard Gronberg who has been promoted to administrative assistant to F. A. Wankel, NBC New York.

Farnsworth Tells Need for Sale to IT&T

FARNSWORTH Television & Radio Corp.'s assets will be reduced to virtually nothing unless the proposed sale to International Telephone & Telegraph Corp. is approved, company executives said last week as stockholder opposition to the sale mounted. E. A. Nicholas, president of the company, made this point in a letter to 18,000 stockholders in advance of a stockholders meeting called to decide the issue April 14 in Ft. Wayne.

The management position is that the company is so small it needs, not only immediately but perhaps for years, and that IT&T has the resources it is looking for. Management also claims efforts to seek elsewhere the kind of money needed have failed.

Stockholders are claiming, on the other hand, that terms of the sale to IT&T will result in great loss to themselves and that the liquidation value of their stock is worth more than the IT&T offer of 12 shares of Farnsworth for one of IT&T. This is answered again by management that the liquidation value of the company would be very small.

Iowa Set Sales

THE IOWA "Radio in Every Room" campaign resulted in a 50% increase in sets sales. R. N. Ruecker, chairman of the group's board of commit-tee, has announced. Broadcasters used spot announcement and special programs.

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COMMUNICATIONS

AFC Meet Opens Today

COMMUNICATIONS' place in modern warfare will be the general theme of the third annual meeting of the Armed Forces Communica-
tions Assn. slated for March 28-29 in Washington, D. C. [Broadcast-
ing March 21].

Fred R. Lack of New York, vice president of Western Electric Co., was elected president of the association at a council meeting today (March 28) at the Hotel Shoreham, it was announced.

Vice presidents elected are Theodore S. Gary, vice president, Automa-
tic Electric Co.; Thomas J. Hartley, R. M. Wheeler, vice president, NBC; Rear Adm. Earl E. Stone, Chief of Naval Communications; J. R. Cunningham, United Air Lines, Denver; C. O. Bickelhaupt, vice president, American Telephone and Telegraph Co.

Directors elected are Walter Evans, vice president, Westing-
house Electric Corp.; Paul Golds-
borough, Trans World Airlines, Kansas City; and W. G. Eaton, civilian scientist, Wright Field Electronics Lab., Dayton.

Over 500 Attendance

More than 500 executives of the communications and photographic industries and members of the armed forces are expecting to attend, according to an announce-
ment from Gen. David Sar-
noff, association president and chairman of the board of RCA.

Gen. Sarnoff expects the two-day meeting to accomplish "a great deal toward emphasizing the impor-
tance of communications in present-day warfare." His own ad-
dress, at the annual banquet March 28, will include a description of communications on land, sea and air in England and Continental Europe, especially as they pertain to the North Atlantic Security Pact. De-
tail schedule, and will be on the basis of his observations during a recent European trip. Gen. Sar-
noff's address will be entitled "Clu-
in International Communications and National Defense."

Admiral Louis E. Denfeld, chief of naval operations, will be the principal speaker at a banquet in the Shoreham Hotel March 28. Among other speakers will be FCC Chairman Wayne Coy at association luncheon today (March 28).

was not considered too difficult a task.

This "post-conference" work would be handled by a group consist-
ing of two representatives of each of the three regions involved in the conference.

Opening session of the Fourth Inter- American Radio Conference, which convenes in Washington, has been tentatively scheduled for about April 25 but some feeling has de-
volved favoring a May 1 opening date instead.
ANTI-TRUST

AGITATION over FCC's anti-trust study mounted last week, with the
Commission meanwhile continuing to give no more than clearly quali-
fied approval to applications of companies found by the courts to have
violated the anti-trust laws.

FCC also made clear Thursday, in letters sent in connection with
applications of Paramount Pictures and 20th Century-Fox Film
Corp., that its anti-trust investiga-
tion is being conducted "in con-
nection with" Sec. 319(b) of the
Communications Act.

This, the letters explained, "au-
thorizes the Commission, prior to
the grant of an application for
license to cover a construction per-
mit, to take into consideration
facts or circumstances arising or
first coming to its knowledge since
the granting of the permit which
would, in the judgment of the
Commission, make the operation of
the authorized stations against
the public interest."

WCP, Boston, one of 20th Cen-
tury's nine rivals for television in
Boston, told the Commission earlier
in the week that 20th Century's re-
quest for a declaratory ruling
on the anti-trust question [Broad-
casting, March 21] was out of
order. To grant it, WCP con-
tended, would disrupt orderly
procedure and promote delay.

Cities Misunderstanding

The film company, one of those
whose applications are being held
up while FCC studies what effect
anti-trust decisions should have on
their radio qualifications, replied
promptly that WCP misunder-
stands the law on declaratory
orders. Such a ruling is the only
means of clearing up existing un-
certainty and it would speed rather
than slow FCC's processes, 20th Cen-
tury argued.

Four other TV applicants—none
affiliated with movie companies—
indicated plans to get into the dis-
pute by asking FCC for 30 days
additional time to reply to 20th
Century's request. These were
Boston Metropolitan Television Co.
(Boston), Television California (San
Francisco), KCDO Kansas City, and
KING Seattle.

WCP asked for the same 30-
day privilege to prepare its own
reply, in event FCC denies its
petition for dismissal of the 20th
Century request. The station also
asked that the issues in the Boston
TV hearing be expanded to include
the question of the film company's
character as it "is affected by and
revealed in" the motion-picture
anti-trust case.

FCC meanwhile granted Para-
mount Television Productions, a
subsidiary of Paramount Pictures,
its requested television from March
1 to June 1 for completion of KTLA
(TV) and TV experimental W6XYZ
Los Angeles. Without prejudice to
whatever action it may take on the
anti-trust question, the Commis-
sion majority (Comr. Robert F.
Jones dissenting) also granted
Paramount applications for special
temporary authorizations for two
experimental TV remote pickup
stations in Los Angeles and unani-
mously granted extension of STA's
for one 20th Century, and five Para-
mount experimental theatre TV re-
lay stations in New York.

The Commission explained that
it was able to grant, outright, Para-
mount's requests for extensions for
KTLA and W6XYZ because such
grants can be made "upon finding
that the failure to complete was
due to causes not under the con-
trol of the grantee, or upon a spe-
cific and detailed showing of other
[justification]."

FCC also made clear, in a letter
to Paramount, that if its anti-trust
study leads to a conclusion that the
KTLA and W6XYZ authorizations
should be revoked, then "all aux-
iliary stations used in conjunction
with [them] will likewise be termi-
nated."

In its opposition to the 20th Cen-
tury request for a declaratory
ruling, WCP maintained that un-
der the Administrative Procedure
Act such rulings may be made
only after hearing. Therefore, the
station claimed, what 20th Cen-
tury is actually requesting is "a
separate hearing upon the legal
qualifications of the Fox applicant
as they may be affected by that
company's violations of the anti-
trust laws."

The WCP petition, filed by
Paul M. Segal of the Washington
law firm of Segal, Smith & Hen-
nessy, argued that a separate hear-
ing on "one of the many as-
spects of one of the several issues"
of the case might justify similar
procedure for "each of the issues
as to each of the applicants, a
process which should occupy us all
for at least a generation."

WCP conceded that 20th Cen-
tury may be in "a flutter of un-
certainty" but charged "it has no
right to seek a declaratory ruling
as to the meaning of a provi-
sion of the statute merely because
it cannot understand that meaning."

Let 20th Century interpret the law
(Continued on page 44)

ARRANGEMENTS for airing of Phillips 66 portion of WLS Chicago's National Barn Dance on ABC are completed by (l to r, seated): Ray Kremer, radio director of Lambert-Feasley, New York, and Glenn Snyder, vice president and general manager of WLS. Standing (l to r) are: George Bigger, director of show; C. E. Freeman, WLS sales manager, and Ray Bettsinger of the station sales staff.

CBS GETS TWO

Lum and Abner, Burrows Sign

LUM AND ABNER, the backwoods philosophers, and Abe Burrows, the sophisticated wit, were signed to long-term contracts last week by CBS, as the inter-network program scramble continued.

Lum and Abner, who are Chet
Lauck and Norris Goff without
their makeup, are now under con-
tract to the Frigidaire Div. of
General Motors Corp., their present
sponsor, until September 1954. The
CBS contract, described by the
network as including "long-term em-
ployment arrangements and a li-
censing agreement," becomes effec-
tive when the Frigidaire contract
ends.

Mr. Burrows, who formerly
was starred in his own program over
CBS and who has for years been
correspondent for leading radio
shows, signed a seven-year pact
with CBS. The agreements for both
Lum and Abner and Mr. Burrows
cover radio and television services.

Lum and Abner are now heard
Sundays, 8:30-9 p.m. on CBS. Mr.
Burrows, who specialized in writ-
ing zany songs like "The Girl With
the Three Blue Eyes," will begin
developing a new 30-minute show
for simultaneous radio and televi-
sion broadcast. Although the
starting date of the new program
has not been set, CBS said Mr.
Burrows would begin work on the
program immediately in Holly-
wood.

Meanwhile, NBC, which a fort-
night ago signed Fred Allen to a
Television and radio contract, re-
portedly was depending upon the
outcome of a doctor's examination
to determine the future for the ac-
distinguished comedian. Mr. Allen
was scheduled to undergo a physical
examination next month, and he
was awaiting his doctor's advice as

to whether he ought to undertake
radio and television commitments
next fall.

Mr. Allen's present sponsor, Ford
Dealers of America, through J.
Walter Thompson Co., is relin-
quishing his program at the end of
this season.

Of more immediate concern to
NBC was a replacement for Horace
Heidt in the 7 p.m. Sunday time.
Mr. Heidt's program, sponsored by
Philip Morris Co., returns on April
24 to the 10:30-11 p.m. Sunday
period from which it moved to 7
when Jack Benny eloped with CBS.
NBC was understood to have def-
initely scheduled a "super-give-
away" to replace Mr. Heidt, and
reportedly had narrowed its choice
of several such programs to two
at week's end. Although the exact
format of neither was known, it
was learned that listening to a
number of other NBC programs
(Continued on page 48)

March 28, 1949 • Page 31
COOKING UP ideas for selling Globe Al flour on ABC Surprise Package, these radio chefs dressed for the occasion. L to r: Frank Samuels, ABC Western Div. mgr.; Howard Cheney, Leo Burnett Co.; Jay Stewart, program m.c.; William Galbraith (seated), adv. mgr., Globe Mills Div. of Pillsbury, sponsor; Harfield Weedin, producer; William Lawrence, ABC acct. exec.

AWARD for "outstanding record" in building better-informed public opinion in support of UN is made to NBC by American Assn. for United Nations. Clark M. Eichelberger (I), AAUN dir., makes presentation to Niles Trammell, NBC pres.

FINAL O.K. is given to Wooden Shoe Brewing Co. sponsorship of 70 home baseball games of Dayton Indians on WLWD(TV) Dayton by (l to r) Don H. Kemper, Don Kemper agency; Harold B. Frieseney, exec. v.p., Wooden; H. P. Lasker, WLWD sales mgr.

INITIAL broadcast of KNBC San Francisco’s Boysen’s Open House brings appreciating smiles from (l to r) Emil Reinhardt, head of own agency; Walter N. Boysen, Boysen Paint Co.; Stanley Noonan, show’s star; John Elwood, KNBC gen. mgr.

EXCHANGING stories during party given for cast of "Command Decision" following its broadcast on NBC Screen Guild Players are (l to r) Huntley Gordon, SAG; Don Bernard and Andy Potter, Wm. Esty Co.; Bill Lawrence, prog. dir.

OFFICIALS of WHDL Inc., Allegany, N.Y., inspect new Westinghouse 10 kw FM transmitter after opening WHDL-FM. L to r are John R. Henzel, station manager; E. B. Fitzpatrick, president, and O. L. Atherton, chief engineer.

AFTER 8½ hours of continuous telecasts, Jack Gibney (I), executive producer for WENR-TV Chicago, and Fred Kilian, director of TV programming, relax in station's studio. Seven live shows were produced during a four-hour period.

DISCUSSING plans for Milwaukee Brewer baseball game broadcasts, to be backed again this year on WEMP (AM-FM) Milwaukee by Miller Brewing Co. and Gimble Bros., are Mickey Heath (I), sportscaster, and Hugh Boice, WEMP gen. mgr.

THESE Illinois broadcasters served 21 of 27 stations carrying state high school basketball tournament games from U. of Illinois this month. L to r—top row—Larry Stewart, WDWS Champaign; Vince Cofey, WMRO Aurora; Morny Owens, WROK Rockford; Mike Welden and Lou Matus, both WKID Urbana-Champaign and III. Sports Network; middle row—Marc Howard, WDWS; Fred Gorry and Harold Hill, WILL U. of III.; Bob Meskill, WJBC Bloomington: Bob Walker, WJPF Herrin; Merrill Lindsay, WSOY Decatur and III. Besty Co.; front row—Bob Goralski, WDWS; Speck Jontry, WJBC; Bob Hutchison, WJPF.

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Success story:

Here's the tale of one of the toughest tests any radio station ever passed.

A Richmond department store advertised a special test sale of 1200 pairs of nylon hose, using spots—exclusively on WLEE. Another sale of hose went on in the first floor hosiery department. The special sale was on the second floor.

To get the test hosiery, customers had to by-pass the sale on the first floor and ask specifically for the hose advertised on WLEE. Result—by noon of the first day, the store was calling the mill for replacements. WLEE sold out the test item on the morning of the second day!

This is the kind of quick, profitable action local merchants get regularly from WLEE. More and more national advertisers are following their lead. Is WLEE on your list? If not, get the whole story from your Forjoe man.

WLEE
Mutual in Richmond

TOM TINSLEY, President  •  IRVIN G. ABELLOFF, General Manager  •  FORJOE & CO., Representatives
DO YOU KNOW THE LATEST CINCINNATI RATING STORY?

• See Centerspread This Issue •

ON THE AIR EVERYWHERE 24 HOURS A DAY

IB Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Teletcasting
Mrs. W. N. Ethridge Sr.

MRS. W. N. ETHRIDGE Sr., mother of Mark Ethridge, publisher of the Louisville Courier-Journal, which operates WHAS Louisville, died last Wednesday night at Meridian, Miss., following a brief illness. Mr. Ethridge, former general manager of WHAS, is chairman of the U.S. Advisory Commission on Information, which advises the State Dept. on operation of its foreign information program.

Registration for ANA Spring Meeting

ANA's Radio & Television Group plans a three- ply service. First, it will receive current radio and TV information from ANA headquarters. This will cover audience, rates, market coverage, FCC rulings, union developments and similar matters. Second, it will provide means of jointly developing research projects supplying facts on radio coverage and effectiveness. Third, it will decide what other projects are needed.

This group will pass on all policies and recommendations of the smaller steering committee.

A list of objectives to be done this year by the group includes:

- Discuss rates with broadcasters to determine if they are in line with advertising values offered by the radio.
- Recommend to BMB (or any organization selected to handle the advertisers' needs) which radio and TV measurements are needed. This involves the matter of continuing BMB area studies after Study No. 1 is complete. Exploration of a streamlined audience study for AM radio, development of TV measurement and whatever other measurements of coverage and audiences are needed by the advertisers.
- Produce rate and audience studies on radio and television.
- Provide means of proper representation at industry conferences on labor and other matters affecting radio and television as a whole.

Members of the steering committee are:


Serving on the Radio & Television Group, in addition to the steering committee members, are:


Two full years of new ownership have upped WGR's audience to the highest Hoppers in the station's history. In Buffalo, Columbia and WGR are the Big Names in 1949.

5000 watts on radio's most favorable wave length...550 kc...gives WGR advertisers a complete blanket of Western New York's vast markets.


ANA Registration
(Continued from page 35)
John E. General Motors; Frazier, Harriett, Frazier & Black; Post, Down, Bristol, Myers.

Willits, W. C. Ellsworth, S. W. Warren; Cole, R. E., Johnson & Johnson; Gerber, Frank, and Type Exporters; Gibbey, Al, National Bank Book; Goldner, Frank, Chas. H. Barlow & Co.; Gorman, Patrick B., Philip Morris; Gorsi, Henry, P. Ballantine & Sons; Graham, A. C., Liebhmam Breweries; Gregory, F. F., A. O. Smith Corp.; Gutenberg, Edgar E., Capitol Distillers Corp.


Kambach M. R., Alumina Co. of America; Keith, Robert J., Pillsbury & Keith; Kelly, A., National Distillers; Kesner, Robert, Coca-Cola; Koff, D. H., Murray, Seagram Distillers.


McCollister, Frier, Simmons Co.; McConnel, J. W., Hiram Walker; McQueen, F., Thorn, Canadian Advancers.

Mccabe, Howard A., Monsanto Chemical; Maurer, J. Ward, Wildroot Co.; McDowell, George, General Foods; Madyson, William; Maxcy, Ken, Jones & Laughlin Steel Corp.; Mepham, C., Farmers & Merchants Bank; Mileoff, Meyer, L., Int. Cellulose Corp.; Mitchell, W. H., Clark Knitting Mills; Miller, Gilbert M., duPont; Miller, June P., M. E. Co.; Miller, Donald, M., American Can; Mitchell, Jack, Remington Arms; Morgan, W. C., New England Distillers; Moulton, Frank G., Plough Inc.; Morse, Edward F., Clark & Flosan; Murray, B., Distillers; Mossman, R. D. Jones & Laughlin Steel; Myers, L. F., General Electric; Murphy, Chandler, Minneapolis Honeywell.


Peabody, Stuart, Bordens; Pedder, J., Dearborn; Persinger, George A., Dueter & Black; Person, Charles W., American-Manning & Co.; Pierce, Wm. C., J. Quixote & Pigott, Robert J., Grove Lake Bottle & Keg Co.; Poulton, H. L., Pittsburgh Plate Glass; Poulton, W. L., Raymond, Harriet, Celanese Corp.; Roche, J. W., Frankfort Distillers; Reeves, P. J., Cimex Distillers.


in expediting his departure, and for his willingness in meeting Mr. Bullitt.

Amplifying on the situation, Judge Miller explained it was decided after Tuesday's meeting that one of the tri-parti organizations—AAA—would handle public relations as a matter of administrative detail. The three organizations are NAB, ANA and AAA.

Members of the committee, who were present at the Tuesday meeting in New York were Mr. Gamble, Joseph Allen, Bristol-Myers Inc.; Judge Miller; J. Harold Ryan of Port Industries, chairman, and Roger Clipp, WFIL Philadelphia.

Other Executives
As far as known, the executive committee action did not concern the other remaining executives of BMB, including Cortlandt Langley, assistant to the chairman. Mr. Langley will continue in his post, it was said.

At the original announcement of Mr. Felts' resignation, it was said that Mr. Langley and the others would jointly assume management responsibilities after Mr. Felts left.

Meanwhile, a breakdown of responsibilities to Mr. Felts' resignation a few weeks ago asking subscribers to authorize a $100,000 dip into a reserve fund in order to finance the second study now ununder way was released at BMB offices.

The $100,000 reserve fund has been set aside against a possible Internal Revenue Bureau decision denying BMB's claim that it is a non-taxable operation. Subscribers were asked to agree to underwrite their pro rata share of the tax reserve in case BMB had to draw upon it, thus freeing the $100,000 for payment of ANA and AAA bills in completing the second study.

338 Affirmative
According to BMB, 338 subscribers responded with unqualified affirmatives, representing a total of $85,783: 34 subscribers, representing $7,699 (including Mutual which already had announced its withdrawal from BMB) said "no"; 28 subscribers, representing $16,462, sent answers which were described as qualified agreements; 10 subscribers, representing $1,269, responded with questions without commitment.

The $85,783, of unqualified affirmative payment, plus $1,600 by the AAAA to underwrite a possible tax fund more than covered the $100,000 worth of pledges that was needed.

BMB
(Continued from page 27)

THINGS have been looking mighty black in Evansville, Ind., lately, so Clarence Leich, WGBF Evansville, general manager, decided to find out just how bad things were. It's not that Evansville has the same trouble as many other industrial towns—soot.

After a series of experiments, which were backed by WGBF, it was found that the soot yield of one square mile area in seven hours is approximately three tons. This was on a Saturday, too, a time when many plants are closed down. A future study will include a work day.

This is how the experiments were conducted: Metal plates, 30 inches square and covered with absorbent paper, were placed in 12 different locations throughout the city. An attempt was made to make each location the center of a square mile, After seven hours of exposure, the plates were picked up and taken to the chemistry laboratory. There they were dried, weighed, and the soot filtered out. After weighing the residue, it was possible to figure the soot fall on a square mile area.

The plate set up at WGBF received the second heaviest fall in the city, representing approximately 6,000 pounds for the square mile area.

NBC Great Gladieseeke has received honorable mention by the 1948 House of Advertisers Advertising and Selling Awards for its April 7, 1948, program with which "emphasized a social message with smashing impact." Harold Percy is star of show.

CBS Gets Two
(Continued from page 31)
was entailed in winning the giveaway. The jackpot presumably will exceed $20,000 if not all others now on the air.

Mr. Heidt's program is scheduled to remain in the 10:30-11 pm. Sunday spot throughout the summer.

CBS Package Shows
At the same time, it became known that CBS is preparing nine package shows in New York and Hollywood, most of which are expected to take to the air by late spring or early summer.

One of the shows will be a full-hour talent clinic with Clifton Fadiman as m.c. New York program chiefs are working out this show. All other programs in the making are 30-minute shows. Several have big names.

Hoagy Carmichael will be a piano-player-song writer who is a detective by chance in Melody Monitor. Valerie will star in Dear Doctor, playing the part of a professor of anthropology. Joan Davis will head the cast of Leave It to Joan, a comedy series about a de- partment store which is dissolved every day for the days of the week for which the cast is needed.

CBS also will present Janet Waldo and Jimmy Lydon in Young Love, about a young college couple who are married in their freshman year, The lead role has yet to be decided for a dramatic program about a young man who operates a radio and record shop.

Another show will be Eddie and Anne, a view of the adult work world through the eyes of a 12-year-old boy. Also being planned is Make Believe Town, dramatic series, with a Hollywood background. A quiz show called Earned Your Apples, is being readied, with school teachers the sole participants.

N. Y. MANAGERS
To Discuss Labor, Charity
LABOR questions and the problem of allocating time to charities will be discussed by the newly formed New York Radio Station Managers Committee at its next meeting April 18 at the Waldorf-Astoria.

Eldon A. Park, WINS manager, temporary chairman of the group, which has representatives from all New York stations, said that wage demands by various unions would be among the labor items discussed.

On the question of allocation of time to charities, it is expected that a plan will be developed to channel charitable drives so that stations are not beset by demands from many organizations for time simultaneously. Cooperation of the charities will be sought.

The committee was formed Feb. 21 by a group of the general managers of all New York stations, except for one manager who was out of town.

Mr. Park is head of the group's executive committee, whose other members are Norman Boggs, WMCA, and Herman Bass, WLIB.
CBS Report
(Continued from page 28)
more than the $38,969,364 the year before.

Carried as an asset of $658,744 was a Jack Benny motion picture production, "The Lucky Stiff," acquired as part of the Benny talent deal. On the liability side were notes payable to an unnamed bank of $485,000 with the motion picture as collateral.

Another significant asset was "talent contract, program rights, scripts, etc." Swollen by the several CBS talent buys, this asset was carried at $3,293,865, whereas the year before it was a puny $238,558.

The consolidated statement of income and earned surplus revealed an increase in 1948, the figure being $24,454,970, or $1,906,578 over the $22,557,992 of the year before.

Gross income from sale of facilities, talent, lines, records was $99,377,258 for the year, compared with $101,045,647 the year before. Selling, general and administrative expenses, however, increased by over a million dollars, going from $15,530,120 to $16,673,431. Federal taxes were $3,100,000 in 1948 as against $3,560,000 the year before. Other taxes amounted to about $1,000,000 for 1948, $100,000 more than the previous 12 months.

Total expenditures for fixed assets during 1948 were approximately $2,950,000 which included substantial amounts for new television studio construction and equipment.

The 82 national advertisers of CBS and the number of weeks they have been on the network:

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>weeks</th>
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</thead>
<tbody>
<tr>
<td>William Wrigley Jr. Co.</td>
<td>657</td>
</tr>
<tr>
<td>Whittaker Pharmacal Co.</td>
<td>530</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>605</td>
</tr>
<tr>
<td>Pet Milk Sales Co.</td>
<td>810</td>
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<tr>
<td>Gulf Oil Corp.</td>
<td>879</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>744</td>
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<tr>
<td>Procter &amp; Gamble Co.</td>
<td>741</td>
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<tr>
<td>Campbell Soup Co.</td>
<td>733</td>
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<tr>
<td>Continental Baking Co.</td>
<td>738</td>
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<tr>
<td>General Foods Corp.</td>
<td>788</td>
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<tr>
<td>Lever Brothers Co.</td>
<td>699</td>
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<tr>
<td>Bayer Co.</td>
<td>699</td>
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<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>677</td>
</tr>
<tr>
<td>Philip Morris &amp; Co.</td>
<td>645</td>
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<tr>
<td>W. Ralston &amp; Co.</td>
<td>645</td>
</tr>
<tr>
<td>Prudential Insurance Co.</td>
<td>506</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>510</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>573</td>
</tr>
<tr>
<td>Texas Co.</td>
<td>584</td>
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<tr>
<td>International Silver Co.</td>
<td>549</td>
</tr>
<tr>
<td>Pillsbury Mills Inc.</td>
<td>557</td>
</tr>
<tr>
<td>Charles H. Phillips Co.</td>
<td>532</td>
</tr>
<tr>
<td>Chesterbarlow Co.</td>
<td>581</td>
</tr>
<tr>
<td>Prudential Insurance Co., consoli- dated.</td>
<td>536</td>
</tr>
</tbody>
</table>

Electric Auto-Lite Co. 169
Nash-Kelvinator Corp. 155
Hall Brothers Inc. 149
Miles Laboratories Inc. 136
Ferry-Morse Seed Co. 136
Gillette Safety Razor Co. 122
Tont Inc. 111
Metropolitan Life Ins. Co. 118
Standard Oil Co. (N. J.) 104
Charles E. Hires Co. 58
National Biscuit Co. 58
W. A. Sheaffer Pen Co. 52
International Harvester Co. 39
Gold Seal Co. 31
Longines-Wittnauer Watch Co. 14
William H. Wise & Co. 4

and magazine editorializing influence the standards?

What if the networks observe the standards, including the provisions for 'cowcatchers' and 'hitch-hikes'?

Has the NAB worked closely with the AAAA to get them to conform?

Why was it felt necessary to make the standards more stringent than the previous code, particularly in regard to commercial time allowance?

What effect on radio advertising costs, national or local, will the observance of the Standards of Practice have?

What is the effective date of the standards?

What happens in May if radio stations are still waiting for their competitors to live up to the code insofar as local business is concerned?

What do stations report as the major obstacles to observance of the standards regarding commercials?

What has been the experience of stations which put the Standards of Practice into effect immediately after they were approved in May 1949? With audiences? With local advertisers? With national advertisers?

Do you think the development of other media—TV, FM, Storecasting, and Transit FM—will affect observance of the Standards of Practice?

Do you think the small rural stations will ever give up their "shopping guide" programs?

