Alfred J. du Pont

AWARD

"for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and the community..."

CBS in Denver

KLZ

REPRESENTED BY THE KATZ AGENCY, INCORPORATED

5000 WATTS ON 560 KILOCYCLES
Worcester and Central New England offer an effective test market, completely covered by both WTAG and WTAG-FM.

Study these Important Basic Factors!
Each one influences Test Market selections!
...the trend in Cleveland listening!

+18.3%
WGAR
WGAR
WGAR
WGAR
WGAR
WGAR
WGAR

OCT. '47 THRU FEB. '48
VERSUS
OCT. '48 THRU FEB. '49

-0.01%

STAT + C

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TWO STARTLING FACTS YOU SHOULD KNOW!

ONE...In Cleveland, WGAR alone shows a significant increase in audience! The above graph tells the story. Latest listener reports* of the 1948-49 Fall-Winter season compared with the same period in 1947-48 show that only one Cleveland station, WGAR, has gained listeners this season over last year!

TWO...WGAR delivers more Cleveland listeners than any other station! In the 1948-49 Fall-Winter reports*, WGAR has maintained first place in total rated time periods.

That's why...for a real selling job in Northeastern Ohio...you need...

50,000 WATS - CLEVELAND
Closed Circuit

IS DAN TOBIN’s International Teamsters Union trying to muscle in on radio? Evidence of this reported in New York where drivers of mobile units for TV as well as radio from time to time are subjected to questioning as to union affiliation by Tobin organizers. This usually occurs as forerunner of organizing activity.

CHAIRMANSHIP of NAB’s finance committee will pass from Clair R. McCollough, Steinman Stations head, to another NAB director. Mr. McCollough advised President Justin Miller in Chicago last week he did not want reappointment, presumably because he is out of sympathy with board action in loaning BMB another $75,000. His opposition was pegged largely on ground that only about 300 of NAB’s nearly 2,000 members are subscribers to BMB.

PRIZE crack on NAB Convention programming from an old board member: “A transcribed rebroadcast of district meetings on red tape.”

IF GROUCHO MARX show shifts from ABC to CBS it will have to be on split-network basis, to accommodate Elgin-American budget limitations. Reports from Hollywood are sponsor would shift if split network could be arranged.

WAYNE COY, already laureled as most prolific speechmaker to hold radio’s top slot, also vying for record as most traveled FCC chairman. In addition to planned trip to Paris next month as chairman of U. S. delegation to International Tel. & Tel. Conference, he’s due to leave today (Monday) on quick trip to Puerto Rico at behest of Navy Dept. Mission: To resolve controversy over location of new communication center which would forestall release of four AM stations to new sites.

BIGGEST transaction in RCA Victor annals for studio equipment for single station entity has been consummated with WOR-TV New York. Camera chains, control equipment and related gear ran more than $500,000.

MEXICANS talking again about using all six of their clear-channel stations with 500 kW. One already is notified for that power. All now are 100 kW and above. Once boosted, reduction of power to only one of six might be used by secondary stations in U. S. plus adjacent channel problem would result. Grouprewriting NARBA may have to tackle since past does not presently cover. U. S. 50 kW limit is invoked through FCC regulations.

SLOW PROGRESS understood attending contract renewal negotiations for engineers between NABET and NBC and ABC. As reported

(Continued on page 102)

Upcoming

April 21: Government-Industry committee meeting on NARBA proposals, National Archives Bldg., Washington.

(Other Upcomings, page 71)

Bulletins

SEN. ERNEST W. McFARLAND (D-Colo.) named Friday to head five-man Senate Interstate & Foreign Commerce subcommittee to investigate radio and television and telegraph communications. Others: Sens. Ed C. Johnson (D-Colo.), head of full committee, who made appointment; Charles W. Tobey (R-N. H.), Homer E. Capehart (R-Ind.), and Estes Kefauver (D-Tenn.). Plans not yet complete, but study expected to include FCC licensing practices, frequency needs and uses. All but Kefauver served on similar subcommittee last year. About $15,000 appropriated for this year’s probe.

ENOCH NAMED TO HEAD BAB POLICY COMMITTEE

FOUR NAB board members to serve on Broadcast Advertising Bureau policy committee (see story page 29) named by NAB President Justin Miller. Fifth member to be chairman of Sales Managers Executive Committee. All NAB committees to be reconstituted in near future.

Board representatives on BAB policy group are: Robert T. Enoch, KTOK Oklahoma City, chairman; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Frank U. Fletcher, WLAR-FM Arlington, Va.

AP RADIO MEMBERSHIP: 940

ASSOCIATED PRESS had 940 U. S. radio members in 1948, Executive Director Kent Cooper said Friday in annual report. Newspaper members totaled 1,708, while radio stations, newspapers and other publications served throughout world numbered 4,274. Teamwork between AP staff and members has reached “a degree rarely if ever matched,” he declared, adding that to strengthen these membership ties is AP’s most important general undertaking.

HOWARD L. DAVIS, former publicity manager, RCA Exhibition Hall, New York, appointed manager. He replaces John L. Cross.

CROSLEY TV SET SALES UP

CROSLEY television set sales rose 55% in first quarter over 1948 first quarter, Raymond C. Coggrove, Avo executive vice president, told annual stockholders’ meeting. He said with cathode-ray tube shortage lifted, Crosley hoped to attain 20,000 monthly output by June.

DURKEE QUITS SWANEY POST

BURTON R. DURKEE, manager-vice president of Morris F. Swaney Detroit office, resigned effective last Friday. Mr. Durkee had been account executive on Kaiser-Frazer.

Business Briefly

TER-OFF NAMES WITT • Tee-off Inc (Golf-Eze men’s slacks) appointed Lee H. Witt Advertising as its agency. Radio will be used in fall.

CAMERA CAMPAIGN • Tynar Corp., Los Angeles, preparing one-minute TV spots for initial three-month campaign to introduce new camera starting June 1. Churchill-Wexler, Los Angeles, is producing film. Agency, David S. Hillman, Los Angeles.

KTUL RENews WITH CBS

ANNOUNCEMENT was made Friday by John Eau, vice-president and general manager of KTUL Tulsa, that station had renewed its affiliation with CBS for a two-year period, which would terminate in June 1951.

JACKSON BOND SALES AIDE

CORNWELL JACKSON, vice president of J. Walter Thompson Co. and manager of JWT Hollywood office, named special radio consultant to advertising division of U. S. Treasury Dept. Savings Bond Division. Mr. Jackson in Washington to consult on coordinated use of radio to promote savings bonds and plans for May 15 network kickoff of six-week “Opportunity Drive.” President Truman and Secretary of Treasury Snyder to participate. General advertising session of Treasury and all media representatives scheduled in Capital Tuesday.

TWO JOIN NBC-TV

WKTV(TV) Utica, N. Y., to start operations Sept. 1, becomes affiliated with NBC-TV, and has appointed Donald Cooke Inc. radio and television station representative. Affiliation of WSYR-TV Syracuse with NBC-TV also announced, bringing interconnected total to 18, with 39 video stations across the country. Station to take air Sept. 1.

BAXTER JOINS ORR AGENCY

JOHN H. BAXTER, former manager of copy department, C. J. La Roche, New York, and that with BBDO, joins Robert W. Orr & Assoc., New York, as vice president in charge of creative production.

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BROADCASTING • Telecasting
A Mighty Moving Road....

Serving A Mighty Market!

For 981 miles through the heart of WWVA-land, the Ohio river threads its way...a mighty moving road that carried on its broad surface 41,396,738 tons of cargo in 1947. Adjacent to its banks are mines that produce more than half the nation's coal; its flood-silt has made its lowlands fertile for agriculture; it has stimulated the birth of a thriving chemical industry; and at night its rippling waters reflect the orange-red glow of some of America's greatest steel mills.

Here, in this great Ohio river valley, is the Ruhr of America...with progressive, prosperous people who make it an area rich in sales opportunities for alert advertisers. The 50,000-watt voice of WWVA serves it well.

An EDWARD PETRY Man Has the Details!

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

National Sales Headquarters: 527 Lexington Ave., New York City
First in Indiana

ANY WAY YOU LOOK AT IT!

- First Station in Indiana—WFBM is now celebrating its 25th anniversary.

- First in Hooper (WFBM has been consistently first in Hooper ratings before Bergen, Benny, Skelton, Crosby, and many others switched to CBS.)

- First in Merchandising and promotion—WFBM makes store to store calls 50 weeks out of the year, uses aggressive promotion on the air—takes space in programs for sporting events, appears on theatre playbills, originates consistent newspaper and point of sale display.

- First in Television. In June WFBM will be the first station in Indiana to provide video to central Indiana set owners.

- First in a number one market, WFBM has 1½ million in range of its AM and TV signal.

In planning future advertising in this first market, remember you can now get eyes as well as ears by giving first consideration to WFBM, Indiana's first station.

First in Indiana Any Way You Judge!

WFBM Indianapolis

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

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

Page 6 • April 18, 1949
KFH IS TOPS

NIGHT TIME STATION BREAKS

3 Class A station breaks per week for 52 weeks on KFH is Wichita's Best Buy. No two-way stretch in power, a full 5,000 Watts day and NIGHT, an audience that listens to the station faithfully throughout the broadcast day and proved results for advertisers . . . that's why KFH is the TOP buy in Kansas. Here is a power and rate comparison of all 4 Wichita stations for your guidance.

HOOPER STATION LISTENING INDEX

City: Wichita, Kansas

Months: Jan.-Feb., 1949

SHARE OF AUDIENCE

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<tr>
<th>TIME</th>
<th>STATION D</th>
<th>STATION C</th>
<th>STATION B</th>
<th>KFH KFH-FM</th>
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<tr>
<td>Evening Sun. thru Sat. 6:00 p.m. - 10:30 p.m.</td>
<td>10.9</td>
<td>18.4</td>
<td>30.6</td>
<td>36.6</td>
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</table>

5000 Watts - ALL the time

5000 Watts - ALL the time

REFERENCES STUDIED NATIONALLY BY EDWARD PETRY & CO., INC.
What's the big idea
SURE . . . Columbia Pacific has near-saturation coverage on the Coast. But it takes more than coverage to make a successful network. It takes big ideas to get big results. And Columbia Pacific is the big IDEA network.

Here's an example. Take three great mystery shows: ROCKY JORDAN, SAM SPADE, THE WHISTLER. Add a fourth idea: pyramid these shows one on top of the other for a solid hour-and-a-half of scalp-tingling mystery fare.

And you get big results — as the high-climbing ratings* of these programs prove!

Yes . . . big ideas make the big difference between the Columbia Pacific Network and all other Coast regional networks. Ideas in programs, programming, merchandising, promotion. There's a big idea waiting to bring you big business. May we— or Radio Sales— come in and tell you about it?

*Pacific Coast NRI, December, 1948

Columbia Pacific
— the idea network


Wilfred Guenther, formerly with WQAM Miami, Fla., in sales and sales promotion, appointed director of radio and television for Hachman Adv., Cincinnati. Prior to joining WQAM, Mr. Guenther was with WLW Cincinnati for ten years.


Frances D. Harris appointed head of talent section of radio and television department, McCann-Erickson, New York. She has been with the agency for five years as a radio producer.


Martin Abramson, former feature writer with the late New York Star, joins Young & Rubicam, New York, as researcher on We the People staff.

Marjorie Lovinger joins Rocklin Irving & Assoc., Chicago, as specialty radio copywriter.

Monty Mann, active in advertising in Southwest for more than 20 years, joins Glenn Adv. Inc. as vice president in charge of agency's Dallas office, effective May 15. Mr. Mann was formerly with Tracy-Lecky Co., Dallas, as vice president and media director.

Fred Bishop, copywriter in Toronto office of J. Walter Thompson Co. for the past 5½ years, transferred to agency's New York office.

Robert L. Nourse Jr. joins W. Earl Bothwell Inc., Hollywood, as Pacific Coast manager. He was formerly Pacific Coast manager of Roy S. Darstine Inc., and before that with Dorland Inc., same city.

Mr. Mann

Martin R. Kitten Co., Los Angeles, elected member of American Assn. of Advertising Agencies.


Dee Russell, formerly advertising manager of S & C Motors, San Francisco, joins Garfield & Guild, same city, as creative writer.

Isabel Hendricks, formerly publicity director, Western Growers Assn., Los Angeles, joins copy department of Mogge Privett Inc., same city.


John R. Christie, formerly vice president heading business development at Buchanan & Co., Los Angeles, joins Dan B. Miner Co., that city, as account executive.

William Sterling of Young & Rubicam Hollywood television department, is the father of a girl, Tina.

Mr. T. V. Advertiser:

In ST. LOUIS, America's 9th largest market, you can reach the ENTIRE Television Audience with just ONE station . . .

KSD-TV

. . . affiliate of the NBC Television Network; working agreements with CBS, ABC and Dumont.

For SPOT availabilities, phone or write KSD-TV, St. Louis, or FREE & PETERS' nearest office.

KSD · KSD-FM · KSD-TV

The St. Louis Post-Dispatch Stations
Replace your old AM transmitter

with RCA's new 50 kw...

The revolutionary, new power triode RCA-5671. This tube takes about one-third the filament power of conventional triodes used in the older transmitters. It reduces hum modulation below FCC requirements—even without rf feedback.

The two 5671's in the rf power amplifier and the two in the class B modulator of this 50-kw transmitter save up to $1200 yearly in filament power alone.
and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty"—and it's paying its way.

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—$12,000 a year, based on daily operation at 19 hours a day!

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance—and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19DC, RCA Engineering Products, Camden, New Jersey.
SAFeway Stores, San Francisco (Luzerne Milk), today (April 18) starts an 82-week sponsorship of second quarter-hour of Music in the Zoo Mammals on as yet undetermined number of ABC Pacific stations, Mon.-Fri. (7:45-8 a.m., PST). Agency:  J. Walter Thompson Co., San Francisco.

GOLD MEDAL CANDY Co. purchased More Magic on WNBT (TV) New York, Sundays, 11:30-11:45 a.m., effective April 10 for 13 weeks. Show, featuring magic tricks for children, was bought through Doherty Agency, New York.

CALIFORNIA SPORTS TRAVEL & BOAT SHOWS Inc. appoints Botsford, Constantine & Gardner, San Francisco, for spot campaign to promote its two Bay Area shows this month—in Oakland April 9-17, in San Francisco April 22-May 1. Total of 200 radio spots will be placed in area.


THE GOODALL Co., Cincinnati (Palm Beach, Springweave and Sunfast suits and slacks), sponsoring weekly, five minute telecasts, How to Improve Your Golf, with Harold McSpaden for 13 weeks on 19 TV stations in many cities. Agency: Rutherford & Ryan, Chicago.


PETEr HAND BREWING Co., Chicago, for Meister Brau Beer, sponsoring half of Chicago Cubs and White Sox baseball telecasts on alternate game basis on WGN-TV Chicago, through BBDO. Pre-game Player of the Day telecasts backed by NEWART CLATHING Co., through William Futterman Agency, both Chicago, also on an alternate schedule. WALGREEN Co., through Schwimmer & Scott, both Chicago, contracts for post-game Extra Innings after each home game. All contracts went into effect April 15.

CASE'S TANGY PORK ROLL Inc., Trenton, N. J., appoints Weightman Inc., Philadelphia, to handle advertising. Television and radio are to be used. JACK RENSEL is account executive.

DURO FURNITURE Mfg. Co., Los Angeles, expands its radio schedule with quarter hour weekly recorded programs on five additional Los Angeles area stations. Stations are: KMPC KFVD KFAC KRKD Los Angeles; KIEV Glendale, Contracts for 13 weeks. Firm's currently running weekly programs on KLAC KFWB Los Angeles; KFOX Long Beach; KOWI Santa Monica. Agency: Raymond Keane Adv., Los Angeles.

ACME BREWING Co., San Francisco, sponsoring two weekly one-minute combination of animated cartoons and live action film spots on KTSL (TV) and KFI-TV Los Angeles, with possible expansion later to other Los Angeles area and San Francisco stations. Contracts for 13 weeks. Agency: Birschacher, Wheeler & Staff, Los Angeles.

WARD LABORATORIES Inc., New York, appoint Frederick-Clanton Co., New York, to handle radio advertising.


WILCO Co., Los Angeles (Bif insect spray), April 15 expanded spot schedule to five spot announcements daily on KESO El Paso for 13 weeks. April 1 firm started, for other Wilco household products, 13 week series of five spots daily three times a week on seven Intermountain Network stations—KALL Salt Lake City; KMV Twin Falls; KVO Yreka; KHOW Ogden; KID Idaho Falls; KXYW Twin Falls; KFXD Nampa-Boise, Idaho. Agency: Elwood J. Robinson Adv., Los Angeles.

ARDEN FARMS, Los Angeles (Flavor-Fresh Cottage Cheese), April 9 started three week test spot campaign on ten Los Angeles area stations. Spots running six weekly on following stations: KFI KNX KECA KHJ KLAC KMPC KFWD KFVD Los Angeles; KIEV Glendale; KXLA Pasadena. Agency: Allied Adv., Los Angeles.

(Continued on page 81)
"Lookit what Mr. Hooper says about WDAY, Elmirey!"

Excuse us for getting excited, but we just received our December-January Hooper—and it gives WDAY a 67.5% Share of Audience (total rated periods) against 13.1% for Station B. This is an increase of 3.7% over our Conlan-credited 63.8% of last May—despite the opening of 3 new studios here during the year! Thus, WDAY now has five times as many Fargo-Moorhead listeners as any other station—twice as many as all other stations combined!

WDAY's popularity throughout the rich Red River Valley is just as impressive. BMB figures, mail-pull statistics, paid subscriptions to our station newspaper—all prove amazing rural coverage, as well!

Yes, urban and rural, WDAY continues to be your best bet in the wealthy Red River Valley. And toothpicks or tractors, as hayseeds in the Valley have the dough to buy doggone nearly anything we want! Ask us or Free & Peters for any proof you'd like to see!

FREE & PETERS, INC.,
Exclusive National Representatives

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

Here are the Figgars!

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<tr>
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<td>68.9</td>
<td>13.5</td>
<td>9.7</td>
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<td>(SUN. THRU SAT.)</td>
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Charges for Requests

EDITOR, BROADCASTING: . . . Recently it came to my attention that an announcer on a certain Spanish language radio program was requesting his listeners to send in requests for dedications, but affixing a condition that there would be a charge of 10¢ for a single dedication, or $1.00 for the entire program. Upon making investigation I found this somewhat of a common practice in Southern California, carried on with the knowledge of management. In one instance I found that the announcer was carrying an advertisement in a Spanish newspaper stating in substance what I have noted above.

I believe that this practice should be called to the attention of station management in general, so that each may make his own investigation. Incidentally, a very interesting question is raised, as to whether or not a dedication made under such circumstances, i.e., for pay, becomes a commercial announcement, which would be required to be logged as an "S.A."

William H. Haupt
President-Station Manager
KVVC Ventura, Calif.

***

ET Plan Scored

EDITOR, BROADCASTING:

The writer is in complete agreement with Charles Michelson and other transcription producers and distributors as to the impracticality of the NAB outright sale proposal. On the basis of our own experience, such a plan would increase the cost of transcribed programs to the station or sponsor by at least 50% and would reduce by as much the ability of listeners to enjoy through successive years over different outlets in a given center unedited programs which are as good one year as the next, or vice versa.

This company is engaged primarily in the production of Bible drama. Parts of the Bible are at least four thousand years old . . . . A good Christmas play is no older this year that it was ten years ago . . . . If the NAB program went through, Los Angeles, which first heard our Bible dramas in 1933, over KFI, might never have heard them again, if KFI did not feel it desirable to repeat the series.

From a purely material point of view, of equal interest would be the effect of the NAB plan on transcription quality and cost. In the case of our Bible dramas, even though we got good prices and worked with our players on a royalty basis, it took ten years to cover our nut, and it might have taken 15, had we been compelled to sell the show outright to only one station in each broadcasting center.

Under the present lease plan, when stations are considerate in the use and the prompt return of pressings, the same set of platters may serve seven or more stations, without impairment of quality. This means that the producer's pressing cost is only 14 1/2% (approx.) of what it would be under the NAB plan.

Finally, any transcription producer will agree, I am sure, with the writer that it is hard enough even now to get equitable prices from a majority of the stations. Almost always the station says it would like to pay more, but the sponsor will not stand for it, and I believe this. For at least 50% of our sales are direct to clients, and we know how tough the sales resistance is.

The Transcription Division of NAB has done some very fine work for producers and stations in the transcription field. It might be in order to ask whether this division was consulted before the NAB program was promulgated.

G. L. Price
George Logan Price Inc.
Los Angeles, Calif.

***

Radio Should Sound Off

EDITOR, BROADCASTING:

Congratulations to Mr. Malcolm Greep of Owensboro, Ky., for his letter in the issue of March 28th. In my opinion his voice is prophetic of a revolution which must eventually be experienced by the industry.

We seem reluctant to admit it, but radio has come of age, and the medium is here to stay. Despite our obsequity to the press, we exist because we can sell more merchandise to more people and at less cost per person than can be sold by any other medium. While we contentedly scrumble for the crumbs of the feast being shared by other media, many advertisers actually have more confidence in us than we have in ourselves. We get equal shares of many budgets; major portions of others.

We grow and develop not because of the tolerance of the press, but in spite of its sniping. We grow and develop because on so

(Continued on page 18)

BROADCASTING * Telecasting
Ozzie & Harriet Adventure Again in Eastern Iowa on WMT

She said no to a talent scout and yes to the ex-youngest Eagle Scout in New Jersey... and they made sweet music together. "The Adventures of Ozzie and Harriet" began a long time before their CBS show of the same name. Ozzie Nelson discarded top billing as a band leader, with Harriet (Mrs. N) as featured vocalist, to write and act in the outstanding domestic comedy series based upon episodes in the lives of the Nelsons and their two sons.

"The Adventures" is one more of the CBS shows that WMT brings exclusively to Eastern Iowa. With big-time network shows, a complete News Center, and special events of great regional interest, WMT has "the ears" of one of the world's most prosperous farm-and-industrial markets. Ask the Katz man to show you how WMT advertising pays off in sales.
Open Mike  
(Continued from page 16)  
many occasions we have outperformed them in advertising results, news coverage, entertainment, public service, and everything else but  
salesmanship.