According to the trade press, the NAB intends to find and use means to enforce the code. What progress has been made and how does the NAB plan to enforce the code?

What opinions do the NAB have as to the use by the FCC of the code when stations are applying for license renewals?

Sure, some Chicago stations can be heard in South Bend... but the audience listens to WSBT!

There's a whole of a big difference between "reaching" a market and covering it! Some Chicago stations send a signal into South Bend, but their audience listens to WSBT. No other station—Chicago, local, or elsewhere—ever comes close in Share of Audience. Hooper proves it.

WOW-LAND

ADVERTISING men of Norton, Kan., whom WOW Omaha staked among others to a "silver dollar bank account" last April, have been advised to fish or cut bait. Placing the claim with the Omaha National Bank, station originally sent letters to agencies and advertisers, together with bank books, advising them of their investment in "WOW-Land." Promotion, designed to commemorate WOW's 25th anniversary, grew to 1,500 recipients and 200 banks [BROADCASTING, May 3, April 5, 1948]. When W. W. Rouse, president of Norton's First State Bank, found several of the accounts on the books, however, he sent each advertising man a silver dollar, with this advice: "Keep it and spend it—thus closing out your account—or send me another to make your stake in this rich WOW-Land grow!"
THE LATEST WCKY STORY

WCKY'S AUDIENCE IS STILL GROWING!

Here is the percentage of audience, 8 AM—8 PM, Monday thru Sunday*:

<p>| | | | |</p>
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<tbody>
<tr>
<td>WCKY</td>
<td>18.9</td>
<td></td>
<td></td>
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<tr>
<td>Network Station A</td>
<td>15.7</td>
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<td>&quot;</td>
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<td>B</td>
<td>18.2</td>
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<td>C</td>
<td>23.6</td>
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<td>&quot;</td>
<td>&quot;</td>
<td>D</td>
<td>15.7</td>
</tr>
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</table>

WCKY leads all Cincinnati stations in percentage of audience 8 AM—8 PM except one.

YOUR ADVERTISING DOLLAR BUYS MORE ON WCKY!

(*—Pulse, Jan.-Feb. 1949)

INVEST YOUR AD DOLLAR WCKY'S-LY
IN CINCINNATI,

YOUR BEST BUY

IS WCKY!

In the past month, the following advertisers have joined the long list of SATISFIED WCKY sponsors:

- PROCTER & GAMBLE-TIDE
- ADAMS HATS
- KELVINATOR REFRIGERATORS
- BLATZ BEER
- DOT FOODS
- ALLIED CHEMICAL & DYE CO.
- DUFF'S MIXES
- PERMA BROOMS
- ROBERT HALL CLOTHES
- FLOYD & CO-SERVEL DISTRIBUTORS
- PENNINGTON BAKERIES
- SCHOENLING BEER
- CROSLEY REFRIGERATORS

WCKY SETS THE PACE IN 1949!

Call Collect C. H. "Top" Topmiller,
in Cincinnati Cherry 6565—TWX Cin 281
or:
Tom Welstead, 53 E 51st St.
New York City Eldorado 5-1127—TWX NY 1-1688

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

The Movie Picture

HANGING in the balance before the FCC—and perhaps for the courts or Congress—is the vexatious problem of motion picture ownership of stations.

Motion picture people have been in station ownership from the beginning of radio. The spectre of competition provoked a number of Hollywood producers to pioneer in TV.

Little or no FCC consideration was given to licensing policy in the move field until the Supreme Court several months ago upheld anti-trust violations by major Hollywood producers in the distribution of film to exhibition houses which they owned or partially owned, or through exclusive booking to other theatres.

How then, does a motion picture theatre differ from a broadcasting outlet—radio or TV? That was the question sprung upon an unsuspecting movie industry and upon the FCC itself by its crusading lawyers, who seem to have more of what makes Sammy run than any of the other Government regulatory agencies.

And this legalistic conundrum has been extended to others in radio who have been placed under FCC Law Bureau scrutiny because of anti-trust aspects. The upshot is that all motion producers, some exhibitors, and several companies in the equipment and appliance field—all involved in anti-trust proceedings—are placed under the stigma of temporary licensing.

This is reminiscent of the newspaper situation of a decade ago. President Roosevelt didn't like the press because it opposed him. Radio, on the other hand, had no editorial opinion, and the FDR microphone technique was unanswerable, breaking all precedent; against the overwhelming opposition of 80% of the nation's newspaper circulation.

We opposed the FDR position because it was discriminatory. It would have made second-class citizens of newspaper publishers. It would have slammed the door of opportunity in the face of printed journalism which might want to engage in "audible journalism." Our argument was accepted. There are abuses today. Some newspapers do not list competitive station logs. By and large, however, radio is better off because no class or segment has been precluded from ownership. And the public is better served. There are these isolated cases of unfair practices.

For that same reason we oppose any policy that would relegate motion picture producers or exhibitors to second-class status in radio or TV.

Movie men will find some comfort in the personal comment of FCC Chairman Coy [Broadcasting, March 21] that he did not think that movie exhibitors should be disqualified merely because they are exhibitors. He pointed to the FCC policy of favoring non-newspaper applicants over newspapers when it has to choose and when all other factors are equal.

No movie companies are adjudged monopolistic in radio or communications. Nor has any manufacturing company. We string along with the lucid argument of Paul A. Porter, former FCC chairman, who contends in behalf of Paramount, that for the FCC to disqualify anti-trust violators in fields other than radio would mean an upheaval in radio and TV ownership today. Conceivably every station using AP news as an associate member would be culprit.

A railing in favor of motion picture licensing in radio would doubtless open the floodgates for applications in TV by motion picture interests. The FCC has ample power to check monopoly. Indeed it already has done so by limiting ownership of TV stations to five in the hands of a single entity. Such a ruling, for example, also would clear the path for acquisition by 20th Century-Fox of the ABC network, with its five TV authorizations—a transaction now said to be cold, but which more likely is stymied, pending FCC judgment on licensing policy.

While we stoutly defend the right of movie or newspaper or any other group to participate in the development of the radio media, we would just as vigorously oppose their domination of the field, making radio subservient to other pursuits. The radio media are not show-business print-outs. The last achieved public favor because they give the public what it wants, not what a tight little group of impressarios in Hollywood thinks the public should have. And radio is spontaneous.

There's no box-office or ticket chopper in radio. The public listens or looks as it pleases. Radio, consequently, has never played to an empty house.

The road ahead is clear and well marked. Hollywood hasn't controlled aural radio these last 29 years. It won't control TV. It should not, however, be barred from the opportunity of joining the radio-TV parade, but it must be in the radio tradition with its public, rather than the box-office, interest.

This Week—'37 Version

WE ENJOYED a smug feeling a few weeks ago when we published results of Fortune magazine's survey which showed radio listening as America's favorite leisure activity.

So pronounced was the preference that 51% of the men and 54% of the women placed radio listening first. Men gave "watching sports" a poor second (26%) and women, "doing needlework" the same spot (36%).

Fourteen leisure time activities were listed, including reading magazines and books, playing cards, etc.

With that in mind, we were considerably amazed when the March 13, 37, issue of the Minneapolis Tribune announced an agreement with the Herald Tribune and many other papers printed a series of charts on recreation habits which gave magazines, newspapers and books 20.9% preference and radio 13.8%!

This survey was credited to Graphics Institute, and, like the other, to a Fortune magazine study.

We checked our Fortune story to make doubly sure. No mistake there. The Fortune survey we published gave reading books 18%, magazines 15% for men; 26% and 19% in the same classifications for women. So we called this week.

Here's the story: Through error the March 13 charts were based on a 1937 survey rather than the 1939 study. The editors of This Week are of the opinion that the survey already had inquiries from the editors of Fortune. At the time of our call it was a moot question whether or not they would run a correction.

But no great harm was done. People generally know that they prefer radio listening to other leisure pursuits. Advertisers know it, agencies too.

A rather surprising thing is pointing up by the error. That is the enormous growth in popularity of radio listening. In 1938 it was 18.8%. Eleven years later, in a similar popularity poll, radio rated well over 50%. Not a bad showing for American broadcasters.

Perhaps we owe This Week a vote of thanks, after all.

Our Respects To——

PAUL HOLMAN FAUST

MAGIC—the accomplishment of marvels by well but natural means—is a favorite avocation and perhaps a sparkplug to his philosophy of life, confesses Holman Faust, vice president and radio director of Chicago's Mitchell-Faust agency. He doesn't consider himself a magician, though. Rather, he terms himself a speaker who uses magic to clarify or emphasize points and thoughts.

Magic was woven into the life pattern of Mr. Faust from the beginning. Dubbed Paul Holman Faust at his birth June 11, 1905 in Minneapolis, he has since seen the front name do a disappearing act surpassing his best sleight-of-hand.

The family moved to Chicago soon after "The Event," when his father resigned as advertising manager of a Minneapolis daily to join Lord & Thomas agency. A few years later, the entourage moved to Evanston, North Shore suburb, where it has remained.

The occult art was introduced to Holman Faust at close range when, at the age of 10, he met a magician during a visit to Otsumwa, Iowa. The interlude lingered in his mind, although more active days at Loyola Academy in Chicago and St. John's Military Academy at Delafield, Wis., were destined to overshadow it.

A loyal son of an ad man, Holman Faust cherished agency work as his goal but playwriting as his pet sideline. At the U. of Wisconsin, apart from academic work in liberal arts, he allotted much of his mental and physical energy to dramatics and politics, "which are really much the same thing."

After learning to beat out tap routines in a sturdy Chicago studio on Saturdays, he teamed with another foot-lover. As a dance act, they toured the Midwest (Peoria, Indianapolis, Racine, St. Louis) with the university's Harefoot Club, performing the then-popular schottisch and clog.

An experimental university group, the Wisconsin Players, also claimed him as its own. Motivated by his playwriting dreams, he labored for the troupe as a writer, producer, designer, director, electrician and property man. He was tapped for Pi Epillon Delta (National Collegiate Players), honorary dramatic fraternity, as a reward for his industry.

His social fraternity, Chi Psi, still is indebted to him for his having brought Houdini to the "lodges" annually for four years. Once the young Mr. Faust went backstage when Houdini was appearing in Madison and invited (Continued on page 48)

Page 40 • March 28, 1949

BROADCASTING • Telecasting
44 ADVERTISERS

have been selling over WOV for an average of 10 years each. They know that on WOV

RESULTS is the BUY-WORD

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

WAKE UP NEW YORK • 1280 CLUB
BAND PARADE • PRAIRIE STARS

Italian language market, 2,100,000 individuals, larger than St. Louis and Kansas City combined.
A meeting of independent stations was called for the following morning by William B. McGrath, managing director, WHDH Boston, and chairman of the unaffiliated stations, District 1, NAB.

Session was primarily an exploratory one to determine what problems might be brought up at the Chicago convention in concert with independent groups from other NAB districts. Discussion centered around problems of the non-affiliates as they relate to BMB, the industry code, all-radio presentation, and TV.

Generally, the independents are seeking more representation from higher echelon of NAB.

Those attending included:


MEYERS’ SPEECH

Milan Meyers, owner of WCCO Watertown, Conn., speaking at a closed session, decried the practice of transcription library firms which do not sell their libraries but offer them solely on a basis of rent, lease or loan. It is about the only piece of equipment or form of supply which we cannot buy, he said, and is about the only piece of program material that we must rent.

Mr. Meyers also charged that transcription library rates not only have increased but are similar in form and almost identical in price. I suggest to you, he said, that the most vicious practice in our business is this situation and it is to be regretted that serious consideration thereto should have waited until now. It is my opinion that broadcasters, as a group, might go into the transcription production business, not on a sample basis. “If necessary, we might buy one or more of the existing companies and go into the business of leasing—transcription libraries to the stations.”

He offered the following resolution: “That we, as a district meeting, take immediate action, and that we refer the same to our chairman, as a matter of urgency, to get this matter before the board of governors to discuss the matter of setting up facilities, and to take steps toward the establishment of facilities for, or the making arrangements with facilities existing for the purpose of recording and distributing on an outright sales basis only, complete transcription libraries and things kindred, and, with relations to profit, on said enterprise, that it be done on a profit basis.”

Transcription library companies were excluded from the closed session.

TABLE TALK featured Hooper and sales and in this corner at joint luncheon-meeting of NAB District 1 and Radio Executives Club of Boston last week. L to r: W. Ward Dorrell, vice president, C. E. Hooper Inc.; W. C. Swartley, station manager, WBZ Boston; C. H. Masse, sales mgr., WBZ, and William Warner, sales mgr., WHDH Boston.

LENDING the lady an ear at NAB-REC luncheon in Boston last week were (l to r): Harold Dorschug, chief engineer, WEEI Boston, and chairman NAB District 1 engineering conference; Herbert L. Krueger, commercial manager, WTAG Worcester, and treasurer, All-Radio Presentation Committee, and Craig Lawrence, general manager, WCOP Boston, and vice president, REC, Boston. The lady is Jan Gilbert, radio director, Harold Cabot & Co. agency and secretary, REC. Mr. Krueger earlier had reported on the all-radio film.
New Guild Series

NEW TRANSCRIPTION series: What Difference Does It Make is being added by Broadcasters Guild, according to James Parks, Hollywood vice president. Five minute narratives built around little known facts feature Jim Hayward. Program was used on KMPC Hollywood for more than five months, according to Mr. Parks.

'ON THE SPOT'

WDVA Best on Local Fire

"ON THE SPOT!" beat spotlighted WDVA Danville, Va.'s coverage of a $1 million fire and explosion which blanked Danville's business district March 16. Roy Springer, WDVA sales representative, calling on a client in the vicinity, heard the explosion at 11:04 a.m. and saw smoke belching forth from R. S. Wooten Co.'s store. Immediately, Mr. Springer relayed the story by phone to the WDVA news room.

Within ten minutes Program Director Dick Campbell and Promotion Director Bill Ashworth arrived on the scene. Mr. Ashworth began taking pictures, being the first cameraman on the scene, and Mr. Campbell called the station for remote equipment. Announcer Jim Campbell broadcast live on the noon news program while the fire was still raging.

An hour after the fire started a tape recorded broadcast was aired, and ran for two and half hours. A repeat was aired at 9:30 p.m. During the live and recorded broadcasts WDVA reports it was deluged with phone calls commending its coverage.

Recording of most exciting action was rushed by plane to Washington where WOL was to carry it on its Mutual Newscast. Difficulties prevented arrival on the 16th, but material was carried on the following night's program.

Anti-Censorship Meet

ARTISTS' GUILD will sponsor a meeting in New York today (March 28) to discuss "problems arising from the spread of censorship moves," according to an announcement from the organization's New York headquarters. Representatives of organizations opposed to censorship in any form have been invited. Meeting will be held at the Society of Illustrators. Pointing to efforts to create official censorship over radio and other public information media, Artists' Guild said it is thinking in terms of a coordinating council designed to bring together those who are alarmed at "a trend toward suppression of thought."

Advertisement

THE NEW RCA TAPE RECORDER
SEE IT AT
THE NAB CONVENTION
(deliveries start June 1st)
**Transfers**

Commission Gives Approval To Six Changes

APPROVAL was granted by FCC last week to acquisition of control of WGST-FM, Inc., new Washington Post-CBS

**FCC's Rights**

WGST Case Nears SCOTUS

The question of FCC's authority over a licensee's business contracts appeared headed toward the U. S. Supreme Court last week in the long-drawn WGST Atlanta case.

Representatives of the state-owned station said they would ask the Supreme Court to review a lower court's ruling that the Board of Regents of the Georgia School of Technology, WGST licensee, must honor a 1943 contract whose terms FCC disapproved.

Their notice of appeal was filed after the Georgia Supreme Court refused to consider the case, thus leaving in effect the lower court's ruling [Broadcasting, Oct. 13, 1947].

The case dates back to a management contract which FCC regarded as putting Southern Broadcasting Stations Inc. in control of the station.

The Regents bought the stock of Southern Broadcasting in 1943, agreeing to pay Southern Broadcasting stockholders 15% of WGST's gross income until Jan. 6, 1960. But FCC held that in 1942 this would have been 70% of the station's net income before taxes and that the arrangement would jeopardize the station's financial ability to operate in the public interest. FCC refused to renew

WGST's license until the station cancelled the contract.

The Southern Broadcasting stockholders—including Sam Pickard, former member of the Federal Radio Commission and one-time CBS vice president, and Clarence Calhoun, Atlanta attorney—then filed suit and won a Fulton (Ga.) Superior Court decision ordering the Board of Regents to pay them $140,000 plus 7% interest. This sum represented 15% of monthly billings from Aug. 1, 1945, when the Board allegedly stopped payments, to Sept. 1, 1947.

Lower Court's Stand

In handing down the decision the lower court held that FCC's denial of renewal had no bearing on the Board's obligation to fulfill its contract.

Hamilton Lokey, attorney for the state, filed notice of appeal to the U. S. Supreme Court last week immediately after the Georgia Supreme Court refused to review the case. "I don't think they will like state courts meddling with FCC decisions," he declared.

**Transfers**

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**Carolina Broadcasting System Inc.** for $50,000. Carolina Broadcasting is a subsidiary of WGNE, new AM station operated by WPIL, 1 kW, Day, at Great Cacapon, W. Va. WGNE must be surrendered before Carolina Broadcasting can operate the new station.

**WGST-FM** in perfect condition, KGWE, 1 kW, Day, at Great Cacapon, W. Va. KGWE was granted permission to operate under a technical construction for the new station.

**WGST-FM** in perfect condition, KGWE, 1 kW, Day, at Great Cacapon, W. Va. KGWE was granted permission to operate under a technical construction for the new station.
FREE TANK of gas for his cigarette lighter is given Al Frances (r) in celebration this month by the P.O. as the Pure Oil news reporter on WHBC Canton, Ohio. Handling the pump is Dennis St. Clair, Pure Oil district manager. As an additional birthday present, Mr. Frances, WHBC news editor, received a special cake, appropriately decorated with the Pure Oil emblem and a greeting in frosting. Displaying the cake is Jim Roberts, announcer on the news show, which has been renewed for another 52 weeks.

PEABODY AWARDS
Presentation on April 21

ENTRIES in the George Foster Peabody radio award competition have been screened and the awards will be presented at a meeting of the Radio Executives Club in New York City April 21. Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, who made the announcement, said there are 327 entries.

M. Tyrus Butler, associate professor of journalism, headed the screening committee. The committee's recommendations, submitted through the university's board of regents, already are in the hands of the Peabody board in New York, which makes the final selections.

The awards will be presented in recognition of outstanding achievements in broadcasting during 1948.

VISUAL ALARM
Signals 5-Ring Wire News

PROBLEM of watching the news teletype bulletin has long been a headache for many small stations with limited staffs. Now George Ing, chief engineer at KONO, 250 w San Antonio independent on 1400 kc, has come up with a solution. He devised a visual alarm system.

When the teletype bell at KONO rings five times in quick succession, the signal for a bulletin, a red light in station's control room goes on. It stays on until the alarm system is re-set.

Ray Hunt, KONO news editor, who doubles as disc m.c., says the device enables him to spin his records without worrying about what is happening in the newssroom.

TAFT-HARTLEY REACTION
Fulton Lewis Jr. Ups Congressional Mail

AN EXPERIMENT by Commentator Fulton Lewis Jr. to determine public reaction to the Taft-Hartley labor law, is credited with contributing to one of the largest mail-pulls in the history of the U.S. Congress, it was learned last week.

On his MBS broadcast Feb. 22, Mr. Lewis promised listeners he would read on his Feb. 24 show 19 entries which were asked over the air. Each member of the House and Senate was furnished a printed list of the questions which were asked over the air. Listeners were requested to write simply "Yes" or "No" beside each number as called and mail the list to his Senators and Congressman. This procedure was repeated on Mr. Lewis' Feb. 28 broadcast.

A sampling of only 28 Senators and four Representatives indicated they had collectively received an estimated 124,000 pieces of correspondence on the labor bill.

John C. Williams, assistant postmaster of the Senate, estimated an 800% increase in daily mail, during its height. He judged it to be one of the biggest mail pulls in the history of the Senate Post Office.

Finnis E. Scott, House Postmaster, had no statistics on the mail during that period, but he said the Townsend Plan mail pull about 10 or 12 years ago and a more recent one on an Interstate and Foreign Commerce Committee investigation of stocks may have been greater.

Response Tally

Senators polled and the actual or estimated responses received were as follows: John W. Bricker (R-Ohio), 7,218; Owen Brewster (R-Me.), about 1,200; Raymond E. Baldwin (R-Conn.), couple of thousand; Styles Bridges (R-N.H.), up in the thousands; Hugh Butler (R-Neb.), close to 2,000; Harry Flood Byrd (D-Va.), about 500; Tom Connally (D-Tex), roughly several hundred; Sheridan Downey (D-Calif.), 32,000; James O. Eastland (D-Miss.), several hundred; Allen J. Ellender Sr. (D-La.), over 100; Harry Cain (R-Wash.), over 14,000; Homer E. Capehart (R-Ind.), about 4,500; Bourke B. Hickenlooper (R-Iowa), between 2,500 and 3,000; Walter F. George (D-Ga.), several hundred; Guy M. Gillette (D-Iowa), several hundred; Ed- win C. Johnson (D-Colo.), several hundred a day at peak; William J. Jenner (R-Ind.), 1,608; Clyde R. Hoey (D-N.C.), 25-30 a day; William F. Knowland (R-Calif.), 12,000 to 13,000; Henry Cabot Lodge Jr., (R-Mass.), 8,500; Joseph R. McCarthy (R-Wis.), "thousands"; John L. McClellan (D-Ark.), about 500; Brien McMahon (D-Conn.), over 2,000; Irving M. Ives (R-N.Y.), between 15,000 and 20,000; Wayne Morse (R-Ore.), between 4,000 and 5,000; Joseph C. O'Mahoney (D-Wyo.), between 400 and 500; John J. Sparkman (D-Ala.), 40 or 50 a day; Margaret Chase Smith (R-Me.), over 2,000.

Representatives polled included Harris Elsworth (R-Ore.), several hundred; J. Harry McGregor (R-Ohio), 466; Errett P. Scrivner (R-Kans.), at least 125; Richard W. Hoffman (R-III.), at least 58.

Some legislators indicated their mail was heavy even though appearing light in contrast to others. Some pointed out, too, that their mail came from "substantial" or "choice" people.

Sen. Downey, who received the heaviest deluge of mail, said the majority of the 32,000 responses were pro-Taft-Hartley.

Spot Check

A spot check of 50 of Sen. Cain's 14,000 pieces of correspondence showed all favored prohibition of jurisdictional strikes and secondary boycotts and felt the law should guarantee to management and labor alike the freedom to express their respective points of view on labor-management problems, provided there were no prom- ises of bribes, or threats of reprisals—direct or implied. All agreed also that "feather-bedding" should be forbidden. Only 29 believed the "closed shop" should be permitted. All answered affirmatively to the question "Do you believe that fore- men and supervisors, who have a divided responsibility to manage- ment, estimate which hires them and to the workers under them, should be permitted to have unions of their own?"
FM COVERAGE

A POTENTIAL audience of over 100 million listeners—better than two-thirds of the nation's total population—is currently being served by 720 existing FM stations, FM Assn. announced last Thursday.

For these figures is a newly-prepared map, detailing present nationwide FM markets and coverage, which will be fully discussed at FMA's Sales Clinic in New York Friday. The map was prepared by Everett Dillard, founder and president of Continental FM Network and general manager of WASH (FM) Washington, D. C. and KOZY Kansas City.

At least 90% of 27 states east of the Mississippi are virtually blanketed by FM broadcasters with one or more stations, according to the map. Mr. Dillard will unfold the coverage map at a session in which he will speak on "The FM Facts of Life." He is one of five principal speakers slated to address the conclave, to be held at Hotel Commodore.

Meanwhile, Edward L. Sellers, executive director of FM Assn., has announced that over 100 reservations have been received for the session. Between 150 and 200 top FM industry executives—broadcasters, agency personnel, manufacturers and others—are expected to attend.

Other speakers to address the clinic are Edgar Kobak, MBS president; Linnea Nelson, chief time.

KSFO SITE

FCC Reconsiders Action

FCC RECONSIDERED last week and authorized KSFO San Francisco to use the transmitter site it originally proposed for its new 50 kw, 740 kc operation. This, the Commission said, would permit service "to a considerably larger area and population" than would operation from the transmitter site which FCC specified in issuing the 50 kw grant last August.

The proposed site is near Novato, Calif. The grant for use of it was made subject to several technical conditions relating to signal strength delivered at FCC's primary monitoring station at nearby Livermore, Calif. KSFO is currently on 560 kc with 5 kw day and 1 kw night.

PULSE RATINGS

Steady 7-Year Decline In Top 10 AM Shows

PULSE ratings of the top ten evening radio programs in New York have declined steadily in the past seven years, The Pulse Inc. reported last week.

The following table shows the lowest rating received by March top ten shows in New York since 1943:

<table>
<thead>
<tr>
<th>Year</th>
<th>Mar.</th>
<th>Feb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1943</td>
<td>25.0</td>
<td>25.0</td>
</tr>
<tr>
<td>1944</td>
<td>26.7</td>
<td>26.7</td>
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<tr>
<td>1945</td>
<td>29.7</td>
<td>29.7</td>
</tr>
<tr>
<td>1946</td>
<td>29.3</td>
<td>29.3</td>
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<tr>
<td>1947</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>1948</td>
<td>15.9</td>
<td>15.9</td>
</tr>
</tbody>
</table>

TOP TEN EVENING AND DAYTIME SHOWS

<table>
<thead>
<tr>
<th>Daytime-5 A Week</th>
<th>Highest 1/4 Hour Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arthur Godfrey</td>
<td>9.3</td>
</tr>
<tr>
<td>Grand Slam</td>
<td>8.1</td>
</tr>
<tr>
<td>Rosemary</td>
<td>7.9</td>
</tr>
<tr>
<td>Our Girl Sunday</td>
<td>7.9</td>
</tr>
<tr>
<td>Helen Trent</td>
<td>7.8</td>
</tr>
<tr>
<td>Big Sister</td>
<td>7.7</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>7.3</td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>7.4</td>
</tr>
<tr>
<td>Wendy Warren</td>
<td>7.3</td>
</tr>
<tr>
<td>Young Dr. Malone</td>
<td>7.3</td>
</tr>
</tbody>
</table>

Saturday and Sunday Daytime | Highest 1/4 Hour Rating |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Shadow</td>
<td>9.3</td>
</tr>
<tr>
<td>Quick As A Flash</td>
<td>8.9</td>
</tr>
<tr>
<td>Detective Mysteries</td>
<td>7.7</td>
</tr>
<tr>
<td>House of Mystery</td>
<td>7.6</td>
</tr>
<tr>
<td>Children's Hour</td>
<td>7.0</td>
</tr>
<tr>
<td>Metropolitan Opera</td>
<td>7.0</td>
</tr>
<tr>
<td>Juvenile Jury</td>
<td>6.3</td>
</tr>
<tr>
<td>C. F. McClurg News</td>
<td>6.3</td>
</tr>
<tr>
<td>Grand Central Station</td>
<td>6.3</td>
</tr>
<tr>
<td>Make Believe Ballroom</td>
<td>6.0</td>
</tr>
<tr>
<td>Theatre of Today</td>
<td>6.0</td>
</tr>
</tbody>
</table>

Verbal Fireworks

PRE-BROADCAST verbal fireworks forced cancellation of an established program broadcast weekly on KXOK St. Louis. During March 14 warm-up discussion, members of the panel who were to debate the pros and cons of rent control on KXOK's Wake Up, St. Louis series, found themselves in such heated argument that one member walked out. Who said what and to whom will never be revealed since no one was near a microphone during the flare-up, but Bruce Barrington, KXOK news director and moderator of the program, said another attempt would be made to schedule the broadcast—this time on the air.