It's time we stopped apologizing and started doing a little boasting. It's time we started standing on our  
feet and stopped trying to ride on the coat-tails of our biggest competitor. Does any other business  
let a competitor own some of its best properties, represent it in national and local sales, and influence  
it's policies?

In my opinion, the industry would be well advised to campaign for a top-to-bottom affiliation, a top-to-bottom representa-  
tion by newspapers and newspaper reps.

Joseph R. Fife  
WPTR Albany, N. Y.

Wrong Warners  
EDITOR, BROADCASTING:  
We note that on page 52 of your March 14th issue...the following statement was made in error:  
"Dr. William M. Logan, Station Manager, KXRE, Oakland, Calif., have absolutely no connection with  
Warner Brothers Pictures Inc. of Hollywood.

F. Wellington Morse  
Station Manager  
KWBR Oakland, Calif.

* * *

'Children's' Program  
EDITOR, BROADCASTING:  
In your March 14th issue, a report is given on the Western Radio Conference, and I wish to  
protest the statement attributed to me as follows:

"Mrs. Logan charged, and was politely  
corrected on her facts, that a year ago the networks carried an average  
of ten sustaining educational programs  
each on Monday. Today, she said, NBC, for  
example, carries but one.

You also add: "Mr. Speegle pointed out, for the record that  
"NBC still carries an average of ten  
such programs."

I would like to quote you that  
part of my talk which referred to  
children's programs—not "educational"  
programs.

"How about the programs designed  
especially for children? How much  
TIME is devoted to children's radio  
programs and what KIND of programs  
are they?" Recently, a letter to Parent  
Teacher Association made a survey of  
the Los Angeles stations to find out how  
many hours are given to children's radio  
programs. I presume the results we  
received were typical of other  
combinations. We surveyed the eleven  
stations right in Los Angeles, and  
we found that only 2% of the radio time  
was devoted to programs recommended  
by our Local Listening Committee. We  
also found that only 1% of the total  
radio hours are devoted to pro-
grams which are not approved by our  
committee. In other words, less than  
2% of the total time was devoted to  
children's programs! Alto children  
comprise 16% of the population in the  
Los Angeles area. Why were we so  
dismayed when we looked at the  
report of our listeners in our station  
report? We had four sustaining programs for children—America's first public service programs—American School of the Air,  
indeed. The study of the fashion change at CBS, School of the Air, became "outmoded" at about the same  
time they acquired their new look with  
Jack Benny and other comedy shows.  
Yes, in 1933, CBS had four sustaining  
programs. NBC's is ten, and Mutual  
has fourteen. Now CBS has none—not even the School of the Air. Mutual has none—but it is evident that outstanding  
programs for children—Adventure  
Parade yes, despite pleas from thou- 
sand and thousands of parents and  
children—has been, I believe, one.  
Programming for young people is a  
neccessary public service. Children are part of our public, the most important part, from 16 to 22% of our public.  
Why is it that they are not included in  
the 'public interest' in which broadcasters pledge to serve?"

In the discussion period, Mr.  
William Minette, director of public  
affairs and education, KNBC [San  
Francisco], took exception to my  
report that NBC had one sustaining  
program for children, and referred  
to me such programs as "One Man's Family," etc. I pointed out to him that we did not consider  
such programs especially designed  
for children. He then referred me  
to Wallace J. Jr. and Lassie, and  
answered that I was talking about  
sustaining programs. I might have  
added that if we had more programs  
like Dr. I. J. Jr. and. Lassie, Standard  
School Broadcast and other fine  
commercial programs for children,  
we would not be so concerned.

Mrs. Z. W. Logan  
Radio Chairman  
Los Angeles Tenth District  
Calif., Congress of Parents  
& Teachers Inc.

Los Angeles.

* * *

'Top of the Heap'  
EDITOR, BROADCASTING:  
In Mutual's southern office, BROADCASTING always receives top  
priority in the Monday morning  
mail. It is on the top of our heap  
just as it is on the top of the heap  
of trade publications.

I often wonder if you and your  
associates ever realize just how  
important BROADCASTING is for  
those of us "out in the field." It is the  
only publication of accurate information  
available to everybody at  
the same early date—first thing  
Monday morning.

I'll bet you reach almost as many  
stations as Mutual does.

Charles Godwin  
Manager, MBS  
Atlanta, Ga.

* * *

'Valuable Addition'  
EDITOR, BROADCASTING:  
Your "Business of Broadcast- 
ing" series is a valuable addi- 
tion to an already indispensable  
magazine.

Raymond E. Guth  
Research Director  
WOC Davenport, Iowa

BROADCASTING  Telecasting
1. **STUART PRESCOT HOUSE** in Baton Rouge, Louisiana. This mansion, over 100 years old, has always been owned by the Prescot family. During the Civil War it was used as a hospital by the Union Army.

2. **SUGAR CANE HARVEST** at Poplar Grove Plantation, near Baton Rouge. Louisiana's 1948 sugar cane crop—5,256,644 tons—represented 85% of the cane grown in this country for the production of sugar. Another valid reason why WWL-land is above the national average for increased income, increased buying power and general prosperity.

3. **WWL'S COVERAGE OF THE DEEP SOUTH** 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market. 

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

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

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
Feature of the Week

BOYS from 7 to 17 took over operation of WLOU Louisville (1 kw day on 1350 kc) for one day from 12 noon to signoff as a feature of Louisville's observance of Boys' Week. The project was such a success that it is to be repeated each year, the station reports.

Willis Searfoss, WLOU sales manager, originated the idea and it was given the hearty approval of Mrs. J. E. Messervy, station's president and general manager. Bill Ladd, Louisville Courier-Journal radio editor, gave his assistance, as did Asher Tullis, executive di-rector of the Louisville Boys Club and the Optimist Boys Club.

Day selected for the boys to take over was Sunday, March 27, and 50 of them were on hand to participate. They did everything from handling the administrative end to programming. Not an adult voice was heard on WLOU while the boys were in charge.

"The regular staff had more fun than the youngsters in guiding them through the schedule," WLOU reports.

A few sponsors who had been a bit hesitant about the idea of boys reading their commercials over the air later indicated they were enthusiastic over the results, according to WLOU. "We have been advised," said WLOU, that they [the sponsors] received more comments from these aids ... than on their regular run of scheduled broadcasts."

On All Accounts

ALTHOUGH Robert D. Hussey bears the imposing title of manager of the program development department for Young & Rubicam's Hollywood office, "talent scout" might be more descriptive.

For Bob handles all show and talent buying, guest star bookings, auditions, program ideas and script readings for the agency which supervises more transcontinental programs per week than any other on the West Coast.

Television time and program purchases also come under the Hussey aegis these days. And if the Hollywood office of Young & Rubicam echoes the tremendous video operation of its New York parent, this should be enough to warrant a mighty heavy expansion of Bob's department in the very near future.

Holding the strings on the radio appearance of some of Hollywood's biggest stars, an estimated $125,000 per week in talent expenditures alone pass through Mr. Hussey's hands. Yet he still thinks as a true advertising man, getting the agency client the most for his dollar.

Through his variety of assignments Bob has his finger on the pulse of such agency produced programs as Bob Hope Show, Jack Carson Show, Duffy's Tavern, Adventures of Ozzie & Harriet, GE House Party, My Favorite Husband, and the transcribed Skippy Hollywood Theatre, placed nationally on some 53 major stations.

It's a Hussey tradition never to be idle, so he covers the Hollywood new program and talent scene for his New York home office, too. In addition he supervises the booking of talent up and down the West Coast for eastern origination of such network shows as We, the People, and such TV programs as Arthur Godfrey's Talent Scouts, The Arrow Show and others.

Born in Bayonne, N. J., on Sept. 29, 1904, Bob received his early education there and in Jersey City. He attended New York U. for a time, entering the business world as a stock and bond runner on Wall St. in the summer of 1921. Bored with this routine after a time, he chucked the job and went to sea, thus getting acquainted with both European and Latin American ports for the next 2½ years.

A pioneer at heart, Bob next (Continued on page 92)
MEN
AT WORK
(and for you)...

While we don't spend much time actually climbing antenna towers or watching outside keyholes, these sketches—borrowed from our latest brochure*—are symbolic of the diligence and concentration that goes into every BROADCASTING assignment.

Ours is a unique reputation as the only authentic reporter of every significant development in the field of broadcasting and its allied arts. That's been ours for over 18 years now. And we keep our reputation growing because our awareness of radio's problems and potentials is so acute. We boost broadcasting with every breath; we've championed every worthwhile advance the industry has ever made, and we cover all the news of broadcasting with a thoroughness no one else can approach. That's why—in every survey—BROADCASTING is No. 1 with agencies and advertisers.

BROADCASTING carries more news, more business features than all our competitors put together. (About 75,000 words and 60 illustrations in each issue.) To do this, it takes a staff of 60 busy people working from five offices: Washington, New York, Chicago, Hollywood and Toronto.

Issues like the one you are now reading are the result. This intensity of editorial coverage has given BROADCASTING a degree of readership loyalty and confidence rarely achieved by any publication in any field.

*A very fine promotion piece, indeed... our friends tell us. It can be had for the price of a short note to BROADCASTING's publisher, National Press Building, Washington 4, D. C.
If you think a slip-of-the-hand can be tough for a "human fly," you ought to see what a slip-of-the-accent can do for a salesman in the deep South!

In the 23 years that we've been broadcasting to our four-state Southern area, we've built up an incomparable radio Know-How for our Southern audience. We know what our listeners want—know when they want it—know how they want it presented. We know the similarities and difference between our rural and city audiences; better still, we know how to program to both. In fact, we've learned just about all there is to know about top-notch broadcasting in this section of the South—and the result is a degree of listener acceptance that can't be matched in this area.

That sounds boastful, yes—but we'd certainly appreciate a chance to prove it to you.

50,000 Watts · CBS ·

Henry Clay, General Manager
By J. FRANK BEATTY
RADIO is tooling up for the battle of advertising media.
NAB emerges from its annual convention with a new set of targets—sales, TV, and uniform research. And it will soon appear with a revised administrative set-up specially designed for the job ahead.

Overwhelming demand for an operation at the Stevens Hotel in Chicago, in basic business services was heard all around the Stevens Hotel corridors in Chicago last week. The place was seething and delegates were starting to mull the thought of an open revolt and wholesale withdrawal unless something was done—and quick.

Something was done. It was done with speed and precision as the board executed the mandate of the membership. This basic job was to create and implement a business-getting-operation, and to do a more direct and better government-contact job on behalf of the regulation-ridden industry.

The board took these steps:
- Created the Broadcast Advertising Bureau (BAB), to be operating no later than June 1.
- Earmarked $300,000 more than the present sales budget for BAB, or about one third the entire NAB budget.
- Named Maurice B. Mitchell, director of BAB, serving under a board policy committee.
- Bailed out Broadcast Measurement Bureau again with $75,000 loan after convention had pledged support (story this page).
- Approved full NAB participation in the coming NABRA.

#### Chicago Again

The 1950 NAB Convention will be held again at the Stevens Hotel, Chicago, in mid-April, it was stated after the NAB board wound up its two-day meeting Thursday afternoon. Registered delegates at the management conference last week totaled 1,118, as compared to 1,017 at Los Angeles last year. Delegates and NAB officials praised the hotel's convention facilities. The next board meeting will be held in New England next July. District meetings start in Fall.

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**NAB BATTENS HATCHES**

**Readies for Inter-Media Competition**

- Accepted new recording standards.
- Specified TV operation within NAB which must aid AM stations going into video.
- Gave finance committee two jobs—$75,000 and BAB's $100,000. Most of $100,000 for BAB to be drawn from other activities.
- Deferred overall NAB reorganization.
- Dropped plan to hire special legislative representative to save money, but called for stronger NAB-government contacts at the grass roots.
- Delegates who left Chicago last Wednesday grumbling about what many called a plush trade association, and a stuffy agenda—and there were many who felt that away—didn't realize that democratic processes were under way. They weren't aware that within a few hours their elected representatives on the NAB board would be doing the very things most of them wanted done. Thus the board (with six new faces) that had thrown out the idea of a broadcasting Advertising Bureau at New Orleans less than two months ago did a complete about-turn at Chicago and earmarked roughly 35% of the entire association budget to set up the project.

Convinced that broadcasters wanted a professional sales bureau that could match ANPA's roars with more than a beep, they almost tripled the expenditures for sales promotion. Moreover they paved

(Continued on page 99)

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**SEVERAL leaders of impromptu task force which shaped up a nationwide sales drive (1 to r): Maurice B. Mitchell, WMAZ Macon, Ga.; Gordon Gray, WIP Philadelphia; Julian Haas, KARK Little Rock; Bill Maitlen, WVET NAB; William C. Grove, KFBC Cheyenne, Wy.; Red Cross, Rochester; Frank E. Pollegrin, KSTL St. Louis.**

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**LOAN TO BMB**

BMB survived two more crises last week when it was granted a $75,000 loan by the NAB board and a vote of confidence by the NAB membership.

The board approved the loan (see main board story this page) by a 12-7 vote. No collateral is required from BMB, it is understood, but the loan is backed by a contract waiver plan submitted to subscribers during the convention. AAAA and ANA immediately agreed to the new BMB plan Thursday.

The waiver idea, authorized by the board at its pre-convention meeting, removes from present contracts a 90-day cancellation clause. This original clause endangers BMB's chance of collecting full obligations from all of its subscribers since the Study No. 2 is likely to be in subscribers hands by autumn and present contracts require most to make monthly payments until July 1, 1950.

Subscribers who had signed waivers prior to the post-convention board meeting totaled about $84,000 in obligations, or 20% of the total still due, along with another $58,000 in oral pledges, mainly from two networks. The tabulation firm handling the BMB detail has agreed to defer 50% of May and June payments on assurance BMB will get the waivers from subscribers.

Report of a special committee to consider the future of NAB audience measurement, headed by John Elmer, WCBS Baltimore, was presented to the board. The committee did not offer a new plan of audience measurement pending completion of the present BMB survey, but will continue its studies.

In asking subscribers for waivers on their BMB 90-day cancellation rights, BMB supporters said they had not received a single rundown from convention delegates authorized to act on behalf of their stations.

Following the board meeting it was explained that NAB's loan is made to BMB on condition NAB assumed full administrative control while any of the loan is outstanding—the loan is to be advanced for current expenses, as needed. If by June 1, at the latest, BMB has not obtained waivers from its 540 standard station subscribers, or enough new subscriptions to bring the total to 540, the rest of the loan, if any, will not be advanced.

G. Richard Shafiro, WJS Columbia, S. C. NAB and BMB board member, explained 401 of the 540 subscribers are NAB members. They have spent $900,000 toward defraying costs of Study No. 2, with contracts originally made under a "five-year-plan."

Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, reminded that

(Continued on page 100)
RESOLUTIONS

The 27th annual NAB Convention took a series of forthright stands on behalf of its basic rights and policies but it required two separate sessions and an after-dinner fluster filling an annual banquet to get the resolutions engraved on the official minutes.

In the recollection of any member or staff, the procedure fluster marred an industry convention. Two factors led to the chaotic situation. First, only 50 delegates were present Tuesday after the BMB matter had been settled. Second, the corridor rumbles for a big time advertising department in NAB building the floor to interrupt the usually routine process of shoving through the resolutions.

Starting Tuesday afternoon, and winding up Wednesday morning, the convention’s business meeting adopted a series of thank-you resolutions, endorsed Judge Miller’s administrative recommendation.

All members received the invitations to subscribe to the all-radio presentation.

Passed for recommendation of the Broadcast Advertising Department.

Amended the request for issuance of the 1950 census which may and must remain in the hands of the local Representation in Congress.

Opposed proposed FCC rules re-confirmation of the prohibition of permitting secular advertising.

Amended the proposal that stations drop their dynamic programming. Added a provision that the stations agree to cooperate in a joint study of transcription service costs, with a report to be made at next year’s meeting.

Amended the demand of tariff laws affecting recording and news and special events features to bring in divergence in duties.

Amended legal semantic conducted by the NAB.

Amended the Demand that the State Dept. exercise leadership at the coming NABRA to protect broadcasting.

Agreed to submission of a request to the FCC for adoption of a policy against commercial intervention or 'censorship' by the Federal or local governmental, with Puerto Rico in mind.

Passed amendment of FCC rules to remove a restriction on identification of requirements except where the time slot is available or the listener would be misled.

Passed to research troubles and endorsed the principle of uniform measurement in the recognition of size and benefit of industry’s financial dependence.

Members of the Resolutions Committee were Wiley P. Harris, WJY, Columbus; Calvin Coombs, KARM Fresno; Richard Borel, WBNS Columbus; Robert D. Swemey, WDSU New Orleans; William E. Mcgraw, WJUN Boston; Phillip H. Woll, WOL Washington; Edward Wheeler, WEAW (FM) Evanston, III.

Judge Miller was lauded—with growth and progress of broadcast industry and the trend which had been developed in his administration cited by the convention. His policies and actions as NAB president were supported and the resolution reminded that his “devotion to his great abilities to this growth and progress.”

Mr. Harris took up what appeared to be a quiet chord late Thursday evening when a few clusters of delegates scattered around the theatre. All went along nicely until he read a resolution calling for expansion of the Broadcast Advertising Dept. Calling for recognition, Odin S. Ramland, KDAL Duluth, Minn., said the Broadcast Advertising Executive Committee for four years had called for greater attention by the board to sales activities. He suggested a substitute resolution specifying that 40% of the association’s budget be earmarked for the department. The Small Market Stations Executive Committee feels the same way, he said.

Judge Miller questioned the idea of specifying 40% and said much of the NAB general fund goes to department travel and other expenditures. Mr. Ramland said NAB must get down to basic facts and provide every possible sales aid. “We do a very poor job,” he said and told of a District 11 survey in which stations recommended NAB spend from 30% to 60% of its budget on sales. Chairman Harris suggested use of “ample” instead of 40% but Mr. Ramland turned down the suggestion.

Frank E. Pellegrin, KSTL St. Louis and a former director of Broadcast Advertising Dept., now of Transit Radio Inc., said the membership overwhelmingly favors expansion of sales activities and made a stirring plea. “Are we going to let AM be bled or will we support and maintain it,” he asked. He recalled a former FCC chairman said many years ago that FM would supplant AM in three years and that later the period was changed to five years.

If NAB doesn’t do it, at least two organizations are ready to do a sales promotion job for the industry. When the shoelaces harder, many stations will see red ink. Where will they get the money for sales promotion—they’ll drop out of NAB. The situation is critical. It soon may be desperate.”

Ted Cott, WNEW New York, referred to the small audience and suggested NAB allot 40% toward better programs. Glenn Shaw, KKL Oakland, a new NAB director for District 15, opposed the Ramland and favored the Cott idea. He opposed the 40% figure for sales but said he wants sales to get a fair share. Robert T. Mason, WMN Marion, Ohio, demanded more emphasis on sales and suggested the 40% perhaps should be 75%.” The job has to be done if we are to exist as an organization,” he said.

See ‘Grass Roots’

Simon Goldman, WJTN Jamestown, N. Y., said small market stations need NAB activity and sales expansion would bring new members. “Sell radio at the grass roots and you sell radio to the nation,” he said.

Lewis Avery of the Avery-Knodel operation, also a former head of the NAB department, supported the Ramland substitute. Robert D. Enoch, KTKO Oklahoma City, who sparked the old board’s action setting aside sales as the first order of business at the post-convention meeting, opposed the 40% figure and said the board is thinking in terms of sizable expansion.

The discussion developed into a junior board meeting as two more members—Calvin J. Smith, KFAC Los Angeles, and Harold E. Fellows, WEEI Boston—joined the fray. Mr. Smith objected to the way the resolution was worded.

Mr. Fellows said it would be a “fatal mistake” to set up the 40% figure. He is a member of the board finance committee.

Ralph Hardy, KSL Salt Lake City, suggested absence of a quorum but the motion lost on a roll call. Charges were made from the floor that it was “disgraceful” to arrange a meeting this way. Hugh Higgins, WMOA Marietta, Ohio, former department assistant director, moved the subject come up at the evening banquet, only type of motion permitted after adjournment was defeated. It was carried.

Judge Miller arose at the beginning of the banquet to explain why a business meeting was being held. He yielded to Chairman Harris, who called for motion to adjourn to 10 Wednesday morning. The motion carried, though many of the diners were not aware what was happening.

Wednesday morning session was all peaches and cream for Chairman Harris, and a nearly filled the auditorium adopted the original sales resolution without debate, and then ran most of the rest through in a block.

Text of the sales resolution:

WHEREAS the Sales Managers and Small Markets Committee of the NAB have recommended that a much greater emphasis be placed upon the expansion of the Broadcast Advertising Dept. and individual stations maintain and increasing their advertising to the public

WHEREAS the board of directors of the NAB is now considering methods of accomplishing this purpose

BE IT RESOLVED by the members of the NAB convention assembled that the board make adequate provision of expanding the services of the Broadcast Advertising Dept. and give adequate provisions at the earliest possible time.

SELL RADIO

NAB Members Urge Promotion

FIRST FORMAL demand from the NAB membership ranks for creation of a bureau of broadcast advertising, operated separately from NAB itself, was sounded at the opening business session of the association’s convention in Chicago last Monday.

The project, one of the basic topics before the 27th annual meeting, was proposed after the membership had listened for three hours to a detailed account of the “negative” promotion by other media. This promotion is being carried out at a constantly accelerating rate by organized newspaper interests, the meeting was told, and it is aimed directly at broadcast advertising.

Problems of radio selling and the increasing promotion of other media occupied the Monday afternoon session. Instances of “rough” tactics by newspapers were cited to support the theme that radio must promote itself if it is to resist the competitive gestures of newspapers and magazines.

The afternoon agenda listed the All-Radio Presentation film as the first step to be taken by the industry in purging the whole media picture. The presentation was explained by those who are carrying the preparation load.

But the proposition that broadcast advertising, the multi-million dollar newspaper campaign with a well-rounded project of its own, with the All-Radio film as the initial effort, was sound by the operator of a postwar station who is (Continued on page 78)
BROADCAST REVENUES of AM networks and stations totaled approximately $406 million in 1948, a 12% gain over 1947, but more than one out of four stations lost money during the year.