WANTED

Stand-By Announcers Immediately.

Recording department of major New York network affiliate requires immediately 4 stand-by announcers for daytime reiteration program origination. Twenty-three weeks. $78.75 per week. Possibility permanent employment. Applicants must appear for personal audition.

Box 375a, Broadcasting.
MOVIE BIDDERS

'Non-newspaper' Policy May Apply

FCC CHAIRMAN Wayne Coy was reminded last week that he apparently overlooked a 1946 FCC decision when he said the Commission hasn’t had an opportunity to consider so-called ‘non-newspaper policy’ should apply also to movie applicants [BROADCASTING, March 21].

Mr. Coy had explained to the Theatre Owners of America, in response to questions, that FCC has a policy of preferring non-newspaper

NEWSCAST SPEEDS

Cited in U. of Pa. Study

NEWSCASTERS will be somewhat delayed by the findings of a listener study by Harold E. Nelson of the speech department, U. of Pennsylvania. His tests show that ‘the least significant factors’ in the ability to recall radio news items was the newscaster himself.

“It would seem that almost any newscaster, if he is at least a ‘medium speaker,’ will be understood just about as well as any other newscaster,” Mr. Nelson says.

Principal factor in the ability to remember radio news items was found to be the ‘difficulty level’ of the newscast. The five test newscasts used were rated according to the readability formulas of Rudolf Flesch, author of The Art of Plain Talk, and those which were easiest to read were also the best remembered when broadcast.

The rate of reading the newscast was a factor in the listenability of the broadcast. Recall of the newscast was best at a speed of 125 words per minute. However, the listeners in the test indicated that they wouldn’t care to hear their newscast at about 175 words per minute. Eighty-one per cent of the listeners indicated that this was about right, and the author concludes that “the most ‘efficient’ rate for newscast news might be somewhere between 176 and 200 words per minute.”

Quoting Paul Larsenfeld, of Columbia U., that 61% of the people get their news from the radio, Mr. Nelson says that not enough research has been done on listener response to various types of oral material. The survey was done with the cooperation of newscasters from WHO Des Moines, WMT Cedar Rapids and WSUI Iowa City.


BRONZE medal for “outstanding contribution to radio as a social force” was received by Ben Park, producer of It’s Your Life (WMAQ Chicago, Johnson & Johnson), at 1948 Annual Advertising Awards meeting in New York. Documentary is aired daily at 11:15 a.m. CST.
Respects

(Continued from page 40)

him to dinner at the fraternity house. That started the yearly visitation.

Leaving the university in 1926, Mr. Faust donned grease paint for repertory theatre work in Ann Arbor, Mich., at a weekly salary of $40 (like the other actors, he bought his own costumes and paid room and board). As stage manager and juvenile lead, he learned roles and carted props (again) for 14 plays.

Suddenly one chilly a.m. in 1928, however, "I woke up and realized I felt like an actor." That was the last thing he sought on a career basis, so he turned in his notice between matinee and evening performances the same day. One day after returning home, he marched into the Chicago Tribune and asked the head of the classified ad department for a job. He got it six weeks later after calling on the same man every day at 9 a.m. Working on Michigan resorts, he was upped to the "silk stocking list" and display advertising after selling Illinoisans en masse on the therapeutic value of a Michigan vacation.

While running the "silk stocking list" (exclusive women's shops on Michigan Ave.), Mr. Faust and a New York cohort made history by wearing white ties and tails (remnants of his theatrical days) to the formal opening of Saks Fifth Avenue and other fashion houses.

Grounded in printed media advertising, Mr. Faust joined his father at Mitchell-Faust agency in the fall of 1930. Originally Mallory & Mitchell, the firm operated also as Mallory, Mitchell & Faust before becoming Mitchell-Faust, of which the elder Faust is president. In February 1931, the new agency executive married the former Mary Garnell of Wilmette (another North Shore suburb) after meeting her six months previously at a country club dance.

His duties at M-F started with research and merchandising, which gradually accreted to handling contact and advertising. This was halted abruptly in May 1941, when Mr. Faust was called to active duty in the Navy as a lieutenant (jg) in intelligence at Great Lakes.

Intelligence work for him decreased as the need for public relations increased, and Lt. Faust soon found himself with the job of directing radio broadcasting officers in the Ninth Naval District. Directing all informative work and special events, he and his section supervised the airing of 4,000 shows in a month.

The best known network programs under his supervision were Meet Your Navy, the Blue-jacket Chair, Know Your Navy and the broadcasts of Orrin Tucker and his orchestra from Chicago's Navy Pier.

Mr. Faust frequently quitted the restless sailor audience in the short intervals before air time by borrowing equipment from Clem, the Magic Man (who was also a Navy officer), and performing his favorite "now you see it, now you don't" tricks.

South Pacific Service

In November 1943, he was sent to the South Pacific as welfare officer for the South Pacific command, attached to Admiral "Bull" Halsey's Third Fleet. His department had jurisdiction over welfare personnel spotted throughout a 3-million-square-mile area. After 15 months, during which he had additional duties as Navy USO coordinator in the area, he went to Washington, where he was released in April 1945. Rejoining Mitchell-Faust, he resumed duties as vice president and radio director.

Mr. Faust works with some part of each M-F account, including major ones like Oscar Mayer & Co., Sanford Ink Co., Rapho Paper Co., Moorman Co. and Rothmoo.

He is now correlating his radio work with television experimentation, and will branch into TV shortly. His initial video adventure took place in a mausoleum-like movie studio on Long Island in 1931. While producing training films there for an account, he worked with the sound engineers and cameramen in using scanning disc equipment to relay a telecast from one end of the room to the other.

After years of studying the medium's possibilities, he has devised and is ready to use in a live show a production gimmick which is expected to cut costs of a studio dramatic show as much as 50%.

His combined experience in writing, acting, production and advertising has enabled him to develop a systematized approach to the complex video pattern.

Movies, he believes, are designed for epics, "whereas television must trend toward providing the type of entertainment which could logically be found in living room."

This, according to his interpretation, means there should be (1) fewer characters in dramatic presentations; (2) simplification of backgrounds to the bold-stroke setting rather than the detailed picture, which often distracts viewers and clutters the scene; and (3) accentuation of the imagination with encouragement of mental participation.

The more imagination left the viewer, he feels, the more emotional response.

His Beliefs

Mr. Faust also admits to carrying these torches (one or all of which show up in his public speeches): (1) "We need more commercialization, not less, in American radio and television if we are to do the best job for the U. S. and the world; (2) radio broadcasting is doing a wonderful job for the listeners, vocal reminders of the contrary notwithstanding; (3) techniques already known and proved can provide us with top-grade television programming without adding to the cost or killing the movies."

Because of his conviction that television will help integrate family life, Mr. Faust has installed a set in his home. The children, however, are held to a no-visitor policy except for special occasions. The youngsters are Marianne 14, Judith 11, Punch (red-head) 9, Kitty 7, and Caroline & Punch, retelling when his father jokes with him about following Judy, has dubbed him Dr. Faustus, the pseudo magician.

PROBLEM of protecting the title of a local radio show from infringement or unauthorized use has been successfully solved by KNUZ Houston, Tex. On application of the station, the Texas Secretary of State has registered a trade-mark for Houston Hoedown, title of KNUZ's nightly hillbilly and western variety show.

The action resulted from efforts of another station to broadcast a program under the same title, according to Max H. Jacobs, KNUZ president. Application for registering the trade-mark has been filed in Washington under the new Lanham Act.

Houston Hoedown has been heard on KNUZ continuously for more than a year and is a combination of live and recorded entertainment originating in night spots and the station's studios. Webb Hunt, disc jockey, and Blff Collie, announcer, are featured on the show.

PEARSON HONORED

Friendship Train Praised

NEW YORK's Radio Executives' Club last Thursday honored Drew Pearson, ABC commentator (Lee Hat Co., Danbury, Conn., Sundays, 6-6:30 p.m.), for conceiving and administering the idea of the Friendship Train, America's gift to France. An award, a miniature replica of France's "Merci Train," sent by that country in acknowledgment of U. S. contributions of food and clothing, was accepted on Mr. Pearson's behalf by Mark Woods, ABC president.

Mr. Pearson, who was to address the club's luncheon meeting, was ill at his Washington home. He spoke via closed circuit broadcast to the group assembled at the Roosevelt Hotel in New York. He praised radio's contribution to the Friendship Train. Edward Arnold, radio, stage and screen star, presided.
Station Mortality
(Continued from page 27)

FM future: no companion AM operation.


KFET (FM) Binghamton, N. Y.—Mrs. C. F. kunz, manager.


WENY (FM) Syracuse, N. Y.—Mr. and Mrs. H. W. Levy, CP, Feb. 28. Forfeited.

KLOS (FM) Los Angeles, Calif.—Mr. and Mrs. E. B. C. Little, CP, March 2. No reason.

WFLY (FM) Springfield, Ill.—Mr. and Mrs. R. A. Fogg, CP, Feb. 28. Forfeited.


KRCK-FM Odessa, Tex.—Kotter County Broadcasting Co., CP, March 2. No reason.

KFVI (FM) Bloomington, Ind.—Trustees of Indiana U., noncommercial CP, March 2. Forfeited.

WWCH West Chester, Pa.—State Teachers College, noncommercial CP, March 2. Forfeited.


KTVI-FM Tacoma, Wash.—Tacoma Broadcasting Co., CP, March 15. Television. Planned combined AM-FM-TV.


WMRE (FM) Oak Park, Ill.—Emanuel Industries, CP, March 2. Forfeited.


WMFJ Memphis, Tenn.—Fanny B. Wilson, CP, March 16. Forfeited.

HARRY WISMER (second from l), ABC sports director, in Kansas City to address participants in National Asse. of Intercollegiate Basketball tourna-
ment, was interviewed on special 15-minute program over KCMO Kansas City. L to r: Bill Gunther, KCMO announcer; Mr. Wismer; Tony Williams, KCMO sports editor, and E. K. Hottenbauer, station's general manager.

'SPRING ON THE AIR'
KOIL, 'Better Homes & Gardens' Open Drive

SPRING officially began March 14 in Omaha, Neb. This one-week jump ahead of nature's March 21 opening was caused by KOIL, Omaha which is bursting out all over with an intensive promotional campaign.

Heralded as "Spring Is on the Air," the novel campaign has the backing of Better Homes and Gardens, which is making available its entire facilities to the station. The magazine's editors and feature writers are presented in special tape-recorded programs, aired daily over KOIL, about every subject covered by the publication.

Mail Brochure
Local advertisers, agencies and Petry Co., representative, have received a special 12-page brochure outlining the campaign in detail. With each brochure is a letter announcing "a spring idea's that's a daisy," and attached to each letter is a paper daisy.

To further alert prospective sponsors and agency men, KOIL is delivering by Western Union a beautiful spring tie, attractively wrapped and enclosed with a paper band reading: "Tie-in and cash in."

On-the-air promotion includes some mention of the spring theme during every hour of the broadcast day. Augmenting this, the station is using streetcar cards, window cards and streamers, newspaper advertising, shopping guide advertising, weekly bulletins and letters to advertisers, and distribution of bowtunnies—paper daisies with colorful banners reading: "Spring Is on the Air at KOIL."

RADIO CAREERS

Student Interest High

RADIO is near the top of the list of careers being considered by Portsmouth (Ohio) High School students, according to WPAY WPAY-FM Portsmouth.

At the high school's recent second annual Career Day, interest in the clinic on radio was second only to that on retailing, station executives said. Two WPAY representatives, Chief Engineer Maurice Myers and Office Manager O. T. Dresbach, talked with 108 seniors, juniors and sophomores who attended the radio meeting.

Mr. Myers answered questions about technical schools offering radio training and on the future of television in Portsmouth. Mr. Dresbach outlined the general aspects of radio and the types of jobs open to those entering it.

HUTH RESOLUTION

UNESCO Paper Adopted

RESOLUTION urging that frequencies to be assigned by the International High Frequency Broadcasting Conference "should not be used for purposes contrary to mutual understanding and tolerance," has been submitted to the Mexico City con-
ference by Arno G. Huth, on behalf of the United Nations Educational, Scientific and Cultural Organization. The conference adopted the resolution by 51 votes for, one against (Rumania) and nine abstentions (Soviet bloc).

Text of the resolution:

'The Plenary Assembly of the International High Frequency Broadcasting Conference... RECOMMENDS that the frequencies to be assigned by the Conference should not be used for purposes contrary to mutual understanding and tolerance...'

SCRIPTS for certain documentaries and other dramatic programs, to be produced and transmitted by private agencies on contractual basis, have been prepared by State Dept.'s International Broadcasting Division. Programs will be in English, Spanish, Portuguese, Italian, French and German, with other languages to be added later. Transcribed shows will be used primarily for 1919's overseas distribution.
TV BAN ON UNESCO?

THE GOVERNMENT and WEBS (TV) Cleveland locked horns last week over the State Dept.'s ban on telecasting sessions of UNESCO, the international organization which champions freedom of the press.

But, as BROADCASTING went to press, State Dept. officials were rapidly clearing the way for reversal of the decision, which had been editorially challenged as hypocritical.

James Hanrahan, general manager of WEBS, told BROADCASTING the clash was precipitated by State Dept. notification that WEBS could not televise proceedings of UNESCO's All-American convention in Cleveland April 1.

No reason was given for an eleventh-hour imposition of the ban, Mr. Hanrahan said, adding that the station had cancelled its commercials, and received union clearance for the "Freedom Symphony" that evening in order to perform a public service.

Refusal was relayed to him, Mr. Hanrahan said, by Miss Helen Semmerling, liaison agent between the State Dept. and the UNESCO meeting. The session, expected to attract 3,000 delegates, was called to discuss means of promoting world understanding of educational, scientific and cultural achievements.

Later, both Miss Semmerling and Shepherd L. Whitman, Cleveland World-Wide News-Cleveland Council director, indicated they would seek a reversal of the decision.

In Washington, Howard Vickery, assistant director of UNESCO relations for the State Dept., identified the controversy as a "new problem to us."

Mr. Vickery maintained the crux of the problem was union clearance of talent and the acceptability of telecasting the proceedings to Mrs. Eleanor Roosevelt, one of the main speakers, and Dr. Torres Bodet, director general of UNESCO in Paris, a crux that would be "up to last night," Mr. Vickery said last Wednesday, "it was believed that the event could not be televised because certain talented Hollywood actors were asked to be excluded from television by their contracts."

"Mrs. Roosevelt," he added, "had not then indicated whether she wished to be televised."

When it was later learned that the Hollywood actors would not be available and that New York actors, with television performance rights, would substitute, the only matter to be resolved was whether Mrs. Roosevelt would consent to be televised. It would be possible, he later said, to authorize the telecast without the consent of Dr. Bodet.

Authority Lacking

Mr. Vickery acknowledged that the State Dept. actually lacked authority to impose the ban and that program arrangements were entirely in the hands of the U. S. Commission for UNESCO. An advisory committee not affiliated with the government department.

Mr. Hanrahan pointed out that his station had gone to considerable expense in cancelling all its commercial and sustaining shows during the 8 to 10 p.m. period April 1 to telecast the entire UNESCO show.

"We can provide a visual audience that will be 10 or 15 times as large as you can get into Public Hall," he declared. "This audience, he said, would come "from all over populous northeastern Ohio."

Mr. Hanrahan said dealers were known who are "ready to put the show on public display in their communities where school children and others can feel they are taking some audience part through the telecast."

"When we cleared with the American Federation of Musicians about including the symphony concert on the program, Lee Repp (Cleveland business agent) was both generous and enthusiastic.

"The stated UNESCO function is to awake and alert the American people, among others, to their freedoms in communications, education and cultural interchange. I can't see how it lives up to this stated function in this strange course."

Miss Semmerling failed to specify just what the State Dept. objections were, according to Mr. Hanrahan.

The Cleveland Press, with which WEBS is associated, took up the cudgel for its station in the paper's editorial columns March 24.

It was pointed out in the editorial that whatever might be back of the ban was not clear.

"Whatever the motive," it said, "it is a dangerous censorship that must not be tolerated. If allowed to stand, it would defeat, in part, the very purposes for which the meeting was called."

The station had not been told the nature of the State Dept.'s objections, the editorial said.

"Can't Justify Action"

"No matter what they are," it continued, "they can't justify the action taken. The department has no more right to stop televising the proceedings than it has to try to say what shall or shall not be published about the meeting. This censorship must be fought to a finish."

Stanley Anderson, television editor of the Press, in his column the same day doubted that Mrs. Roosevelt "may be one of those who may not want WEBS to telecast the UNESCO session."

"If anybody should want the program to reach the greatest number of people," he added, "Mrs. Roosevelt should. Her record as a UN worker should work against a refusal. As a matter of fact, she should ask for television coverage."

Mr. Vickery made several futile attempts last Thursday to reach Mrs. Roosevelt, who was traveling between New York and Washington.

At first, one of Mrs. Roosevelt's secretaries in New York, declined to sanction the telecast in Mrs. Roosevelt's name.

Later, another secretary, gave Mr. Vickery assurance, he said, that Mrs. Roosevelt would have no objection to the telecast.

On the basis of this authorization Mr. Vickery felt that the matter could be considered resolved and the State Dept. decision reversed.

The only authority lacking, unless Mrs. Roosevelt personally voices an objection, Mr. Vickery said, is permission for the television staff to use the auditorium. He clearly had enough of the whole mess, and permission for the use of the auditorium would have to be secured by Mr. Hanrahan, he said.

BROADCASTING's regular monthly TELECASTING insert follows page 54.

In addition pages 50 to 54 are devoted exclusively to television news.

VIDEO TALENT

Protective Clause Adopted

PENDING formation of a television talent union, the Associated Actors and Artists of America's television committee has drafted a clause which actors will incorporate in new contracts with agents, managers or personal representatives. It is designed to protect interest which may later accrue by action of the committee or a union formed through it.

Counsel of Actors' Equity adopted the committee clause, thus making any actor who fails to abide by the action subject to "appropriate disciplinary action." The clause states:

"The obligations of the artist under this contract, with respect to television, are subject and subordinate to such disciplinary obligations to the committee of the Associated Actors and Artists of America. . . ."

It was effort to form a new 4-A union for video, to be called The Four A's Television Authority, is currently in a preliminary stage [BROADCASTING, March 21].
PRINCIPAL speaker at the luncheon opening the 65th semi-annual convention of Society of Motion Picture Engineers will be Dr. Allen B. DuMont, head of the Allen B. DuMont Labs Inc., New York. The five-day session, opening April 3, is to be held at New York's Hotel Statler.

Highlights of the opening day will include a forum on television and motion pictures, led by authorities in these related media, to be held in the afternoon. An evening demonstration will be held showing latest equipment for direct projection of theatre-size television images. Tuesday morning and afternoon sessions also will be devoted to television, with the evening open. A total of 37 technical papers, in addition to two forums, a popular lecture on atomic energy, and social events, are scheduled for the 10-session conclusive.

Problems in the technical phases of motion picture production for television will be dissected at the television forum.

Forum leaders, their topics and the propositions keynoting their talks are:

Dr. Allen B. Goldsmith, consulting engineer, New York: "Engineering Techniques in Motion Picture Films," New York: "Motion Picture Films, produced today several different ways, all of which can be improved in quality and economy. Continued investigation is urged toward better methods of picture and sound recording."

Richard Blount, engineering division, lamp department, General Electric Co., Cleveland: "Studio Lighting for Television." Distortion introduced by certain lighting techniques (demonstration with slides).

Edmund A. Bertram, plant superintendent, De Luxe Labs, Inc., New York: "Motion Picture Laboratory Practice for Television." Video receiver quality affects kinescope photography quality. (Demonstration with 16 mm picture film).

Arthur A. Miller, general manager, Consolidated Film Industries Div., Republic Pictures Corp., New York: "Motion Picture Laboratory practice for television." Film negative of high quality can give better receiver tube image quality when filmed (demonstration with 16 mm film).

Clyde E. Keith, engineering manager, electrical research products division, Western Electric, New York: "Sound on Film Recording for Television Broadcasting." Three bottlenecks dictate sound quality of 16 mm films in telecasting (1) 16 mm film development is generally inferior to that of 35 mm film, (2) 16 mm printers frequently produce distortion and flutter in prints, and (3) most 16 mm projectors lack the accuracy required to give best electrical, mechanical and optical results.

Dave Gudebrod, N. W. Ayer & Sons Inc., New York: "Motion Picture Production Requirements for Television." Spotters and advertising agencies expect films to entertain and interest audience and convey solid messages (demonstration with film that has been telecast for a major sponsor).

The DuMont Labs will be featured in the television forum.

TV PRODUCTIONS

Smith Plans Video Filming

TV PRODUCTIONS has been formed in Hollywood by Jack Smith, star of his own CBS show, for the production of quarter and half-hour open-end television films. Offices are at 1409 N. Vine St. Associated with Mr. Smith are Jerome B. Rosenthal, attorney, and Century Artists Ltd.

First series of original scripts—to feature old-time performers—is being written by Jimmy Henaghan. Bill Brennan, producer of CBS Jack Smith Show, will direct firm's productions. Frank De Vol, musical director of the CBS show, is serving group in same capacity.

See Joins KRON-TV

HAROLD P. SEE has been appointed director of television for San Francisco Chronicle Pub. Co.'s KRON-TV San Francisco. Station is expected to begin telecasts this summer. Mr. See, who assumes his duties immediately, was formerly director of television at WBAL-TV Baltimore.

PROMOTION of daytime TV on WARD New York has earned award "Television Ad of the Month" for advertisement in New York World Teleprom from National Research Bureau.

MARK ONE UP FOR JANE!

Recently, the manufacturer of a new aluminum siding product bought three KQV spots on Jane Gibson's Women's Exchange Show. Having failed completely with other media, he was mighty surprised (but not us!) when orders and inquiries began pouring in. Three more spots on Jane's show pulled in so many new orders that after six weeks—he'd done $8,000 worth of business—4 times the cost of the time! A terrific job for a new product using no other media, thanks to the tremendous audience response to Jane and KQV.

TV PRODUCTIONS

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PROFITABLE SALES

You stay in business by selling at a profit. WAIR is famous for its ability to sell in volume... at a profit for above the average.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel, Inc.
VIDEO AWARD

Adopted by Seattle Club

THIS YEAR, for the first time, television will be included in the Seattle Advertising and Sales Club's annual advertising competition. The awards were inaugurated last year [Broadcasting, June 7, 1948].

Awards will be presented in eight media categories, including both radio and television. Chairman of the joint radio-television committee is Ralph Hansen, KING Seattle. Other members are Arthur Gerhel Jr., KJR; Paul Swimlar, KOMO, and Robert E. Eribe, KRSC-KRSC-TV, all Seattle stations. Roger Rice, KING, is a member of the small steering committee which is directing the second annual advertising awards competition.

Presentations have been invited in four classifications in the television contest:

- Best TV film or program designed to sell merchandise or service
- Best program promoting public relations or community service
- Best commercial program designed to sell merchandise or service

Competition is restricted to the Seattle-Puget Sound area. All contest entries must be locally created and produced commercials or programs telecast on KRSC-TV between November 25, 1948, and April 27, 1949. Winners will be announced at the Ad Club luncheon May 17.

Requirements in the radio advertising contest are similar and winners will be announced at the same time.

RADIO REPORTS

TV Service Is Expanded

RADIO REPORTS Inc. is now supplying television reports in three of its six cities. President Edward P. Loomis announced last Monday at the firm's New York home office. The company, which has been listing video shows for some time in New York, has added coverage in Detroit and Los Angeles. Similar service soon will be available in Washington, Chicago, New England, and Philadelphia.

Mr. Loomis also announced that Si Nathenson, former Detroit manager, has transferred to Los Angeles to handle sales and administrative duties. Mrs. Emil Salmons remains as Los Angeles office manager. Rita Halperin, Mr. Nathenson's Detroit assistant, moves up to the managerial post in that city.

With No Trouble

TELEVISION has become so successful at selling that it even sells when it's not trying. During intermission of the amateur boxing matches telecast on KTLA Los Angeles from South Gate Arena, South Gate, Calif., Bill Welsh, telecaster, was interviewing the executive secretary of local Chamber of Commerce. In the course of the interview the C of C representative expressed the hope that more industry would find its way into South Gate. The next day a viewer of the telecast purchased two acres in South Gate for erection of a factory.

ASCAP EXTENDS

Video Music Fee Deadline

EXTENSION through April 30 of ASCAP's grant to telecasters to use its members' music without fee was voted by the society's directors last week.

Telecasters have been given free use of copyrighted music pending negotiations on a contract with ASCAP which would establish payment scales. The negotiations between ASCAP and broadcasters have been under way since the first of the year.

Telecasters have agreed that such payment rates as are finally agreed upon will be retroactive to Jan. 1, 1949. The old ASCAP contract with broadcasters expired Dec. 31. Negotiations pertain to both radio and television.

Last week the following members were reelected to the ASCAP board: Writer directors—Fred E. Ahlert, Oscar Hammerstein 2d, Paul Cunningham, A. Walter Kramer; publisher directors—Herbert Starr, Louis Bernstein, Samuel H. Bourne, Gustave Schirmers.

WMAL-TV Washington, will begin telecasting forty-five minutes earlier beginning today (March 28). Station's new sign on time is 6 p.m.

Take CBS Posts

Rothafel and Stumer Named

ARTHUR I. ROTHAFEL, general manager of WFEA for a year, before he had held program manager posts at WCCM Lawrence, Mass., and WKIR Manchester, N. H. He was radio director of Fletcher and Ellis agency in 1933 and previously headed the radio department of Maxon agency.

Mr. Stumer has been assistant manager of operations and studio liaison director at DuMont for the past year. Before that he was president of Television-Radio Enterprises Inc., a producing firm.

HOLE PROMOTED

Named DuMont Executive

LEONARD HOLE, general manager of WARD (TV) New York, has been appointed director of network operations for the DuMont Television Network, Mortimer W. Loewi, director, announced last Tuesday.

Mr. Hole joined DuMont's flagship station almost a year ago. His promotion is said to be part of an over-all expansion and reorganization plan now being effected by the network.

Friends

"To make a friend, you must be one."

Twenty years of service to farmers in Kansas and adjoining states have made us our friend.

WIBW The Voice of Kansas in Topeka

Broadcasting • Telecasting
ICEING conditions atop the 571-ft. tower of WLWT (TV) Cincinnati disrupted operation of the Crosley station for two hours March 18 and delayed relay of programs to WLWD, Crosley's new Dayton video outlet. R. J. Rockwell, Crosley vice president in charge of engineering, said melting ice at the top of the antenna caused a short circuit and burned out part of the coaxial cable which carries programs up the tower.

NABET VS. IATSE
NBC Case Hearing Resumed

RLRB hearing in the NABET-vs.-IATSE dispute over NBC lighting engineers was resumed again Thursday for the second week. Neutral NBC was still the only organization called on to produce witnesses.

Ernest de la Osa, director of NBC personnel department, testified as to the history of NBC collective bargaining relationships with NABET, running back to 1933, and with IATSE, beginning in 1940. F. A. Wankel, assistant television operations supervisor of NBC, was the previous company witness [BROADCASTING, Mar. 21]. A similar NLRB hearing involving ABC lighting engineers, scheduled for March 23, was postponed indefinitely until conclusion of the NBC matter.

DuMONT SALES
Over $26 Million in '48; Net Profit Also Up

ALLEN B. DuMONT Labs achieved record sales and earnings in 1948, according to an annual report to stockholders made public Wednesday by Dr. Allen B. DuMont, president. Sales in 1948 amounted to $28,859,000, compared with $11,109,172

in 1947. Net profit advanced to $2,701,000 or $1.29 a share, compared with $563,677 or 27 cents a share in 1947.

Percentage of net profit to sales in 1948 was more than 10% compared with 5% the preceding year, said Dr. DuMont.

Position of the company in the early part of 1949 has continued strong, Dr. DuMont indicated. He said sales for the first ten weeks of 1949 were $8,023,000 as compared with $3,988,000 for the same period in 1948.

Only division of the company not in the black, he said, was the DuMont television network. But he told stockholders:

"... your company feels that our television broadcasting stations are valuable franchises which will eventually be very profitable."

He also advised the shareholders that despite the rapid growth of the company, it was moving carefully to avoid over-expansion which would endanger "either our financial position or the quality of our manufactured products." Similar caution was being exercised in the firm's dividend policy, he said.

Without giving the figures, the report states in DuMont's trans-

Your NEW CHEVROLET OR BUICK

STARTS HERE

FLINT + + world's 2nd auto mobile city.

FLINT, Bay City and Saginaw de most of the business for E. Central Michigan. Until WTAC, Flint and six surrounding counties had no adequate NBC coverage. Now, WTAC-NBC covers Michigan's 2nd market - the million listeners with the billion dollar income.

PREMIUM BUSINESS
TV Will Swell It—Degan

TELEVISION will be a leading factor in swelling the premium business beyond the billion-dollar mark this year, it was predicted last week at the 16th annual Premium Buyers Assn. meeting in Chicago.

Robert R. Degan, merchandising executive of Ted Bates, New York agency, told the premium buyers, meeting at Hotel Stevens, that American consumers spent a billion dollars for thousands of kinds of advertising premiums in 1948 and would spend even more this year.

Television, he said, would contribute heavily to the increase.

"Results to date by manufacturers who have made premium offers on television have been nothing short of sensational," Mr. Degan added.
MILLION DOLLAR damage suit and injunction proceedings to stop Zenith television obsolscence ads was started last Monday in New York Supreme Court by Sight-

master Corp. and Empire Coi. Inc.

The action thus represented the joining against Zenith of a television

manufacturer (Sightmaster), a construction parts manufacturer (Empire) and a television broad-
caster (Empire has under con-
struction WXEL (TV) Cleveland).

The plaintiffs called the Zenith ads false and misleading, and charged they were run maliciously with knowledge of their falsity "for the deliberate and preconceived purpose and with the design of inducing the public to" buy television sets only from Zenith.

It was alleged that plaintiffs had demanded that Zenith stop running the ads but instead Zenith continued with the ads "in order to advance sales and this threatening to continue the same." 

Already, the plaintiffs alleged, they have suffered damages because customers have failed to continue to buy TV sets and construction parts from Empire. As for damage to the Cleveland television station, it was alleged that because of the Zenith ads.

The name of sales of television

sets in the area of the television broadcasting station and not the process of construction by the plaintiff, Empire Coi. Inc., has been and will continue to be seriously impaired, whereby seriously impairing the value of the said television broadcasting sta-
tion and the anticipated revenue there-
from. "

McDonal Answers

Commdr. E. F. McDonald, Zenith president, appeared yesterday to answer the charges, saying that Zenith wel-
comed the opportunity to prove its advertising allegations.

"I have never welcomed a law-
suit more than I do this one," he said.

This will give Zenith the opportunity in the courts to prove to the public that the statements in its advertisements, of which complaint is made in the suit, are true. Our only purpose in publish-
ing these advertisements was to acquaint the public with the facts that were entitled to their consideration.

Commdr. McDonald disclosed that Dunn & Bradstreet lists the tangible net worth of the Sightmaster Corp. as $71,505 as of July 31, 1948. Dunn & Bradstreet lists the net worth of Empire Coi. as $141,159 as of Sept. 30, 1948—"Yet this company has a CDI of $150,000. . . .

He was engineering staff. Dunn & Bradstreet lists the net worth of Empire Coi. as $141,159 as of Sept. 30, 1948—"Yet this company has a CDI of $150,000. . . ."

The commander pointed out that the net worth of Empire Coi in 1947 was $75,847.

In Detroit, Mr. Bannister declared that Detroit is a television "outpost" with "sufficient authorizations" in the VHF band, and may never have any UHF stations—"certainly not for a number of years. Even at that time, the VHF band will always be the preferred source of television, while UHF will be used merely to supplement VHF. . . ."
it takes all kinds

...and NBC is first in nearly every category of television programming. Each in its class, these are the regularly scheduled shows according to latest available Hooperatings:

Variety, Texaco Star Theatre .............. NBC
Drama, Kraft Television Theatre .......... NBC
Sports, Gillette Fights .................... NBC
News, Camel News ........................ NBC
Forum, Author Meets The Critics—General Foods  NBC
Art, You Are An Artist .................... NBC
Feature Film, Lucky Strike's Your Show Time ... NBC
Juvenile, Howdy Doody—Mason—Unique .... NBC

No. 1 in programs...
No. 1 in advertisers...
No. 1 in sponsored hours...

America's No. 1 Network

NBC Television

A Service of Radio Corporation of America
Television finds the men to build a pipe line in Saudi Arabia

Each Wednesday evening at 7:00 PM, the Corn Exchange National Bank and Trust Co. of Philadelphia sponsors a television program called "Open House" over WPTZ. It's a who's-who and what's-new sort of program bringing interesting people and ideas before the cameras.

A few weeks ago one of the guests on the program was a representative of the Bechtel International Corporation. It seems that his firm was building a pipe line in Saudi Arabia and were experiencing considerable difficulty in finding skilled craftsmen for the job. And no wonder—artisans were required to sign up for a year and a half and the locale was smacked-dab in the middle of the desert where the temperature goes to 130° in the shade.

Within 48 hours after the show, 248 skilled craftsmen applied for the job! Moreover, the Pennsylvania State Employment Service told us that the Philadelphia office of USES was the only employment office in the country to fill its quota on this job and it was not only filled, but filled three times over!

You may not need men for Saudi Arabia but if you have a product or service to sell in Philadelphia, the country's second largest television market (130,000 receivers), we think this incident indicates not only the selling power of television but the pulling power of a program on WPTZ.

If you would like further details on the Philadelphia audience and WPTZ's facilities and experience, drop us a line or call your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOCust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
KINESCOPING

By HERMAN BRANDSCHAIN

KINESCOPE recording of television shows at NBC has mushroomed in one year from an experimental film operation to a production now outstripping Hollywood's output by 50%.

That fact was revealed Tuesday evening by Carleton D. Smith, NBC director of television operations, at a new demonstration of the network's kinescope recording equipment at Radio City.

According to Mr. Smith, the total output of film by the major motion picture companies in 1948 was 3,699 feature length films—or about 500 hours of product. At the average rate of nearly 14 hours a week of kinescope film, NBC television is producing an average of almost 700 hours of entertainment per year, or approximately 50% more than the Hollywood studios' output.

Expansion of kinescopic production first proceeded in geometric progression and is now down to arithmetic progression, which still furnishes considerable delight to NBC statisticians.

Operations have increased over 100% since January. January figures showed a 100% jump over November. Envisioned is a 400 or 500% expansion in the coming year.

The operation has caused NBC to develop a department currently shipping 223 prints a week of 28 programs to video outlets from coast to coast, making the network in effect one of the country's major motion picture exchanges.

Thus, kinescope recording has become a major television program medium. It has been a rather unexpected development, and has yet to make a profit.

It was explained that kinescopic recording entered its experimental stage about ten years ago. NBC engineers, under leadership of O. B. Hanson, vice president and chief engineer, were seeking a device to record programs for historic and legal reasons and also as a means of improving production techniques by furnishing program executives with a replay which could be studied critically. The technique of kinescopy improved so greatly, it was said, that it made possible its new use which has far overshadowed in importance the aims originally intended for it.

Now, such shows as the RCA Victor Kukla, Fran & Ollie are made available to 15 stations off coaxial lines via the kinescopic films; Motorola's Believe It or Not also goes to 15 outlets; Liggett & Myer's Chesterfield Supper Club is shipped to 12. Philco Television Playhouse currently enjoys the honor of "most kinescoped," going to 16 stations weekly and four additional ones on alternate weeks.

Further impetus to the NBC operation is foreseen this month, when its kinescopic recording studio in Hollywood will be completed. It will be the first such studio on the West Coast, and only slightly smaller than the $250,000 facilities in New York.

Up to now, all such recording facilities have been in New York, where four cameras, capable of recording two different programs simultaneously are in operation. High speed developing equipment can process film at a rate said to be three times the shooting time. Thus an hour show can be processed in three hours.

At the Tuesday news demonstration, the first ten minutes of the Milton Berle Texaco Star Theatre show was played back for reporters 50 minutes later, when they saw the curtain come down on the Berle show. Quality of the screened film was very much higher than the picture on the television screen previously seen on the live show.

Mr. Hanson explained some of the technical problems which had to be overcome before it was possible for the operation to record over 200 shows in February. These shows required 110 hours of equipment use and ate up 600,000 feet of 16mm film, which NBC research said was 113 miles of celluloid.

Mr. Hanson said the camera developed in cooperation with Eastman Kodak engineers is the "key to the situation."

A camera which could translate the 30 frames per second of the television image into the 24 frames per second of the standard motion picture had to be designed. This camera is focused on a kinescopic tube with a power of 30,000 volts. Four times brighter than the average home viewing tube, it receives pictures piped by direct line from the NBC network.

The speed of the camera, however, was not the only adaptation required. Film capacity of 1,200 feet, instead of the usual 400 feet, to allow for half hour's continuous run, had to be built into the camera. This required a separate motor.

Still a further engineering problem was that of overcoming emulsion. Cameras in Hollywood, said Mr. Hanson, are used only a few minutes at a time, allowing a chance to clean out the emulsion dust between takes. NBC had to find some means of handling 1,200 feet of film without stopping and to eliminate emulsion dust collecting in the frame. This trouble was cured by the use of nylon pressure plates instead of the usual metal ones.

Problems Licked

"Needless to say," said Mr. Hanson, "all these problems were licked, and we have an installation at Radio City which has four cameras, three sound recording systems recording a separate negative, and two cameras equipped with a single system recording where the sound can be photographed on the same film as the picture. This latter method we use in photographing direct positives for rapid development and projection within the hour after the show has been performed. For release prints we make a negative picture and record the sound track on a separate film. These two negatives are then printed together on a release print."

It was noted last March, however, that the first perfected camera was delivered to NBC. Regular commercial use, except for the special job done on Life - NBC coverage of the national political conventions last June, did not begin until September. At that time, seven programs were recorded each week. As new equipment arrived, production doubled in a few weeks. Mass production quickly followed.

NBC set up a separate division to handle the operation. It is under the direct supervision of N. (Continued on page 51-K)
RESPONSIBILITY IS HERE IN TV FILMS

... at Video Varieties it's Undivided from script to finished print

THE most needed element in television film production is the responsibility of the producer.

That's why Video Varieties puts such emphasis on responsibility. We have made sure that there is adequate experience, enough trained manpower, sufficient capital, and sound and studio technicians, and editors on our own payroll.

That's why we own and operate 17-year-old West Coast Sound Studios with its experienced manpower and complete facilities.

From this background, we solicit your

RESPONSIBILITY MEANS BETTER FILMS

On Estimates and Schedules . . . .

Agriculture Planning
(Report 52)
SAFETY

A PUBLIC-SERVICE spot campaign, with a minimum of sponsor identification, was launched on 28 stations throughout the State of Washington April 4 by the Olympia Brewing Co. of Olympia, Wash. The project, representing a marked departure from past radio efforts of the sponsor, involves a total budget of $80,000. Seattle office of Botsford, Constantine & Gardner is the agency, with John P. Heery, account executive.

Theme of the 20-second, transcribed spot announcements, prepared with the cooperation of the Accident Prevention Div. of the Washington State Patrol, is traffic safety. Each of the 200 spots touches one of the basic points made by the National Safety Council regarding safe driving.

Each spot opens with sound effect of an auto horn honking twice. Then the announcer comes on with "Thank you" and the specific safety angle. Horn effect and "Thank you" also closes the spot.

Believed to be one of the heaviest spot campaigns in the history of Washington radio, this effort has gone more than a year in the making. Olympia's earlier radio advertising has consisted of sponsorship of Cecil Solly, garden expert, as a year-long promotion effort throughout the state. This program was dropped early in the year.

Decision to switch to traffic safety spots was taken in late 1965 with the long-time personal interest in the project by Peter Schmidt, president of the Olympia Brewing Co. The first effort at developing the safety spot campaign was discarded, according to the agency, because the announcement "sounded too much like preaching." The approach was then changed to the more positive one of awarding "State Patrol Thank You." This campaign was run Jan. 17 to Feb. 21 on KYAK Yakima and KGY Olympia, during which time comments were solicited from civic leaders and community representatives. With the favorable response, it was decided to go ahead with a full-year contract.

A total of 11,232 spots is scheduled through April 1, 1966, averaging 18 a week in each area (advertising of alcoholic beverages on Sunday is forbidden by Washington State law). To find the right voices, Mr. Heery disclosed, 33 Seattle announcers were invited to record a sample announcements, and a committee of client and agency officials selected two. Winners were Don Courtney, staff announcer at KIRO, and David Ballard, KING staffer.

In addition to the spots already recorded, a system of coordination with the Washington State Patrol is being set up whereby patrol officers can communicate through the State Patrol radio office in each area with the radio stations, in event of emergencies of any kind. In such cases, the patrol officer will start the radio station by telephone, giving information on the emergency, and the station will prepare special announcements for immediate broadcast.

In a three-page letter to all stations carrying the schedule, Mr. Heery gave a detailed description of the project, explaining its purpose. "The selling of Olympia Beer is secondary to building good will and to their sincere attempt to reduce the toll of traffic accidents," he wrote.

The same letter authorized station officials to substitute special announcements in the event of unusual weather or other emergencies. In case of requests from the State Patrol for special broadcast announcements, the stations are authorized and asked to make the announcements "as soon as possible," without prior clearance with the sponsor or agency.

Closing identification on such emergency spots is to be: "This State Patrol emergency announcement was broadcast by the Olympia Brewing Co." Announcements of this kind in addition to the spot schedule specified in the station contract, and will be billed separately at regular rates.

"The Washington State Patrol is national, yet enthusiastic about the tremendous educational possibilities of this traffic safety education," Roy F. Carlson, State Patrol chief, said last week. "I am certain that the broadcasting of these safety announcements will actually save many lives."

The budget for the year-long experiment includes $78,500 for the first month and $70,000 for production costs, Mr. Heery told BROADCASTING last week.

TRAVEL SPOTS

RADIO advertising will be used in the seacoast region of southern Maine this summer to promote tourist travel. The Southern Maine Route 1 Assn. has approved plans for a campaign on WHEB, Portland, and its FM affiliate WMFI. The station is located on U.S. Route 1 just south of the entrance to the southern Maine seacoast region. Spot announcements every half hour during the day will emphasize the advantages of traveling in the region. The campaign is scheduled to start in May and will continue into late September.

BUYERS' MARKET

BUYERS' MARKET need not be hazardous if proper investigation of buyers' wants and needs is made through research, Norwood Weaver, vice president of A. C. Nielsen Co., Chicago, told the Ohio State U. advertising conference at Columbus March 17-18. [BROADCASTING, March 21.]

The job of research for the advertiser and manufacturer, said Mr. Weaver, is to measure changes in desires and ideas. From facts thus obtained the advertiser must reason back in order to determine his advertising appeal and methods of execution, he added.

Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, told the conference that advertising copy in 1949 must be selling copy. Buyers want specific facts on products, he said.

Speaking on the retail picture in the buyers' market, Alan Wells, advertising director of Kaufman's, Pittsburgh department store, emphasized that retailer and manufacturer must work together in promotion and exchange of ideas to make selling less expensive and more successful. Mr. Wells said he feels stores will need as much promotion money in 1949 as last year, but that proper analysis of the market and media must be made so the money will be spent effectively.

Television Seminar

The conference included the second University Television Seminar. Richard A. Borel, manager of WBNS WBNS-TV Columbus, was chairman. Speakers included George L. Moskovics, manager of development of CBS Television; W. H. Robinson, General Electric Lamp Dept.; Thomas R. Gettelman, vice president of Gettelman Brewing Co., and E. Y.

Olympia Brewing Opens Spot Campaign

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Research Needed, Says Weaver

BUYERS' MARKET

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INDIANA ASSN.
Officers, Board Re-elected

ASSN. of Indiana Broadcasters re-elected its officers and board members at an all-day meeting held March 18 at the Columbia Club, Indianapolis.

Serving again during 1949-1950 will be Bruce McConnell, WHOT South Bend and WHBU Anderson, president; Robert G. Duffield, WOWO Fort Wayne, vice president; E. G. Ogborne, WCTW (FM) New Castle, second vice president; and Daniel Park, WIRE Indianapolis, secretary.

Re-elected to the board of directors were Warren G. Davis, WSUA Bloomington; W. F. Rippeto, WBOW Terre Haute; Richard M. Fairbanks, WIBC Indianapolis; George J. Higgins, WISH Indianapolis; Harry M. Bliner, WPBM Indianapolis; John G. Jeffrey, WIOU Kokomo, and G. F. Albright, WKEV Richmond.

The association discussed recent legislation affecting broadcasters and the controversial standard vs. daylight time issue. Plans were made to publish a booklet on Indiana stations for distribution to the public.

Forty-six Indiana stations carried the finals of the state high school basketball tournament, the association announced. Thirty-one stations originated broadcasts from the Butler U. fieldhouse, scene of the tourney, and fed the finals to 15 additional outlets.

STANLEY BEAUBAIRE
Dies as His Plane Crashed

FUNERAL SERVICES for Stanley Beaubaire, 34, president of KNGS Hanford, Calif., who lost his life when his private plane crashed 20 miles northeast of Bakersfield, Calif., March 19, were held in San Francisco March 22.

Mr. Beaubaire, who also was editor of the Hanford Journal-Sentinel, is survived by his parents, Mr. and Mrs. Samuel Beaubaire. He was a graduate of Stanford U.

The plane crashed in bad weather, KNGS reports.
PROGRAM for children three years old and up is answer WJPS Ev-
ery Monday through Friday at 4:30 p.m., two mothers of pre-school chil-
dren conduct a program of stories, poems and original songs. Each
broadcast of Let's Grow Up the moth-
ers treat a single theme, acquainting
young folk with such everyday things in life as animals, people like the
mil-kman and policemen, personal and so-
cial etiquette, moral teaching and prin-
ciples. Program encourages children to
participate by asking them to send in
original stories which are aired, and
to sing songs along with the "Song
Lady" on each broadcast.

Touch Typing
BROADCASTING'S new program, Learn to Type Right. Touch Typing is being taught by
radio on KJR Seattle's new program. Learn to Type Right. Weekly pro-
gram is sponsored by Pachmar, Seat-
tle launderer and cleaner. Emphasis of
learning is on "visualizing."

WDRC's Talent Times
NEW talent discovery program starts
today (March 28) on WDRC Hartford, Conn. The discovery is not to be
placed on a single program, but will be
heard transcribed at various times
each day on local shows. WDRC will
provide music competition, story and
play. Barbara Nelson, WDRC's recep-
tionist, is first new discovery and will be featured in five piano and sing-
ing selections.

The Washington Scene
LATEST Washington news is based for
KSL Salt Lake City's newest program,
KSL Reports the Washington Scene,
Wednesdays, 10-10:30 p.m. Program
will be aired during present session of
congress. Congressmen from western
states report on economic, social and
political trends.

Operation Pretend
THE OHIO National Guard, Army Or-
ganized Reserve Corps, and WEWS
(TV) Cleveland will participate in
Operation Pretend, a program which
will illustrate what could happen to
northern Ohio if it were subject to an
air attack. The telecast, to be aired
April 3, will use film, remote pick-
ups, and studio settings to dramatize
the attack. Viewers will see Cleve-
land's Terminal Tower collapse in a
bombing attack and the wrecking
by aggressor bombers of the Bay Bridge
at Sandusky, plus many other "real"
episodes of what could happen. Also
included will be illustrations of defense
and preparation.

Bull's-Eye for Prizes
YOUNGSTERS are singing for their
prizes on WING Dayton's song for
Your Darts audience participation show.
Several participants are selected to
sing. If the audience approves the rendi-
tion, contestant is given three darts. For
each point scored on the basketball-court-like
board, the youngster receives a dollar. At
end of show, all participants line up
and throw one dart at a bull's-eye
for jackpot prize. Program is sponsored
by Airways Inc., a Junior Achievement
group, and is held in the audi-
torium of a Dayton department store.

Life in Israel
SERIES of weekly half-hour programs rela-
ting to cultural and political life in
Israel is being aired by WVOX
Brooklyn, Mass. Series, Life in Is-
rael, features Dr. Alexander Brin, a
member of National Advisory Board
of Educators and publisher of the Jewish Advocate. The program will
relate in song and story the cultural
and political life of Israel, "and will
tell of the Israeli institutions and
activities, new literature and new
composition."

Tokyo Raid Featured
FLANS for beginning Congressional
Medal of Honor television series
BROADCASTING, Feb. 28) on April 18,
fifth anniversary of Tokyo raid, with
story of Jimmy Doolittle and the raid,
have been announced by A. S. Curtis
Features Syndicate, producer of series.
First show is based on story distrib-
uted by Air Force as official release to
1,500 newspapers. Narrative is writ-
ten by A. S. Curtis, president of firm
and former instructor at U. S. Naval
Academy. Series is drawn by Michael
Arnes, former Walt Disney artist.
Doolittle story, like others in series,
is offered to stations in package con-
sisting of narrative script and 35mm
film or slides. Each show has 16
frames in film or slide; 35mm film in
double size or 1 x 1½ per frame. Curtis Features address is Box 223.

Bristol-Myers Case
A DECISION on the case involving
Bristol-Myers Co., charged with
misrepresentation in the sale of
Ipana toothpaste, is expected by
April 15, Federal Trade Commis-
sion indicated last week. Final
argument on the merits of the case
were heard in Washington March
16. Radio and other advertising
media are involved. W. L. Penke
is the government attorney. Com-
pany's counsel includes Isaac W.
Diggs and Gilbert Well, both New
York attorneys.
March 18 Decisions...

**DOCKET CASE ACTIONS**

**AM**—$990 kc

Announced decision granting application of Pittsburgh AM Co. for new station in Pittsburg, Calif., on 990 kc wun., subject to (1) that suitable phase monitor be installed; (2) that directional non-directional survey be made and accepted by Commission prior to issuance of license; and (3) that trans. site and ant. system shall receive approval of CAA.

**AM**—$1,340 kc

Announced decision denying application of Journal Review for new station in Crawfordsville, Ind., on 1,340 kc wun.

**BY COMMISSION EN BANC**

Transfer of Control

KVOR Colorado Springs, Col.—Granted transfer of control from the Oklahoma Pub. Co. to Aladdin Radio and Television Inc. for $96,875 cash plus 661/2% of fair market price of net assets as of application date.

KLZ-AM-FM Denver.—Granted transfer of control from Edgar Herbert M. Peck, Inez A. Gaylord et al. to Aladdin Radio and Television Inc. for $467,000 plus 74% of fair market value of net assets as of application date.

**ACTIONS ON MOTIONS**

(By Commissioner Jones)

WBKJ Detroit—Granted motion to amend application to substitute as name of applicant Fort Industry Co. in lieu of Detroit Bozt. Co.

WFMT Fort Worth, Tex.—Granted petition for continuance of hearing scheduled March 21, to June 28 at Washington.

KGM Boise, Ida.—Passed over petition to amend.

Bethesda Camp Meeting Grounds Inc. Alakaha, Calif.—Granted petition to dismiss without prejudice its application.

Fairfield County Bozt. Co., Norwalk. Conn.—Granted petition to dismiss pending application of Feb. 3 requesting reinstatement of application.

KIDO Boise, Ida.—Granted petition for extension of time in which to file proposed findings in consolidated hearing and time was extended to April 1.


WFDET Detroit—Commission on own motion continued indefinitely consolidate hearing scheduled April 25 at Washington.

The Master Bozt. Corp., Rio Piedras, Puerto Rico.—Motion continued indefinitely, pending action on petition for reconsideration of hearing presently scheduled April 7 in Washington.

WKAP Allentown, Pa.—Granted petition to consolidate hearing scheduled April 4 to May 9 in Washington.

**APPLICATIONS**

ant-antenna cond-conditional
D-day LS-local sunset
N-night mod-conditional
aur-aural trans- transmitter
vis-visuals unl-unlimited hours
SSA-special service authorization
CG-conditional grant

March 18 Applications...

AM—$1,410 kc

The Orange Bell Station, Redlands, Calif.—AM-CP to change type trans. and change location.

AM—$1,460 kc

KRUZ Palm Beach, Calif.—CP increase 1 kw to 5 kw.

AM—$407,000

WKAP Allentown, Pa.—CP change from 1,580 to 1,270 kc etc. AMENDED to change to 1,600 kc. Sam G. Rahall, Farris E. Rahall and Dean E. Rahall, Bozt. Co. to WKAP Inc.

AM—$1,280 kc

Blake-Forrest Bozt. Co., Brownfield, Tex.—CP new AM station 900 kc 250 w. AMENDED to request 1280 kc 500 w. D.

License Renewal

WAVU Albermarle, Ala.—License renewal AM station.

License for CP

WGCI Brunswick, Ga.—License to cover CP.

Modification of License

KQW-AM-FM San Francisco.—Modification of license of KQW-AM San Francisco, California, to change type trans. and change location from Agricultural Foundation Inc. to Columbia Bozt. System Inc. of Calif.

License for CP

WBCM-AM Bay City, Mich.—License to cover new CP station.

License to Reissue

WAND-AM Canton, Ohio.—License to reissue CP new FM station.

Modification of CP

KGDM-TV Stockton, Calif.—Modification of KGDM-TV San Francisco for extension of completion date to 9-3-49.

WBAL-TV Baltimore.—Same.

KDLY-TV Salt Lake City.—Same.

KRTS-TV Seattle, Wash.—Same.

WCBS-TV New York.—Modification of CP certificate of convenience for extension of completion date to 10-13-49.

WTIC-AM Indianapolis.—Modification of CP certificate of convenience for extension of completion date to 1-5-49.

Character of transmitters used in accordance with rules of Sec. 3.205(a) of rules to permit station to continue operation at present location.