This was revealed last week by FCC Chairman Wayne Coy in his speech to the NAB in Chicago (see story above). The figures were compiled from stations' and networks' reports to the Commission.

For 72 reporting FM stations (not sold in conjunction with AM outlets) the aggregate loss was approximately $406 million. This is 12% more than the 1947 figure. Of the $44 million overall increase, more than half ($23.6 million) went to networks and stations, while the balance ($20.4 million) was taken in by the broadcast industry as a whole. Of this, $21 million is chargeable to the new 1948 stations. For the others, the networks, the expense gain approximated 10%.

Total broadcast income—revenue mix not available. (Continued on page 68.)
THE broadcaster himself has the power and duty to decide what program policies and content are best suited to serve the public interest of his community, NAB President Justin Miller told the Unaffiliated Stations luncheon meeting April 10 at the Stevens Hotel, Chicago.

Judge Miller scoffed at the frequently uttered charge that four network presidents or a group of advertisers or commentators can control U. S. broadcasting and documented his statements with figures showing the ownership and classifications of stations. His topic was, "Who Owns and Controls Radio Broadcasting in America."

Networks often are charged with a dominating role because they provide convenient whipping-boys for those who wish to discredit the American system of broadcasting, he charged. To place networks, advertisers and others in their proper perspective reveals they are not bogeymen, he said.

First Judge Miller showed that the networks own only 18 stations. Citing FCC figures, he said 1,500 AM stations were in competition with networks but this includes every station that received any revenue whatever from a network, even if it was a single program. NAB's Research Dept. classes AM commercial stations as of Jan. 1, 1949, in continental U. S. as follows: Network affiliated, 1,066; unaffiliated, 744; total, 1,800 of which 39% are affiliated and 41% unaffiliated.

He reminded that affiliates operate with networks on an arm's-length basis, with contracts specifying their obligations. He said it is the duty of affiliates under the law to determine program and business policies, and that the FCC and courts have struck down any efforts of networks or advertisers to do so.

"The trend is definitely and strikingly toward a larger and larger number of stations," he said, locally owned and controlled by local citizens, known and respected in their own communities. The saturation point seems to have been reached in national network affiliation, he said, and the trend toward a majority of unaffiliated stations moves forward at an increasingly rapid pace.

Judge Miller referred to the doubling of the number of stations since the war "for better or worse."

He reminded that the number of stations owned by networks is strictly limited by the FCC and has not increased during the period. Growth in the availability of FM frequencies has made the trend toward independent stations more pronounced, he said, but the total effect of television is not yet easily measurable, but that it will be profound is conceded by everyone. Postwar expansion of AM into small and medium-sized communities is significant, he said, with FM and TV development more pronounced in populous areas. He referred to a map showing unaffiliated AM and FM stations and another showing network and affiliation.

(Continued on page 70)

AFTER 27 YEARS, the unaffiliated stations got their "Independents' Day" at last week's NAB Convention.

Non-members as well as NAB affiliates — 300 strong — attended an all-day session Sunday, April 10, in the grand ballroom of the Stevens Hotel. Highlight of the morning session was an address by Dr. Sidney Roslow, president of The Pulse Inc., who cited small but steady gains in share of audience by New York's independent stations, during the period 1942-1948, while that of network stations fluctuated.

"We have waited 27 years for this day," said Ted Cott, WNEW New York, chairman of NAB's Unaffiliated Stations Committee, who presided. "April 10, 1949, will always be known in the industry as the first Independents' Day. We now have 50% of the numerical strength of all stations, and from this day forward we will speak for ourselves. No longer will we tolerate any John Aldens. We have checked our inhibitions at the door.

Dr. Roslow compared share of audience figures between network and independent stations for Philadelphia, Boston and Cincinnati, for shorter periods than the New York survey, and noted "it looks as if the independent stations have been having a field day."

"The gains have been small each year, but there have been gains," he said. "Obviously things like sports, news, popular music suggest themselves at once, but let us not underestimate the power of audience promotion efforts."

A panel discussion on transcriptions brought together Ohio Langlois, president of Lang-Worth Feature Programs; John Sinn, executive vice president of Frederic W. Ziv Co.; and Walter Davidson, general manager of Capitol Transcriptions.

Noting a classical example of the importance of programming is the fact that "when good programs shift networks they take their audience along," Mr. Sinn called for more programming on the local level. He observed that only one out of 10 stations get the full benefit out of its transcription services, and urged wider use of them in the coming "stiff competition for the local and regional dollar."

Both Mr. Langlois and Mr. Davidson joined Mr. Sinn in wavering aside a suggestion from the floor that only part of a library be sold. Their arguments were that the "overall package nature" of a library makes it economical for both stations and transcription companies whereas the sale of a portion would be economically unsound; also that a library is not a specialized service but an "all-round programming effort deal."

When Mr. Davidson told of the transcription industry's desire to

(Continued on page 71)
BROADCASTING stations should make four "basic measurements" of advertising agencies to insure commercial success, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told an NAB Convention breakfast meeting Tuesday. The event was sponsored by the Chicago Radio Management Club.

Mr. Gamble recommended that stations inquire whether agencies are (1) free agents, (2) ethical, (3) experienced to serve advertisers, (4) financially sound.

"These four standards are nothing more nor less than the fundamental requirements of agency recognition, developed over many years by the overwhelming majority of media," he recalled. Standards of agency recognition, said Mr. Gamble, are promoted nationally among newspapers, business papers, magazines, farm papers and outdoor plants, and also among some of these media by regional and local groups. "Can radio afford to do less than other media are doing?" he added.

Mr. Gamble cautioned against selling time without regard to whether it will be so serviced that the advertising will pay the advertiser. He urged stations to give agencies "certain assistance which only they can give."

"The art of advertising must be practiced on a solid floor of facts," he declared. "Agencies need marketing information about the market a station serves, as well as audience information about the station's listeners."

Reminding the delegates that printed media "long ago found that confidence in their various media is based on Audit Bureau of Circulation," he hailed BMB as a "sound set-up" for radio.

"BMB should have your support," he said. "True, we've been having our problems with it, but the biggest problem is the lack of support for BMB among stations themselves. BMB needs your help to create and develop the information we all need—stations, advertisers, and agencies—to help make radio advertising more effective. This won't be done from the outside—it must be improved from the inside."

The 4A's president also urged media to give agencies the 5% cash discount, which he termed a "vital collection stimulus."

"If the agency could, it would allow its own cash discount, but to do so would be a form of rebating and would weaken the creative side of advertising," he asserted.

Looking at the working relationship between agencies and stations in the "broadest terms," Mr. Gamble said a "strong and healthy" condition exists. Agencies are essentially sound and, in the past eight years, have more than doubled their advertising volume and personnel, he noted.

"A buyers' market is no time to fear," he emphasized. "It has traditionally been the most favorable climate for American industry, but it does demand the best thought and wisest decisions of both stations and agencies."

Mr. Gamble observed, however, that the challenge comes at an "especially difficult time."

In the past eight years, he said, revenues have doubled, but in the same period the total number of stations has more than tripled.

Impact of TV

"Now the steady gain in radio revenue is beginning to level off, and you have among you a new and powerful force—an infant Hercules—some 50 television stations, with more to come," he said.

"Clients of our agencies are already asking about the influence of TV on radio advertising. Questions are being asked about rates. They want to know something about the probable future of radio and what the relation of its cost in the future will be—if listeners fall off—to its cost today."

Mr. Gamble stated that the "best opinion at the moment" indicates television "will not become more important than radio for at least five years."

"For the present, television can help—only help—to make sales for advertisers," he said. "The main responsibility falls on radio. It is radio that must carry the brunt of the problem of meeting the buyers' market."

Stressing the point that "selling gets the 'starts' and service makes them continuing customers," he urged that stations adopt agencies as part of their operation, but only after measuring whether they are likely to create "and to continue to create" successful advertising.

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**FIFTH REUNION of the American Radio Mission to Europe was held at the NAB Convention. Among those present were (1 to r) seated: John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids; William S. Hedges, NBC vice-president and former NAB president; Clair R. McCollough, president of WGLC Lancaster and associated Steinman stations; NAB President Justin Miller; Col. Harry C. Wilder, WSYR Syracuse; Col. Edward M. Kirby, program advisor to NBC who was official Army escort for the mission; (standing) Sol Taishoff, editor and publisher, BROADCASTING; Mark Woods, ABC president; Robert D. Sweeney, WDSU New Orleans; Martin Campbell, WFBA Dallas; J. Leonard Reinsch, managing director, Cox Stations; Morris Novik, New York radio consultant; and Joe Cioido, RCA-Victor assistant director of public relations.**

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**FM SESSION**

TIME-BUYERS never differentiate between FM and AM; all they want to know is "how many for how much," Linnea Nelson, chief radio timebuyer for J. Walter Thompson agency, told an all-FM session at the NAB Convention April 11.

In reply to a question on why agencies show such little interest in FM time, Miss Nelson berated more than 200 FM station officials, during a panel discussion, for not "taking the time" to promote the medium.

"Less than 100 of 724 FM stations on the air have rate cards," she charged. "And when an advertiser chances to prefer FM coverage, some stations take several days to answer our inquiries for cost information."

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"For the present, television can help—but only help—to make sales for advertisers," he said. "The main responsibility falls on radio. It is radio that must carry the brunt of the problem of meeting the buyers’ market."

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HIGH FREQUENCY MEET

By LARRY CHRISTOPHER
THE INTERNATIONAL High Frequency Broadcasting Conference came to a stormy conclusion in Mexico City last weekend (April 10). The proceedings included a series of developments, including:
- Refusal by the U.S. to approve the pilot plan which would give Russia and other countries an equal, greater share of channel hours. Russia also refused to sign.
- Stinging rebuke of Russia by FCC Comr. George E. Sterling, alternate chairman of the U.S. delegation, who charged that the Soviet Union “both by its attitude at this Conference” and increased “jamming” of Voice of America broadcasts “has demonstrated a complete lack of understanding concerning the real meaning of ‘international cooperation’ and ‘planned use’ of the spectrum.”
- Last-minute efforts of Russia to again halt the proceeding by attempting to block the Sterling proposal to set aside some frequencies for non-commercial use in Latin America, and efforts of other nations—the U.S. included—to change the “American decision came as an awakening blow to many delegations [Broadcasting, April 11].”

However, in the last-minute frenzy to whip together a compromise plan, the U.S. announcement came too late to stop the speculative wildcat trading of frequencies by which many hoped to bolster their “take home” share. Russia reportedly led the pack, stuffing its sock with any channel anywhere it could gobble up.

State Dept. officials in Washing-
Radio's Service Lauded

In its 35th year of broadcasting, the National Association of Broadcasters has demonstrated this, he said, "But no iron curtain, no totalitarian state, no tyrannical dictator can bash the world's radio for long. It will transform a cold war into living peace. It penetrates all barriers, and is the most effective weapon in bringing truth and understanding among men."

Mr. Clark commended American broadcasters for their awareness that "the battle for freedom has no armistice—no rest period. NAB has demonstrated this, he observed, through participation in the Voice of Democracy, "which reaches far beyond the status of a mere oratorical contest when spoken into the microphone."

"You enjoy an enviable position," he told the delegates. "As representatives of a vital industry, still growing, you bring education, entertainment and good cheer to millions each day. You send your messages quickly to the firesides of the people in the villages, the hamlets, the towns and cities of the far-flung reaches of the nation, and of the world."

Stresses Responsibility

The attorney general noted that while radio's opportunity is great, "equally great is its responsibility." He urged that broadcasters "exercise their opportunity well; follow high standards rigidly; serve the people by making available programs that will reflect credit on the industry."

"Today, in 1949, freedom weeps as falsely accused individuals stand before courts in some foreign lands—courts supposed to be tribunals of justice from which they receive no justice, only brutal injustice," he asserted. "These lessons of history must be brought home to every living person. Radio alone can do this job."

Mr. Clark likened the universe with radio—to "one big city." By nature, persons become endeared to one another through communication, he said.

"The technology of this modern age must advance and serve humanity, not wreck it," he declared. "Americans are determined that it shall be used for world progress. They will not fail a world yearning for harmony and peace."

Honors Pioneers

The attorney general paid tribute to radio's pioneers for their "heart-breaking and back-breaking work," noting that history records a "slow and tortuous progress in the attempts of men to communicate with each other at a distance."

"In this staggering, unfolding, revealing, scientific age, came radio, the greatest of all mediums of communication ever known or used by man," he said. "And your fine NAB is one of the results of the efforts of men to draw closer together through communication."

"Never in the history of our country has it been so important that we point the way to a better world—one filled with understanding and friendship among men. Our citizens want to send forth into the world, rays of goodwill and happiness for all. Your air- ways carry such messages. When the liberty and dignity of an individual are everywhere protected and preserved, then only will we have achieved universal amity."

Seated at the speakers' table as Mr. Clark at the luncheon.

Atty. Gen. Clark spoke were several prominent midwest jurists, as well as members of the NAB board.

SALES CLINIC

A PLAN for cooperative promotion and sales by groups of the nation's unaffiliated stations evolved in the "plain talk" sessions of the independent broadcasters April 10 at the outset of the NAB Management Conference in Chicago.

The independents voted to ask NAB to appoint a committee to canvass the possibilities and discuss the plan with station representatives.

Calvin J. Smith, president of KFAC Los Angeles, offered the suggestion that "similarly specialized stations band together in a joint sales program."

A modified approach was advanced by Mr. K. Hammond, general manager of WHMH Memphis, who said he was identified with a group of "independent metropolitan stations" who propose to hire a single sales agency to represent them. He suggested that medium-market independent stations might also band together and that small-market stations might form their own group in the same way.

Criticism of the way independent stations generally are handled by station representatives was evident in the session. Mr. Smith pointed out that "it is impossible for all employees and contact men of a station representative to be thoroughly familiar with each station he represents." He continued:

If classical music stations could be developed in perhaps 20 leading cities and all be represented by a single sales agent, he feels that a better effective national sales would result. The same would be true in any other field of specialization. Either the stations could set up their own sales units or the representative picture could result in the same manner of sales efficiency could result for the independent station.

Some Skepticism

There was some skepticism over the prospects of finding enough "specialist" stations. But it was noted that there are some 200 or more foreign-language stations, for example, and Mr. Smith felt that the advent of television would build a trend toward specialization generally.

The cooperative plan was advanced at the end of a session on specialized programming called "The Station Opportunity For Independents." A group of 12 independent station members, under the direction of Ted Cott of WNEW New York, chairman of the Unaffiliated Stations Committee, were Mr. Smith of WHMH, which specializes in "good music"; Bill McGrath of WHDH Boston, a sports and music station; Ralph Well of WOV New York and Robert O. Miller of WSBC Chicago, foreign-language stations; Mr. McDonald of WHMM, which specializes in cowboy music, and Elliot Sanger of WQXR New York, which emphasizes "good music."

The panel members sketched their respective operations and the reception they get from listeners. Tune-in to foreign-language programs has increased 29% since 1945, Mr. Well reported. Block and mood programming, the handling of record shows, problems posed by announcers, and methods of selecting a station specialty were discussed in detail.

Meanwhile the independents adopted—with three dissenting votes—a resolution endorsing the Daytime Petitioners Association's pending petition for a change in FCC rules to permit daytimers now on six Mexican 1-A channels to operate fulltime.

The resolution was offered by J. S. Booth of WCHA Chambersburg, Pa., after the DPA petition was explained by Howard B. Hayes of WPIK Alexandria, Va., president of the association. Mr. Hayes quoted FCC as saying fulltime operation by the 100 stations on Mexican channels would be feasible. Mexico's current operation on 540 kc, without international agreement.

(Continued on page 78)
The subject is Mutual as Edgar Kobuk (I), retiring president of MBS, and Frank White, his successor, get together at the NAB Convention in Chicago. Mr. White leaves the presidency of Columbia Records Inc. to become president of Mutual on May 1 (see Respects Sketch, page 54). Mr. Kobuk is entering the business consulting field, with Mutual his first client.

THE AT NAB independents' meeting luncheon were (I to r): Edward G. Thomas, WFTW Fort Wayne, Ind.; Harold H. Thoms, WEAM Arlington, Va.; George Udry, WSIV Pekin, Ill.; Emil L. Pranloni, WSIV; R. B. McAllister, KICA Clovis, N. M.; James R. Curtis, KFRO Longview, Tex. NAB President Justin Miller was principal speaker at the luncheon (see story page 26).

CATCHING up on industry and social talk during NAB Convention are (I to r) Pat Williams, WING Dayton; Otto Brandt, ABC national director of station relations; Bill Wiley, ABC station relations; Henry Johnston, WSGN Birmingham; Lee Jahncke, ABC vice president in charge of station relations.

GETTING together prior to ABC Stations Advisory Committee meeting in Chicago April 10 are (I to r) Robert Kintner, ABC exec. v.p.; Frank Marx, v.p. in charge of engineering; Roger Clipp, WFIL Philadelphia and Stations Advisory Committee chairman; E. K. Hartenbower, KCMO Kansas City.

TAKING IN independents' sessions at Chicago were (I to r) H. S. Killgore, Collins Radio Co.; Charles Kibling, WFIR Danbury, Conn.; Leonard H. Marks, radio attorney; A. W. Marvin and Ralph Wentworth, BMI; Ed Spence, former NAB secretary-treasurer and broadcaster. Unaffiliated stations' members attended an all-day session Sunday, April 10 (see story page 26).

LENDING willing ears during cocktail party and luncheon given by Taylor-Borroff at Chicago's Racquet Club April 10 coincident with NAB Convention are Lowry Coates (I), General Mills, and John Karol, CBS New York.

OTHER Taylor-Borroff guests included (I to r) Howard Dahl, general manager of WKBH La Crosse, Wis.; James M. Gaines, NBC director of owned and operated stations, and Eugene Carr, radio director of Brush-Moore stations. The representative firm's party was one of the many sidelights of the NAB's 27th annual convention.
In its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

WHO is proud to have shared in many such epics of public service — is still prouder, however, of a continuing service we have now been rendering for over three consecutive years:

In December, 1945, WHO spotted an international emergency of hunger and poverty in Europe—began telling its listeners about it three nights a week, from 10:30 to 10:45, on our local public-service feature, “The Billboard.” WHO listeners in 39 states responded immediately, sending parcels to European families whose names were supplied by WHO. For three years the response has continued. To date, more than 260,000 packages from 41 states have gone to 8 European countries, and now (480 programs later!) the response is still strong and steady!

This remarkable record is proof of WHO's listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.
FCC, FTC FUNDS

By JOHN OSBON
(Also see story page 80)

AN INCREASE of $175,000 over current FCC expenditures and salary boosts of $2,000 for each of the four commissioners was provided in a bill reported by the Appropriations Committee and passed by the House last Thursday before adjourning for a ten-day recess.

Other highlights of the measure, which now goes to the Senate:

- Limitations on personal services in the District of Columbia were deleted looking toward liquidation of the Commission’s backlog of work on station applications.
- Funds required for processing of applications are excepted from the Apportionment Act, enabling FCC to spend funds without regard to apportionment and to expedite action on applications.
- FCC must submit a report to the Committee by Jan. 1, 1950, detailing progress in clearing up its backlog.

FCC's legal and administrative divisions are overstaffed. The bill allocates $6,525,000 for FCC salaries and expenses, an increase of $175,000 over the current budget of $16,080,000 below estimates for 1950.

Pointing out that the Commission had 1,434 employees on its rolls as of Dec. 1, the report noted that 24 percent—912 employees—the committee noted there would be “considerable savings” during the current fiscal year. Assuming a similar situation extended throughout the next fiscal year, a “rather substantial reduction” could be made in 1950 estimates, it said. Reduction in activities of the legal and administrative groups “should be made,” the committee felt.

Backlog Emphasized

Special stress was placed on FCC’s file of unprocessed applications on stations and for safety and special service licenses, “many of them pending for more than a year.”

In hearings before an appropriations subcommittee, FCC said it regarded as “current” broadcasting applications acted upon within a six-month period and those for special service and safety within a 20-day period.

Removal of any limitation on the number of the employees the commission can have in the District of Columbia was recommended by the full committee as “assistance in expediting action on applications.” In addition, it will give “more flexibility to the appropriation.”

It is understood that the committee that services in connection with radio monitoring and other field operations shall be diminished and that funds saved through this means saved out of the general appropriation in connection with application processing,” the report stated.

The overall bill contained recommended appropriations for 29 independent agencies and the Executive Office for the fiscal year ending June 30, 1950. Overall total urged is $7,104,571,803 as compared to 1950 budget estimates of $6,385,450,100. Total sum recommended, with contract authorizations, is $7,576,886,231 as compared to estimates of $8,311,666,830.

Included were recommendations to increase also the salaries of present commissioners of both FTC and SEC to $12,000.

FCC was voted $3,450,000—a boost of $1,965 over 1949 and $289,000 less than the budget estimate. The reduction was applied in substantial part to employees of the Bureau of Administration, which the committee felt was “greatly overstuffed.” SEC came in for an appropriation of $5,750,000—decrease compared to both its 1949 amount and budget estimates.

An amendment by Rep. Joe L. Evans (D-Tenn.) to restore the Fs' allotment sum to the original $3,783,000 requested was overwhelmingly defeated after prolonged debate. Rep. Wright Patman (D-Tex.) warned the cut from the estimate would be “too drastic and is a devastating blow striking at the heart of an agency which deals in anti-trust legislation.

Francis Case (R-S.D.), member of the appropriations subcommittee, countered, however, by pointing out that the commission was still getting more money than at present and that “if cuts are applied where the committee says they should be, they won't hurt FTC's anti-monopoly work.” He said the curtailments merely were to be applied to “housekeeping” or administrative activities.

FCC's total salary-expenditure increase actually amounted to $215,000 which takes into consideration an item of $40,000 for printing and binding, incorporated in salaries estimates. Trust account appropriations for settlement of telecommunications settlements were maintained at the present 1949 level of $80,000.

Breakdown on FCC's allotment includes commissioners' salaries; stenographic reporting services; special counsel fees; health service program; payment of claims; improvement of grounds and building repairs; purchase of not more than 15 passenger motor vehicles for replacement only; travel expenses, and printing and binding.

Bill provides that grounds improvement and building repairs do not exceed $7,500, and that travel expenses be limited to $94,000. In light of 1950 travel estimates, FCC was cut $1,500.