License for CP

KADA-AM, Lima, Ohio.—License to cover CP.

***TENDERS FOR FILING***

Application for License

KYKT Kegley, W. Va.—Application of license of Albert E. Purcell, Frank G. Foran, Jr., Roy A. Ledgerwood, Fred H. Rohr and Mary W. Hetzer 6/7 as Silver Gate Bozt. Co. to San Diego Bozt. Co.

AM—$550 kc

WPAQ Montclair, N. J.—CP change from 740 kc 1 k w to 550 kc 1 kw unil.

DA-DM

Assignment of License

KADA Ada, Okla.—Assignment of license from J. F. Morris to KADA Bozt. Corp. Chiefly owned by Mr. Morris.

APPLICATION REFERRED

License for CP

WWSF Southern Pines, N. C.—Application referred to cover CP increase power etc.

APPLICATION DISMISSED

March 18 Applications...
D.C. DIARY STUDY

RESULTS of WRC Washington's 1949 diary study of individual listening habits in metropolitan Washington, covering six weeks in January and February, have been announced by the NAB Washington research director, with similar surveys made in 1947 and last year [BROADCASTING, Feb. 17, 1947; April 12, 1948].

Simultaneously WNBW, the network's District TV outlet, released data on televisioning habits for the week Feb. 20-27, based on diaries placed in a cross-section sample of video homes in metropolitan Washington. Again, the television survey purports to indicate total audience for any given TV program that was on the air during the week.

WRC altered the familiar concept of measuring radio homes due to the widespread increase in receivers per home, and in smaller portable sets. Using a sample of 1,000 individuals of metropolitan Washington's 1,300,000 people, based on census reports and city directory, the station let law on whether to be tuned or not. Persons of all ages, including children, with or without telephones, and even without radios, were taken in the sample, and kept diaries (except 2%). In the case of children, parents kept the teenthful listeners records. Data was compiled on age, sex, race, income, and education, occupation and telephone, radio and TV ownership.

Returned and usable diaries were obtained from 88% of the diary sample and 83% of the total sample, from which final figures were gleaned. At conclusion of the study, WRC compared its figures with available known facts on BMB area radio homes, telephone homes and census estimates on population, and found high correlation, it reported.

Some listener-viewer characteristics:

- Radio(s) in home...
- Telephones in home...
- TV viewers in home...
- FM radio in home...
- Auto radio in working condition...
- Listening to auto radio on typical day...
- Viewing television on typical day...
- Viewers with sets in home...
- Viewers without sets in home...
- Total population viewing on typical day...
- Listeners to AM on typical day...
- Listeners to TV on typical day...
- Listeners to TV by age...
- Listeners to AM by age...
- Attending motion picture during past week...
- in TV home...
- No TV...
- Entire population...
- Attending motion picture during past week...
- A. In TV home...
- B. No TV...
- C. All...

In the WNBW-NBC television survey, diaries from a sample of TV homes located through 5,000 random telephone calls were placed in 450 homes, with 365 returned as usable for compilation. From the cross-section sample, figures may be projected to give total number of sets tuned to each program, using Washington's TV set figure (37,400) and average 3.3 viewers per set, according to WNBW.

Network top ten for week Feb. 20-27:

Program-Station  
Texas Star Theatre, WNBW 72.8  
Toast of the Town, WOC 52.1  
Loving [W. J.] Is, WNBW 52.5  
Break the Bank, WMAL 51.0  
Rowdy Dooty, WNBW 45.5  
Amateur Hour, WPTU 44.5  
ArmyBoxing (Sat.), WNBW 43.5  
Color Financial, WOC 43.5  
Actors Studio, WMAL 40.5  
Screen Test, WMAL 33.0  

Henceforth WNBW television diaries will be placed for one-week periods at intervals of three months, and continue to utilize random phone calls. Accuracy of the surveys is not affected by placement of diaries in telephone homes since nearly all Washington homes are so equipped, the station points out. Study is the fourth made by NBC Washington Research since February 1948, but the first to be publicly announced. In the case of both studies the name of a non-existent research agency was used to avoid bias.

Some interesting facts in radio and newspaper habits of children under 18 years of age also were revealed in the WRC study. Average newspaper reading is 7 minutes per day as compared to 75 minutes per day by radio listeners. In 12-18 group, 72% read a newspaper while over 88% listen to a radio on an average day. In still lower age bracket—through 11—44% of all children read at least a part of a newspaper while 76% do at least some listening to a radio.

NEWS SOURC
Old-timer with young ideas

SOUTHWEST VIRGINIA PIONEER RADIO STATION

We're not resting on our service record of twenty-five years. We ably complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia.

We're strong on promotion, too. So for your share of the near billion our listeners spend each year—contact Free & Peters!

March 28, 1949 • Page 59

CBS 2500 WATTS 960 KC
FREE & PETERS, INC. National Representatives
COMMERCIAL

WCHS
Charleston, W. Va.

A PAYING PROPOSITION

KLZ
DENVER

Commercial

CARL OWEN, member of staff for past eight years, has been appointed assistant commercial manager of the WCAU Philadelphia stations. ALEX ROSENMAN, WCAU and WHTV-TU commercial manager, said that Mr. Owen will assist in administrative matters of AM and TV, while JAMES F. COYLE, assistant commercial manager since 1945, will concentrate his activities in sales of both media. Mr. Owen, in the radio field for over 25 years, is formerly program director of KGA Spokane and KUJ Walla Walla, Wash., and served in the executive capacity with WXYZ Detroit and the Michigan State Network.

JOHN BLAIR & Co. has been appointed exclusive national representative for KWFT Wichita Falls, Tex., and KEFO El Paso, effective April 1. JANET A. MURPHY has joined Robert Meeker Assoc., station representative, as New York office manager. Miss Murphy was formerly administrative assistant to national sales manager of Fort Industry Co.

EDWARD L. TERRY, formerly general manager of KSGN Sanger, Calif., has joined KISW Salinas, Calif., as business manager.

CKTS Sherbrooke, Que., has appointed J. A. Hardy & Co., Montreal and Toronto, as its Canadian representative.

JOHN B. SOELL, former WJZ New York and KXOK St. Louis account executive, has joined WMCA New York, in same capacity.

KEITH TYK, formerly with sales department of KETM Temple, Tex., has been named assistant sales manager of WKEK Albuquerque, N. M.

JAMES H. MCKNIGHT, former manager of WKBV North Adams, Mass., has been appointed commercial manager of WMWW Milwaukee, Wis.

WILLIAM T. O'CONNOR has joined WNAY AM & FM Annapolis, Md., as sales manager.

BILL GRANFIELD, formerly of KYA San Francisco, and JERRY DeJAKE, formerly of Century Display, Chicago, are new salesmen with KLX Oakland, Calif.

BILL HUNFIELD, of KLX Oakland sales staff has been named head of station's newly established San Francisco office. New office is located in Monadnock Bldg.

VINCENT FRANCIS, sales manager of KGO and ABC San Francisco, is the father of a boy.

OLLIE CARPENTER, sales manager at WPFF Raleigh, is in Rex Hospital following a heart seizure.

GEORGE CRUMBLY, traffic manager of WSB Atlanta, and LEE MORRIS, music librarian, have received their A. B. degrees from Emory U.

Dorothy Byrne Akers

MRS. DOROTHY BYRNE AKERS, 31, secretary to H. Leslie Atlass, general manager of WBBM Chicago and vice president in charge of the CBS Central Division, died last Monday from a heart attack. She had worked at WBBM-CBS 12 years. Survivors include her husband; alone, Mrs. Muriel Byrne, and sister, Rosemary.

SHELDON PETERSON (s), news and special events director for KLZ Denver, accepts an "award of merit" from Walden E. Sweet of the Denver Press Club. Mr. Peterson won press club recognition for "outstanding radio newscast" of year, a telephonic recording relative to a murder case.

NABET LOSES

Petition Denied at WPTF

EFFORTS of the National Assn. of Broadcast Engineers and Technicians to have turntable operators included as a bargaining unit with engineers and technicians at WPTF Raleigh, N. C., have failed.

The National Labor Relations Board last Thursday vacated an order it issued Dec. 24, 1948, staying an election to determine whether the engineers and technicians wished to be represented by NABET. The stay order had been issued, on request of NABET, after NRLR on Dec. 15, 1948, directed that such an election be held and excluded turntable operators from the bargaining unit.

NRLB's latest order, besides reversing the Dec. 24 action, denies NABET's petition for reconsideration of the Dec. 15 order and directs that the election be held within 30 days.

NLRB ruled that the turntable operators at WPTF "do not have sufficient interests in common with the radio engineers and technicians to be included with them in a single bargaining unit."

The NLRB order pointed out that the turntable operators do not perform any technical or engineering duties, that they are included in WPTF's program department. and that, in addition to operating turntables, they do other work in the department.

NABET has maintained that there is "functional coherence" between the turntable operators and the engineers and technicians.

NABET also had argued that it has been the practice in the industry to group turntable operators with engineers for purposes of collective bargaining. But, said NLRB, "there is no evidence in the record developed at the hearing nor has the petitioner [NABET] in support of its motion for reconsideration submitted any evidence to buttress its contention that such historical practice exists in the industry ... the record reveals that the turntable operators have been specifically excluded from the bargaining unit represented by the petitioner in the previous contracts negotiated by the petitioner with the employer [WPTF]."

TWO MORE FM stations have gone on the air in eastern Canada, according to a report from Radio Branch, Dept. of Transport, Ottawa. CHYS-FM Halifax is now operating with 250 w on 96.1 mc, and CJC-FM Sydney with 250 w on 94.9 mc.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.
—3½ times more people than any other station in this market.
—A $557,200,000 retail sales area.
BILL BRENNAN
Named to New CBS Post

BILL BRENNAN, sales service manager of CBS Hollywood, has been named head of transcontinental sales on Pacific Coast. He replaces Frank Oaxart, resigned [BROADCASTING, March 7]. In making this announcement, D.W. Thornburgh, western vice president, said that no appointment to sales service post will be made at present. Mr. Brennan has served as sales service manager since November 1948 and previously had been an assistant producer with the network. He first joined CBS in 1946 as continuity editor. He is a graduate of USC and served with the Coast Guard for three years during the war.

PROETZ AWARD
Five Judges Are Announced

JUDGES for the fifth annual Erma Proetz Award, sponsored by the Women’s Advertising Club of St. Louis, have been announced by Mrs. Elmer C. McCaddon, chairman. Awards will be made May 13 at a dinner in conjunction with the St. Louis exhibit of Advertising at Stix, Baer & Fuller, St. Louis.

The five judges are:
Frederick W. Bouloct, vice president, J. Walter Thompson Co.; Leo Burnett, president, Leo Burnett Co.; Wilbur Smart, vice president and art director, D’Arcy Advertising Co.; E. F. Hasegawa Jr., vice president, Henri Hurst & McDonald, and Bob Gore, advertising manager, Marshall Field & Co.

Awards, consisting of $100 each for the first three winners, are to be given to the most outstanding creative advertising work in art, research, radio, copy, television, or other fields, produced by women from March 31, 1948, to April 1, 1949. Competition is open to any woman in the U.S., Canada, Mexico or Cuba. Deadline for the contest is April 10. Inquiries should be addressed to Mrs. McCaddon, 3510 Olive St., St. Louis.

PATT TO WCBS
Leaves WMGM After 10 Years

ROBERT PATT, for the past 10 years director of advertising and sales promotion at WMGM New York, has been appointed director of advertising and sales promotion for WCBS New York, G. Richard Swift announced last Wednesday. Mr. Patt replaces Jules Dunde who has resigned to become director of sales and sales promotion at KQW San Francisco [BROADCASTING, March 14].

Before joining WMGM, Mr. Patt was sales promotion manager for Free & Peters Inc., New York, and assistant radio director for Campbell-Ewald Co., Detroit.

CURRENT TRENDS and highlights of agriculture are being discussed the last Monday of each month by members of the Prairie Farmer-WLS Chicago staff as part of a comprehensive study.

BILL BACK, chief of test division of Schwering Research Corp., New York, is the father of a girl, Patricia Ann.
FIRE AWARDS

TWENTY-EIGHT stations have been nominated for the three Gold Medals awarded annually by the Natl. Board of Fire Underwriters for outstanding public service in fire prevention.

The stations nominated, along with their locations and services, are:

1. WGBA, Green Bay, Wis.; KBID Stockton, Calif.; WJR Detroit, Mich.; WPSR North Little Rock, Ark.; WOR New York City; WTVL Orlando, Fla.; WBBM Chicago; WRC Washington, D.C.

These stations will be honored at a ceremony to be held in New York City on May 15, according to the monthly compilation of the New York Stock Exchange. On March 15, the Philo short interest held by exchange member firms was 10,669 shares. On Feb. 15, it was 10,669.

Short interests are reported to the exchange monthly, indicating the number of loaned shares outstanding. The Philo stock would be the number of loaned shares to which a short seller could add his own holdings.

Among the stocks so listed:

WSK TO 1 KW

Remains on 990 kc

WSN Southern Pines, N. C., increased its power to 1 kw March 15. Station had been a 250 w outlet since friend took the air in August 1947.

Owned and operated by the Sandhills Broadcasting Co., WSN operates on 990 kc. Frank L. Baber is president and J. C. Cole is station manager.

In addition to the power increase, the station has recently remodeled its studios and inaugurated a new daily program aimed at the wider coverage area. Titled Going Forth With the Sandhills, the 10-week series salutes one community in the area each day.

KULA HONOLULU

Announces Staff Changes

KULA, 10 w Honolulu ABC outlet, has announced enlargement and realignment of its staff. Among executive appointments are: Jack K. Thompson, chief of news, and tape recorder formerly of KOPR Butte, Mont.; Jim Walker, chief of continuity, previously in same post at KUTA Salt Lake City, and Dick Smith, transmitter chief engineer, formerly of KYUM Yuma, Ariz. Marion Sexton takes over as sales manager, transferring from KPOA Honolulu.

Other appointments: Jesse Bab, secretary to Jack Burnett, general manager; Bill Daniels, announcer; Irving Phillips and Jim Davis, traffic drivers, and Mrs. Don Creed, editor of KULA's Housewives' Hit Parade.
A Continuing Study of Major Radio Markets
Study No. 12

New Orleans

These Famous Names Use
ADVERTISING
by
FITZGERALD
to Speed their Sales

FITZGERALD ADVERTISING AGENCY
Southern Building, New Orleans, La.

Twelfth of a Series
WDSU TV
CHANNEL 6 NEW ORLEANS 30,800 WATTS

brings a new world
of entertainment to New Orleans

TELEVISION
every night 6:45 P.M. to 10:00 P.M. except Monday

WDSU—The station with the most facilities to present New Orleans, the birthplace of showmanship.

TV transmitter and studios atop the tallest building in the Deep South — the Hibernia Bank Building.

WDSU—First with the most in New Orleans — this mobile television unit picks up "on the spot" telecasts.

WDSU—First and only station in New Orleans
FM—287 KC—15,000 watts (licensed 155,000 watts)

American Broadcasting Co. Affiliate
National Broadcasting Co.—Du Mont—WPIX Television Affiliate
Affiliated with the New Orleans Item
By J. FRANK BEATY

NEW ORLEANS boasts smugly of its romantic past, speaks proudly of its prosperous present but goes into sheer ecstasy when it projects current growth and physical plant into the future.

Few bother to question the historic tales of New Orleans' loves and troubles. Hundreds of books have been written about the amours of its swashbuckling forebears and the antics of its political regimes.

Curiously, and unfairly, the penmen of these animated phrases forget or neglect to mention that up to the Civil War New Orleans was the nation's first port; that it now is the second largest port, and that it is in hot pursuit of the No. 1 rank enjoyed by New York.

New Orleans, to the literary and art cults, is a city of spicy Creole cooking, wrought-iron balconies and quaint old buildings all concealed behind a laughing mask.

Remove the mask and you'll find a mercenary glint. For the Mardi Gras, besides ranking as "the world's greatest free show," is an important part of the city's economy, just as its Sugar Bowl football game, an ABC network exclusive, is more than a mere matching of the running and passing prowess of schoolboys.

When the eloquence of the fiction and article writers is wrung out there remains commercial New Orleans, an incredibly fast-growing city whose surging lifblood is nurtured by the heart of the nation—the Mississippi Valley. There remains, too, a radio market influencing the spending habits of 660,000 people who earn $850 million a year.

Modern Port Facilities Enhance City's Economy

Any faithful recounting of the modern New Orleans must be based on the premise that the city's economy—some 70% of it—is centered around the 17 miles of completely modern port facilities. For New Orleans worships the Father of Waters as the provider of its blessings. Thus blessed, it is utilizing its talents in the biblical tradition, multiplying them tenfold and even a hundredfold.

The visitor to New Orleans might as well leave his compass at home. This riverside metropolis is a geographical flip-flop. The map shows it to be situated east of the river, but the early riser who gazes eastward at the morning sun's reflection on the winding stream is likely to wonder if he has taken too bountifully of the city's enchanting and readily available nightlife.

For East is West and North is South in New Orleans. Standing not far from the foot of Canal St.—it's 171 feet wide—the startled visitor is told that the Mississippi is flowing northward.

The explanation lies in the pretzel pattern of Old Man River, giving rise to the "Crescent City" label. The general direction, of course, is southward. Due to a complete reversal of course in the New Orleans area, the city lies generally westward of the temporarily northbound river.

New Orleans is a good radio city. Its stations, doing over $2 million annual business, are expertly managed. Competition is intense, especially with the arrival of several independents since the war, and this has served to unearth new clients.

The eight AM stations augment their service with five FM signals but the FM outlets are far from self-supporting since most of the time they duplicate AM programs.

The Advent of Video To New Orleans

Television came to New Orleans last December, and it received a warm reception. Young Edgar B. Stern Jr., president of WDSU, directs operation of WDSU-TV, located atop the Hibernia Bank Bldg. Two studios are available there, and transmitter facilities were ingeniously installed in a roof-top edifice adjoining the antenna. Mr. Stern is an electronics engineer.

As of mid-February there were some 3,000 TV sets operating in New Orleans and of course the figure is rising every day. The city lacks coaxial cable networking but the kinescope film service is described as highly satisfactory.

Maison-Blanche store (WSMB) and WTPS hold television grants but have not yet announced plans to go on the air.

The AM programming, with its appeal to special audiences, includes many examples of noteworthy public service. Commercially, the stations are cordially received in the 155,170 radio homes (88.3% of all homes), and broadcasting shares with newspapers the first and second spots in the local advertising sphere. Retailers have been using the air medium more actively in recent years as station competition has been accompanied by intensified radio sales activity.

Five of the stations have their studios in the five leading hotels. WSMB is housed in the Maison-Blanche building, the store being half-owner. WTPS has a unique and elaborate studio setup in a modernized library building.

A score of efficient advertising agencies handle a substantial share of the $8 million in radio time placed on New Orleans stations. Their media buying is concentrated for the most part on radio and newspapers, with white space getting a rather heavy share of the advertising placed for retail stores.

Fitzgerald Adv. Agency, handling a list of important local and national accounts, is working on extensive radio plans for Jax beer

(Continued on New Orleans 4)

March 28, 1949 • New Orleans Page 3
New Orleans
(Continued from New Orleans 3)

(Jackson Brewing Co.), an account it has just acquired. Jax has always been radio-minded. Blue Plate Foods Inc., New Orleans, markets two score products and has used serials and spots. The firm likely will use more radio soon. H. J. Hills Stores buys announcements and spots.

Maison Blanche, big department store, places TV through Fitzgerald but handles other radio direct. Wesson Oil & Snowdrift Sales Co. is on NBC in the Pacific states with Noak Webster Says and has a local program on WWL, A Day in the Life of Mrs. Pierre Brouard of New Orleans. The agency has bought time for Greater New Orleans Inc., local promotion group.

Howcott Sees AM and Video
Each Appealing to Audience

President of the Fitzgerald agency is Leonard Gesner. Roy Schwartz is partner in charge of copy, Harley B. Howcott is media director and Tom Newman heads radio production. Mr. Howcott sees TV and AM each appealing to the audience. People like to read and do other things around the house, he says, adding that they can’t read and concentrate on television.

The local utility company, New Orleans Public Service Inc., uses institutional radio via the New Orleans Symphony Society, placing through Bauerlein Inc. Clark Salmon, with an interest in a New Orleans station applicant, is president of Bauerlein, with H. S. Meghe vice president.

The public service company buys spots for its lighting and transit services on at least three stations. Mr. Meghe said radio performed an important service during the February storm, warning of falling wires and handling other emergency announcements.

Night Club Uses Minute
Recordings of Its Talent

Beverly Country Club, world-famed night club and dining place, uses minute recordings of club talent through Bauerlein. The famed Higgins Industries had a coast-to-coast hookup during the war. Yellow Cab buys time for special purposes.

American Brewing Co. (Regal) is another of the radio-minded breweries buying New Orleans time. Its agency is Walker Saussey, with Mr. Saussey president of the firm. Regal has a half-hour Frank Parker disc in Louisiana and Miami and places news, sports and music in Louisiana and along the Gulf Coast.

William B. Reily Co. sponsors Old Corral for Louisiana tea and coffee in the South and for another brand as far north as Frederick, Md., some 65 stations in all. Walker Saussey handles Gibbons Feeds, sponsoring music and farm talks from the state agricultural school on several Louisiana stations. Mr. Saussey started the agency in 1930. Alvin Camus is office manager.

Spot Series Boosts
Sales of Dog Food

Robert Kottwitz agency places a successful spot series for Kam, dog food sold by National Packing Co., Greenville, Miss. Using spots as its principal means of advertising, the dog food rose to first place in New Orleans. The plant was forced to expand facilities but kept Kam on the air even during the period it was sold out. Kam has used television as well as sound radio.

American Coffee Co., a Kottwitz account, buys spots in New Orleans and Florence, S. C. Delta Life Insurance Co. is a local program and spot account. Burglass, large furniture retailer, is radio minded; Collord Motors (Dodge, Plymouth, Seiberling tires) is on four stations; Southern Hester Co. likes spots and television, and Gulf Bottlers plans a six-month campaign starting this month, all placing through Kottwitz.

William B. Howcott Inc., head of the agency bearing his name, believes many TV set owners give video the first break when they turn the dial but can’t see it ever replacing radio. He adds that he has 12 radios and one TV set in his home.

Tulane, LSU Football
Sponsored by Coca Cola

One of the active local sponsors, Louisiana Coca Cola Bottling Co., sponsors Tulane and Louisiana State U. football games exclusively, and sometimes simultaneously, along with college basketball and the Pelicans baseball team. Other bottlers form a statewide football hookup.

Mr. Wisdom says coke consumption in the area is highest in the nation. Some years ago he built up Coca Cola business in the Chicago and Toledo areas by use of radio, having as many as 85 spots a day in Chicago newspapers.

Southern Music store, DuMont distributor, buys radio and television locally through the Wisdom agency.

Video to Get ¾ of Night
Audience in Decade—Winius

Walter Winius, branch manager of Winius-Drescher-Brandon, with its office in this city, sees the day when three-quarters of the audience at night, when service is available, and perhaps half in the daytime.

The agency went into radio extensively for Jackson Brewing Co., having some 40 programs on as many stations, with TV included. An average of 10 programs a day was placed in New Orleans alone, including music, variety, sports and outdoor activities (salt water sports are open the year round).

Dixie Brewing Co. sponsors spots on five New Orleans stations and TV announcements on WDSU-TV, through Sewell Adv. Agency. The Sewell radio accounts include Foitz Tea & Coffee Co. (Zodiac, J.B.), placing in Gulf Coast states; Pallet & Penedo, jewelry manufacturer, and Union Savings & Loan Assn. Granville Sewell is owner, with Robert J. Caire and K. B. Thompson account executives, and Kenneth Franz media buyer. The agency has a number of industrial accounts.

Stone-Stephens has a list of radio accounts, including spots for Merchants Coffee Co., New Orleans (Union coffee); transcribed and life announcements in New Orleans for LaNasa Baking Co.; participations for Dickey’s potato chips; Commonwealth Homestead (Building and Loan); Baumers Food Products (Crystal preserves); Dixie Lumber Co.; Servi-Cycle distributors. Zets Seven-Up Bottling Co. in association with Maison Blanche store sponsors fights and wrestling matches. Lawrence H. Stevens is executive vice president of the agency. Margot Buvrant is media buyer.

City’s Life Centers
About the Mississippi

The radio activities of these firms are typical of the principal advertising agencies in the city. Every appraisal of the New Orleans scene, be it economic, electronic or romantic, must get around eventually to the curling Mississippi—not if an Orleanian or a maritime man is within range. The river at this point is a swift, turbulent stream a half-mile wide and well over 100 feet deep but its flood hazards have been eliminated.

In fact, there’s nothing lazy about New Orleans that the business-minded visitor is likely to detect in daylight hours. Contrary to popular conception, the New Orleans pace in store, agency, radio station or any other commercial place matches that of New York, Chicago and other American cities.

Though it boasts that it is the hub of the Deep South, the city lacks many Southern traits. Even the usual Southern drawl is relatively scarce, the average dialect more nearly resembling a mixture of Bostonian and Brooklynese.

With an international heritage—five flags have flown here since its founding in 1718—New Orleans likes to be known as the International City rather than as part of the South. Most of its early inhabitants were Latin Catholics, especially French, Spanish and Italian. Their imprint remains in many phases of New Orleans life. Radio programming naturally is influenced by the history and habits

Continued on New Orleans 8)
1. Houmas House, Burnside, Louisiana—a manor house in the grand tradition. Once occupied by the wealthiest planter in America, it is rich in romantic history.

2. J. Aron Sugar Refinery, White Castle, La. In 1948, nearly 5 ½ million tons of sugar cane were produced in Louisiana, which also leads the nation in cane sugar refining. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

The greatest selling power
in the South's greatest city
50,000 WATTS  CLEAR CHANNEL  CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.

3. WWL's Coverage of the Deep South
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.
Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.
of the diversified audience.

Many of the programs have French characters and cater to the nearby Cajuns who engage in fishing, farming and trapping. The Cajuns have a patois all their own that defies recording on paper.

The city is an educational and cultural center. Tulane, Loyola and H. Sophie Newcomb College for Women rank high and along with Louisiana State U. provide favored medical centers. There are 1,092 churches, including St. Louis Cathedral, oldest in America.

Just to show its diversification, New Orleans is a center of classical music and the birthplace of jazz. Two symphonies and an opera association are supported by the populace. The jazz supply is supported partly by Orleanians but mostly by tourists. Perhaps two dozen havens of rhythm prosper in a few blocks along famed Bourbon St., though their musical appeal shows the order of art in the nuance of primitive terpsichory.

The story of Dixieland jazz with its Louis Armstrong and other Basin St. innovators traces back to African tribal dances, European classics and American folklore. Proud of its musical heritage, New Orleans is broad-minded and has adapted the more violent fulminations of the bebop cult without conceding its superiority in sound or rhythm to its own Dixie Jazz.

Economic Gains Made During War Maintained

Fortunately for New Orleans, the war's need for transportation facilities brought just the recognition it long had desired and the war-wrought economic gains have been more than maintained. Similar stories can be told of the city's factories and other enterprises.