Trip Date

During subcommittee hearings, the Commission was asked to furnish a financial accounting of all out-of-town trips since July 1948, as well as detailed information on the nature of the visits [Broadcasting, March 14].

FCC told the group its actual expenses for fiscal year 1948 (July 1947 to July 1948) were amounted to $81,181. Estimates were put at $100,000 for 1949 (present period) and $95,500 for the upcoming fiscal period.

While the House measure called for commissioners' salaries of $12,000, two of the current three commissioners were pending last week in the legislative mill. Each calls for increases of $6,000 for heads and assistant heads of independent agencies.

A House bill (HR 1469) was reported out of the Post Office and Civil Service Committee with amendments cutting proposed FCC-FTC-SEC commissioner salaries from $17,500 to $16,000. Measure was placed on the House calendar.

On the Senate calendar “compromise piece” legislation was placed making provisions similar to those in the House bill. Commissioners' salaries also were scaled from $17,500 to $16,000 through amendments reported last month by Sen. Herbert R. O'Connor (D-III). Bill was originally introduced by Sen. Scott Lucas (D-III), Senate majority leader.

Another measure (HR 4169), establishing a standard schedule of rates of basic compensation for certain employees in independent agencies, as well as in the executive departments, was introduced in the House by Rep. Tom Murray (D-III). The bill was referred to the House Post Office and Civil Service Committee. Known as the Classification Revision Act of 1949, the bill would repeal the Classification Act of 1923.

Legislation that would give nearly 8,000 classified employees of the District government a flat raise of $350 each, also was reported out of the House Civil Service Committee.

The House voted to recess until April 25.

MBS has Two Chiefs

MUTUAL is said to be the only network in history with two presidents. Edgar Kobak's term does not expire until April 29. Frank White was hired by the MBS board as of April 8.

FCC HEARINGS

INDICATION that FCC's backlog of hearing cases is being slowly whittled down is contained in the hearing calendar for May through July released by the Commission last week.

Some 108 AM and FM applications were included in the schedule. This is a reduction from 238 applications which previously had been set for hearing last fall when the Commission announced its long-term calendar [Broadcasting, Oct. 4, 1948].

The new calendar includes all AM and FM applications recommended for hearing after Sept. 1, 1948, and prior to March 25 of this year. About a half dozen hearings listed in the previous schedule, which had been continued to dates in May, June, and July, are not included in the new calendar. However, some 15 cases rescheduled by FCC are listed.

The calendar does not include the 181 television applications designated for hearing because of the Commission's status quo policy in that field pending solution of the television problem. Some 50 AM cases continued indefinitely because of the clear channel and daytime skywave proceedings also are not listed.

As of April 6 the Commission had 427 AM applications pending.
"Ladies and Gentlemen..."

Here's the Convention Hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. *It takes audience to give meaning to any message.*

If you remember that when you buy radio in Baltimore, you're bound to end up with W·I·T·H. This is the station that gives you audience—big, steady, interested audience at rock bottom cost-per-listener.

W·I·T·H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W·I·T·H story today.
TELEVISION SESSION

ONE-MINUTE TV spot is equal to a 600-line newspaper ad in impact, Terry Clyne, vice president of the Biow agency, declared Wednesday in a television panel session that closed the NAB Convention.

"If a half-hour AM program is equal to a page ad, as is often said," he added, "a half-hour TV program should be worth three to six times as much."

Richard P. Doherty, director of NAB's Employer-Employer Relations Dept., disclosed meanwhile that the average size of television station staffs in the U. S. is 47 fulltime and 21 parttime workers.

The figures were taken from a survey of 41 stations, excluding network outlets in New York. Average of the latter is 324 persons with a weekly payroll of $30,000, Mr. Doherty said. As a nation wide average he set a payroll figure of $4,230 weekly.

"The weekly payroll figure of $4,230 was basically in larger cities where prevailing wage scales are higher," he noted. "As stations spring up in smaller cities, the average will be lower. The fact television started in larger cities is an unfortunate handicap as the higher payroll figure sets a precedent for smaller cities."

NAB's labor expert reported that featherbedding is widespread in

Eats Product on TV

HERE'S a man who not only stands behind his own product—he prepares and eats it as well, in front of the alluring CBS-TV audience. He is Theodore Sander Jr., president of the American Maize-Products Co., New York. On behalf of his product, Amaze Instant Dessert, President Sander appeared on Warren Hull's TV show, 1:30 p.m. (EST), with mixing bowl, egg beater, bottle of milk and a box of the dessert. In exactly 30 seconds, while Mr. Hull timed him with a stop watch, Mr. Sander whipped up a bowl of the dessert, after which he and Mr. Hull devoured the concoction before the cameras.

TV WILL AID MOVIES

TELEVISION played a prominent part Tuesday in the special stockholders meeting of Paramount Pictures Inc. The meeting was called in New York to approve a plan to reorganize the company into two separate businesses in accordance with a consent decree between Paramount and the Department of Justice.

The meeting itself was televised, with 35-mm films made of the televised images and then shown on a large screen. Barney Balaban, president of Paramount, said the system could produce a theatre showing within 40 seconds after the occurrence of the event.

He also told stockholders that he believed television would help the motion picture business. He said so far there is nothing on the record definitely to show that television has hurt theatre attendance. "There's a great deal of speculation about television as a threat to our future prosperity," Mr. Balaban said. "Television may turn out to be our companion rather than our antagonist."

"Just as radio developed some of our greatest personalities, such as Crosby and Hope, I believe television will be an important medium for the development of talent for motion pictures."

"It will also be an unprecedented facility for the showing of trailers in the home to stimulate the interest of those who are regular patrons of movies and likewise of those not regular patrons now."

Mr. Balaban went on to explain how Paramount pioneered in the development of theatre television. He said the Paramount 40-second system is especially adaptable to a motion picture theatre program because it can be run almost simultaneously with the photographing of the image from the television receiver, or can be fitted in later at a more appropriate point in the programming.

"Motion picture attendance has fallen off in the past on the evenings of broadcasts of some major events such as the addresses of the late President Roosevelt which home audiences listen," he said. "With our large-screen television, people need not stay home because they will know that they can see the regular program and the special events at the motion picture theatre."

The meeting resulted in stockholders approving a plan by which the producing and distributing of motion pictures by Paramount will be the function of one company while operation of motion picture houses will be the function of another. The two companies are to be formed within the next three months, but it is expected that it will take about two years before the entire reorganization is completed.

It was said that the producing and distribution unit plans to retain its interest in Allen B. DuMont Laboratories Inc.
"RADIO IS DOOMED"
Aylesworth Sees Conquest by TV in 3 Years

"WITHIN three years the broadcast of sound, or ear radio, over giant networks will be wiped out." This startling prediction is made by Merlin H. Aylesworth, former president of NBC, in the current issue of Look magazine which went on sale last Tuesday (April 12).

"Powerful network television will take its place," Mr. Aylesworth continues, "completely overshadowing the few weather reports and recorded programs left to the remaining small, independent net radio stations."

His views were rejected by FCC Chairman Wayne Coy at the NAB Convention in Chicago. Mr. Coy agreed that television will be the dominant radio force of the future but felt that Mr. Aylesworth's three years constitute an unduly short-term prediction (see story page 25).

But Mr. Aylesworth, now chairman of the executive committee of Ellington & Co., New York agency, offers hope for radio's top entertainers. "Stars who are now big in ear radio will be the best in television," he says.

Mr. Aylesworth says 1,600,000 American homes now have video sets and that by the end of this year, four million homes will have television. He predicts that by early next year a coaxial cable will connect the East and West Coast.

In other words," Mr. Aylesworth says, "the television set is becoming a necessity, not a luxury in the home."

Network television will be handled by five major networks, he believes—ABC, CBS, MBS, NBC and DuMont. "And they'll soon reach wherever you are."

Regarding television's effect on other types of entertainment, Mr. Aylesworth believes that it will increase rather than cut down interest in sports, movies and stage productions. The newsreel as it is today, however, he says, is doomed. "Newsreel companies will now make different reels for each night—to be sold to different sponsors."

Film Will Dominate
Television programming will be of a wide variety, he predicts, but "of all programs on television, the biggest single type will be movie film. Eventually, I feel, up to 50% of all television shows will be film."

"I've heard considerable gossip about coin gadgets to have televiewers pay the costs of television," Mr. Aylesworth writes. "But it won't work. It will be the sponsor who pays the bill for television programming."

Economically, he believes that television "may well be the shock absorber in the national economy." He predicts that it will soon become a $6 billion industry and one of America's ten biggest enterprises.

In summing up the effects which television will have upon the public, Mr. Aylesworth lists the following:
1. It will increase the number of sports fans and build up attendance at sporting events.
2. Educators will find it big boon in teaching people of all ages.
3. It will bring religion to more non-churchgoers, he believes.
4. It will increase the number of movie fans and send more people into the movie theaters.
5. It will provide another big income to American stockholders.
6. Just as ear radio helped increase literacy in this country, television will increase the number of readers of good books, good magazines, good newspapers.

RANKOW
TV 'Cities' Plans Stymied

A MULTI-MILLION DOLLAR plan to construct mammoth television "cities" received a setback Wednesday when the originator of the idea, Norman R. Rankow, New York promoter, was enjoined from securities transactions in New York state.

The injunction order was signed by New York Supreme Court Justice John E. McGeheean, after a complaint by Assistant Attorney General Nathaniel L. Goldstein. John Trubin, assistant attorney general, filed the affidavit.

Affidavit alleged that Mr. Rankow, who is the president of World Television Studios, incorporated by him in 1945, and of Video City, incorporated in 1948, that he induced 35 persons thus far to back building programs, for these corporations with $35,000. This money has now been spent by Mr. Rankow, it was said.

The World Television Studios was to function as a trade association of the TV business located in Queens, New York, at a cost of $75,000,000. It was to consist of 89 buildings, including 24 studios for telecasting and film making.

The Video City project was to be just west of Times Square, on an undisclosed block, with the cost unspecified. It was described as a proposed 72-floor skyscraper 900 feet high.

Mr. Rankow told Broadcasting that the setback would not terminate his efforts on the projected developments. He denied that he had ever violated the law, asserting that since he never sold stock to the public he could not be violating the securities law.

Small TV Projector
A TELEVISION picture 3 x 4 feet and projected from a small cabinet on a conventional home movie screen was shown at a preview in New York by North American Philips Co. Inc. Pieter Van Den Berg, president of the company, said the system was being made available to set manufacturers, he believed, it could be sold for about $600. The system makes use of the Philips Protelgram projection device, in which a 2½ inch cathode ray tube is used. The large-screen system required only a slight modification of the Protelgram system used in conventional cabinets with built-in screens, featuring North American size equivalent to 20 and 16 inch sizes.

BROADCASTING • Telecasting

PROOF that President Truman is television-minded is visible to any Washington tourist who glances toward the roof of Blair House, the President's home while the White House is undergoing repairs. No fewer than three TV antennas decorate the roof of that historic home.
TELEVISION SPONSORSHIP passed the 1,000 mark in March. As the ranks of its sponsors grow, television operators have reason to carry a smile of confidence while others in allied fields may be wearing a new, worried look.

Exactly 1,023 advertisers—network, spot and local—used the newest medium during the week, March 6 through 12, according to the Rorsbaugh Report on Television Advertising, monthly publication of the N. C. Rorsbaugh Co., New York. The report contains data on 85 commercial stations in 30 markets.

These advertisers paid $2,085,744 to get their sales messages to the estimated 1,500,000 TV homes in March. Of this amount, $818,198 was in network time costs; $734,705 in spot, and $532,840 in local time bought by local advertisers. The first quarter volume of TV business is estimated at $5,240,655.

Figures for January and February are compared with March in Table I.

Spot is the prominent revenue producer in TV, outstanding network advertising by more than $300,000 in the first quarter. In March, network advertising gained the edge over spot in dollar terms, and it is yet too early to determine which category of advertising will be the leader in the final adding up for 1949.

Most of the March increase in accounts was at the local level—only four new sponsors appeared on the networks and two were added to the list of spot advertisers. Local advertisers continue to grow rapidly—increasing by 102 in a single month. (See Table II.)

About 70% of TV advertisers are local. Another 25% are spot advertisers—the remainder network.

Local Advertising

TV’s 711 local sponsors are topped by the radio and television dealer—103 of the 711 accounts are in this category. Close below.

<table>
<thead>
<tr>
<th>TV SET</th>
<th>figures reported to</th>
<th>BROADCASTING during the past week:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee area—21,588 as of April 1, reported by WTMJ-TV Milwaukee.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis area—25,500 as of April 1, reported by Union Electric Co. of Missouri.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston area—68,373 as of April 1, reported by WBZ-TV and WNAC-TV, both Boston.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buffalo area—18,270 as of March 31, reported by Buffalo Niagara Electric Co.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TABLE I

<table>
<thead>
<tr>
<th>Report of</th>
<th>Markets</th>
<th>Network</th>
<th>Spot</th>
<th>Selective</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949 June</td>
<td>20</td>
<td>14</td>
<td>76</td>
<td>144</td>
<td>234</td>
<td></td>
</tr>
<tr>
<td>Aug.</td>
<td>19</td>
<td>12</td>
<td>18</td>
<td>122</td>
<td>197</td>
<td>337</td>
</tr>
<tr>
<td>Sep.</td>
<td>19</td>
<td>11</td>
<td>17</td>
<td>119</td>
<td>236</td>
<td>354</td>
</tr>
<tr>
<td>Oct.</td>
<td>21</td>
<td>37</td>
<td>21</td>
<td>230</td>
<td>415</td>
<td>580</td>
</tr>
<tr>
<td>Nov.</td>
<td>22</td>
<td>41</td>
<td>27</td>
<td>230</td>
<td>415</td>
<td>580</td>
</tr>
</tbody>
</table>

### TABLE II

<table>
<thead>
<tr>
<th>TV ACCOUNTS BY PRODUCT GROUPS</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>15</td>
<td>7</td>
<td>22</td>
<td>44</td>
</tr>
<tr>
<td>Apparel</td>
<td>16</td>
<td>8</td>
<td>24</td>
<td>48</td>
</tr>
<tr>
<td>Automotive</td>
<td>20</td>
<td>10</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Aviation</td>
<td>5</td>
<td>2</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Beer, Wine</td>
<td>2</td>
<td>5</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Building Materials</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Consumer Service</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Drug &amp; Remedies</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Entertainment</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Food &amp; Food Rev.</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Gasoline, Oil &amp; Fuel</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Housing, Education</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Household Effects</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Insurance &amp; Banking</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Jewelry</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Library, Store, Stationery</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Publishing, Media</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Restaurants, Retail</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Restaurants, Retail</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Miscellaneous &amp; Unclassified</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

The 60 hours of live programming is the highest yet achieved on local sponsorship.

Thirty-nine of the 259 hours were spent in the form of announcements. Of this time, three hours was weather announcements, five hours time signals, and the other 31 hours straight commercials. Most of the commercials were film commercials. About 27 of the 39 hours of announcements were presented on film.

Film telecasting, aside from these commercial announcements, was chiefly dramatic or sports reels. The live programming was variety, household hints, cookery or children’s programming.

Biggest users of spot video were beer and wine advertisers, 55 accounts, and food advertisers, with the same total. Next most frequent spot users were confectionery and soft drink advertisers with 20 accounts. In network advertising, the advertisers are still the one, two or three big firms in each product category. For example, there were six apparel advertisers, four auto advertisers, five food accounts, seven radio and TV set manufacturers and five tobacco companies.

(Next week, TELESTATUS will analyze March network business.)
In Maryland it's WMAR-TV for results!

TV Success Story

CENTURY SHOE REPAIRING SHOPS

As one of the very first advertisers on WMAR-TV I thought you would like to know that we are more than pleased with the results. Our television advertising has been placed exclusively on WMAR-TV and has been responsible for more favorable comment and direct results than any other medium of advertising that we have ever used.

S. NATHANSON

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

BRAGER'S INC.
Eutaw St. at Saratoga

Our "Name It" quiz program televised directly from our store over WMAR-TV since the first of the year, has drawn large audiences into Brager's, among them many new customers. Televiewers have written complimenting us on an interesting and entertaining show. Articles displayed on the program have had IMMEDIATE SALES, both in the store and by phone orders. We want you to know that our WMAR-TV program has been highly satisfactory, as well as productive.

HELEN MITCHELL

*Copyrighted

Advertising Placed by Louise Waite
Advertising Agency
21 E. Centre Street

FOX CHEVROLET SALES, Inc.
2020 Hanover St.

The number of comments admiring our WMAR-TV Spot have exceeded our fondest expectations. It seems as if almost everyone who has a television set must have heard our advertisement. The outstanding impression and surprise has been the number of people whom I never thought would bother to mention such things that have commented favorably on the spot.

For advertising potential, per dollar spent, this has proven to have been the best in our sixteen years at this location.

LOUIS J. FOX

Advertising Placed by Dundon & Rosenbush
100 N. Eutaw St.
COMMond. E. F. McDonald Jr.,
resident of Zenith Radio Corp.,
to RCA Victor's Vice President J. G. Wilson to task last
week for saying high-band tele-
vision converters can be built
when high-band TV standards have not
been fixed.
Zenith has been criticized on the
same grounds in connection with its
advertisements making high-band
claims for its low-band converters.
Mr. Wilson had said TV receiver
obsolescence fears are "unfounded"
and that suitable converters can be
made.- From TV Radio News, April 1
[April 17, 1949]

A 16-HOUR marathon performance
by Milton Berle over 12 NBC tele-
vision stations solicited contribu-
tions approaching $1 million for the
Damon Runyon Memorial Cancer
Fund, it was indicated on the basis
of collections last week.
Mr. Berle, star of Texaco Star
Theatre, (NBC-TV Tuesdays, 8-9
p.m.) began his marathon at noon
April 9 and quit at 4 a.m. April 10.

The star was assisted by an NBC
staff in New York of 23 pages, 34
writers, 14 stage hands, four directors, six program-
ning assistants, three secretaries and
one night television program
manager. Three hundred volunteer
telephone operators were employed,
and 30 showgirls and models as-
isted Mr. Berle in answering tele-
phone calls.

Overtime salaries for its staff
members accounted for an $8,500
out-of-pocket expense to NBC.

Wee. This did not include straight sal-
aries.

Stations carrying the telecast
were WNBT New York, WBBN New
York, WGBS Boston, WRGB Schenectady, WPTZ Philadelphia,
WNWB Washington, WBSL Baltimore, KSD-TV St. Louis,
WBKB Cleveland, WSPD-TV Toledo, WNBQ Chicago and WHC-
TV New Haven, Conn.

WBAL-TV claimed that on the
basis of the number of television
sets in use in the various cities it
had the highest percentage re-
sponse during the marathon. The
station reported $57,261 in pledges
for the cancer fund drive. WBAL-
TV remained on the hour 17
hours — until 5:07 a.m.— to acknowledge
donations.

AERIAL AIDS CANCER FIGHT
Berle on 12 NBC TV Stations 16 Hours

Niles Trammell (r), NBC president, and New York's Mayor William
Dwyer (l) wish Mr. Berle well at start of the TV marathon.

VIDEO PRODUCERS
Will Meet in New York

INDEPENDENT Television Pro-
ducers Assn, Inc., New York, will
hold its first annual meeting on
Thursday, April 21. Members will
elect officers for the coming year,
and draw up a code of practices.
Mal Boyd, president of Tele-
vision Producers Assn, Hollywood,
will address the meeting, and will
announce a full affiliation between
them associations.

Also to be discussed is the ITPA
film series, Showcase, comprised of
the best of each producer's output,
which the group hopes to schedule shortly on one of its net-
works. The series, it was learned,
has being considered as a summer re-
placement for sponsorship by a
tobacco account.

Puppet Series

TELEPAK INC. has optioned 26
half-hour films featuring puppets
for possible leasing to a national ad-
vertiser. Films were produced by a
French company and Telepak
hopes to sell package at $4,000 a
week. It is understood that N. W.
Ayer is interested in the series.

FIRM contract between Procter
& Gamble Productions Inc. and
General Television Enterprises
Inc., calling for 13 television film
programs of 26 minutes each,
was signed April 8 [Broadcasting,
April 11].

GTE will lay out sums of $8,000-
$12,000 in production costs but
P & G will pay lesser sums. These
are, to vary, based upon station use and
re-use. Adventure stories drawn
from fact and fiction will form
basis of series titled, Procter &
Gamble Fireside Theatre.

Gordon Levery, president of GTE,
has announced that production of
the series will commence in the
near future but, as Broadcast-
ing went to press, name of the
producer had not been disclosed.
Each of the 13 half hours will consist of
two story units of 15 minutes
each.

Contracts were signed by Mr.
Levery, William F. Craig, man-
ger of television for Procter &
Gamble, and Lewis H. Titterton,
engineer, vice president in charge of radio and television.
Gil Ralston, P & G executive pro-
ducer, will oversee the series.

THE IMPACT of television on the
motion picture industry though "in
double" is covered in Fortune mag-
azine's article "Movies: End of an
Era?" which appeared in the April
1 issue.

"About it [television] there are
two conflicting views: one that it
will be in good part absorbed by the
movie theatres; the other that it
will bring the movie theatre into
the home. Obviously if it does the
latter, the public theatre will
wane." That theatre-owning com-
panies have bought into television
is well known, and they "are confi-
dent that large-screen television
will "compete favorably for public
attention against home television."

Phonevision, as the article points
out, seems to be the only way to
solve the financial problem of first
run movie telecasts. "How can you
amortize even a half-million dollar
production on a re-run?" "Producers", the article
continues, "naturally like this idea
[Phonevision], for it promises
larger revenues than the theatre
could provide. Whatever happens,
production on television has a better

MOVIES, it concludes, are finally
meeting competition from a med-
ium which can do the same tricks
that can, "And here is a medium
which satisfies at least 80 per
cent of all the things that great juvenile
audience, the obsession of the movie business."

WBKB TO CBS
Contract Starts Oct. 12

WBKB (TV) Chicago will become the
key CBS television outlet in Chicago Oct. 12. Affiliation was
announced last Friday simultaneously
with an announcement from WGN-TV Chicago, that it had ter-
minated a contract with CBS, ef-
fective the same date.

The WBKB-CBS contract was
signed by J. L. Von Volkenburg,
CBS vice president in charge of
programming; William A. Schutt Jr.,
CBS director of station relations;
John L. Kraybill of Balaban &
Kats, WBKB owner, and John Mitchell, WBKB general
manager.

Under terms of the contract be-
 tween WGN-TV and CBS, six
months' notice was required to ter-
minate their agreement. Negotia-
tions toward an adjustment of con-
tracts commenced between the two
organizations began April 5. The
original contract between the two
 corporations was signed last Nov.
8 under which WGN-TV "agreed to
outlet four movie programs per
week in the same time slot until that time as the network
obtained its own facilities or the
agreement was terminated," ac-

cording to a statement from Frank
P. Schreiber, general manager of
WGN Inc.

Prior to its agreement with CBS,
WGN-TV had affiliated with Du-
Mont Television Network. That contract was signed for Mr.
Schreiber said. "A conflict of pro-
gram schedules between DuMont
and CBS became a reality with
availability in the fall. " Both the
DuMont and CBS networks off-
ered competing programs in the
same time periods.

It is understood that MBS will
announce its television network
plans between now and next fall.

After this statement was rele-
sed, Ted Streibert, chairman of
Mutual and president of WOR
New York, disclosed the network
will begin television operations "sometime in the fall." WOR will
inaugurate TV operations in June,
he said.

Lewis Allen Weiss, head of the
Don Lee network who recently
signed as MBS chairman, previ-
ously had revealed his West Coast
TV plans, but corroborated Mr.
Streibert's statement that network
work will get underway by fall.

New York, Chicago and Washing-
ton will be served by co-
axial cable and the Don Lee net-
work will use film, it was learned.

Page 38 * April 18, 1949

Broadcasting * Telecasting
Engineering, production, stock and shipping—four major operations that provide you with "service."

Webster says, "Service—performance of labor for the benefit of another, or at another's command." He is right, but here we do not look at service as labor because we like what we are doing. Gates service is for the benefit of another too, you—the customer. Call your requests commands—but to Gates those requests make us feel good because we can then place the resources of a complete, specialized organization into speedy work to better each individual station and the broadcasting industry.

In other words—Service As You Like It!

Gates Radio Company
Quincy
Illinois

IN '49—IT'S THE GATES LINE

April 18, 1949 • Page 39
power to deliver 50 kw UHF television signals off the antenna can be generated as soon as some one will pay for the necessary tubes, according to Dr. Howard D. Doolittle, development engineer of MacHlett Labs., which manufactures for Western Electric Co. These tubes should be capable of at least 2,000 hours service, he estimated.

Dr. Doolittle described four ways of operating tubes in the UHF band. Whether or not experimental work has been hampered by the high mortality of heating tubes due to heating. He outlined the tube situation at the NAB Engineering Conference in Chicago [BROADCASTING, April 11].

Dr. Thomas T. Goldsmith Jr., of Allen B. DuMont Labs., said UHF can be utilized to give good video service, subjecting the present VHF band just as soon as technical bottlenecks in using these frequencies can be overcome. Speaking at the engineer's final forum Saturday morning, Dr. Goldsmith said experimental work in the UHF band would require a number of half-million dollar stations along with other costs which might be financed in part if the FCC permitted temporary commercial operation of UHF in some areas [BROADCASTING, April 11].

Previously Dr. Goldsmith had stated that powers as high as 500 kw might be required in large cities to provide satisfactory UHF service, with transmitters costing 25% to 50% more to provide the same power as VHF equipment. Pulse modulation would need perhaps 100 mc per station, he said.

He said technical refinements would be necessary to provide receiver stability and suggested the FCC had shown no intention of discarding the VHF band, leaving the way open for additions of converters to VHF receiving sets. The UHF band is less influenced by man-made interference, and ghosts are more severe but cover a smaller area, he explained. On the other hand, he said, the shadowing problem would be much more serious in the upper band.

“SEE Yourself on Television” is the theme of this exhibit, prepared by WOC Davenport, Iowa, for the local Home & Food Show. WOC-TV's mobile unit was installed on the show grounds and the public was invited to be telecast. Paul Ives, WOC promotion manager, is at the camera, with Technician William Smith at the controls.

TV'S MUSICAL MATH

Set Sales + Sponsors = Higher Rates, Says Lindwurm

MUSICIANS will get more pay on television as more TV sets are sold and advertising agencies speaking to this effect are securing more money for VHF equipment. Pulse modulation would need perhaps 100 mc per station, he said.

He said technical refinements would be necessary to provide receiver stability and suggested the FCC had shown no intention of discarding the VHF band, leaving the way open for additions of converters to VHF receiving sets. The UHF band is less influenced by man-made interference, and ghosts are more severe but cover a smaller area, he explained. On the other hand, he said, the shadowing problem would be much more serious in the upper band.

WNBT (NBC) $11,006.66
WCBS-TV (CBS) 8,218.00
WABC-TV (ABC) 3,512.10
WPIX (Daily News) 2,412.80

He reported on recommendations made by Local 802 to AFM headquarters on the making of sound tracks for video films. Up to now, the federation does not permit such recordings. The recommendations:

1. Spot announcements would be paid for individually and a limitation put on usage.
2. All sound track and films for television to be restricted to video only; all motion pictures made for theatrical use to be limited to same.
3. All delayed telecasts used by affiliated stations to be limited to seven days as soon as the present coaxial cable situation improves, instead of the present 14-day limitation.
4. All film and sound track to be confined to specific telecast for which it was made.
5. Class A radio scales to be applied for live TV shows.

He expressed belief that in the near future most major shows will be broadcast from films to avoid studio and technical difficulties.

KTS (TV) TIME

Extended to Five Nights

TO MEET “current summer television trends,” KTSFLV(TV), Hollywood outlet of Don Lee Broadcast- ing System, started telecasting five nights weekly effective April 15, according to Willet H. Brown, executive vice president. Nights eliminated are Tuesdays and Wednesdays.

Revision of personnel and program in no way effects work currently in progress on Don Lee's new transmitter plant atop Mt. Wilson, according to Mr. Brown when he reports that concrete and redwood buildings have been completed on the site and electronic equipment is expected for summer delivery.

Hearing Postponed

NABET has obtained a postponement in the three-week-old NLRB hearing in New York in its jurisdictional dispute with IATSE over lighting engineers at NBC. Reason for the postponement was to permit NABET officials and lawyers to attend negotiations for renewal of the NABET contracts with NBC and ABC which expire May 1. NLRB hearings will resume May 3.

OBsolescence

Long Way Off—TV Shares

TV SETS bought now probably will be replaced by owners “long before they become obsolete because of frequency changes,” officials of Television Shares Management Co., Chicago, told members of its Television Fund distributing group fortnight ago.

The report, which follows the controversy sparked by Zenith in its newspaper advertisements, concluded that “much of the equipment development must be delayed” until FCC determines how UHF will be used. “At least one year and maybe several years after the Commission makes its decision will be required before UHF television can really be considered a service,” the report stated.

At the same time the report was issued, officials of Television Fund, subsidiary of Television Shares Management Co., announced that it has sold its former holding of 500 Zenith shares. The Fund totaled assets of $2,001,790.65 as of March 30 after seven months of operation.

HALPERN

Retained by Movie Group

NATHAN L. HALPERN, formerly assistant to the president of CBS, has been retained as consultant on television matters by a group of leading motion picture owners, it was announced a fortnight ago. Among owners employing him is R. H. Fabian, operator of 60 theatres along the Atlantic Coast. Mr. Halp- ern will pay particular attention to the relationship of television to the motion picture theatre industry, including possible uses of television, it was said.

The move marks an intensification of interest in television by movie Hollywood, Theatre Owners of America has become an associate member of Society of Motion Pic- ture Engineers, which itself has become deeply interested in television.

Mr. Halpern, in his duties at CBS, aided in organizing closer liaison between broadcasting and motion pictures.

TV Extension

ONE TELEVISION grantee has been granted extension of completion date by FCC while another was designated for hearing to inquire about diligence of prosecution. KGDM-TV Stockton, Calif., under permit to E. F. Peffer, licensees of AM station KGDM there, was ordered in for hearing. Greensboro News Co. permittee of WTLE (TV) Greensboro, N. C., received extension of completion date to Aug. 2. FCC also dismissed WTLE’s request to withdraw from Channel 2 (54-60 mc) to Channel 10 (192-198 mc) and to increase power.
Mr. W. A. McGuiness
Station WON-INC.
435 N. Michigan Avenue
Chicago, Illinois

Dear Bill:

Several weeks ago we at Goldblatt's decided instead of using strictly institutional messages on our "LET'S HAVE FUN" and "TEAMS AND TUNES" programs to use some hard selling special offers. The results of these offers have been more than gratifying, and I would like to tell you of two of them.

On December 16th we offered on "LET'S HAVE FUN" 100 dresses for $8.95 each. The response to this offer was tremendous. At the close of business the next day, our sales figures were a joy to behold. The women descended on our dress counters in droves and we sold 9,999 out of 10,000 of these dresses, 99% the first day.

On January 20th and 21st we announced a sale of sheets on "LET'S HAVE FUN". These sheets, originally priced to sell at $2.65, were offered over the air for $2.00, and the radio audience was asked to phone its orders. The response was immediate - before the show was off, our switchboards were jammed and we had to add extra personnel to handle the rush of telephone calls. We sold 1,376 sheets in the two days.

Believe me, we are now planning our radio commercial time with the same care that we plan our newspaper space, and any doubts that radio cannot deliver immediate response from a well-planned sales event have certainly been dispelled.

Sincerely,

[Signature]

Sales & Publicity Director

---

WGN PROVES AGAIN IT CAN SELL!

A Clear Channel Station...
Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 120 East 42nd Street, New York 17, N.Y.
West Coast Representatives: Koenan and Hathcock
2975 Wilshire Blvd., Los Angeles 5 • 333 Montgomery St., San Francisco 4
719 Lewis Bldg., 343 5th Oak St., Portland 4

April 18, 1949 • Page 41
INDICATIONS are that WSYR-TV Syracuse will be on the air on Channel 5 (76-82 mc) with NBC shows by mid-fall, Col. Harry C. Wilder, WSYR president, announced last week. Equipment for the video station is being manufactured at the General Electric Electronics Park in Syracuse, Mr. Wilder said.

Plans call for a one-story television addition to WSYR's FM transmitter building at Sentinel Heights, just outside the Syracuse city limits, with ground to be broken by the end of this month. WSYR has leased space on the seventh floor of the Syracuse-Kemper Bldg., where it has offices and studios on the third floor, for its new television center.

The WSYR-TV antenna will be more than 200 ft. high on an elevation 1,440 ft. above sea level. Average elevation of Syracuse is 300 feet, and present calculations indicate that WSYR-TV's signal will penetrate a minimum radius of 30 miles, Col. Wilder said.

American Telephone & Telegraph Co. is working on a microwave relay between Albany and Syracuse. When this is completed, two of the coaxial cables between New York and Albany will be converted to television use, giving Syracuse two network channels, according to Col. Wilder.

Paul Chamberlain (r), General Electric salesman, shows E. B. Vadeboncoeur (l), WSYR vice president, and A. G. Belle Isle, station's chief engineer, transmitter similar to the one planned for WSYR-TV.

Railroad on TV

SIX television spot announcements weekly will be sponsored on several New York stations by New York Central Railroad, starting April 24. The spots, nine of which have been produced by Foote, Cone & Belding for rotation presentation, will feature leading New York Central trains as well as the Niagara Falls vacation area and a special "vacation guide." Planned on a 52-week basis, the spots will be viewed on WCBS-TV, WABD (TV), WPIX (TV), WJZ-TV, all New York. Expansion of the campaign to other cities will be considered at a later date.

ABC executives and Philco Corp. representatives get together on KGO-TV's first account, L to r.: Gayle Y. Grubb, KGO and KGO-TV general manager; Mr. Samuels; Mr. Mowrey; N. J. Ettienne, Thompson & Holmes sales manager, and Thomas W. Kirby, manager of Philco's Northern Pacific division.

PULSE REPORTS ANALYZED BY WOR

Impact of Video in Radio-TV Homes Reported

ACCORDING to a research study of Pulse reports conducted by WOR New York, for nine New York stations, radio's classical music, news, quiz and audience participation shows and comedy situation programs are best at holding their own against television's impact on radio-video homes.

Robert M. Hoffman, station's director of research, revealed the following findings on listening habits in the 8-10 p.m. periods, based on January Pulse reports:

1. Radio did better against video between 6 and 8 p.m. than later in the evening.

2. During the early evening hours, the following radio programs were preferred by home audiences: (A) AM quiz and audience participation shows (mostly on weekends), (B) comedy-situation, (C) variety-comedy, (D) semi-classical and classical music.

3. From 8 to 10:30 p.m., radio programs preferred in video homes were: (A) semi-classical and classical music, (B) news commentators, (C) quiz and audience participation, (D) comedy-situation.

4. Radio news shows have slightly above-average appeal in TV homes both before and after 8 p.m.

5. Mysteries, general dramatic shows, human interest programs and variety comedy shows were radio's hardest hit after 8 p.m.

Findings were based on The Pulse station-audience reports covering all homes and Telepulse reports covering only video homes. Mr. Hoffman feels the picture will be altered considerably when more people in middle and lower-income groups become television set owners.

TV FOR ALL U.S.

Comments by Prof. Smythe

TECHNICAL development and the determination of TV policy by the FCC are the two principal factors on which the time when television becomes available to every American home depends. So says Daniel W. Smythe, U. of Illinois economics professor and former assistant chief accountant in charge of economics and statistics for FCC in Washington, in an article on "Television, Position and Outlook" in the University of Illinois' publication, Current Economic Comment.

The FCC, must decide, says Prof. Smythe, whether to allocate the hitherto reserved high-band channels to color TV, black and white TV with improved definition, or black and white transmission under present standards. In reaching decisions on such technical issues, he says, "public agencies necessarily must cope with the fact that the proposals for high-band TV as advanced by equipment manufacturers are naturally colored by their economic interest."

Prof. Smythe believes TV eventually will replace most AM radio. Commenting on the economic impact of TV, he says its effect on collegiate football may not be appreciable in the case of major teams where the sale of video rights will compensate for any diminishing of the football gate. At smaller colleges impact may be more damaging, he concludes.

KGO-TV OPENING

Dignitaries to Participate

RELIGIOUS, civic and state dignitaries will participate in a dedication program May 5 launching KGO-TV San Francisco, ABC's newest television outlet. Robert E. Kintner, ABC executive vice president, announced last week that the station is the fourth TV outlet to be placed in service by ABC within a year. A fifth, KECA-TV Los Angeles, will start in June or July.

The new video program will inaugurate KGO-TV's regular programming service. Starting at 7:15 p.m. (PST), the dedication will feature Archbishop John J. Mitty, of the Roman Catholic archdiocese, San Francisco; Bishop Carl Morgan Block, Protestant Episcopal diocese; Rabbi Alvin L. Fine, Temple Emanuel, San Francisco, and representatives of the governor of California and the mayor of San Francisco.

A half-hour variety show, sponsored by Thompson & Holmes Ltd., Philco distributors, through Russell Caswell, Harris & Wood, San Francisco, will follow the dedication program.

The rest of the evening will be devoted to a telecast of the Oakland A's first game. The San Francisco Seals baseball game will be in [BROADCASTING, April 11]. KGO-TV has acquired exclusive rights to 29 home games of the Seals.

The new video station will operate on Channel 7 (174-180 mc) and will beam its signal to the San Francisco Bay area studios and a transmission site in the Twin Peaks section. Its 900 ft. antenna, 1,360 ft. above sea level, will be operated with maximum power allotted in San Francisco. Test pattern reception since Feb. 21 is said to have been uniformly excellent.

ABC executives present for the ceremonies will be Mr. Kintner Charles C. Barry, vice president in charge of television, Franklin Marx, vice president in charge of engineering, and Paul Mowrey, director of TV operations, all from the network's New York headquarters; and Mr. Samuels, Western Division manager, Philip Caldwell, western technical head, and Richard Goggins, western TV program manager, all from ABC's Los Angeles office.

Therapeutic TV

PSYCHIATRISTS at Loudon-Knickerbocker Hall, Amityville, N.Y., sanatorium, have installed a centrally controlled television system as part of its therapeutic program. A central unit will control tuning, so that psychiatrists may choose programs which they feel will have the best therapeutic value. The system is being installed by National Service Sales Corp., N. Y. distributor for Industrial Television Inc.
BIG GUNS
GO GREAT GUNS
IN THE
SOUTHWEST

Range--Impact--Selling Power...
With the "10 p.m. News"

BIG guns move mountains.

Big guns move mountains of merchandise.

Right now, WBAP-820's biggest gun, the "10 p.m. News," on Monday, Wednesday and Friday, is trained directly on the Southwest's No. 1 Market. This quarter-hour, heavy artillery salvo is available at $195.23 per show, 156 time rate.

For sheer range—a primary coverage area taking in over 720,000 BMB families in the Fort Worth-Dallas area...

For sheer impact—Fall-Winter City Hooperatings (Oct. 1948 thru Feb. 1949): Monday, Fort Worth 9.7, Dallas 9.5; Wednesday, Dallas 14, Fort Worth 11.2; Friday, Fort Worth 11, Dallas 8.1...

And for sheer selling power—coverage plus Hooper...

WBAP-820's "10 p.m. News" is the blast that will shoot the works for you.

Aim for results. Use WBAP-820's big guns to get your product going great guns in the Southwest's No. 1 Market.

Contact the station or Free & Peters.
BOXING

ORGANIZED BOXING will take no action with regard to television at least until September, according to Abe J. Greene, national commissioner of the National Boxing Assn.

Mr. Greene said members of his organization felt the video situation was at present "too confused and bewildering" to justify formulating a policy.

That, in effect, was the action taken by the association's executive committee, which met a fortnight ago in Washington, D. C., with Flaman Ade, president, in the chair.

At that time, the executive committee had before it reports from most official boxing or athletic commissions, which make up the NBA, as to the influence TV might have for good or ill on boxing and its box-office.

Because the reports themselves indicated confusion and uncertainty, the matter of formulating a policy was tabled. The reports are not to be made public.

Discussion on television indicated some feeling on the part of executive board members that video is stimulating new interest in the sport. This was countered by contentions that it is wrecking the gates of smaller clubs.

A suggestion was brought up that one way in which the impact of television on boxing could be ameliorated would be to have video pay for a "seat differential." Under this plan, television fight purchasers would pay the difference between the average number of empty seats before telecasting in an arena and the average number of

TV GUARANTEE
Telesports Protects Clubs

GUARANTEE against losses for amateur athletic clubs resulting from sports telecasts was announced last week by Telesports Inc., sports subsidiary of Crosley Broadcasting Corp.

Terms of the Telesports boxing club contract call for Telesports to guarantee certain operating expenses of the individual club. If gate admissions do not pay these expenses, Telesports will pay them; if admission revenue from the matches exceeds operating expenses, all profits will be the exclusive property of the individual club, the announcement said.

First organization to sign under the arrangement, Telesports reported, is Cincinnati's Seraph Club, whose boxing show was carried April 13 on WLWT Cincinnati, WLWD Dayton and WLWC Columbus. Contracts will be signed by Telesports with each individual athletic club desiring to promote boxing matches for video. All arrangements for the matches must be made by each promoting club in accordance with regulations of the AAU and the Cincinnati Boxing and Wrestling Commission, the announcement said.

No Immediate Action
On TV Expected

FILM LEASING
Standard Contract Drafted

STANDARD contract for film leasing by exhibitors to television stations has been drawn up by the National Television Film Council, it was announced April 4.

Melvin Gold, NTFC president, hailed it as a step toward standardization of business practices in television and urged distributors and telecasters to use it, making deletions or substitutions as needed. NTFC is making the contracts available in quantities of 100 at printing cost.

The contract permits the station to examine the print to determine its physical suitability for showing and to return it if defective. The station may not modify the film without consent of the exhibitor, although it may cut it for time reasons, restoring it at its own expense.

FM FACILITIES

In 43% of TV Sets—FMA

ABOUT 43% or 112 of the 264 TV set models now produced are equipped for FM reception, according to William E. Ware, president of FMA. Statistics are the results of a survey completed by the organization, based on information supplied by 37 manufacturers.

The analysis deals with percentages of production of different models rather than production volume of any given design, and is not designed to show volume output. Mr. Ware said only two or less than 1% of total output of new television receivers incorporate AM-only reception facilities whereas as 19 feature FM without AM, he pointed out. Survey also disclosed percent figures for volume of individual set makers.

A HAYMAKER!

WMBD

- Undisputed champion for sales "punch" in rich Peoria area.
- 5000 power-packed watts day and night, give extra "reach" that pays off at the cash register.
- Controls the "ring" of rich counties that surrounds metropolitan Peoria.

A veteran fighter with 20 years headstart, WMBD has the know-how to deliver audiences at a lower cost. As a result, national advertisers buy more program and announcement time by far on WMBD than on any other Peoria station.

WMBD DOMINATES Peoria area.

WMBD

CBS AFFILIATE

AM 5000 watts
FM 20,000 watts
"Next take half an egg..."

When Baltimore housewives want intriguing recipes or helpful hints on how to get Junior's bubble gum out of the carpet—they turn to "YOUR FRIENDLY NEIGHBOR"—Baltimore's popular mid-morning woman's feature program. Betty McCall has been running the show for years and years—and doing the kind of a job participating sponsors like. Ask your Raymer representative to lug over his file on "YOUR FRIENDLY NEIGHBOR" success stories.

Baltimore likes these local shows, too!

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

SLIM STEWART
and "The Plainsmen"
5:00-5:30 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
PHONEVISION

Survey Covers First-Run Movies on TV Plan

FOUR out of five telephone subscribers are willing to pay $1 a picture to see first-run movies on television sets in their own homes, a postcard survey of 25 American cities reveals. The survey was conducted by Zenith Radio Corp.

The canvas disclosed that the average phone subscriber has seen less than half of the 21 greatest Hollywood successes released in the past ten years. The people of Los Angeles have seen fewer than the residents of Great Falls, Mont., and far more people in Oklahoma City than in Washington, D.C., will pay to see pictures on their video sets, it was revealed.