Living standards have reached a new high, and purchasing power is up 48% in the last decade despite inflation. Business activity was at an alltime high last year, dipping slightly at yearend with the national trend.

New Orleans' economic growth has been faster than that of most American cities. Here are some of the indicators that show the way the economic winds are drifting down by the Mississippi delta:

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>Amount</th>
<th>Year(s)</th>
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<tbody>
<tr>
<td>Bank debits--almost $8 billion in 1942, 9.7% over 1941 with the national average dropped 1.3%. This was nearly triple the 1939 total.</td>
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<tr>
<td>Bank clearings--almost $414 billion, up 8.5% over 1947 and triple the 1939 figure.</td>
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<tr>
<td>Construction--buildings permit $136.1% over 1937 and nearly five times 1937 figure.</td>
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<tr>
<td>Retail sales--$552 million, 6.3% over 1947 and triple present figure.</td>
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<tr>
<td>Wholesale sales--$141 billion, 4.9% over 1947 and triple 1939 war total.</td>
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<tr>
<td>Postal receipts--$4,812,568 in 1948, or 9.4% above 1947 and double 1939 level.</td>
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<tr>
<td>Utilities--new records for water electricity and gas consumed; 100,000 new telephones installed in last decade for total of 159,713.</td>
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New Orleans
(Continued from New Orleans 4)

POPULATION—City total of 581,000, up 80,000 or 15.1% since 1939. Metropolitan total increased from 552,744 in 1940 to 666,000; growth in city population in 1948 was 2.1%.

LABOR FORCE—Numbered at 329,000 at end of 1948 compared to 240,000 in 1939, with two of every five persons working and only 16,000 unemployed as 1949 opened.

TOLD INCOME—Increased from $287 million ($423 per person) in 1939 to $532 million ($813 per person) in 1948, 6.5% above 1947. Per capita income thus rose from well below to 10% above national average.

City a Natural Gateway For Midcontinent Area

New Orleans considers itself most fortunate in its geographical location about 100 miles from the mouth of the Mississippi. In this spot it is the natural gateway for the vast midcontinent area comprising 41% of the nation's people; producing 40% of U.S. factory products; mining 63% of its minerals; growing 56% of its crops and timber, and handling 42% of its foreign commerce. Moreover, it is the natural artery for Latin American trade.

Quite aware of this strategic situation, the area has deliberately set out to attain dominance in international trade. First, it has adopted, among others, the label "International City." Second, it has constructed vast wharf, loading and warehouse facilities. Third, it has coordinated all forms of transport. Fourth, and highly important to the whole picture, it operates a three-plex trade-getting setup that includes International House, International Trade Mart and International Free Trade Zone.

Foreign Trade Grows; Ships Dock Year Around

Having jumped in three years from fifth to second place in dollar value of its foreign trade, New Orleans boasts that it is "The First Port in Efficiency," and jumps at the chance to argue it out with anyone. Ships dock in all seasons, attracted by the 12 miles of covered wharves and other facilities.

The Army, New Orleans notes proudly, because of this efficiency ships 40% of its overseas cargo through the port, which has 51.4 miles of total harbor frontage on the Mississippi and 11 on the Industrial Canal and a 117-mile belt railroad.

Scores of shipping companies provide scheduled cargo and passenger sailings to all the world. Nine converging railroads provide comparatively low-rate service to the Midcontinent as well as the rest of the nation. Seven domestic and overseas airlines use the tremendous Mousant International Airport, described as the largest commercial field in the nation. An extensive highway system feeds into New Orleans.

Of special interest commercially is the fact that some 14,000 miles of inland waterways provide efficient and low-cost barge and other water-carrier service in all directions.

Canal Links Mississippi, Intra-Coastal Waterway

Heart of this extensive inland waterway system, New Orleans has constructed the Inner-Harbor Navigation Canal, or Industrial Canal as it is commonly known. Connecting the Mississippi and nearby Lake Pontchartrain—a saltwater annex of the Gulf of Mexico, the canal is linked by the Mississippi and its tributaries and the Intra-Coastal Canal from Trenton, N. J., to Brownsville, Tex.

Coordinating rail and water services in the belt railroad concept with river and intra-coastal barge terminals on the canal; with rail terminals, and with shipbuilding lines. Through, all-water routes, barge-raft and rail-freight service are available with 40 states and in each case the rates are lower than the favorable all-rail rates.

The port facilities must be seen to be appreciated, and New Orleans sees to it that they are seen. A palatial 153-foot yacht, originally built in 1931 for William Fisher of the General Motors Fisher family, is used to give visitors a quick and thorough view of the harbor. Quite modestly, the port's Board of Commissioners awards the Good Neighbor, between demises, that it is the finest harbor inspection boat in the world.

City Awaits Building Of Channel to Gulf

The highly mechanized port has gadgets to handle everything from a bunch of bananas to a steam engine. The public grain elevator holds 2 2/4 million bushels and easily handles an annual 10-time turnover.

Unconcerned by seasons, the port's diversity in cargoes blends with its modern facilities to give the city a 1-to-1 import-export ratio that is the envy of other U.S. ports. And peering contentedly into the future, the city awaits construction of a new deeper water channel to the Gulf that will eliminate hazards of navigating the delta's hairpin bends and spur its economic and commercial progress.

The port is thoroughly equipped with repair facilities capable of handling ships up to 18,000 tons. Several big refineries and terminals provide oil and coal while ships are loading and unloading.

Through Seatrain or freight-car carrying vessels provide service between New Orleans and Havana. Major banks in New Orleans provide foreign trade departments and necessary financial services for the international business and 34 countries maintain consular representatives linked by commodity markets for coffee, cane sugar, rice and other products influence the flow of tonnage.

International House Businessmen's Rendezvous

The three-plex International House-Trade Mart-Free Port service provides combined facilities that draw important business to the city.

International House offers a place where businessmen from all

(Continued on New Orleans 8)

IN NEW ORLEANS

Do Annual Billings of

8 AM, 5 PM, 1 TV STATIONS

$2,000,000

Page 6 New Orleans • March 28, 1949

BROADCASTING • Telecasting
REMEMBER
New Orleans
NOW FORCE TIME!
5000 Watts - 690 KC

Ask a
Geo. Hollingberry Man

HOTEL NEW ORLEANS, New Orleans
Also Operating KSKY-Dallas
KGHI-Little Rock

March 28, 1949 • New Orleans Page 7
countries can meet. It was formed by valley business, civic and educational leaders to stimulate growth of trade, travel and cultural interchange. Operated on a non-profit, non-trading basis, it is housed in a 10-story building providing secretarial, library and other services along with complete club facilities—all helping the businessman from abroad transact business in this country.

Supporting this good-neighbor project is the ultra-modern International Trade Mart, a few steps away and also in the heart of New Orleans. The mart, too, is non-profit. It is a wholesale trading center where raw materials and manufactured products are attractively displayed along indoor streets. Here buyers and sellers meet, buyers to see what people of the U. S. and other nations have to sell, and sellers to display their wares without expense of warehouse stocks.

The International Free Trade Zone is a segregated port area with a half-million feet of storage space, cargo-handling machinery as well as a long parallel wharf where ocean-going ships may berth right beside railroad tracks.

It is a customs-free fenced-off spot where products from abroad may be stored, examined, processed and otherwise manipulated without paying any import duties. These goods can be held, or processed under customs immunity, and then transshipped at the convenience of the importer. The free zone has low fire insurance rates and provides another stimulus to foreign trade.

**City Feels Well Protected Against Business Letdown**

New Orleans contemplates its geographical advantages—industrial plant, port facilities and nearby agriculture with satisfaction as first fears of a business letdown are voiced in other major cities.

The economical balance—in to 1 import-export ratio, extensive oil and gas reserves, growing industry, expanding agriculture and heavy reliance on distribution enterprises—is considered quite depression proof, relatively speaking. Distribution declines, for example, are expected to lag possibly 18 months behind industry. Farmer suffering would be minimized by parity support.

Mortgage money people, Orleansians remind, are generally bullish on the whole region in their land valuations.

The area sits on one of the world's great fuel bins—a 200-year supply of gas plus off-shore oil resources surpassing the fondest dreams. Even today, local oil men say Louisiana is the nation's No. 1 petroleum state.

Agriculture is thriving in many parts of Louisiana, especially the Delta area to the south where for centuries the persistent Mississippi has been depositing the finest topsoils of the Midcontinent. With oil and gas resources, growing vegetable crops are harvested every year. The sugar, rice, corn, cotton, strawberry, and sweet potato crops are heavy. Citrus fruit growing is just starting to assume importance. Livestock raising is expanding. The fur business is noteworthy, Louisianna supplying three times as many pelts as Canada and Alaska, and the lumber industry is developing speedily.

The cane crop is processed in nearby refineries, including the world's largest—American Sugar Refining Co. Half the industrial alcohol in the nation is distilled in New Orleans. Found out every five washable men's suits come from the city and Wembly Inc. is the world's largest neetkie manufacturer.

Other big industries in New Orleans, all making essential products, include American Radiator & Sanitary Mfg. Co., which is converting the wartime Consolidated Vultee airplane plant to manufacture vitreous china and will have a $5 million annual payroll; Celotex, Johns-Manville and Lone Star Cement Corp., among others, in the building supply field; Chase Bag Co., Higgins Industries and Jones & Laughlin Steel Corp., International Harvester (twine) and Penick & Ford to name a few more.

**1,000 Industrial Firms Have $147 Million Payroll**

In all, over 1,000 industrial firms employ over 60,000 persons and have a payroll of $147,600,000—212 1/2% increase in employers and 637% in payrolls since 1939.

Like other cities New Orleans has weather and politics—and both in abundance. The weather is its pride and joy. The politics—well, the time has passed when Orleansians let their heads drop silently when the subject is mentioned.

Year round the weather is delightful, the Association of Commerce boasts. This claim is supported by Weather Bureau statistics and by the confirmation of transplanted northerners who wouldn't live anywhere else.

The political situation has changed violently since Mayor de Leaspe Story (Chep) Morrison took office in 1946. America's youngest mayor, he has partly cleaned the nation's oldest Red Light district in the French quarter and has launched a tremendous program of public works. This program includes a union station, traffic facilities, recreation centers and similar projects.

The Negro audience, important in New Orleans, is widely misunderstood in the North. Negroes comprise less than a third of the populace—perhaps even smaller than that of Washington, D. C., but this group of 165,000 has developed impressive earning power.

The 165,000 Negroes have 75,000 earning units. Even maids get $16 to $20 a week and in the building trades the wages run around $1.25 an hour. If they can't find a job, they receive unemployment insurance at the high rate of compensation hasn't resulted in an army of unemployed siponers of the public purse.

Eight percent of Negroes own their homes. They spend 27% of their income for food and have a total buying power estimated as high as $24 million a week. Moreover, they buy for cash. Sixteen insurance companies do a business of $6 million a year. Two colleges, Dillard and Xavier, serve the Negro population along with 45 public schools and 522 teachers, and 475 churches.

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**Surveys of Other Radio Markets**

**Watch For**

- **Richmond**
- **Buffalo**
- **Seattle**
- **Detroit**
- **And Others**

**MAJOR**

**WTPS**

**THE TIMES-PICAYUNE STATES STATION**

Serving Over a Million and a Half Listeners in the South's Greatest Market

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**MARKET DATA**

<table>
<thead>
<tr>
<th>CITY</th>
<th>6-5 V/M</th>
<th>5-4 V/M</th>
<th>TOTAL</th>
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<td>New Orleans</td>
<td>524,200</td>
<td>540,315</td>
<td>1,064,515</td>
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<tr>
<td>Baton Rouge</td>
<td>201,400</td>
<td>177,270</td>
<td>378,670</td>
</tr>
</tbody>
</table>

**_SENSITIVE PAYLOADS AS MEASURED BY WILSON & CARR**

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**NATIONAL REPRESENTATIVES: THE WALKER CO.**
The test pattern is decorated with touches of typical New Orleans iron grill designs.

A former NBC TV development engineer, Dr. Mayoral supervises technical aspects of the business. The station claims the highest tower in the city, a 241-foot structure atop the 200-foot hotel building.

Block Programs Dominate; New Studios Are Planned

Block programming dominates. Three popular race programs are Poppa Stoppa, Jam, Jive & Gumbo and Boots & Saddles. Hi Neighbor is broadcast from nearby suburbs. New studios are planned on the hotel's 11th floor and construction will include provision for TV. WBCM feeds a group of FM outlets with programs from Continental FM Network's tape. The FM station remains on the air until midnight. AM and FM use the same tower. WJMR representative is Forjoe & Co. Basic hourly AM rate is $55. FM rate is $60.

WNOE

St. Charles Hotel
Raymond 6423
220 w 1450 kc
CP---50,000 w (D) 5000 w (N) 1060 kc
ORIGINALLY founded in 1924 by Coliseum Place Baptist Church, WNOE was bought by Lt. Gov. (later Gov.) James A. Noe, also owner of KNOE Monroe, La., and part owner of KOTN Fine Bluff, Ark. Gov. Noe changed the call from WBN to WNOE and in-

(Continued on New Orleans 10)
increased from timesharing to full-time.

Up to World War II WNOE was the first 24-hour station in Louisiana, according to James E. Gordon, general manager, who joined station in 1939 after a decade in New Orleans radio. Mr. Gordon hopes to have the 50,000 w plant on the air by au-
tumn, when FM will be added. WNOE plans to
include eventual entry into TV.

The station claims to have pioneered Negro programming.

Prof. O. C. W. Taylor, Negro, is in full charge of programs filled on NBC by segment of New Orleans population and is described as the only full-time Negro reporter. Negroes produce and direct their own pro-
grams from their MYCO.

Originate Statewide Political Programs

WNOE emphasizes public service, says Mr. Gordon. It originates many statewide political programs and has weekly periods for Sena-
tors and Congressmen. Big Joe’s Happiness Exchange, 6-8 every morning, does everything from recruit volunteers to build a house for a widow to insatigating a “Ship of Friendship” for Orleans, France. In charge of the program, whose aim is to help the underprivileged, is Joe Rosenfield, Bill Monroe. Newman, always takes a wire re-
corder with him when he leaves the office. Weather reports are car-
rried five times daily direct from the Weather Bureau.

National representative is Burke, Kuipers & Mahoney. Class A hourly rate is $150. The station is the New Orleans affiliate of MBS.

WSMB; WSMB-FM

FOR years, starting April 21, 1925, WSMB was a goodwill sta-
tion operated by Saenger Theatres (now Paramount-Richards The-
atre and the famed Maison Blanche depart-
ment store as a goodwill project. Talent abounded through the the-
atrical tieup and a 500 w signal was radiated on 940 kc from an antenna on the building.

Along in 1928 popularity of the programming leveled off. When its NBC affiliation was acquired in 1929, popularity skyrocketed. Pub-
lic reaction to the commercials on NBC programs was favorable so the station decided it could im-
prove local programs by selling them to sponsors. Sales jumped around the city, programs were ac-
cepted favorably and for the first time WSMB was a profit-making unit, a situation that has continued for two decades though profits are down from the war peak due to higher labor costs and a $150,000 FM plant.

The 56,000 w FM service is given AM advertisers as a bonus, pro-
grams being duplicated, breaking the station feels it is gaining public goodwill from the FM investment in what is described as a vast serv-
ice area.

Richards Is President, Wheelahan General Manager

E. V. Richards, head of the theatre-
atre group, who first conceived the WSMB project, remains presi-
dent of WSMB Inc. General Manager is Harold M. Wheelahan, who has served in many community and industry activities. The station has remained an NBC affiliate. The original 940 kc frequency was changed years ago to 1350 kc.

WSMB is represented nationally by Edward Petry Co. Basic hourly rate is $200. The station holds a television grant which now is inactive, but a hearing was scheduled before the FCC.

WTPS; WTPS-FM

601 Howard Ave.–Canal 5541
1928 w 940 m 55,000 w 95.7 mc

FIRST radio enterprise of the Times-Picayune Publishing Co. (Times-Picayune and States) was WJBO, started at Tulane U. in 1923 but soon abandoned. Now the publishing company owns WSMB Inc. New Orleans, is in radio for keeps with a $600,000 plant.

Studies are described as the most elaborately equipped in the city, compris-
ing a three-story layout in the old brownstone Howard Memorial Li-
brary building. H. F. (Bob) Wehrmann, gen-
eral manager, drew on his archi-
tectural background in rebuild-
ing the library interior into a posh auditorium, three other studies, two booths, vast office space and a basement Circle Room avail-
able to civic organizations.

The station is an applicant for full-time on 940 kc for one hour, and duplicates during the day. Evening programs stress good music. The schedule features local program-
ing, says Mr. Wehrmann, with most of the business booked by local retail stores. L. K. Nicholson, head of the publishing interests, is head of the radio operations. John R.

O’Meallie is commercial manager and Mike Clarke program director.

Transmitter is located at Gretna, La., where a 607-foot tower carries the AM and FM antennas.

The daytime programming is aimed largely at the women’s audi-
ence in New Orleans homes. It in-
cludes a musical triolo along with local serials and Saturday morning Quizzdown for youngsters.

Firm Has Television CP,
But Video Plans Incomplete

Class A hourly rate of WTPS is $60. Walker Co. is national rep-
resentative. When the Times-Pica-
yune company bought the radio station again after World War II it did in-
tain an FM permit and was on the air Jan. 3, 1947. The AM day-
time operation started Feb. 16, 1948. Mr. Wehrmann, who “sparks” in the 20s, was purchasing agent for the Times-Picayune pro-
erties at the time of his selection to manage the radio interests. The company has a television CP but has not indicated when it expects to be on the air.

WWUE

Hotel New Orleans
1060 w D (CP 5000 w 1150) 690 kc

FOUNDED in 1947, WWUE has spent much of its life in the throes of construction. Work on the new sta-
tion was started in September, 1947, and it took the air the following Dec. 8. A month later FCC grant-
ed a 5,000 w fulltime permit. Clear-
ings were made by the station, but the swamped of Saint Bernard Parish below New Or-
leans is not a good location to hold bulldozers.

Swamp Skip-
ers, huge ma-

ches used for oil prospecting in swamp land, did the trick even-
tually though General Manager Joe Oswald served as skipper of a Swamp Skipper be-
fore the job was done. Because water came within two inches of the surface, special techniques were devised to carry towers.

The 5000 w signal was being tested last month, with plans for early spring dedication of full-
time operation. Hours will be 5 a.m. to 11 p.m. seven days weekly.

President of WWUE is A. L. Chilton, in radio since 1927 and also president of KSKEY Dallas and KGHI Lit. Ries. Mr. Oswald has been in radio nearly two decades, including posts at WWKH and KTBS Shreveport. He assumed WWUE management a few days after the” station ground was broken in 1947 at Gretna, La., Jefferson Parish a site of the daytime transmitter. Assistant manager is William D. Dubach.

Programming stresses good music and news every hour on the half-
mile. Music ranges from western to semi-clasical tunes. An early

afternoon hour (1:30-2:30) is entirely free of commercials and car-
dies little talk. First half-hour of this segment is devoted to semi-
classical music, the second portion, the second period, is spent to Broadway show tunes. Two hours of race programming are carried in the late afternoon.

WWL; WWLH (FM)

Roosevelt Hotel
Raymond 2194
707 kc
1,000 w 100.3 mc

LOLOYA U. first became interested in radio in 1907 when Rev. Anthony Kunkel, S. J., physics pro-

fessor, set up a spark transmitter. In World War I he trained radio operators for the government. KDKA’s tests in Pittsburgh fired the school’s imagination and a broadcast station went on the air March 20, 1922, with 10 w on 833.3 mc. Power was increased to 50 w on 1090 kc, upped to 500 w on 1220 kc in 1928 and to 5 kw on 850 kc in 1929. Studios were opened in the Roosevelt Hotel in 1902 when power was raised to 10 kw.

Loyola U. President

Also Is Head of WWL

WWL became a CBS affiliate in 1926 and it still holds. Katz Agency was named as re-

presentative in 1937 and that year the power was increased to 50 kw. Rev. Thomas J. Shields, S. J., Loyola president, is also president of WWL with W. Howard Summerville Sr., at one time with WGST Atlanta, general manager of the operation. WWLH (FM) duplicates most of the AM programs. The station is an applicant for a Channel 10 TV station. Basic hourly AM rate is $450. The FM trans-

mission carries a number of serious music programs including a com-
plete series of radio plays staged by the New Orleans Opera House. And concerts by the New Orleans Symphony Assn. Mr. Summerville and Philharmon-
ic Society.

Maison Blanche department store sponsors a five-weekly 6:15-6:30 p.m. school series in which athletes and other students participate. A Friday Music Land program is heard by all public schools in co-
operation with the Junior League. Other retailers on the station in-
clude D. H. Holmes, with a nine-
year series of weekly half-hour programs, and A. Burgess Furniture Co., on WWL since 1932. Jax Beer has been sponsoring six-10 minute spots on a weekly basis.

Falstaff Brewing Co. has six music half-hours weekly. American Brewing Co., for Regal beer, spon-

sors a broadcast on Saturday. WWL-pro-
duced historical series, and CBS 10 p.m. news which is transcribed and broadcast 10:05-10:30 p.m.
If not, then you're a fringe reader of this journal—the business paper of the Business of Broadcasting.

Because everybody whose business is connected directly or indirectly with the Business of Broadcasting subscribes to BROADCASTING. In fact BROADCASTING delivers more paid radio circulation than the rest of the trade journals combined.

So . . . if you happen to be (for example)
- An AM, FM or TV station with a message for advertisers and time-buyers . . .
- A national representative in search of more business.
- A transcription or program service seeking more accounts.

In fact . . . if you're anybody of importance who wants to reach anybody else of importance in the whole vast picture of American broadcasting.

BROADCASTING is the surest, best advertising medium you can possibly put to work.

Send for our new brochure:
"Are You In This Picture?"

Address: Publisher, BROADCASTING
National Press Bldg., Washington 4, D. C.
A "CAPITOL" IDEA IN CHICAGO – During the N. A. B. Convention, drop in at the "Capitol Cabana". Relax and talk of trivia...join in the convivialities.

And make a mental note or two on Capitol's new transcription line-up – the kind of shows that convert sustaining time to "sponsored". See you in "Cabana 502".

A UNIQUE LIBRARY PROGRAM SERVICE
On All Accounts
(Continued from page 18)
formed the Hunter Advertising agency.
A few months later Bill bought his partner's share; becoming sole owner of a sturdy little agency. The Pershing Square Bldg. at 448 S. Hill St. in downtown Los Angeles houses Bill serving as sole account executive, and his staff of four, including a three-man production department and a secretary. Most of agency's billing is in radio, with one or more of his clients using every station in the Los Angeles area at this time.

His accounts include Milliron's Department Stores, expending approximately $75,000 a year on radio and television and currently sponsoring two weekly TV shows, Shopping at Home and one weekly on KFI-TV Shop, Look and Listen; Central Chevrolet (dealers) spending approximately $100,000 per year on radio and television; Alpert's Yardstick Stores spending approximately $1,500 per month on both media and currently sponsoring one weekly participation on Shop, Look & Listen, and two weekly participations on Shopping at Home; Benson Shops (women's wear) now sponsoring two weekly participations on latter TV show.

Bill is at home in Huntington Park with his wife, the former Joyce Lee Enns, whom he married in 1941 when she was a senior in Huntington Park High School, and his seven-year-old namesake, Billy Scott Hunter II.

He belongs to no clubs and has no time for hobbies outside of a bit of golf. Most of his time, he says, is spent thinking about getting new accounts and holding on to the old ones.

WCCO WORK KIT
Tells Summer Drive Plans
WCCO Minneapolis-St. Paul, whose 1949 summer campaign won the College of New York's award of merit in the 50 kw category for the "most effective all-over radio station promotion," has published an elaborate work kit reviewing that campaign and outlining 1949 summer plans. The kit, arranged in loose-leaf style with attractive cover, stresses the theme, "Get the ones that get away! Take 13 weeks with pay—on WCCO."

Besides reviewing WCCO's 1948 activities and previewing its 1949 campaign, the kit lists national spot advertisers not using the station but using other CBS-owned outlets, Minneapolis-St. Paul newspaper advertisers not on WCCO, magazine advertisers not using the station, and Twin Cities advertisers using radio but not WCCO. Included also are program availability and 3BM comparative coverage maps.

Feature of the Week
(Continued from page 18)
month, is an informal discussion of the experiences of Gannett reporters, the personalities they meet who dominate today's news, and human interest anecdotes about the Washington scene.

There is no set pattern for the show. The staff tries to talk to the audience much as they would talk to an interested friend. Sometimes they involve a national personality as guest for the day. The only rule of the show is to keep it as interesting as possible, with lighter anecdotes chosen in preference to weighty, but dull, topics.

One broadcast dealt with the rebuilding of the White House. Another had as guest the Secretary of Agriculture; was an important news story. Topics discussed by the staff have included the Senate filibuster, federal health insurance and President Truman's wire-wracks at White House news conferences.

Taking part in the programs are Vern Croop, chief of the bureau, and staff members Paul Martin, Reginald Torrey, Joe Kusaila and Robbie Johnson.

With the program receiving favorable response from the six stations now carrying it, the Gannett staff hopes eventually to distribute Capital Memo to stations throughout the country.

FCC Asks Dismissal
MOTION has been filed by FCC with U. S. Court of Appeals for the District of Columbia to dismiss appeal entered by A. J. Felman against the Commission's revised proposal decision to renew the license of WJOL Joliet, Ill. [Broadcasting, Feb. 7]. FCC held that appeal interested in railroad station action has not been taken by the agency. Commission further held that Mr. Felman's request to stay, suspend or annul Sec. 3109 of FCC's rules, which restricts time reservation pacts in station sales, can only be heard in a statutory three-judge District Court. The FCC proposed decision was additional to WJOL's terminating a time reservation contract with Mr. Felman.
The Maryland Senate last Tuesday killed a bill to prevent courts from adopting or keeping rules tending to restrict radio and print freedom. However, a 17-11 vote the Senate decided against accepting a recommendation of its judiciary committee favoring the legislation. The committee, on a 6-2 vote, had reported the bill favorably.

Previously the Maryland Press Assn. had gone on record in opposition to a proposal to extend Rule 904 of the Baltimore Supreme Bench to include all of Maryland. It was for alleged violations of this rule that four Baltimore stations, WITH CMW RFWH RFWS had been fined within the last two months [BROADCASTING, Jan. 31, March 7, 14]. The bill restricts broadcast or publication of certain information about crime, including any statement made by accused persons or mention of his actions after arrest, or any mention of a previous criminal record.

COL. WILLIAM P. NUCKOLS, Chief of Air Information Division, has been appointed special assistant to director of public relations, U.S. Air Force announced.

WHFL-FM Hempstead, N.Y. — Granted renewal of license for period ending Aug. 1, 1951.

License Extension
WXUM Radio Ohio Inc., Columbus, Ohio, and WXXT, WHAS Inc., Louisville, Ky. — Granted temp. extensions of licenses for expirations at stations WXXK and WXXT for period ending March 1, 1953. A proposal for temporary operation on 25-25.25 mc is terminated by July 1, and subject to a further condition that no harmful interference is caused to any other station operating on this or adjacent frequency.

Remote Pickups
Commission made final, effective immediately, its proposed amendment of Part 4 of rules and regulations governing exp. and aux. services to add id Sec. 4.631 new paragraph which permits use of remote pickup stations in Alaska, Hawaii and Puerto Rico for purpose, including recalls and relaying by microphone, of telephone, as may be maintained without wire lines at locations main station, but prohibits direct broadcasting by remote pickup stations. Interference problem prevents extension of such broadcasting to stations within continental United States.

March 23 Applications...
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N. W., Washington, D. C. ADams 2414</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
</tr>
<tr>
<td>CRaven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8125</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMars Assite</td>
</tr>
<tr>
<td>John J. Keel</td>
<td>Warner Bldg., Washington, D. C. 13th &amp; E St., N. W. National 6513</td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>Suite 604, 1757 K St., N. W. National 0196</td>
</tr>
<tr>
<td>Worthington C. Lent</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue Washington 6, D. C. Michigan 2561</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N. W. Sterling 7932</td>
</tr>
<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1605 Connecticut Ave. MI 4151 DALLAS, TEXAS 1728 Wood St. Riverdale 3611</td>
</tr>
<tr>
<td>W. E. Anderson</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. R. Biller</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Saxton &amp; Winston</td>
<td>DALLAS 8. Tel: 7-2756</td>
</tr>
<tr>
<td>Philip Merryman &amp; Associates</td>
<td>King Street, Lynchburg 3-3273</td>
</tr>
</tbody>
</table>
Help Wanted

Manager

Manager for 250 watt station operating in Hi Point, PA. Must be licensed. Good communication skills and a desire to work with people. Must be qualified to direct all phases of operation. $500 per month. No commission. Preference given with at least one year's experience. Send complete resume, with location. Give complete details in each letter, telling us your present job, and at least three references. No phone calls. Send resume to Program Manager, WMID, Midland, Michigan.

Help Wanted (Cont'd)

Announcer with first phone license. New regional announcer wanted to do fill-in shows. Send complete letter and snapshot with resume. Salary $200 per week. Also $200 for sales. Must be able to travel. Reply Box 572a, BROADCASTING

Very good job available for experienced announcer with at least 4 years' experience. Must be able to audition discs to KVY1, Dalhart, Texas. Very attractive.

Wanted—Experienced announcer for local Virginia network station. Splendid working conditions and congenial organization. Send full information and disc if interested to WNLJ, Suffolk, Virginia.


Technical

Experienced engineer for 5 kw mid-day station. Reply with resume and reference in letter. Box 522a, BROADCASTING

Wanted by broadcast and recording studio in New York City, engineer or audio technician, age 21 to 30, experience in recording studio desirable. Box 522a, BROADCASTING

Experienced, qualified combination man for Newton, MA. Radio is ticket and sales. Send audition disc of voice and full record of your body. Write full information to a man preferred. Salary $2000 per month for forty hour week. Reply Box 522a, BROADCASTING.

Chief engineer needed for 250 watt day-station. Salary $300.00. WCHE, Etna, Pennsylvania. Box 522a, BROADCASTING. Immediately—Engineer-announcer for progressive network station. Congenial setup, small city, good working conditions. Send disc complete background, salary expectations to WDEC, Americas, Ga.

Needed immediately—Two combination engineers. Send full information to Lester Gould, WJNC, Jacksonville, Florida. Announcer-limestone licensed engineer and announcer wanted immediately. Call J. L. Manson, Phone 80, Blacksonto, Florida.

Production-Programming, others

Wanted—Experienced copywriter-announcer by western 5000 watt CBS station. Box 528a, BROADCASTING

Contest writer wanted by 1000 watt independent near Chicago. Box 525a, BROADCASTING

Program director-announcer wanted by small radio network affiliate. Must be experienced. Permanent. Tell all first letter. Write Box 526a, BROADCASTING

Continuity writer, free lance, for spot commercials and fill-ins. Write for rates by mail. Write, giving full information for samples. Box 527a, BROADCASTING

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced boraz commercial writ- ing. Good salary, nice city. Send qualifications, sample copy and photo to WDFD, Flint, Michigan.

Radio commercial copywriter. 10 kw station, 90% of time in studio. Excellent opportunity for increased earnings to capable writer. Must be able to write commercial copy that really sells. Only a few successful cases among those with congenial staff, liberal atmosphere, generous salary requirements, etc. Please include resume, present rate, specific work experience, etc. Mail replies, Box 528a, BROADCASTING.

Wanted—Announcer experienced play-by-play football and baseball. Reply Box 572a, BROADCASTING

Wanted—Announcer-experienced play-by-play sports for large Pennsylvania FM station. Send full details. Reply Box 573a, BROADCASTING

Announcer—Veteran eligible for job on top network. Reply Box 573a, BROADCASTING

Announcer-engineer, accent on announcing. With CBS affiliate under contract. Send disc and particulars to KBOW, Butte, Montana.

Situations Wanted

Manager

Manager—Thoroughly experienced all departments. Successful 18 years Network. Now available. Box 822, BROADCASTING

Executive manager. 12 years experience in rural, urban and industrial broadcasting. Three college degrees, 36 years old, aggressive. Will handle all operations, general manager-program director-commercial manager of your progressive station. Full details. Must have fully tested direct air sale plan. Present station is in tough market. Box 578a, BROADCASTING

Experienced, capable young man, ex- cellent background. Presently ex- pected, seeking change to progressive station. Box 579a, BROADCASTING

Eleven years background guarantees aggressive, highly develop, independent or affiliate. Family man, top management position. Excellent opportunity. Box 579a, BROADCASTING.

Looking for good combination man? Two years experience, full time, first ticket, no disc available. Like to work. Box 575a, BROADCASTING

Good junior man for your announcing staff. Good radio background, experience, education. Age 21, northern. Box 579a, BROADCASTING

Experienced announcer, 25. Deep well trained friendly voice. College, journalism major, can write continuity. Box 549a, BROADCASTING.

Versatile announcer desires position with progressive 5 kw or 5 kw station in Connecticut area. Age 23, college, pleasant voice, excellent background, 3 years experience. Available two weeks. Box 580a, BROADCASTING

Announcer—Handle all types of shows, production, disc jockey and independent operation. Know continuity, promotion, production, sales, etc. Specialize in disc jockey and news. Prefer northwest. Box 540a, BROADCASTING

Announcer. Married and dependable. No experience in radio. Will accept disc and special shows. Excellent opportunity. Write qualifications, sample copy and photo available. Box 543a, BROADCASTING

Salesman

Salesman—Immediate, 5000 watt neutral station, guaranteed salary, commission, consider promotions. Radio sales over, excellent income. Immediate. Write Box 580a, BROADCASTING.

Salesman, immediately, 5000 watt neutral station, guaranteed salary, consideration, commission. Excellent opportunity for energetic, capable salesman. Must know market. Out staff knows of this advertisement. Box 580a, BROADCASTING

Salesman, immediately, 5000 watt neutral station, guaranteed salary, commission, consider promotions. Excellent opportunity for energetic, capable salesman. Must know market. Out staff knows of this advertisement. Box 580a, BROADCASTING

Salesman—Experienced, enterprising, hungry for newspaper owned station. Single man preferred. Good location. Write, sending transmission if possible. Box 474a, BROADCASTING

General announcer for Texas station, tell all. Box 527a, BROADCASTING

Wait combination man cover and write sports, jazz, fill-ins, 3 days a week, play-by-play on-air. North Carolina area. Box 524a, BROADCASTING

Announcer wanted for east coast indepen- dent station, with emphasis on news. Prefer associate degree, experience, salary, photograph and reference. Box 580a, BROADCASTING

Announcer—Must have good voice and be able to do a job on disc jockey, ad sales, and beat the rush. High rate, high region, end of housing for newspaper owned station. Single man preferred. Good location. Write, sending transmission if possible. Box 474a, BROADCASTING

Situations Wanted (Cont'd)

Announcer—Wants job with network affiliation. Good voice. Experience. Box 511a, BROADCASTING

Experienced sports director now at Penn State. Offers entry into 350 mile radius for audition and interview. Box 512a, BROADCASTING

Experienced, sports director presently University graduate, has played in, played, played, played all sports. Professional attitude, good knowledge of basketball, baseball, boxing. Married, 24. Salary change. Box 825a, BROADCASTING

Looking for good combination man? Two years experience, full time, first ticket, no disc available. Like to work. Box 575a, BROADCASTING

Salesman—Experienced, 20. Deep well trained friendly voice. College, journalism major, can write continuity. Box 549a, BROADCASTING

Announcer—Handle all types of shows, production, disc jockey and independent operation. Know continuity, promotion, production, sales, etc. Specialize in disc jockey and news. Prefer northwest. Box 540a, BROADCASTING

Salesman, married and dependable. No experience in radio. Will accept disc and special shows. Excellent opportunity. Write qualifications, sample copy and photo available. Box 543a, BROADCASTING

Sports announcer—Two years experi- ence. Available for baseball, football and basketball. Also experienced in general staff work, on radio sports. Box 550a, BROADCASTING

Morning man—Attention major mar- kets. Top personality man, best refer- ences. 8 years experience, can build ratings. Prefer daily work. 1500 watts. Will $850 or percentage deal. Box 551a, BROADCASTING

Announced—One year experience. Operates record room. Experienced with general department scheduling. Experienced in the West. Box 551a, BROADCASTING

Announced—One year experience in sales. Staff, specialized college sports. Class B baseball, college, football. Prefer Austin or Texas or coastal preferred. Box 555a, BROADCASTING

Announced, experienced, married, de- sires position, preferably midwest. Box 560a, BROADCASTING

Announced—Experienced, Desires op- portunities, both full time and part time. Disc and photo available. Box 565a, BROADCASTING

Announcer-engineer, first class ticket. Silent disc jockey. Industry background available, conscientious. Sober, married. Advantages. Interested, write details write Box 570a, BROADCASTING

Announced, experienced all phases, newspapers, radio station, disc jockey experience. Immediate—wanted. Box 570a, BROADCASTING


Florida stations may—Announcer—writer-producer, 5 years top experience. Excellent voice. $250 per week. Box 574a, BROADCASTING

Star combination performer accurate excellent professional play-by-play sports voice. Experienced, dependable, can write day and night. Excellent voice. $100 week. Box 574a, BROADCASTING

Announcer, 22, single. Experience with networks, 15 years experience on board. Prefer Texas station. Box 510a, BROADCASTING

Announced, 25, experienced, seasoned, full time, no disc available. Wife, good voice. Reference. Married. Write, unbelievably good disc. Photo available. Box 544a, BROADCASTING

Announced—Versatile, understands all phases of broadcasting. Telephone Michigan 2-... Reprint 770, Blackstone, Chicago.

Staff announcer—Limited experience, but hard working, will get along well with other announcers. Reliable disc. Photo available. Will not stand for nonsense. Box 544a, BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for mailing number. One insertion per week per position. Deadline two weeks from issuing date. Send box returns to Broadcasting Magazine, 870 National Press Bidg., Washington 4, D. C. BROADCASTING is not responsible for the return of application materials, transcriptions, photographs, scripts, etc. forwarded to box numbers.
Situations Wanted (Cont'd)


Situations Wanted (Cont'd)

Technical

Engineer-Age 22, single, veteran. Recent school education. Desires engineering or construction job with radio station. Low wages and ong room and board preferred. Larry Kindem. 1250 Oliver Ave., N. Minneapolis.


Engineer-college, 1st phone, 3 years experience. Desires position. Will work anywhere. Apply immediately. Box 514a. BROADCASTING.

Engineer, first phone, single, veteran, have car. Experienced in broadcast work. Desires job in small radio stations. Box 522a. BROADCASTING.

Junior engineer-station, 3rd phone, any. Desires position at once. Single, with car. Apply immediately. Box 515a. BROADCASTING.

Television


Production-programmer, others

Program director announcer. College graduate, 28. Four years successful metropolitan and small market experience. Desires position in large metropolitan area. Contact phone, 983, Coral Gables, Florida.

Situations Wanted (Cont'd)

WANTED

TELEPHONE CARRIR EQUIPMENT

Western Electric, Div. C, CP-1, CP-2, CP-4, C-10, M-11.

LECAROLIN CARRI EQUIPMENT (Western Electric, Div. C, CP-1, CP-2, CP-4, CP-8, M-11, etc.) Smart Partners-All Models. Radio Telephone Broadcasts-Manualcakes.

BROADCASTING.

TELEPHONE CARRIR EQUIPMENT

Western Electric, Div. C, CP-1, CP-2, CP-4, C-10, M-11.

LECAROLIN CARRI EQUIPMENT (Western Electric, Div. C, CP-1, CP-2, CP-4, CP-8, M-11, etc.) Smart Partners-All Models. Radio Telephone Broadcasts-Manualcakes.

BROADCASTING.

FOR SALE

For sale-Gates 250C 150 watt transmitter. Has good reputation. Bought used 2 years ago. For sale-Bay Cities 200 watt transmitter. In good condition. Will accept 1,500. Box 522a. BROADCASTING.

For sale-Five Cent 3050 recording amplifiers. All in first condition. Write STATION KOTK, Albuquerque, N. M.

WANTED


For sale-100 foot type 1 monopole. Has been used. Will sell either one or both units. At low price. Bob McKey. WCDI. Columbus, Mississippi.

For sale-One kilowatt Western Electric transmitter. Sacrifice price. Make an offer. Chinger, WCDI, Minneapolis.

For sale-100 feet RG 20 U, 1/2 inch transmission cable. Can guarantee all copper. 1000. O Western Electric. 509-500, 200. Custom made ladder line. For sale-3000# 39.2 inch 330 and crystal 1400 kc. Also, one General Electric type 223-1 modulation monitor. Will sell either one or both units. At low price. Bill McKey, radio. BROADCASTING.
PROBE

Communications Investigation Gets Senate Group's Okay

CONTINUATION of the Senate Interstate and Foreign Commerce Committee's communications probe through the 81st Congress appeared almost certain last week after the Senate Rules Committee ordered favorably a report containing both authority and funds for such an investigation.

The proposal (S.RES. 63), authored by Sens. Ernest W. McFarland (D-Ariz.) and Charles W. Tobey (R-N.H.), was given clearance of the Senate Rules Committee March 21. Approval of the full Senate, the final action required, was considered by seasoned observers to be a mere formality. It was expected that the resolution will be presented to and approved by the Senate some time this week.

Meanwhile, a subcommittee of the House Interstate and Foreign Commerce Committee, elected to direct its attention to matters other than communications, for the present at least. The subcommittee, dealing with matters concerning the FCC, Federal Trade Commission, and the FCC, Federal Trade Commission, and Security and Exchange Commission, at an executive session last Wednesday reportedly made no plans for immediate consideration of major communications proposals.

A total of $15,000 would be available to the Senate committee for investigation of radio, telephone, and telegraph communications under the McFarland-Tobey resolution, which, in effect, extends the Senate communications probe launched during the 80th Congress.

1948 Study

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

In its initial form the McFarland-Tobey report represented merely the thinking of the communications subcommittee. Later it received the official sanction of the full committee, headed by Sen. Edwin C. Johnson (D-Col.), clear-channel foe, and was presented to the Senate Feb. 10 as Report No. 42.

The resolution, which contains subpoena powers, calls for "a full and complete study of all radio, telegraph and telephone communications, both domestic and international." Probers would be authorized to examine the relation of the media to national security and international treaties and to make legislative recommendations on the basis of their findings.

Under the proposal, licensing practices and allocations of the FCC would be examined. The study, it was pointed out, would help Congress determine what policies the law-making body should develop on allocations, due to "problems arising from unprecedented demands for frequencies."

WASH. STATE 4A

Madden Named President

OFFICERS and new members of the board of governors have been elected by the Washington Chapter, American Assn. of Advertising Agencies, it was announced last week.

Dan Madden, of Honig-Cooper Co., Seattle, was elected president. Vice chairman is Harry Pearson, partner in Pearson & Morgan, Seattle, and secretary-treasurer is Sidney Copeland of MacWilkins, Cole & Weber, Seattle.

Elected to the board of governors were H. O. Stone, Pacific National Advertising Agency; Nick Woodbridge, Botsford, Constantine & Gardner; Bud Grady, J. Walter Thompson, all of Seattle, and Roscoe Smith, The Condon Co., Tacoma.

TRANSPORTATION

Makes Test in Des Moines

TRANSPORTATION made its first installation in Des Moines last month in connection with a meeting of the local Advertising Club. Carl F. French, sales representative from the Chicago office of Transport Radio, explained the operation to club members and took them for a test ride.

KCBC-FM Des Moines will broadcast the music to the 150 buses which are to be equipped. No commercials were used on the test run. Rollo H. Bergeson, general manager of KCBC and KCRC-FM, explained that commercial announcements will not be used until the bus installations are fully acceptable. Following the bus ride, Mr. French conducted a Transit Radio clinic, distributing brochures composed of pertinent information regarding the system.

KRIEGER HEADS

Northern Calif. AAAA

HENRY KRIEGER of Honig-Cooper Co., San Francisco, was elected chairman of the Northern California Chapter of American Assn. of Advertising Agencies last week.

Other new officers are Ford Sibley, Foote, Cone & Belding, San Francisco, vice-chairman; and Ross Ryder, of Ryder & Ingram, Oakland, secretary-treasurer.

COMMUNITY FUND

Service Series on WEEI

DISCARDING usual format of interviews to show how other people are helped, new 15-minute weekly series has been started on WEEI Boston by the Greater Boston Community Fund to answer directly the personal problems of listeners.

Titled "Ask Me Another," the sustainer features Frances Guild, director of the Community Fund's Red Feather Information Service, and WEEI announcer Art King. Letters from listeners are read and answered on the air by Mrs. Guild, who advises the writers about the social agency or other resource best equipped to help them. Listeners' names are kept confidential.

Family and social problems of all kinds are covered by the program. Each letter is answered personally, also, and when the writer contacts the social agency recommended, the agency provides a professional worker to assist the person in working out the problem. Scripts are written by Mirzi Korner, radio director of the Greater Boston Community Fund.

AFM FUND

Appropriates $1,400,212

AMERICAN Federation of Musicians appropriated $1,400,212 for its free public music program in 1949, bringing the three-year total of such expenditures to nearly $4,600,000, President James C. Petrill announced.

Money comes from the AFM's Recording and Transcription Fund, which was created by royalties on recordings and transcription. Collections for the fund were forbidden by the Tart-Hartley Act and when the 1949 appropriation is spent that will wind up the AFM-operated program. In its place, however, the new free public music program financed by a similar fund presided over by an impartial trustee appointed by the recording and transcription industry.

BROADCAST MANAGEMENT CONSULTANTS

"not a luxury for the few but an aid for the many"

Only The Strong Survive—The small station that is Wise now becomes Strong and survives. Be wise now and let Broadcast Management Consultants set up a tight knit, well coordinated, profit making operation for you that can weather the economic rough spots that are ahead. Less operating expense—more profit. (Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442  •  20 N. WACKER DR.  •  CHICAGO 6, ILLINOIS

Page 68  •  March 28, 1949
NEW balanced TV tripod head which has been announced by Camera Equipment Co., New York. Friction and gyro principles have been discarded, and an important safety feature is incorporated which eliminates possibility of accidents if head is left unlocked with the camera mounted.

SEC PROPOSES
Changes on Registration

PROPOSALS to simplify registration and modify reporting requirements under the Securities Exchange Act of 1934 have been announced by the Securities and Exchange Commission. Interested persons were invited to submit comments by April 15.

Under the proposals, Form 10 for registration of securities of commercial and industrial corporations on a national exchange would also call for more complete description of business and property, and revise remuneration items to accord with recent amendments to proxy rules.

WIBW Scholarships

FOR THE third year WIBW Topeka, Kan., has awarded its $250 scholarships to the outstanding 4-H Club boy and girl in Kansas in recognition of superior leadership and service. In addition to the $250 scholarship, each winner receives an educational trip and speaking tour over the state. This year, during 4-H Club Week, this year, five of the six winners made the tour with WIBW Farm Service Director Gene Shipley.

COLOR SYSTEM
Program Coding Shown NAB

NEW color system of depicting program schedules was demonstrated at NAB headquarters in Washington last week by Pat Freeman, director of sales and station service of the Canadian Assn. of Broadcasters. Mr. Freeman met with Maurice B. Mitchell, NAB broadcast advertising director, and Harold Fair, program director, later to be conferred with NAB President Justin Miller.

Mr. Freeman’s coding method shows program schedules in colors, permitting comparison of program moods in terms of hours of the day. Hooper ratings are tied into the charts, which cover the four American networks as well as a typical Canadian station which emphasizes sequence and block programming.

NEWFOUNDLAND
CBC to Take Over Radio

CANADIAN BROADCASTING Corp. takes over the Broadcasting department of Newfoundland on March 31, when Newfoundland joins Canada as a tenth province. CBC plans to make few changes in present set-up of Newfoundland broadcasting, where there are three BCM stations on the air. A new 1 kw station is going up at Grand Falls. In addition there are several independently-owned stations at St. John’s, capital city.

With sparse settlements and no physical link with Canada, the CBC plans to feed its national programs to Newfoundland stations by FM link across the Cabot Straits, then by land line to various stations in Newfoundland. The FM service will be operated by Canada’s Dept. of Transport. In addition to the FM link, CBC will be faced with the problem of a sixth time zone. Newfoundland time is one-half hour ahead of Atlantic Standard Time. Programs will be fed from St. John’s and Ottawa on March 31 to commemorate the union of the two countries.

NETWORK STATION IN FLORIDA

A consistent income producer under absentee ownership, this 250 watt station is exclusive in a sound-isolated trading area. It is located in own building with practically all new equipment installed last year. With no competitive worries, aggressive, on-the-spot management could increase volume and net.

FOR QUICK SALE $100,000

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, President
317 South Sixteenth Street
Philadelphia 2, Pennsylvania

For 26 years, KDYL has operated the kind of "pyramid club" that pays off in sales for advertisers.

We present the kind of shows — with the kind of showmanship—that builds an ever-pyramiding audience throughout Utah.

And now it's happening, too, in television over KDYL-W6XIS.
Promotion

FAIR PLAY," point-of-sale promotion display, is being distributed by ECHOX St. Louis to 700 grocery stores and meat markets in the area. Designed by the station and advertising manager of a local food chain, the merchandising aid is an easel, 18-by-12 inches, containing numbered tags for customer service below the legend "take a number please"—and a station promotion poster. Consecutively numbered tags, which carry advertising copy, and the station poster are changed monthly. Easel is white with red trim, and cards and posters are in color. Number system of customer service was adapted by EMXO as a project for clients.

"Wave News"

A HOUSE organ, aimed at keeping its personnel informed of station and network activities, is being published by WAVE Louisville, Ky. Wave News aims at keeping listeners informed by having its personnel know the up to the minute facts about station's programs and activities.

Eye Opener

BRIGHT, blue and white booklet, illustrated with pretty girls and rabbits features WLJS Beckley, W.Va., newest promotion piece. The story told is of the advantages of advertising on WLJS and WLFS-FM, giving all the whys and wherefores, coverage maps, programming and costs. Booklet has been mailed to local, regional and national advertisers and to all CBS affiliates.

MORE THAN 200 scrapbooks, submitted during first semester of WLJS Chicago's "Schooltime" contest, are studied by Mrs. Josephine Wetzler, station's director of education. Students' writing and illustrations were based on content of daily Schooltime show, aired at 1:15 p.m. CST.

TIDEWATER BASKETBALL

Firm Report Describes Coverage Techniques

ONE of the most vexing problems to radio men covering basketball games is how to fill the blank spot between halves.

Hal Deal, advertising and sales promotion manager of Tidewater-Associated Oil Co., told a convention of college publicists in San Francisco that the schools should promote some sort of between-half activity to provide material for radio commentators covering the games [Broadcasting, Jan. 17].

Mr. Deal has now issued a report on what Tidewater-Associated itself has done to lick the problem. It said in part: "We have made a special effort to provide our programs with material and personalities that will bring the greatest listening enjoyment. We are cognizant of the fact that a great many listeners enjoy the music of college bands, that many keep a running score and hence enjoy a statistical recapitulation of team and individual performances, and that a high percentage enjoy hearing the views and opinions of top flight officials, coaches and former players."

In handling interviews with coaching personalities, Mr. Deal said, Associated sportscasters ask for explanations of rule interpretations, descriptions of individual and team techniques and analytical remarks concerning offensive and defensive tactics employed by various schools.

He pointed out that the half-time blank spot at basketball games is more difficult to cover up than similar periods in any other sport.

The oil company has contracts to broadcast the basketball games of 17 major western colleges. More than 250 games were aired during the season in Oregon, Washington, Idaho, Utah, Nevada and California.

Cooperative Campaign

A NOTICE to its listeners, printed on the back of an advertisement for one of its advertisers, has been distributed by WCFS (FM) Washington. Circular lists station's advertisers and requests its patrons to patronize their shops. It also requests listeners to "boost WCFS" by signing a pledge at the bottom of the sheet which states, "I will be glad to give prior consideration to buying goods when I am in the market for the goods or services they advertise." The pledge is to be returned to the station. In this way WCFS hopes to have an indication of the effect of its advertising.

Musical Promotion

WISN Milwaukee, WIA, has put its new slogan, 'Lisa to WISN" to music. Musical station breaks are sung by a male quartet or girl trio to well known tunes, such as this St. Patrick's Day ditty, to the tune of the "Irish Washerwoman"—"Sure, Now, 'Lisa to WISN" for CBS stars—Like Godfrey and Benny and locally yours—There's Raymond and Brandi and Ann Leslie too—Sure, now 'Lisa to WISN" your day dreams come true!"

PERSONNEL

SHERILL W. TAYLOR, formerly publicity director of KSL Salt Lake City, has been appointed station's promotion manager.

EDWIN PENTECOST has been appointed promotion director of WCON Atlanta, Ga.

DON E. KELLEY, WBBM Chicago public relations director, has been named to board of directors of Chicago chapter, Sigma Delta Chi, professional journalism fraternity.

WILLIAM GOLDEN, CBS art director and associate director of sales promotion and advertising, received the Art Directors Club Medal and Award for Design of Complete Unit in Trade Periodicals.

DON KRAUSE, staff writer in the press department at NBC's Central Division, and EDITH ALLEN, former NBC Chicago receptionist, have announced their engagement.

WALLY HUTCHINSON, assistant promotion manager of KGO San Francisco, has announced his engagement.

RMA FIGURES

February Output Off

PRODUCTION of TV receivers in February fell off slightly, influenced by a shortage of cathode ray tubes, according to Radio Manufacturers Assn. The February total was 118,938 sets compared to 121,238 in January. Weekly average output was 29,738 TV sets in February, 78% above the average weekly rate for the year 1948.

Production of AM receivers in February was 408,581 compared to 561,900 in January, according to RMA, which represents about 90% of total production. AM-FM production was 98,969 sets in February compared to 147,738 in January. Total output of all types of receivers was 716,538 in February as against 839,871 the previous month.