Zenith started its survey by initially sending cards to 5,000 persons selected at random from telephone directories of Chicago, Los Angeles, Syracuse, Tucson and Great Falls. The survey later was extended to ten more cities.

Each card listed all of the 21 Hollywood productions released in the past 10 years that had grossed more than $5 million at the box office, and asked the recipient to indicate each one of these films which he had seen. A second question asked: "Would you pay $1 per picture to see first-run movies like these in your home on television with telephone wires?".

On the cards returned from the first five cities, 83.5% voted "yes" to this question, and the average number of the 21 pictures seen was 9.86.

Like First Survey

Results of the larger mailing were in substantial agreement with those of the earlier survey, with 80.25% voting "yes" to the question of paying $1 to see movies on home television sets. The average number of the 21 pictures seen was 10.13. About two-thirds of the replies came from men, one-third from women, and the average age of all respondents was 41.

A surprising result of the survey was the large number of feature pictures that the majority of people do not see. Comdr. E. F. McDonald, Jr., Zenith president, observed. He pointed out that there have been more than 5,000 feature pictures released in the U. S., and that the 21 concerned in the survey were the "absolute top box office successes."


TWG SCHOOL

Craft Meetings Planned

NEWLY FORMED Television Writers Guild has planned a series of five craft meetings in New York to school its members further in script work. Admission will be by ticket, with surplus tickets to be distributed among members of Radio Writers Guild, Authors Guild and Dramatists Guild—all of them members of the parent Authors League of America, as is TWG.

Schedule for the meetings: May 5, Fundamentals of Television; May 19, Fundamentals of a Television Show; June 16, Writing Techniques—Dramatic Adaptations and Originals; June 23, Writing Techniques—Audience and Non-Audience Shows; July 14, Writing Techniques—Television Films.

AMSTERDAM MOVES

Leaves CBS-TV for DuMont

MOREY AMSTERDAM, erstwhile CBS-TV comedian, has moved his mythical Golden Goose Cafe to the DuMont television network. Starting Thursday, he will be sponsored by DuMont television dealers in conjunction with the Receiver Sales Division, Allen B. DuMont Laboratories Inc., New York.

The Morey Amsterdam Show will telecast Thursday, 9:30-10 p.m., and will be carried live by East and Midwest stations, and by teletranscriptions on the West Coast. Buchanan & Co. is the DuMont agency.

UNION OIL CO.

To Teleview Annual Report

UNION Oil Co. of California, Los Angeles, has purchased time on television stations in 23 cities to present its annual report for 1948 to the general public as well as to shareholders. This marks the second year the company has followed the procedure, its "Report for 47" having been telecast last year in nine cities.

The 28-minute film, "Prospects Unlimited," was produced by the Hal Roach Studios of Culver City, Calif., and features the top executives of the firm, who outline the company's financial operations. Foote, Cone & Belding is the Union Oil agency.

ELECTRONIC CONTROLS Inc., East Orange, N. J., has announced that it is now manufacturing television chassis designed in two parts. Purpose is to provide greater flexibility in fitting them together in cabinet, to enable mounting of one unit in a cabinet with speaker and picture tube and using the other as remote control unit.
GREGOR ZIEMER, NEWS COMMENTATOR

Educator, Foreign Correspondent, World Traveler, Lecturer; Author of "Education for Death" which was made into motion pictures "Hitler's Children" and "Education for Death."

Dr. Ziemer has talked with people in 42 different countries and has been an educator on three continents. He knows what he is talking about—and the people in this area listen!

For available time contact Radio Sales or WRVA.

The Edgeworth Broadcasting Service

Richmond & Norfolk, Va.
 Holmes Awards
To Be Presented April 29

Presentation of the twelve awards for the Los Angeles Advertising Women's third annual Frances Holmes Achievement Award contest will take place April 29 at presentation dinner in Hollywood's Roosevelt Hotel.

In addition to a special "Frances Holmes Award," to be given to the woman whose entry best typifies "how a woman can achieve outstanding merit in the world of advertising," eleven other awards in the form of Lulu's statuettes will be given for highest achievement in eleven different advertising categories, from which the Holmes award is chosen. Categories include: best radio commercial campaign; radio script or script series; television production or commercial film; copy; commercial art; outdoor or indoor transit advertising; direct mail campaign; publicity and public relations campaign; production of work on media; marketing analysis surveys; annual report.

Winner of the special Holmes Award will have her name inscribed on Frances Holmes trophy which she will retain for one year. Contest, which closed April 8, was open to any woman in advertising or allied fields in southern California area.


FD&C Hearings

Hearings on various bills to amend the Food, Drug and Cosmetic Act were held last Tuesday and continued to April 28 by the Committee on Interstate & Foreign Commerce. The measures are assigned to the FCC-FTC-SEC subcommittee. At Tuesday's session testimony was offered by Rep. James E. Jones (D-Calif.) on legislation dealing with labeling of export goods, and by Paul B. Dunbar, chairman of the Food and Drug Administration, on providing for certification of batches of certain drugs.

Canadian BMI

BMI CANADA Ltd. has notified all Canadian broadcasting stations and advertising agencies that under the bilateral agreement presently in effect the right to publicly perform all BMI music by means of television is granted to Canadian stations. With TV planned for a start late in 1950, BMI Canada reminded the Canadian broadcasting industry of these agreements which are in effect in the United States and also in Canada. Letters went out over the signature of Bob Burton, BMI Canada's general manager.

Louisville Audience

Kemper, Spiegel Survey Radio, TV Listeners

SURVEY of the radio and television audience in Louisville reveals that 89.8% of those interviewed have seen one or more television programs and 47.4% expect to purchase a video receiver within the next twelve months.

The survey was made by Raymond A. Kemper and Joseph Spiegel of the U. of Louisville. WAVE-TV is Louisville's only operating television station at the present time.

Five hundred and fifteen persons were interviewed during the survey, with 303 reporting they had seen at least one television presentation. This group of 303 respondents constitutes the sample on which results of the survey are based.

In a further breakdown of the respondents, the survey report classifies those interviewed into four "socio-economic" groupings: Group I, the upper class, which includes 10% of the population; Group II, the upper-middle class, 23% of the population; Group III, lower-middle class, 40%; and Group IV, lower class, 27% of the population. Respondents also are listed by sex, age and race.

"Present day TV in Louisville is reaching a surprisingly large segment of the population," the report states, "particularly in the broad middle group of potential consumers."

Public establishments are the most popular places for television watching in the area according to the life report. Only 23.1% of the respondents reported they had seen a TV presentation in a private home. Largest percent (39.3%) have seen video in bars or cafes.

In a listing of "types of programs seen," athletic events top all others, with 76.6% reporting they had seen such telecasts. Basketball leads the list of types of television programs preferred. This sport was the favorite video subject of 46.8% of the respondents. Boxing, hockey and football followed in that order, with general motion pictures in fifth place.

When asked why they enjoyed television, 46.4% listed their chief reason as: "It's a novelty." "The combination of sight and sound makes it more interesting," was given by 35.9%.

In commenting on television commercials, 40% of the respondents gave favorable responses, such as: "They're excellent," "They're effective and in good taste," and "They really catch the eye."

Regarding the future of the video medium, 94.5% expect rapid and great development.

Some facts revealed in the AM and FM portion of the survey: 98 out of every 100 Louisville homes are equipped with at least one AM receiver; one out of every three Louisville homes has three or more AM receivers; 16 out of every 200 Louisville homes have one or more FM receivers.

TV Discussion

Planned at AFA Convention

Discussion on the use of television as an advertising medium will be a feature of the Advertising Federation of America convention, May 29-June 1 at Houston's Rice Hotel.

Details on speakers and their subjects will be announced next week, AFA said.

Ownership Limit
Sadowski Sees Bill's Death

DRASTIC legislation to prohibit station ownership by either networks or radio manufacturers appears destined for early death in this session of Congress. Source of that belief is Rep. George C. Sadowski, acting chairman of a subcommittee of House Interstate & Foreign Commerce Committee. Group was formed to deal with matters relating to FCC-FTC-SEC.

The measure (H.R. 2140), introduced last February by Harry R. Sheppard (D-Calif.), also limits use of station time for network programming to one hour per hour of the broadcast day, and prohibits stations from devoting any two consecutive hours of its broadcast day to network programs. With respect to ownership, network and station properties totaling over $150 million would be salable.

Rep. Sadowski told BROADCASTING it is unlikely that the bill or two other bills, one by Rep. William B. Sonye (R-N. D.), one allocating a section of the 50 mc band to FM and the other making FCC decisions concerning technical errors appealable to the courts, would be considered in this session [CLOSED CIRCUIT, March 28]. He said he won't press for hearings on any of the measures unless members want them.

The acting chairman pointed out that hearings had been held last year on allocations measures and indicated the committee did not care now to undertake those dealing with technical questions. "We've got other legislation to consider now, such as concerns FTC and SEC, and will let FCC handle the allocations problems," he added.

Dr. Lyon's Campaign

LOCAL announcements will be used to promote the new ammoniated Dr. Lyon's Tooth Powder, produced by Lyon Drug Co., Inc. First sections to market the dentrifice will be the area from New York City through New Jersey - Philadelphia, and the Southern Pennsylvania counties to the Delaware line; Delaware; Baltimore, and the Maryland counties from Delaware to and including the District of Columbia and Fairfax County, Virginia. Radio advertising will be handled by Dancer-Fitzgerald-Sample Inc., New York.

King to 50 kw

KING Seattle increased its power from 10 to 50 kw on April 5. Station, where Hugh M. Feltis, former BMB president, was recently appointed general manager [BROADCASTING, April 5], is the only independent outlet in the state broadcasting with that power.
Popular demand does it! For two years now, that scintillating team of Buzz Aston and Bill Hinds has been making Pittsburgh's morning listeners stand up and cheer with a 15-minute program twice weekly!

Now, by popular demand, we're giving this talented pair 45 minutes five days a week, from 8:45 to 9:30 AM. And KDKA-land listeners love it!

This new show features old songs, new songs, sprightly patter, popular platters. Each morning, nine advertisers..no more..will be represented by one-minute spots. You'll never find a better way to reach thousands, and thousands, AND THOUSANDS of homes in the tri-state Pittsburgh market-area! Get in touch with George Tons at KDKA, or with Free & Peters.

"BUZZ and BILL" now 45 minutes daily on KDKA

PITTSBURGH'S 50,000 WATT NBC AFFILIATE
For Shows to Be Extended

CBS' plans to extend its campaign to acquiring outstanding programs were outlined April 10 to the Columbia Affiliates Advisory Board at a meeting held in Chicago.

Frank Stanton, CBS president, reviewed the network's plans to the board, representing 175 stations. C. T. Lucy, WRVA Richmond, Va., acting as chairman of the board, said the present CBS network schedule, which he called the strongest in industry history, was the result of four years' intensive effort in program development, including CBS package shows. He said addition of top-rated big name shows has further demonstrated soundness of the overall program picture.

"The CBS program development has resulted in lower program costs for advertisers," said Mr. Stanton. "The recent acquisition of big name shows by CBS has in no case increased the cost to the advertiser, and in some cases has actually resulted in savings. The CBS network continues to deliver the lowest cost-per-thousand circulation in a medium where mass circulation at low cost has always been outstanding."

Plans for programs and promotion were discussed by the advisory board which includes E. E. Hill, WTAG Worcester, Mass.; Richard Borel, WNBE Columbus; Howard Summerville, WWL New Orleans; William Quarton, WMT Cedar Rapids, Iowa; Kenyon Brown, KWTW Wichita Falls, Tex.; Clyde Coombs, KROY Sacramento, Calif.

CBS executives at the meeting, besides Mr. Stanton, included Joseph E. Ream, executive vice president; Howard S. Meighan, Herbert V. Ackerman, H. Leslie Atlas, Earl Gammons, William C. Gittinger, Arthur Hull Hayes, William B. Lough, Carl Meyers, WGN engineer; Donald W. Thordburgh, J. L. Van Volkenburg, vice presidents; William A. Schuck, director of station relations; John J. Karol, sales manager; C. E. Evans, programming manager; Edward E. Hall, Eastern Division manager of station relations; Edwin Buckalew, Western Division manager of station relations.

KIRO Plea Rejected

DECISION of Seattle's voters in the November elections to adopt daylight saving time for the months of June, July, August and September has been upheld by the City Council. It rejected an appeal from the Queen City Broadcasting Co., licensee of KIRO, to extend the fast time so that it would run on the station's schedule with other areas of the country, starting April 24. As a result of the Council's decision, Seattle will be on standard time during the first five weeks of April and will be following the daylight schedule.

John F. Patt (standing, left), WGAR Cleveland vice president-general manager and president of Cleveland Convention and Visitors Bureau, presents check for $230 to Eddie Robinson (standing, right) and Lee Carpenter, co-authors of winning song, "Grand Old Town," in contest sponsored by the bureau to bring out a good tune about Cleveland. Happy about the whole thing is Cleveland's Mayor Thomas E. Burke (seated).

Affiliates Meet White; Plans Outlined

MBS will undertake an aggressive program and sales campaign and offer its affiliates TV service, the network's 921 affiliates were told at a meeting held April 10 at Chicago during NAB convention week.

Frank White, new network president, was introduced to the affiliates by Edgar Kobak, retiring president [Broadcasting, April 11]. Theodore C. Streibert, new MBS board chairman, outlined the network's plans for the immediate future.

Mr. Kobak, retained as a consultant by MBS, reminded the meeting that he, too, was an MBS affiliate as operator of WTTA Thomson, Ga. He said he was proud to introduce Mr. White and paid tribute to him as a friend and hard-hitting executive.

Mr. Streibert started out by nailing down charges that his station, WOR New York, doesn't want to clear time for network accounts if it can make more money on local business. "We are committed to a policy of promoting the network's interest," he said. The success of the station depends on the success of the network. Such charges are completely false. Other originating stations on the network feel the same way.

Need for a fourth national network has been thoroughly demonstrated, he said, explaining that WOR and other affiliates "have completed faith in the future of Mutual."

Taking up television, Mr. Streibert said that video service will be made available to MBS affiliates when WOR-TV New York goes on the air in June. In discussing TV's future, Mr. Streibert said New York's TV picture gives an idea of the national pattern two years from now. Some types of service, such as news, will be better on AM than TV, he said.

He warned stations, however, of the danger of being left out of the TV scene if they wait too long. "There will be a point where you must decide whether to make the investment and lose money for a while or be left behind. The present TV band will be the clear channels of the future," he predicted.

Mr. White thanked Mr. Kobak for his introduction with this observation: "I don't need to tell these folks that the normal discounts and agency commissions must be deducted from that buildup.

"I have no intention of making a speech or of giving a long discourse on the policies of your new administration. But I do think it particularly fortunate to have this opportunity of speaking briefly to you as a group before I go to work for you May 1.

"To be selected as the president of your network is an honor of which any person can and should be proud. The position carries with it, responsibility, and a challenge which none can lightly assume. We have a big job ahead of us—a job which will take brains, vision, money and above all, courage. It can be done and it will be done, but not by any one man.

"Because no one man could possibly do it, the accomplishment will require teamwork and cooperation—teamwork on the part of MBS executives and their staffs; cooperation and support from every station on the Mutual network, large and small. Neither you nor I must be afraid of the end result. I am confident that the factors and forces which are giving such grave concern to many of our industry friends may actually afford MBS the very opportunity which we have been seeking.

"With your help Mutual can and will be a truly great radio network."

Frank P. Schreiber, manager of WGN Chicago, traced history of the station's TV operation and told affiliates what happens when a station goes into video. The thrill of immediate popularity helps somewhat to offset long months of deficit operation, he said.

Carl J. Meyers, WGN engineering director, told the engineering side of the TV operation story. He suggested at least one channel and perhaps more could be taken away from FM and assigned to television.
YOU MIGHT CLEAR 14’ 3½”* —

BUT... 

YOU CAN’T VAULT INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

The peculiar "wall of fading" that surrounds Western Michigan makes it imperative for radio advertisers to use stations within our region... Outside stations simply don’t get through consistently; hence Western Michigan folks seldom even try to get faraway stations.

Within the area, WKZO, Kalamazoo, and WJEF, Grand Rapids, combine to give time-buyers everything they want, and at a price they can afford to pay. Project our Hooper ratings and you’ll find that WKZO-WJEF have about 23% more city listeners than the next-best two-station combination. Study our BMB figures and you’ll see even more evidence of our rural superiority. Finally, look at our combination rate and you’ll discover a 30% saving over the next-best two-station combination!

Don’t be fooled about Western Michigan. Ask us or Avery-Knodel, Inc. for all the really interesting facts.

* Earl Meadows of the U. S. did it at the 1936 Olympics.

WKZO
first IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF
first IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

avery-knodel, inc., exclusive national representatives
FOLKS HEREABOUT LOVE TIGERS...

AND WJBK, DETROIT'S FASTEST GROWING RADIO

The species of Tigers

we're talking about play with baseball bats—in Detroit—a town whose metropolitan area holds a baseball fan club over 2½ million strong.

The Tigers, you see, represent Detroit in the American League... and the Detroit radio station that carries the Tiger broadcasts has quite a plum in any radio league... and that station, in '49, is Fort Industry's WJBK.

of course, that WJBK should be carrying the Tiger broadcasts, both at home and away—because ever since Fort Industry took over WJBK's management it has been demonstrating amazing growth in stature and number of listeners... so much so that it has become Detroit's most exciting radio story.
Surveys show

for example, that Joe Gentile and Ralph Binge, WJBK's sensational morning comedy team, attract more than 80% of all morning motorists with car radios. And when it comes to comedy, Joe and Ralph have proved themselves to be wildfire on WJBK television—one of the most popular local TV shows in town. (WJBK-TV, incidentally, is the Detroit outlet for both the CBS and Dumont nets.)

Another "topper"

According to a recent Billboard Magazine survey, WJBK's Jack The Bell Boy is the Nation's Number One Disc Jockey—a fact borne out by the fact that Jack hits as high as a 6.1 Hooper against some of the rugged competition of national network shows.

The meat of the subject

is this: all seven Fort Industry Stations are members of a team that's captained by the parent Fort Industry organization with its resources of big-time radio experience. Like WJBK, all Fort Industry Stations possess an alert aggressiveness that makes them your best buys in the markets they serve—if it's listeners who buy that you're after.

The new look?

WJBK has that, too... having just moved into the newest and most modern TV and AM Studios in Detroit... in the imposing Masonic Temple.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.  •  WMMN, Fairmont, W. Va.
WLOK, Lima, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.  •  WJBK, Detroit, Mich.
WSPD-TV, Toledo, O.  •  WJBK-TV, Detroit, Mich.  •  WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
Short Tempers, Plain Talk, Long Strides?

IF NOTHING more happened at the NAB Convention at Chicago last week than a jolt which made broadcasters realize that there are danger signs ahead, it would have been worth the cost of admission.

The danger signs were not altogether reflected by dollar signs, though they dominated. Broadcasters sensed that the NAB needs re-vamping. They sensed that its tone is too highly mechanized, over-departmentalized, stuffy-shirty.

Tempers flared in board sessions and occasionally on the floor. There was plain talk. There was the realization that the NAB could undergo another stem-to-stern reorganization, forced by defections from membership, unless the leadership takes heed.

There were moments of long-festering attitudes. These were not on the convention agenda. These were not fomented by any group or faction seeking to oust one group as against another. To get busy legislatively and transform an evident persona non grata on Capitol Hill to the kind of respect and recognition and cooperation that radio merits. President Miller himself assumes that burden.

The second mandate was to get busy and get business. That entails a lot of doing. It means readjustments.

Even before the convention got under way, the board was told that the Broadcast Measurement Bureau is confronted with another financial crisis. It seems that shoddy bookkeeping and appallingly incompetent management failed to disclose the need for at least another $100,000 before Study #3 can be completed.

There are those who feel this would be sending good money after bad. Others contend BMB should be bailed out this last time through waiver of the station cancellation clause, which would make negotiable the paper necessary to raise the additional money.

BMB's management has been a bane in the confinements of radio for months. But the BMB formula of auditing radio circulation is generally recognized as a good first step. The NAB, along with the American Asn. of Advertising Agencies and the National Advertisers, which have equal voice on the BMB board, must assume responsibility.

If BMB flops on the open stretch, it will not be BMB alone that will suffer. Many stations hold the NAB at fault for going them into membership. The job at hand is to bail out BMB, and decide on its successorship later.

The revelations of FCC Chairman Coy on the economy of radio in this buyers' market had a sobering effect. FCC figures show that broadcast revenues are up, but that one out of four stations lost money last year. And most of the losers were more than 10 years old.

That was reminiscent of the pre-war era when radio had an ill-fed, ill-clothed one-third. Only the war-time windfalls, and the freezing of new authorizations saved them. Then came the FCC's down-throat threats of broadcasters and the concomitant degrading of service on AM channels.

Logically stemming from the economic and media outlook came the first demand for creation of a Bureau of Radio Advertising, to operate separately from the NAB. Dollars have not yet slipped away from radio on a national pattern. The idea is to prevent it from happening. And the idea is to sell radio as the all-inclusive medium on all fronts.

The board action in earmarking a $100,000 initial budget for a new Broadcast Advertising Bureau within the NAB framework was prompt and tangible recognition of the mind of the membership to undertake the job long overdue. And the board placed the job in the capable hands of Maurice Mitchell. The fund should be ten times the earmarked amount.

If the convention was frightened about TV's upcomence, it was not reflected in the discussions. Dean Aylesworth's prediction of sudden death for AM radio in three years was appraised as overly enthusiastic by some and as poppycock by most. Need for readjustments were plainly recognized, just as science and cooperation and success have necessitated changes in every pursuit.

The most significant thing about the convention last week was the frank recognition that the fast and fuddy days of radio are done. From here on out, it's the lean and hungry drive of newer generations who must strive to achieve the mark of their radio forbears who shoved radio's gross billings from less than $24 million in 1927 to nearly $900 million last year.

FOR MANY broadcasters attending the NAB Convention in Chicago last week, the formal agenda could have been tossed out. Business sessions were poorly attended. A hootenanny mentality developed at what was to have been the closing business session Tuesday when a point of no quorum was made. Less than 50 active members were present. At least 200 were needed. A special session was called the following day to complete the business. Small wonder then that there's some sentiment for abolition of national conventions and the holding of district meetings only.

It's Mutual

THE SHIFT in command of Mutual, formalized April 8 with the appointment of Frank K. White to succeed Edgar Kobak, was executed with the kind of grace and good fellowship that does credit to radio. Mr. Kobak introduced his successor to the network's affiliates, and remains as consultant.

There are tongue-in-cheek observers who feel there isn't room for four networks. That isn't necessarily so. There are three press associations—and have been for many years. And there are more AM stations alone than there are daily newspapers, nearly doubled in fact. Press association survives as a single commodity, whereas the networks function diversely all day long.

In these days of high costs and rigorous competition, Frank White faces a challenge that is as arduous as surviving in radio. Frank White is a realist. He will have the unstinted cooperation of his affiliates. He inherits a good executive staff. He doesn't expect to pull rabbits out of his hat. The job can be done and we believe Frank White can do it.

Ed Kobak leaves network direction with the well-wishes of a vast majority of his erstwhile associates. He is one of the country's best inspirational salesmen, and that's not confined to radio.

There were plans afoot, early in the NAB Convention in Chicago, for a Bureau of Radio Advertising, functioning independently. The NAB board created the Broadcast Advertising Bureau operating within NAB under Maurice Mitchell's direction. While nominations aren't yet in order, we pose the question where a better consultant than Ed Kobak could be found to help sell the world's No. 1 medium.

FRANK KIGGINS WHITE

Frank White, who specializes in turning digits into dollars, moves into the top job at Mutual on May 1 with the reputation of a man who likes to get results, and usually does.

His observation when he was elected president of the network 10 days ago is typical. The assignment, he said, carries "responsibilities and challenges which must be met by performance rather than prediction."

Beyond that, Frank White isn't talking.

But true to his financial and operating background, it is safe to assume that he is already taking stock, and will continue until the inventory is complete. He likes to move slowly and build carefully.

There is much speculation, both inside and outside the Mutual organization, on what the new president intends to do.

This much is sure. Frank White is a team man. He isn't impetuous or headstrong. He won't act until he has thought things through. He will appraise the situation, study all the assets and the debts. He will observe performance. He will fix the goal he thinks Mutual should pursue, and he will chart the course. And to him seems the best method of achieving it.

Within the organization, he will build the best team he can. He is a firm man and he will not tolerate slipshod work if he discovers any. But it is not his custom to make changes purely for the sake of making changes, and it is certain that he will build his team from within the present organization insofar as he finds it possible to do so.

The situation at Columbia Records Inc., whose presidency he leaves to take the network post, is perhaps as good an example of his type of operation as could be found.

He has been with the record company a little more than a year. He has built up what he regards as a good operating team and he feels that the operation is moving smoothly. Accordingly, he felt free to accept the new job, and when he talked it over with CBS Board Chairman William S. Paley and President Frank Stanton, they gave him their blessing. At the moment there appears no urgency for naming his successor immediately.

Mr. White, now 40, has packed a lot of experience into his 12 years in radio. Beyond his reputation as an administrator, around numberless labor-management conference tables he has earned acclaim as one of the best negotiators in the business. For seven years he was
EXCLUSIVE
BROADCASTS OF THE

CHICAGO
WHITE SOX

WITH

BOB ELSON
AMERICA'S LEADING
BASEBALL ANNOUNCER

Bob Elson will broadcast all of the 1949 games . . .
both home and away . . . of the
Chicago White Sox exclusively on
Stations WJJD and WFMF. All
afternoon games will be heard
on WJJD and the night games will
be heard on WFMF.

WJJD
50,000 WATTS

WFMF
33,000 WATTS

M ARSHALL FIELD STATIONS, REPRESENTED NATIONALLY BY AVERY-KNODEL
Mr. Bracey has been an appointed general manager. He has been with the station one year and was formerly in newspaper advertising.

NORGE Alt-NOLI Jr., former co-manager of Lee Broadcasting Co., operator of WTAJ-AM-FM Quincy, Ill., has been appointed manager of KBBD San Mateo, Calif. He succeeds JACK SCHAUT, who will take over operations and management of KMID-AM-FM, of which he is half owner.

Mr. Bracey was previously with KGLO Mason City.

FORTUNE POPE, executive vice president and general manager of WHOM New York, has been awarded special plaque by Exclusive Records Co., New York, for his efforts to promote democratic principles in employee-management relations.

WALTER J. TEICH has been appointed general manager of KROS Radio, Vineland, N. J.

Mr. Teich replaces MORGAN SEXTON, deceased. Mr. Teich was formerly sales manager of station.

BOB HARRIS, WVNJ Newark, N. J., newspaper, has been named night manager of the station. Mr. Harris, who was formerly with WMCA New York, will continue his news reporting duties.

BENEDICT GIMBEL Jr., president and general manager of WIP WIP-FM Philadelphia, has been appointed member of 1946 Pennsylvania Ambienti Committee. The committee honors distinguished citizens who were born or lived in the state and now live in other states or countries.

MATHER PAYNE, station manager of WPGA WRG-FM Rome, Ga., has been re-elected commander of Shancin-Attaway Post of American Legion.

RESPECTS
(Continued from page 54)

CBS' man-in-charge, handling the base AFRA, IBEW as well as AFM and other negotiations. He has also served on NAB's Employee-Employee Relations Committee.

Frank Kiggins White was born Sept. 24, 1939, in Washington, D. C., the son of Mary K. and William W. White. He attended the Washington public schools and George Washington U., but his studies were interrupted in 1918 when he enlisted in the Navy as an aviation cadet.

After the war he entered business but continued his studies until 1921, when he joined the accounting firm of Lybrand, Ross Brothers & Montgomery. In 1924 he began a five-year association with the Union News Co. as assistant to the president.

From 1929 to 1935 Mr. White was treasurer of the Literary Guild of America. In 1935 he became treasurer of Stage Publishing Co., and in 1936 was made business manager and treasurer of Newspaper Week Inc.

He joined CBS in 1937 as treasurer, was made vice president and treasurer in 1942, and became a director in 1944. Until he moved over into the presidency of Columbia Records, his duties took him into indirect contact with the recording business.

Since Jan. 5, 1948, when he became president, he has been head-over-heels in records, with the 78-v.33-v.45 rpm battle only one of his problems. Probably his most celebrated accomplishment was as spokesman for the industry in settlement of the Petrelli record strike last year.

In three days Mr. and Mrs. Frank White will celebrate their 21st wedding anniversary, at the former Doris R. Booth of Bridgeport, a Smith College graduate. They were married April 21, 1928, and have two children, Richard, 18, a freshman at Yale, and David, 15, a student at Rye County Day School. The Whites live at Larchmont, N. Y.

In his off-duty hours Mr. White likes to fish or play bridge. He'd like to indulge these hobbies more often, for he has much time off duty. He is a trustee of the New York Housing Trust and the Rye County Day School, and a member of Sigma Nu fraternity, the Playes Club in New York, and the Larchmont Shore Club.

WARD QUAAI
Named CCBS Director

WARD L. QUAAI, acting director of Clear Channel Broadcasting Service, was appointed director at a meeting of CCBS members held in Chicago last Monday in conjunction with the NAB Convention.

He succeeds Louis Ruppel, who had been slated to take office Feb. 1 but never actually assumed the duties. Mr. Ruppel was delayed by illness, and subsequently accepted the editorship of Collier's.

The recent expiration of the North American Regional Broadcasting Agreement and the general international radio situation were discussed in detail at the meeting, attended by representatives of the 15 CCBS member stations. Harold Hough of WBAP Fort Worth presided in the absence of Edwin W. Craig of WSM Nashville, CCBS chairman.

Mr. Quaai has been in radio for 18 years, having served with WDMJ Marquette, Mich., WJR Detroit, and WGN Chicago. He was in the Navy for more than three and a half years during the war with rank of lieutenant. For 18 months he was officer-in-charge of the Navy radio station at Norfolk.

THREE-WAY MEET Sept. 14-16 Date Set

A THREE-DAY schedule of meetings has been set for Sept. 14-16 by the Illinois and Wisconsin Broadcasters' Assns. and NAB District 9 at the Northernaire Hotel, Three Lakes, Wis.

Ben A. Laird, president of WDUZ Green Bay, announced April 10 at the NAB Convention in Chicago that he had been asked by the Wisconsin and NAB groups, of which he is a member, and also by officers of the Illinois association, if he could obtain reservations at a resort hotel with a view toward holding the fall meetings of the groups at the same time. He said arrangements had been made to accommodate the two state associations September 14-16, the NAB districts delegating the following days, and a combined golf outing Sept. 17.

PHOTOGRAPHER covering spring meeting of New Jersey Broadcasters' Assn. at Marlborough-Blenheim Hotel, Atlantic City, last month found the broadcasters in good spirits.

Seated, 1 to t: Mort Hendrickson, WKDN Camden; Bill Griffin, Fred Berns and Carl Mark, all of WTTM Trenton; James L. Howe, president of WTTM; WCTC New Brunswick; Roland Trenchard, association's secretary-treasurer, WAAT Newark; Paul Alger, NJBA vice president, WSNJ Bridgeton; Irving Teetsell, WFGP Atlantic City; Jack Slatoroff, WMID Atlantic City, and Irving Smith, WCAM Camden.

Standing: Blair Thron, WFGP; Gene Minar, WMID; Walter Reid, WCAP Aibury Park; Fred Wood, WBBZ Vineland; Richard McNamara, WFGP; Dorothy Carlson, WWBZ; James Cosmon, WPAT Paterson; Mort Lowenstein, WCAM; Bill Moran, WPOE Elizabeth; Lon Singer, WMID; Harry Goodwin, WNJR Newark; Floyd Burns, WDNH New Brunswick; Jack Potts, WMTR Morristown; Clarence Owen, WCM; George Croy, WMTR, and Willard Schriver, WCAM.

BROADCASTING * Telecasting
The 25B is a mighty good buy!

Here are some of the reasons why

General Advantages:

1. The Western Electric 25B Speech Input Console provides highest quality studio control for AM, FM and TV audio.
2. It is versatile...handles two studios...provides duplicate channel operation without interference.
3. It's easy to operate...all controls are functionally located for convenience of operator in controlling programs.
4. It's a complete unit with its own table...attractive, sturdy, well designed...and it's moderately priced.

Technical Advantages:

1. It covers complete FM frequency range. Has high signal-to-noise ratio and exceptionally low distortion.
2. It is easy and economical to install...plug-in cables carry all external leads to wall boxes (included with 25B).
3. It's fully accessible...opens up to expose all components.
4. It includes 7-position mixer; line and microphone transfer keys; dual line amplifiers and volume indicators; separate built-in tube check meter; regulated power supply.

For immediate delivery of one or more 25B Speech Input Consoles, call your nearest Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
Morgan Ryan has transferred from position of ABC and WJZ New York eastern program manager to sales network's eastern radio sales department. Leonard Rees, production manager for ABC's western division, temporarily assumes Ryan's former duties.

Charles H. Cowing has joined KMPC Hollywood as director of national spot sales and account executive on several local accounts. For past year and a half Mr. Cowing has been sales manager with KWHO, Santa Monica, Calif. Before that, he was Los Angeles manager of Western Radio. (radio representative).

Robert de Souza, formerly executive assistant and television sales office Westinghouse Electric Co., Los Angeles, joined NBC Western Division as KBH (TV) Los Angeles time salesman.

Willys Scarfoss, sales representative at WLOU Louisville, Ky., has been promoted to sales manager of Louisville Broadcasting Corp., licensed to WLOU.

Wato Oak Ridge, Tenn., has appointed Burn-Smith Co., New York, as its representative.

Leonard Matt, program director of WDKS Philadelphia, formerly was appointed sales promotion manager attached to sales division.

**KWSC BUDGET Cut by State Legislature**

Despite budget cuts by the Washington State Legislature, KWSC Pullman, operated by the State College of Washington, is going ahead with plans for expansion of studio facilities and development of transcription service, according to a statement released by John R. Ulrich Jr., KWSC news director.

Allen Miller, vice president of the Assn. of Education by Radio and former director of the Rocky Mountain Radio Council in Denver, has been appointed director of KWSC, succeeding Fred Hayward.

Station plans call for new and modern studios for broadcast and recording use, according to Mr. Ulrich, with the present studios to be used for classroom instruction and for emergency broadcasting and recording work.

Richard B. Wheeler, former assistant to T. A. M. Cramen, MBS vice president in Washington, has joined sales staff of WTOP Washington.

Price Selby has rejoined sales department of WEGA Rome, Ga., after a year's leave of absence.

Robert M. Hetherington, formerly of KSTL St. Louis sales staff, has been named sales manager of WIL WILM-FM St. Louis.


Robert Z. Morrison Jr. has been appointed sales manager of Franklyn Broadcasting Corp.'s new FM station, WFLN Philadelphia. Mr. Morrison was formerly in charge of sales development for WFL and WLTV Philadelphia.

KSU Gladewater, Tex., has distributed Rate Card No. 1.

Roselle Kimcows, with WVEI Radio St. Louis, N. Y., for two years, has been named traffic manager, replacing Constance Mika, resigned.

Walter Kearsey of sales staff of WRFR Pittsfield, Mass., is the father of a boy, James Michael.

**SALES CLINIC Planned for Mississippi**

Move to hold a sales clinic for member stations has been initiated by the Mississippi Broadcasters Assn., but date has not been set, according to Bob Wright, WTOK Meridian, association's new president.

MBA elected officers at its semiannual meeting in Columbus, Miss., March 28-27. Besides electing Mr. Wright to the presidency, the association named W. B. Hinnan, WROX Clarksdale, vice president, and re-elected Bob Evans, WJLO Tupelo, secretary-treasurer.

Members of the executive committee for the coming year are: John Cleghorn, WRBC Jackson; Chuck Allen, WJMB Brookhaven; Cy Bahlak, WKOZ Kosciusko; Bob McNaney, WCHI Columbus; WROX West Point, WROX and WROL; Charles Wright, WFOR Hattiesburg, and William Harris, WIND Jackson; WCBI and the Mid-South Network were hosts at the MBA meeting.

**AD ETHICS Brophy Warns of Competition As AAAA Meet Closes**

Straight talking Thomas D'Arcy Brophy, retiring chairman of the AAAA, closed the official business of the organization's 31st annual meeting at Shullsburg, April 11, with a warning of competitive times approaching, and an exhortation for ethics in the advertising world.

Mr. Brophy is chairman of the board of Kenyon & Eckhardt Inc., New York.

"Advertising is truly the voice of American business," he said, "and in time of recession advertising has a tremendous responsibility. Through careful attention to ethics, Mr. Brophy said American advertising could perform a real service to the business community.

He asked advertisers in all media to be aware of this responsibility and to avoid "making extreme claims, skirting the truth, floating what we know to be good taste, and offending the public." He spoke at the final luncheon of the AAA's meeting in the Greenbrier.

The 1949 session was an optimistic one, by all standards. Few advertising men could be found who would predict a decline in advertising expenditures in the first year of the buyer's market. This was true with all media. And with the added impetus of the Korean conflict, which may reach $30,000,000 in 1949, total advertising expenditures were expected to equal 1948.

Warning Is Soundened

Warning notes crept into the meeting. There was unanimous agreement that tough competition was coming back fast. There were warnings about the scientific tools of research in advertising. There were discussions, in closed session, of financial problems of agency management. There was a morning session devoted to the personnel in advertising—how to select, train, and supervise agency staff to produce the best advertising for clients.

But there was no lack of confidence at Greenbrier. The 350 agency men gathered there represented the best interests of national advertising placement, and their experience in the first quarter has shown no cutbacks of significance from any large accounts.

Television was a subject of much questioning at this session. Video time and talent costs were thoroughly examined. With the help of Young & Rubicam's Dr. Peter Best, the participants examined TV progress to date and made some evaluations as to its current advertising effectiveness. One Midwest agency man said: "We like work now in television. We have found ways to produce low cost shows for our advertisers, and we have found that its pulling power is beginning our highest expected.

Other agency men were not as optimistic for video in 1949. They said it would not become a major advertising medium in the next five years. Most agreed that national television papers were getting increased appropriations for TV advertising.

**OHIO U. COURSE**

Crosley Execs To Lecture

James Leonard, general manager of WLWC (TV) Columbus, Crosley's new video station, will serve as co-instructor of a course in radio station management and operation being given this spring by the Ohio State University.

Dr. Dameron of the university's business organization faculty made the announcement. Mr. Leonard will assist Dr. Dameron in teaching the course.

Lectures have been scheduled by four other Crosley executives, and talks are to be arranged for some six others. Dr. Dameron said those lecturing will include William P. Robin-son, vice president in charge of WLW Cincinnati programs; Harry Mason Smith, vice president in charge of sales for Crosley Broadcasting Corp.; Bernard Matteson, WLW continuity and copyright ap-plicant editor; and John T. Murphy, general manager of WLW (TV) Dayton.

**FURNITURE SALES Zoom When Radio Is Used**

Christie Furniture Store, Susanville, Calif. (pop. 8000), increased its business more than 20% in the eight months after it began using radio, according to a survey made for the NAB Broadcast Advertising Department by KSUE Susanville.

On one item, Beauty-rest mattresses, Christie was second in sales in northern California (excluding Sacramento and Stockton), and the store's owner, Duke Stewart, attributes this to use of radio.

Radio, he said, also brought about an "amazing increase" in sales of Armstrong linoleum and tile and Bigelow carpets.

Christie allocates 80% of its advertising budget to radio and 20% to newspaper ads in Susanville's neighboring communities. The store uses three-quarter-hourly spots. Spot announcements are used extensively.

The area served by KSUE is not served by other stations in the daytime, KSUE reports, and Mr. Stewart indicated his belief that he would have to use six newspapers to get the same coverage that radio gives.
Let's face it! With live-talent program costs soaring... with television cutting into radio budgets... with advertisers everywhere tightening their belts, you've got to offer your prospect more than airtime. You've got to pitch him a sharp idea... open his eyes to a real sales opportunity, if you want him to reach for his pen.

What today's local advertiser wants... more than ever... is a blue-chip program at penny-ante prices. A program with big names... big-time format... current songs and music woven into a listenable framework for his commercials. He wants talent that will compete with network shows... a program angle that'll make his show remembered. Above all, he wants a flexible show that can be tailored to his individual merchandising requirements.

Will a "record show" fill the bill? No! It's not "big-time." Will an open-end platter... a "canned package" do it? Maybe, but what about cost?

Will a well-integrated transcribed musical show that features top stars, patter and late tunes rouse your prospect's interest? It certainly should, if there's an idea behind it and the price is right.

Capitol Transcriptions' unique library program service provides you with just this sort of big-time, low-cost musical show. When you offer Capitol programs... the big-time shows tailored to the local picture... you're selling a solid idea with obvious sales appeal. We have prepared a set of discs that give you the whole story. Please send for them.

Mail this coupon today, for the new 1949 FREE demonstration discs - full details.

--- a unique library program service ---

Capitol Transcriptions,
Sunset and Vine, Dept. 418
Hollywood 28, Calif.

Sirs: Send me your FREE demonstration discs, without obligation.

Name ____________________________
Station ____________________________ Position ____________________________
Address ____________________________
City ____________________________ State ____________________________

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DON CRIFE has joined WIOU Kokomo, Ind., as sports director, replacing RALPH KELL, who resigned to join John-Manville Co.

WAYNE OSBORNE has been appointed sports announcer for WLW (TV) Dayton, Ohio. He will handle all play-by-play broadcasts of Dayton Indian games in Hudson Field.

BRUCE BAUMAN, formerly with WKAP Allentown, Pa., has joined WIDE Biddleford, Me., as sports director and play-by-play announcer.

GEORGE MARSHALL, formerly chief announcer at WCMJ Ashland, Ky., has been appointed news editor.

NEWS TEACHERS
Ten Schools Will Provide

Ten universities will provide radio journalism instructors next summer in connection with the annual internship project sponsored by the NAB Radio News Committee. Internees will serve on station news staffs during the summer months to obtain practical knowledge of news department operations as an aid to the teaching of journalism.

Universities that have thus far joined the internship movement are Ohio State; U. of Michigan; Penn State; Syracuse; U. of Colorado; Washington & Lee; Indiana U.; Denver U.; U. of California; U. of Oregon.

The NAB committee, meeting during convention week in Chicago, was told by the New Jersey Broadcasters Association, would hold its second annual radio institute in cooperation with Rutgers U. The committee will participate in the institute.

Status of privilege legislation in the states was reviewed by the committee. Attending the meeting were H. R. Vedevoncour, WSYR Syracuse, N.Y.; T. L. Lound, WMAZ Macon, Ga.; James L. Howe, WCTC New Brunswick, N. J.; Arthur C. Stringer, NAB.

Strike Settled

STRIKE of seven weeks' duration at WSBY Rochester by AFRA was settled April 9 when the station and union signed a union shop contract. During the strike, the National Labor Relations Board ruled that the AFRA tactics of persuading a sponsor to discontinue advertising on the station was not a secondary boycott within the meaning of the Taft-Hartley Act.

SLOAN AWARDS
To Be Given April 25

PRESENTATIONS of the 1948 Alfred P. Sloan Radio Awards for highway safety [Broadcasting, April II] will be made April 25 at a dinner and reception at the Waldorf-Astoria Hotel, New York. Announcement was made by Pyke Johnson, president of the Automotive Safety Foundation, Washington, administrator of the program which is sponsored by the Alfred P. Sloan Foundation.

Alfred P. Sloan Jr. will present the sculptured plaques, cast in bronze, to CBS, NBC and the six stations selected for awards. Henry J. Taylor, ABC commentator, will originate his regular program at the dinner and dedicate it to highway safety, Mr. Johnson said.

GALEN DRAKE
Compiles Favorite Stories

THIS IS GALEN DRAKE. By Galen Drake, 254 pp. Garden City, N. Y.: Doubleday & Co. 32.50.

GALEN DRAKE, genial philosopher regularly over WOCB New York, under the auspices of the Housewives' Protective League, and over other stations on transcribed commercial spots, has compiled some of his favorite stories and bits of philosophy in This Is Galen Drake.

Joseph Auslander, who wrote the introduction, describes the book as "a grab bag of good tongue talk, but with a difference. It is the talk of a singular man with a singular gusto for all the colorful and kaleidoscopic pageantry of life, all the sparkling and sprightly curiosities and oddities of knowledge from aardvark to zygote, from cabbages to kings." The book contains close to 200 bits of "homespun philosophy."
New Business

(Continued from page 14)

SHERWIN-WILLIAMS Co., Cleveland (paint products), appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1.