NLRB MOVES

THE NATIONAL Labor Relations Board has moved its Washington, D.C., office in January, operating from new quarters in the Federal Security Bldg., South, on C St., S. W., between Third and Fourth Sts. in the capital. NLRB's Division of information is in Room 2212 on the second floor of the building. Phone number is Republic 7609, extensions 6623 and 6624. NLRB's national headquarters formerly were at 815 Connecticut Ave., Washington.
**540 KC CASE**

**Midland Prepares to File For Its KFRM**

Midland Broadcasting Co., licensee of KMBK Kansas City and KFRM Concord, Kan., told FCC last week that it was preparing to file for 540 kc for KFRM fulltime with the maximum power consistent with adequate protection for stations below 535 kc.

The application, Midland said, will be filed "at the appropriate time" as provided in a statement in connection with FCC's proposals that 540 kc, new broadcast channel, be limited to 1 kw and not used all within 25 miles of some 224 military installations which would operate on adjacent channels [BROADCASTING, Feb. 28].

KFRM, now a daytimer on 550 kc with 5 kw, was described as "an interim measure" to permit Midland to serve as much of the Kansas City primary trade area as possible. Midland originally sought 540 kc for this purpose but turned to 550 kc as an alternative until 540 kc officially became available. KMBK operates on 980 kc with 5 kw fulltime.

Of the 224 military installations

**CHURCH OUTLETS**

**Prompt FCC Action Urged**

**FCC Proposes Rule Changes**

**OBVIOUSLY looking toward a grant of a pending application for the Virgin Islands' first AM station, FCC last Wednesday proposed new rules waiving many of the basic technical requirements imposed on the Islands are concerned.**

Minimun power would be 50 w, the usual minimum antenna requirements would be reduced, approved frequency and modulation monitors would not be required if other protective steps were taken, and all classes of commercial radio operators except aircraft radiotelephone operator would be valid for operation of such stations if one or more radio telephone first-class operators were employed fulltime and assumed responsibility.

The waivers would apply only to Virgin Islands stations operating on local channels (1230, 1240, 1340, 1400, 1450 and 1490 kc). Comm. Jones dissented and Chairman Opy and Comm. Sterling did not participate.

The Commission's announcement did not refer to the pending application of William N. Greer, consulting radio engineer at San Juan, P.R. But observers felt the proposal clearly was made with that application in mind. Mr. Greer is seeking 50 kw fulltime on 1340 kc at Charlotte Amalie and has asked for waiver of the rules to permit the below-minimum power and to allow use of a special antenna [BROADCASTING, June 7, 1948].

In announcing its proposal, FCC said the waivers were "deemed necetsy because there is at present no broadcast service originating in the Virgin Islands and the economic status of the Islands is such that it appears to be unfeasible financially to construct and operate a standard broadcast station with the power and equipment required by the present rules. Furthermore, FCC said 50 kw should cover the Islands satisfactorily. Comments on the proposal will be accepted to April 15. **Virgin Islands**

**ARThUR GAETH**

Addresses Peace Meet

ARTHUR GAETH, commentator for the United Electrical Radio and Machine Workers of America (CIO) over ABC, was scheduled to speak in New York Saturday (March 26) at the Cultural and Scientific Conference for World Peace, being held at the Waldorf-Astoria Hotel. Mr. Gaeth's address on "The Role of American Radio in World Peace" was part of a panel on mass communications.

Clifford Durr, ex-FCC commissioner, was to be moderator of the communications panel. Other panel members dealt with newspapers, films and mass communications in foreign countries. The discussion was one of several panels held during the peace conference, conducted under the auspices of the National Council of Arts, Sciences and Professions.

Mr. Gaeth warned of the "danger" involved in sponsored newscasts and commentators stating: "There is always an unconscious pressure to stress business-'favorable' news; not nearly so prevalent is the pressure to stress 'worker-farmer-consumer-'favorable' news."

**Women's Listening**

**AUSTIN, TEX.**

women listen to the radio more than half the time, and plays and serials represent their favorite fare, says the Austin American-State. Comments on "Mrs. Austin's" listening habits were made by Al Melinger in a recent issue of the newspaper. Second choice of radio fare among Austin women is music, according to Mr. Melinger. News ranks third. "Two out of three [women]," Mr. Melinger states, "will tell you definitely that their minds are made up—they're going to have a television set as soon as this newest escape gadget is available in these parts. The other third hope to have one soon."

**WDSU**

**NEW ORLEANS**

**TV Channel 6—31,000 watts**

New Orleans' first and only television station from atop the Louisiana Bank Building—the Empire State of the Deep South—ABC—NBC. Associated with New Orleans IHC.

**AM 1280 kc—5000 watts**

Covers New Orleans, Orleans, St. Bernard, St. John, Plaquemines, St. James, St. Charles, St. Mary, St. Charles, Assumption, Ascension, Lafourche, and Terrebonne.

**FM Channel 287—15,000 watts**

Covers New Orleans, Orleans, St. Bernard, St. John, Plaquemines, St. James, St. Charles, St. Mary, St. Charles, Assumption, Ascension, Lafourche, and Terrebonne.

WDSU's original Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans.
When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Patmar

LOOK UP

On Records: Tex Beneke—Vic. 20-3340; Golden Gate Quartet—Mer. 5242; Jack Smith—Cap.*

On Transcriptions: Jan Garber—Capitol; Frankie Carle—Lang-Worth; Buddy Wee Associated; Manhattan Nightbirds NBC Thearasus.

FCC Actions

(Continued from page 6)

Applications Cont.:

SSA-739 kc
WFPT Plainfield, Ind., 1,000 kw, D
W-D 250 w-until Nov. 1.

License Renewal

In renewal applications were filed by following AM stations: KENI Anchorage, Alaska; KFAR Fairbanks, Alaska.

Modification of CP

WJZ, New York, C.--By amendment, CP to new FM station change ERP to 50 kw.
WXJQ-TV Detroit—Mod. CP new commercial, 1,000 kw, D 250 w-until Jan. 21.

TENDERED FOR FILING

AM-1410 kc
WLJ Bowling Green, Ky.--CP change from 1360 kc 250 w-unl. to 1410 kc 1 kw. DA-N.

Application Dismissed

C. Merwin Dobyns, San Bernardino, Calif.—DISMUSSED Aug. 25, 1948, application for new station at Lake Arrowhead, CA, 1 kw.

November 24 Decisions

BY COMMISSION EN BANC

Hearing Designated

Mosley Bros., Picayune, Miss., and W & B Broadcasting Inc., New York, C.—Application of M & B Broadcasting Inc., 1250 kc 1 kw D with application of The Mobile Press Register to change station designation of WBMA from 1490 kc 5 kw DA-2 unl. to 1320 kc 5 kw DA-DN.

Petition Denied

Chantage Best Co., Chantilly, Va., and Kenneth H. Drace, Greer, and Easley Broadcast Co.—Application of Chantage Best Co. to remove from its operation assignment of all control from Roy Wentz who sells 1,000 of its 2,700 shares (37%) in equal portions (18.75% each) to L. B. Bave and W. T. Hood. Filed March 2, 1949.

Petition Granted

KOQO Los Angeles, Calif.—Application by Howard C. Drace, Greer, and Easley Broadcast Co., Easley, S. C.—Applicant grant pending application for new station on 1460 kc 5 kw D-W 100 w-unl. pending contingent upon granting of application of KWMR, Long Beach, Calif., to 1460 kc 5 kw D by filing of notice of hearing.

Petition Granted

KSFZ Sacramento, Calif.—Application of KSFZ granted order granting, with conditions, petition to specify station location and direction of signal beam to conform with FCC and Secretary of Commerce decision, and Commissioners' order of Aug. 19, 1948, insofar as it imposed condition upon grant of KSFZ's application, is denied and permit operation from site, trans. and auth. system specified by RSPF in its application for CP and at Nov. 1948 hearing; application vacated. Gulf 19 action granted KSFZ change from 100 kc 5 kw D-W 100 w-unl. to 750 ca 50 kw until final disposition of aforesaid action. Motion to withdraw application is by Commission.

Petition Denied

KESQ San Diego, Calif.—Application of KESQ adopted order granting, with condition, petition to specify station location and direction of signal beam to conform with FCC and Secretary of Commerce decision, and Commissioners' order of Aug. 19, 1948, insofar as it imposed condition upon grant of KESQ's application, is denied and permit operation

Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership

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CALL ASSIGNMENTS: KOAG Stillwater, Okla., changed to KAMC (Oklahoma Agricultural and Mechanical College); KFPO Ottawa, Kan. (Ottawa Broadcasting Co., 1250 kc 250 w, day); KWE Warner, Tex. (KWE Warner, 1480 kc 250 w, fulltime); KXRA Alexandria, Minn. (Alexandria Broadcasting Corp., 1490 kc 250 w, fulltime); WJWW Georgetown, Del. (Rollins Broadcasting Co., 1490 kc 250 w, day); WWJW-PM Georgetown, Del. (Rollins Broadcasting Inc.).

II. SUMMARY TO MARCH 24

TV APPLICATION

Dallas, Tex.—W. W. De La Hike (250 kw, fulltime); W. D. R. Smith (50 kw, fulltime).

AM APPLICATIONS

Brattleboro, Vt.—Granite State Broadcasting Co., Inc., 250 w, unlimited; estimated cost $11,000. Pinkham was granted a permit to operate in Brattleboro, N. H. Foster Broadcasting Co., 250 w, fulltime; estimated cost $145,000.

Clifton, Ariz.—David Harkness Amusement Enterprises Inc., d/b/a The Deuce, 1 kw, daytime; estimated cost $25,000.

TV Application

Firm is 25% owner KTLY Mesa, Ariz., of which Dwight E. Harkins is general manager. Others are Harry H. Williams, treasurer and 40% owner of applicant. Proposed station will hold 50% and have 50% of KAEC in common ownership.

Hearing Designated

KTBZ Shreveport, La.—Designated for hearing application for CP for new TV station in Shreveport, La. PET 100 w, fulltime; estimated cost $25,000.

Hearing Denied

KBSX Shreveport, La.—Denied hearing application for CP for new channel 6 station in Shreveport, La.; application vacated. Licensee had agreed to give its control to another party.

Petition Denied


Modification of CP

KLBX Hutchinson, Kan.—Denied CP for new TV station on channel 5 in Hutchinson, Kan. Licensee had changed its application plan for Class B FM stations to change channel assignment from Channel 5 to Channel 532, Hutchinson, and add No. 289, delete No. 288, and add No. 283, delete No. 234 from Dodge City, Kan., and add No. 289.

KPRK San Luis Obispo, Calif.—Granted license of application for CP for new full-service TV station on Channel 5 in San Luis Obispo.

MGM Greenville, N. C.—Granted license of CP for new full-service TV station in Greenville, N. C.; application held for possible transfer to WGNR, Greenville, N. C.; application vacated.

when it's BMI it's yours

Another BMI "Pin Up" Hit—Published by Patmar

LOOK UP

On Records: Tex Beneke—Vic. 20-3340; Golden Gate Quartet—Mer. 5242; Jack Smith—Cap.*

On Transcriptions: Jan Garber—Capitol; Frankie Carle—Lang-Worth; Buddy Wee Associated; Manhattan Nightbirds; NBC Thearasus.

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BROADCASTING • Telecasting
March 24 Applications

ACCEPTED FOR FILING

AM-1500

WJLB Detroit—CP change from 1480 kc to 1450 kc wunu. DA-DN AM

KWGN Cambridge, Mass.—Assigned mod. CP to change name from 625 kHz.

KWRC Cincinnati, Ohio.—Assigned mod. CP to change name from 1500 kHz.

KWLY Canton, Ohio.—Assigned mod. CP to change name from 1500 kHz.

KXCT Tucson, Ariz.—Assigned mod. CP to change name from 980 kHz.

KAWE Austin, Texas.—Assigned to purchase KAFM by H. E. B. Ltd., Austin, Texas.

KXMM Dallas, Texas.—Assigned mod. CP to change name from 1170 kHz.

KAAD Aiken, S. C.—Assigned mod. CP to change name from 1480 kHz.

WNAX Spartanburg, S. C.—Assigned mod. CP to change name from 1150 kHz.

License Renewal

WNAX Spartanburg, S. C.—License renewal.

WTMI Tallahassee, Fla.—License for CP to cover FM station.

WNNJ New Rochelle, N. Y.—License to cover CP change from 1050 kHz.

License Renewal

KNOB Long Beach, Calif.—Applied to extend license for extension of completion date.

WAHM-FM Springfield, Mass.—License.

WJML-FM Bridgeport, N. J.—Assigned mod. CP to change name from 980 kHz.

WSVF-FM Crewe, Va.—License.

TENDERED FOR PURCHASE

AM-980

KFDR Rosenberg, Texas.—Changed license from 1000 kc to 1000 kc wunu.

AWARDS to six Midwest stations, winners in Kroger Co. promotion contest, were presented at cocktail party given in Cincinnati early this month by the Ralph H. Jones Co., Kroger agency. Representing winning stations, Kroger and agency were: Seated (1 to r)—Madeline Brown, WEDO Terre Haute, Ind.; R. Sanford Gayer, WBTM Danville, Va.; Lenore Little, WOOD Grand Rapids, Mich.; Joseph B. Hill, president of Kroger; Kathryn M. Hordig, assistant radio-TV director for agency, and John Sinclair, WCHS Charleston, W. Va.; Standing—C. R. Robertson Jr., agency president; E. G. Feinheil, WLW Cincinnati; Jack Geier, WCHS, and Marvin H. Hilt, WMBD Peoria, Ill.

NEW STATIONS

Three Issued CPs

CONSTRUCTION permits for three new AM stations, one full- and two daytime only outlets, were granted last week by FCC. All were for South Carolina.

One existing AM station was granted change in facilities.

New AM outlets were authorized at Union, S. C., to Union-Carolina Broadcasting Co.; Aiken, S. C., to Aiken-Augusta Broadcasting Co.; and Greenville to Bob Jones U.

WNAG Grenada, Miss., licensed to Birney Imes Jr., received switch in frequency from 1490 kc to 1400 kc. Outlet operates full-time with 250 w.

Details of new station grants:

Union, S. C.—Union-Carolina Broadcasting Co., 1460 kc, 1 kw, full-time, directional night; estimated cost $38,178. Principal—E. G. Michel, general manager of the station.

Aiken, S. C.—Aiken-Augusta Broadcasting Co., 1360 kc, 1 kw, daytime only. Principal—Aiken-Augusta Broadcasting Co.

Greenville to Bob Jones U.

WNAG Grenada, Miss., licensed to Birney Imes Jr., received switch in frequency from 1490 kc to 1400 kc. Outlet operates full-time with 250 w.

The charges, which grew out of an episode involving a Ku Klux Klan meeting near Columbia, were denied by A. E. Michel, general manager of the station. He said WGBA and WGBA-FM treated the episode just as "any hot story would have been," and also went on to interpret the decision of the local Legder-Enquirer, who carried defamatory material about him, editorialized "in the guise of newscasts," and operated as "the editorial mediums" of the Ledger-Enquirer.

To Revoke WGBA Denied

A PETITION requesting revocation of licenses of WGBA and WGBA-FM Co. Hobbs, Ga as an aftermath of a Ku Klux Klan meeting [broadcasting, March 29, 1948] was denied last Thursday by FCC.

The petition was filed by F. W. New, editor-publisher of the weekly Georgia Tribune at Columbus, who told FCC that the stations, under the control of the local Ledger-Enquirer, had carried defamatory material about him, editorialized in the guise of newscasts, and operated as "the editorial mediums" of the Ledger-Enquirer.

Rights Amended

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LIFE of a two-year-old boy, Donald Hill, Jr., 2175 South 13th St., Phila., was prolonged last week through the combined efforts of WIRA Fort Pierce and H. R. Baukhage, ABC correspondent in Washington. At the time of his arrest, the lad's father, WIRA manager Douglas Silver, after broadcasing local traffic calls, telephoned Baughn, who wired an appeal for help to Blood Bank of St. Louis, and in the Leu-kemia) on his Tuesday 1 p.m. net-work news program. Prospective donors were flown to Fort Pierce via chartered plane.

Response was immediate and from far-scattered points. Donors wired and phoned from Flint, Mich.; Superior, Wis.; Portland, Ore., and Birmingham, Ala. Several Blood Bank specialists in the dread disease, that doctors feared would take Donny's life within four days, were recommended as the right drug, Aminopterin. Baukhage forwarded all information to WIRA and a Leukemia specialist was located in Birmingham. The boy and his mother were flown there imme-

merely. He was treated with the drug and sent home, his blood count up considerably.

NATIONAL citation from American Legion has been awarded WHFC Cicero, III, for "distinguished and meritorious achievement and operation "in the presentation of programs for the betterment of community, state and nation."
At Deadline...

OWNERSHIP HEARINGS ORDERED IN TWO CASES

Hearings on ownership issues ordered for two stations: L. W. Andrews Inc., seeking new AM outlet at Davenport, Iowa (250 w day on 1580 kc), and WMAW Milwaukee, seeking license for its permit (1250 kc, 5 kw) and consent to involuntary transfer of control.

Commission did not feel it wise to determine extent to which principals of L. W. Andrews Inc. participated in past operation of KICD Spencer, Iowa, which awaits proposed decision following revocation hearing last December. L. W. Andrews sold majority interest in KICD to Ben B. Sanders in 1945. Mr. Sanders has been charged by FCC with concealing and misrepresenting his financial qualifications [BROADCASTING, April 19, 1948]. Comra. E. M. Appleby and Robert F. Jones voted for grant of new station.

In WMAW case, Commission said it wished full information on interests of Herbert and Myrtle Uhlein, both deceased, and certain surviving stockholders including Clifford A. Randall.

Financial arrangements also to be studied, FCC said. WMAW seeks involuntary transfer of control through switch of 10% interest from estate of Myrtle Uhlein to Mr. Randall and W. D. Ziemer, co-executors of estate. Missers. Randall and Zimmers now hold combined 45% interest in station.

FCC AFFIRMS DELETION OF KARO(TV) CHANNEL 1 CP

Indicating KARO(TV) Riverside, Calif., waited too long to seek retention of its television permit, FCC Friday affirmed cancellations of station's authorization for Channel 1 (44-50 mc), now reassigned to other services. Commission also denied request for additional time to build station; dismissed bid for special temporary authority to use Channel 6 (82-88 mc) at nearby San Bernardino, Calif. and requested KARO to decide in 30 days if it wished hearing on request for Channel 13 (210-216 mc) at Los Angeles, now assigned to KLAC-TV.

Commission said it advised KARO in May 1947 that reallocation of Channels 1 and 2 were under consideration, and station failed to file a permit to participate in public hearing on proposal being considered to relocate Channel 1 and delete it at Riverside. Channel 6 is involved in San Diego hearing where five applicants seek the facilities. FCC said, and KARO is not party to proceeding. Regarding Channel 13 at Los Angeles, Commission said comparative hearing not in order as facility already granted KLAC-TV, but hearing "on objectionable interference issue" will be granted if desired.

KARO is owned by Broadcasting Corp. of America, licensee of KFRO (AM) Riverside, and claims several other AM and FM outlets in West.

ADMIRAL EARNINGS UP

Earnings and sales of Admiral Corp., Chicago, reached all-time high in 1948, firm's annual report shows. Net earnings were $3,782,825 compared with $2,246,186 for previous year. Earnings per share on million shares outstanding were $3.78, increase of 68% over $2.55 in 1947. Net sales of $66,764,266 increased 39% over previous year, and 86% over $19,785,460. Net worth jumped 39%, from $7,579,460 to $10,814,886.

CURRAN NAMES SH&G

Frank J. Curran Co., Aurora, Ill. (insecticides), has named Schoenfeld, Huber and Green, Chicago, to handle advertising. Radio will be used.

QUESTIONS RAISED FOR FCC ON TOWER SITE APPROVALS

Question of possible change in procedure for granting antenna-site approvals by Civil Aeronautics Administration raised Friday in oral argument before FCC. Question in effect is whether applications should be referred to CAA for clearance of specified sites before hearings, as FCC once did, or after hearing, as now.

In argument on proposed decision to grant Belleville (Ill.) News-Democrat application for 1260 kc with 1 kw and deny that of WTMV East St. Louis, for same frequency, Arthur W. Scharfeld, attorney for WTMV, asked for reopening of record on ground that CAA has refused to approve News-Democrat's proposed site. Change in in site could change coverage, he claimed. In past, he said, FCC has denied applications which proposed sites objectionable to CAA.

Judge Cohn, attorney for News-Democrat, denied site-approval was one of issues of hearing. He said reopening this case would mean any case could be reopened any time CAA disapproves or changes mind, and that CAA testimony herein might have to be presented during hearings. Slight modifications often can change CAA disapproval into approval, and in Belleville case, he said, CAA is now ready to approve.

CAA approval question also expected to be raised in forthcoming hearing, called by FCC Friday, on WOR, New York, proposed new direction of transmitter and antenna and application for WSDM Superior, Wisc. for 5 kw fulltime on 770 kc channel used by WOR. In WOR case, it was reported, CAA reversed usual procedure by refusing approval in Washington after field experts had approved. Observers meanwhile noted that FCC in past few weeks had stopped making immediate injunctive order to CAA approval of transmitter site and antenna system but now specify, instead, that site and system must comply with FCC standards.

NAB RESOLUTIONS GROUP

Resolution Committee for NAB Convention, to be held in Chicago April 6-13, named and meeting date set for 10 a.m., April 11, NAB President Justin Miller's office announced Friday. Seven-man committee, under chairmanship of F. P. Hanley, includes W. H. Keck, Miss.; Clyde Coombs, KARM Fresno, Calif.; Richard Borel, WBNS Columbus, Ohio; Robert D. Sweseye, WDSU New Orleans; William McGrath, WHDH Boston; Philip Hoffman, West, Washington; Edward Wheeler, WEAW (FM) Evanston, Ill.

NBC PLANS MAPPED

Groundwork for fall advertising promotion, exploitation and publicity campaign of NBC and affiliates established in New York by Stations' Advertising and Promotion Committee and network officials in meeting completed Friday. Committee representing affiliates was named at recent NBC meeting in Chicago to implement resolution adopted there promising industry's greatest promotion campaign to date for fall season.

NEW ABC-TV AFFILIATES

ABC-TV announced Friday affiliation of three more stations—KELK-Salt Lake City, KMAX TV Omaha and WLAV-TV Grand Rapids. Stations expected to start operations in May, August and September, respectively. ABC-TV now totals 31 stations, 21 of which are operating.

SALE OF WMOB TO WEBER IN NEGOTIATION STAGE

Negotiations for purchase of substantial interest in or all of WMOB Mobile, Ala., from Nunn Broadcasting Co. by Fred Weber, former stockholder and general manager of WDSU New Orleans, reportedly underway and may be completed this week. Total sales price understood to be about $200,000. Mr. Weber has been supervising installation of new 5 kw facilities of WHBQ Memphis, but reportedly plans to move to Mobile in near future. WMOB ABC outlet on 1320 kc with 250 w, is one of five Nunn stations and is headed by Gilmore N. Nunn. Others: WLaP Lexington and WCM Ashland, Ky., KFDA Amarillo, Tex., and WIBR Knoxville, Tenn.

WOR-TV GETS ABC SPACE

ABC has leased 10,000 square feet of studio and office space in ABC Television Center, New York, to WOR-TV New York which begins operation this summer. Mutual TV station will start work immediately on two large studios, control and viewing rooms, and subsidiary facilities and offices. ABC and WOR-TV will share some audition and rehearsal studios. Address of WOR-TV will be 18 West 67 Street.

JOHN T. GEERY JR., formerly with Foote, Cone & Belding, New York, joins creative staff of Robert W. Orr & Assoc., New York.

Closed Circuit (Continued from page 4)

pected to resign within 60 days to become general manager of KLAC-AM Hollywood. Move is four months after 0,000 kw approval of station by Ralph Atlas [BROADCASTING, March 21].

NBS HAS MADE rebate to N. W. Ayer, agency for Sealtest, sponsor of Dorothy Lamour show which was cut off during broadcast fortnight ago from opening of Hotel Shamrock, Houston. Interference from reveling guests caused cut-off. Restitution for taking advertising was reportedly tendered by Sealtest by Glenn McCarthy, Shamrock owner.

FAME of Dr. F. L. Whan, head of department of speech and radio at N. D. State University, was recently awarded by the American Speech and Language Association for his contributions to scientific research field, has spread coast-to-coast. Understood he has been retained for new surveys in both California and Florida. For 14 years he has conducted Kansas studies under commission from WBW Topolski, and for 13 has made Iowa studies for WHO Des Moines. He has also made studies in Oklahoma and Illinois.

JACK BENNY and William S. Paley, CBS board chairman, meet in New York this week for television discussions. April 10 Benny broadcast is being transcribed in advance.

FCC-FTC-SEC Subcommittee of House Interstate and Foreign Commerce Committee reviewing pigeon-hole for pro-FM legislative proposals of Rep. William Lemke (R-N.D.). One Lemke measure (HR 65) demands allocation of section of 50 mc band to FM. Another (HR 586), upholding arguments of FM factions, would make FCC decisions containing technical or scientific errors appealable to courts.

METHODS of using extremely high power in frequency modulation being developed at West Coast university laboratory. New tube developments may solve some of TV's upper-frequency transmitter problems by adapting of pulse technique.

BROADCASTING • Telecasting
**The Team** Ranks First In Recall Survey

The KMBC-KFRM Team leads all broadcasters in the Kansas City Primary Trade area, according to categories on an “unweighted” basis, and ranked first in five out of six categories on a “weighted” basis.

The results of this personal interview compare remarkably with those of the Conlan coincidental survey conducted last fall, involving more than 100,000 telephone calls in the Kansas City Primary Trade area. Complete information on these surveys is available to advertisers and their agencies on request.

The KMBC-KFRM Team is first in listener preference throughout the great Kansas City Primary Trade area because listeners get the kind of program service they like and need from “The Team.” The KMBC-KFRM Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade area, extending from central Missouri west to Colorado, and including counties in Nebraska and Oklahoma.

In the KFRM Area study 812 persons residing in 96 counties within KFRM’s half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in three out of the six categories. It is significant to note that KFRM had been on the air less than a year.

In the KMBC Area study 551 persons residing in 71 counties within KMBC’s half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in all six categories on an “unweighted” basis, and ranked first in five out of six categories on a “weighted” basis.

**The Team** Ranks First in Coincidental Survey

A Conlan radio survey of more than 100,000 calls, made last fall, gave The KMBC-KFRM Team first ranking daytime in the huge Kansas City Primary Trade area. Believed to be the largest coincidental survey of its kind, it reported radio listening for a one-week period from 8 a.m. to 6:30 p.m. in the area extending from Central Missouri west through Kansas to Colorado, and including a small number of counties in Nebraska and Oklahoma.

Essentially rural in character, the survey revealed that KMBC is the most listened to station, daytime, within a radius of slightly over 100 miles from Kansas City, and that KFRM is the most listened to station, daytime, in Kansas within KFRM’s half-millivolt contour. The KMBC-KFRM Team ranks first by a wide margin among all broadcasters in the Kansas City Primary Trade area.

The graph below pictures these rankings!
PROPER COVERAGE means everything!

Yes, proper coverage is essential when you spend your radio advertising dollar. Station WJR with its 50-thousand watt signal covers the densely populated areas, the little towns and remote places. 97.4% of the population of WJR's listening area own radio sets. That is proper coverage. That is why WJR is Michigan's greatest advertising medium.

Call or write your nearest PETRY office

WJR 50,000 WATTS

CBS

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.