SAVE-ON DRUGS Inc., Los Angeles, through Brinscher, Wheeler & Staff, that city, sponsoring 13-week announcement campaign on three Los Angeles stations. Contract calls for five weekly on KNX and three weekly on KECA and KFJ. Schedule follows intensive ten-day spot campaign that ended April 10 on these and six other local stations.

COMPANIA QUIMICA Comercial e Industrial S. A., Lima, Peru, appoints Lima office of McCann-Erickson to handle its advertising for Maravilla, a detergent. Radio will be used.


SOUTHERN CALIFORNIA FISH Co., Los Angeles (Blue Sea Tuna), appoints Glasser-Galley Inc., that city, to handle advertising. Radio will be used.

BALIAN ICE CREAM, Los Angeles (Framilla ice-cream), April 12 started 13 week series of one minute weekly live television spots on KLAC-TV Los Angeles. Agency: Tullis-Victor Co., same city.


Network Accounts • • •

GENERAL FOODS Corp., New York, through Benton & Bowles, will sponsor Surprise Package, ABC audience participation program over nine-station ABC Pacific Coast network, starting May 17. Initial 20-week contract calls for broadcasts on Tuesdays and Thursdays, 2:06:2:15 p.m., (PST).

CHRYSLER SALES DIV., Chrysler Corp., Detroit, will sponsor Sammy Kaye's Showroom, new quarter-hour program of light dinner music on ABC. Initial 26-week contract for Monday, Wednesday and Friday, 6:45-7 p.m., was placed through McCann-Erickson, New York.


SEEMAN Bros. Inc., New York, on behalf of Air-Wick, renews sponsorship of Monday Morning Headlines, aired Sundays, 6:15-6:30 p.m. on 227 ABC stations. The 52-week renewal contract, effective May 29, was signed through William H. Weintraub & Co., New York.

LIBBY, McNIEL & LIBBY, Chicago food packing firm, begins its sixth year of sponsorship of My True Story (five-a-week, 9 to 10:30 a.m. CST) on full ABC network. Agency: J. Walter Thompson Co., Chicago.

LANGENDORF UNITED BAKERIES Inc., San Francisco, May 3 starts sponsorship of Red Ryder series on ABC's Pacific Coast network, Tuesdays and Thursdays (7:30-8 p.m. PST), Agency: Blow Co., San Francisco.

P. J. RITTER Co., Bridgeton, N. J. (food products), renewed Betty Clark Sings, effective April 17, for 13 weeks on ABC (Sundays, 5:15 p.m.). Agency: Clements Co., Philadelphia.

TONI Co., Chicago, May 9 renews for 52 weeks This Is Nova Drake, CBS daytime serial, aired Mon.-Fri., 2:30-2:45 p.m. Agency: Foote, Cone & Belding, Chicago.

* * *

The Advertiser's Dream Comes True with . . . MERCHANDISING AND PROMOTION AT WHOO

Although "time on the air" is the primary product sold by WHOO, its merchandising and promotion services go hand in hand in making its advertisers' products the "leaders" in Florida's rich citrus belt.

AM-10,000 Watts FM-59,000 Watts
ORLANDO, FLORIDA
REPRESENTED NATIONALLY BY RA-TEL

April 18, 1949 • Page 61
GIMMICKS

By JANE PINKERTON

GIMMICKS, with a businesslike adaptation, deluged NAB conventions last week as they examined elaborate displays and exhibits of more than 60 organizations classed as associate members.

NAB members milled around the fifth floor of the Stevens Hotel in Chicago for demonstrations of transcriptions and lighter equipment, moving to the Exhibition Hall on the lower level for the heavy equipment displays. (See separate story.)

One major conversational subject was afforded by International News Service, which distributes the Projectall, manufactured by Tressel Television Productions, Chicago; and United Press, which distributes the Multiscope. Latter mechanism was developed by Sterling Television Inc., Chicago, for WRBTV (TV) Chicago, holder of an exclusive franchise.

Both machines are television projects which combine the titles, pictures and cartoons, current time and temperature, moving ticker tape news and a sponsor’s standing signature. The Projectall is also equipped with a small power-driven turntable on which is placed a product model. INS Soundproofs, reprinted in a size to fit the Projectall, can be televised within minutes after reception. Regular INS radio and television news, edited in advance, can be typed in a four-inch projection slot, four-by-five inches.

Mechanically Developed

The Multiscope has been developed mechanically by Acme Teletronx Cleveland subsidiary of Nea. A specially-equipped camera reproduces pictures as 30 by-11 by-11 inch news pictures to the small size in 25 minutes with use of a wet developing process.

The Multitron System, “which costs the station buttons,” gave a Playboy car to the NAB member scoring the highest on a pin game ball. Typewriters also were awarded. Its display bore the theme, “planned transcribed broadcasting.”

Altec Lansing Corp. distributed a miniature microphone, weighing one-fourth of an ounce and the size of “six dimes stacked together.” It was an exact replica of its new non-directional model which can pick up music from an entire symphony. Firm also showed its lapel mike, specially designed for video. The standing Altec model was used during the convention for major meetings.

American Radio Publications, Phoenix, Ill., toured conventions above Chicago in the firm’s “Gray Goose” plane, used when President Rex G. Howard flies around the country arranging for stations to have pictorial albums made for listeners. Television sets are sold for by local merchants. American Radio organizes, edits, publishes and distributes them.

More than 1,600 plastic cash register-banks were distributed by World Broadcasting. World introduced the Lyn Murray series Monday, and played recordings of Dick Haymes which were circuited on television program news, called attention to the commercial presentation, with scripts, production aids, brochures, audition discs and promotion aids.

“Blue chip programming at pocket ante prices” was offered by Capitol Transcriptions in the “Capitol Cabana,” complete with California sand, star fish, awnings and beach chairs. Programming and production, rather than names of the stars, were highlighted.

Standard Radio Transmission Services, Chicago, displayed its four-star shows with plum and blue velvet. They held auditions for open-end shows, “with solid production and special themes,” which are serviced without extra charge.

Radiotime and Tele-V-Times, Chicago, previewed a sample issue of Radiotime, “a magazine of radio, television program news,” which will be published for the first time June 19 on a bi-weekly basis. It gives complete program schedules for subscribing stations, and is circulated to 4,000 agency people, advertisers and representatives.

Unique electric clocks, with an advertising message and multi-colored neon lights, were shown by Radio Television Publicity Corp., for distribution to local radio accounts as a merchandising aid.

Six musical series were premiered by SESSAC—symbolic band, augmented concert orchestra, with Rosario Bourdon, barbershop quartet, concert chorus, and a sacred choir.

The mystery disc was displayed as a development of Lang-Worth Feature Programs. The eight-inch Vinylite recordings play seven and one-half minutes on each side. Firm also showed an eight-inch fine-line disc playing 15 minutes on each side. Recordings were distributed to visitors.

The Frederic W. Ziv display, backed by colorful placards plugging all the transcribed shows, included elaborate brochures and promotion pieces. Center of attraction was the popular Cisco Kid, for which the company issued a comprehensive promotion portfolio including pictures, advertising mats, publicity stories, lapel buttons, “C. W. Ask Me Today” and “I’m a Cisco Kid Fan!” and paper masks of the two main characters in the show.

An attractive model handheld calling cards to NAB members, inviting them to join her in Suite 509A, headquarters of the Associated Program Service. Gardenias were given to the women.

Associated plugged income shows, ranging from sympathy to folk music, which require simple production—one announcer and two turntables. It introduced Morning Almanac last Monday.

Eills & Assoc. Shows

Pat O’Brien From Hollywood, Frontier Town and Adventures of Frank Race were offered by Bruce Eills & Assoc., Hollywood, in its station programming package. A fourth show of the situation comedy type is to be released shortly.

C. P. MacGregor Electrical Transcriptions, Hollywood, has extended its 4,000-record music library to FM stations at a cheaper rate than to AM. Discs, operating at 33 1/3 rpm, feature race, popular, Hawaiian, Latin American and square dance music. Firm introduced its new children’s fairy tale albums.

Four distributors were signed by Protector Engineering Corp., Los Angeles, during the first two days of the convention. Company exhibited its lathe-type and magnetic tape recorders and the motor for the latter. Broadcasters considered the motor unique because it does not require relays and solenoids, the electrical plunger used in mechanical breaking. The tape recorder and motor were shown for the first time, and the lathe-type model was introduced to Midwest and Eastern representatives. It has been distributed only on the West Coast so far.

Gray Research & Development Co., Hartford, Conn., demonstrated the Telop-TV slide projector, sound effects consoles, transcription turntables with a record lift and the recording of sound scans. The record, kind used by ABC and Bing Crosby, was exhibited, as was the Presto recorder. Presto Recording of New York, Inc., is observing its 15th anniversary.

Tie-in between Blackstone Washing Machines and Blackstone the Magic Detective, transcribed mystery feature, was outlined by Charles M. Medwed of New York. Show is aired on 48 stations. Mr. Michelson, who introduced Sealed Book, is promoting block security programming.

Results of a survey conducted by Columbia Recording Corp.’s Transmission Dept. among 2,300 stations show that 600 of 800 stations who have a tape recorder will use microgroove records. Another 200 said they would install such equipment soon. Columbia demonstrated its music records and spot commercials, all on long-playing discs.

Full-range recordings at 78 rpm were auditioned by the London Library Service, which releases 10-inch recorded and pressed in England.

Magnecord displayed its tape recording system which is assembled on the unit construction principle and sold in back parts to which other sections can be added as needed. All units can be used for both remote and studio programming.

Reprints of Jump-Jump, elf in Holiday House issued by Harry S. Goodman Radio Productions, were passed out to visitors.

Complete line of equipment for professional recorders and playback was demonstrated by Fairchild Recording Equipment Corp., New York. Magnetic tape recorder and turntable were highlighted.

American Radio Inc., Chicago, previewed its 13-week series of Bob Sterling, American Ranger, a “video-comic” produced by Eugene Conrad. Promotion includes a “Bob Sterling Comic Book” and manuscript material for organization of “Bob Sterling Amateur Dramatic Clubs” by children.

Tower Lighting and Equipment manufactured by Hughry and Phillips of Los Angeles and New York included a cutaway of a 300 mm code beacon and new photo-electric controls, shown for the first time.

Broadcasters saw new forced air radiation external anode tubes manufactured by the Ampex Electronic Corp., Brooklyn, which also makes transmission tube transmitters and rectifiers.

Ampex Electric Corp., San Car

(Continued on page 70)
April 7 Decisions . . .

BY COMMISSION EN BANC

License Renewal

CP or unions Bcstrs. Inc., Astoria, Ore.,—Granted petition for reconsideration and grant of application for new station to operate on 1350 kc, 5 kw, DDA.

Steel City Bcstrs. Co., Gary, Ind. and WGES Chicago.—Denied joint petition for reconsideration and grant without hearing of applications for construction permits.

WCBS Wallaham, Mass.—Denied petition requesting application for mod. license to increase power from 100 kw to 1 kw, be reconsidered and granted cond. under provisions of Sec. 1.380(e) of rules.

Hearing Designated


Petition Granted

VLAQ Rome, Ga.—Granted petition insofar as it requests deletion of issues 2, 4, and 7 from Commission's order of Nov. 11, 1947, and petition for reconsideration and grant of application for new station to operate on 1350 kc, 5 kw, DDA.

Steel City Bcstrs. Co., Gary, Ind. and WGES Chicago.—Designated joint petition for reconsideration and grant without hearing of applications for construction permits.

WCB Wallaham, Mass.—Denied petition requesting application for mod. license to increase power from 100 kw to 1 kw, be reconsidered and granted cond. under provisions of Sec. 1.380(e) of rules.

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FCC Actions
(Continued from page 63)

Decisions

Order Affirmed

A. H. Belo Corp., Dallas, Texas.—KBTV-FM, a television station, has been granted permission to sign off the air and to resume operations, subject to a condition that it must cease broadcasting on March 25, 1949, and reapply for license renewal.

Hearing Denied

KGD-MF, TYV, Rockingham, N. C.—Denied for failure to file application for additional facilities.

Extension Granted

WTLE-FM, Boston, Mass.—Granted petition to extend application deadline and extend license term to June 1, 1949.

License Renewal

KLMS, Lincoln, Neb.—New license for renewal.

License Transfer

WJSB, Bayless, Ala.—License to cover CP renewed.

WTBT, South Bend, Ind.—License to cover CP increased.

Modification of CP

KLMS, Lincoln, Neb.—New license for renewal.

Extension Granted

WYKW, Logan, Ky.—SSA 100 kw.

Sale Pending

WJZ, H. W. S., Jersey City, N. J.—Settlement completed.

Provisional License

WSEX, Newton, Mass.—License for new station granted.

License Renewal

WTVF, Nashville, Tenn.—License for renewal.

股权转让

WJZ, H. W. S., Jersey City, N. J.—Settlement completed.

License Transfer

WJSB, Bayless, Ala.—License to cover CP renewed.

April 7 Applications

Licensed for Filing

WJSB, Bayless, Ala.—License to cover CP renewed.

WTBT, South Bend, Ind.—License to cover CP increased.

Transfer of Control

WJZ, H. W. S., Jersey City, N. J.—Settlement completed.

April 8 Decisions

Applications on File

By Commissioner Hennock


KOB Albuquerque, N. M.—SSA 770 kw.

WJSB, Bayless, Ala.—License to cover CP renewed.

License Renewal

WKTV, Quincey, Ill.—New license for renewal.

License Transfer

WJZ, H. W. S., Jersey City, N. J.—Settlement completed.

April 9 Applications

Licensed for Filing

WJSB, Bayless, Ala.—License to cover CP renewed.

Modification of CP

KLMS, Lincoln, Neb.—New license for renewal.

Extension Granted

WYKQ, Logan, Ky.—SSA 100 kw.

Sale Pending

WJZ, H. W. S., Jersey City, N. J.—Settlement completed.

Provisional License

WSEX, Newton, Mass.—License for new station granted.

License Renewal

WTVF, Nashville, Tenn.—License for renewal.

股权转让

WJZ, H. W. S., Jersey City, N. J.—Settlement completed.

License Transfer

WJSB, Bayless, Ala.—License to cover CP renewed.

April 10 Applications

Licensed for Filing

WJSB, Bayless, Ala.—License to cover CP renewed.

Modification of CP

KLMS, Lincoln, Neb.—New license for renewal.

License Transfer

WJSB, Bayless, Ala.—License to cover CP renewed.

License Renewal

WJSB, Bayless, Ala.—License to cover CP renewed.

To Be Filing

WJSB, Bayless, Ala.—License to cover CP renewed.

To be Hearing

WJSB, Bayless, Ala.—License to cover CP renewed.

To be Renewal

WJSB, Bayless, Ala.—License to cover CP renewed.
AVIATION ASKED FOR THEM
...RADIO AND TV BENEFIT!

GENERAL ELECTRIC CUSTOM MINIATURES
Made and tested for supreme reliability!

"More dependable than any miniatures yet built." That was aviation's directive...and challenge! Thousands of premium-performance GL-5654's and GL-5670's now in use, prove how well the challenge has been met. In altimeters, radio compasses, radio control equipment, and high-frequency aircraft radio receivers, these fine General Electric tubes are doing the extra-reliable job for which they were painstakingly made.

You, as designer or user of radio-TV transmitter equipment, can have the protection of G-E custom-miniature dependability now—starting with Type GL-5654 (electrically the same as the 6AK5), and Type GL-5670 (similar to the 2C51 except for improved heater design and a somewhat higher heater current). Other types are being added. These tubes are carefully manufactured one by one, from individually gaged and inspected heaters, cathodes, grids, and plates. Each gets not less than 50 hours' operation—a ample assurance that when plugged in, tube performance will be in line with ratings consistently. Ask your G-E electronics office for further facts. Or write Electronics Department, General Electric Company, Schenectady 5, New York.

Characteristics

<table>
<thead>
<tr>
<th>TYPE GL-5654</th>
<th>TYPE GL-5670</th>
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<td>Heater voltage, a-c or d-c 6.3 v</td>
<td>Heater voltage, a-c or d-c 6.3 v</td>
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<tr>
<td>Heater current 0.175 amp</td>
<td>Heater current 0.350 amp</td>
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<td>Grid No. 2 voltage 140 v</td>
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<td>plate dissipation 1.7 w</td>
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</tr>
<tr>
<td>Grid No. 2 dissipation 0.5 w</td>
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<td>Typical operation:</td>
<td>Typical operation, Class AB1:</td>
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<td>plate voltage 160 v</td>
<td>plate voltage 300 v</td>
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<td>Grid No. 2 voltage 120 v</td>
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<td>cathode-bliss resistor 200 ohms</td>
<td>A-F grid-to-grid voltage, RMS 14 v</td>
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<td>plate resistance (approx) 0.69 megohms</td>
<td>zero-signal plate current, per section 4.9 ma</td>
</tr>
<tr>
<td>transconductance 5,100 microhos</td>
<td>max-signal plate current, per section 6.3 ma</td>
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<tr>
<td>plate current 7.7 ma</td>
<td>load impedance, plate-to-plate 27,000 ohms</td>
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<tr>
<td>Grid No. 2 current 2.4 ma</td>
<td>total harmonic distortion 10 per cent</td>
</tr>
<tr>
<td>(*Fixed-bias operation not recommended)</td>
<td>max-signal power output 1.0 w</td>
</tr>
</tbody>
</table>

GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS

FIRST OF AN OUTSTANDING NEW SERIES

GL-5670
9-pin miniature h-f twin triode

April 18, 1949 • Page 65
NEWS STRIKE

Radio Carries Ball As Pressmen Quit

NEWSCASTS from Washington, D.C., area stations were approximately doubled last week when a strike by 1,000 pressmen caused suspension of the four daily newspapers for two and a half days. Members of Printing Pressmen's Local April 11, in a strike that lasted until late Wednesday afternoon. Station management unilaterally prepared to meet the situation, after receiving an offer friendly to the previous week. The pressmen's union held a "continuous meeting" April 6 which held up all publication for over 25 hours.

An unprecedented amount of commercial advertising was reported resulting from the strike, with several outlets airing new programs created specifically to accommodate the increase in commercials.

Almost all of the Capital area stations stepped up their regular news coverage, adding extra newscasts and frequent bulletins. Page proofs of comics and regular features were distributed to the stations by the four newspapers and several stations set up broadcasting facilities in the newsrooms of local papers.

Immediately after the strike went into effect Monday morning, WTOP (CBS), the Washington Post station, sent telegrams to all of the area's stations, including television outlets, inviting them to send material on their special features to be included in an evening WTOP broadcast. Station reported a majority of those contacted replied and the special show was aired nightly at 6:20 p.m. WTOP also printed and widely distributed

WCBN-TV Connersville, Ind.—Same.
Assignment of License

WFOO Dolton, Ill.—Granted consent to assignment of license from partnership composed of R. A. Dowling Jr. and Owen F. Alexander to Robert Mankato, Minn., for $5,900. 1330 kw, 250 watts.

WJRT-LP Loyalton, N. C. —Same. 950 kw, 400 watts.

WMPX-D Grand Rapids, Mich.—Same.

WCTY-TV Torrington, Conn.—Same. 1330 kw, 500 watts.

WCFN-TV Ormond Beach, Fla.—Same. 1330 kw, 500 watts.

WCBN-FM Durango, Colo.—Same. 1330 kw, 500 watts.

WCCB-TV Corning, Iowa—Same. 1330 kw, 500 watts.

WCGT-TV Dubuque, Iowa—Same. 1330 kw, 500 watts.

WCTV-Chattanooga, Tenn. —Same. 1330 kw, 500 watts.

WCMC-TV Abbeville, S.C. —Same. 1330 kw, 500 watts.

WCMJ-TV Delphi, Ind.—Same. 1330 kw, 500 watts.

WCMX-TV Carbondale, Ill.—Same. 1330 kw, 500 watts.

WCOF-TV Waycross, Ga.—Same. 1330 kw, 500 watts.

WCOA-TV Greensboro, N. C.—Same. 1330 kw, 500 watts.

WCOG-TV Florence, Ala.—Same. 1330 kw, 500 watts.

WCOI-TV Sweetwater, Tenn.—Same. 1330 kw, 500 watts.

WCOJ-TV Jasper, Ala.—Same. 1330 kw, 500 watts.

WCOV-TV Chelsea, Mass.—Same. 1330 kw, 500 watts.

WCOX-TV Asheville, N. C.—Same. 1330 kw, 500 watts.

WCOY-TV Clayton, N. C.—Same. 1330 kw, 500 watts.

WCOZ-TV Fenton, Mich.—Same. 1330 kw, 500 watts.

WCPA-TV Grand Forks, N. D.—Same. 1330 kw, 500 watts.

WCPB-TV Seattle, Wash.—Same. 1330 kw, 500 watts.

WCPV-TV Kansas City, Mo.—Same. 1330 kw, 500 watts.

WCPY-TV McAllen, Texas—Same. 1330 kw, 500 watts.

WCPZ-TV Atlanta, Ga. —Same. 1330 kw, 500 watts.

WCRB-TV Lebanon, N. H. —Same. 1330 kw, 500 watts.

WCRG-TV Overland Park, Kan.—Same. 1330 kw, 500 watts.

WCRK-TV Minneapolis, Minn.—Same. 1330 kw, 500 watts.

WCRS-TV Waco, Texas—Same. 1330 kw, 500 watts.

WCSR-TV Columbus, Ohio—Same. 1330 kw, 500 watts.

WCSR-TV Orlando, Fla.—Same. 1330 kw, 500 watts.

WCSR-TV Providence, R. I.—Same. 1330 kw, 500 watts.

WCSR-TV New York—Same. 1330 kw, 500 watts.

WCSR-TV St. Louis—Same. 1330 kw, 500 watts.

WCSR-TV San Francisco—Same. 1330 kw, 500 watts.

WCSR-TV Kansas City—Same. 1330 kw, 500 watts.

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WCSR-TV Los Angeles—Same. 1330 kw, 500 watts.

WCSR-TV New York—Same. 1330 kw, 500 watts.
Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members. A single weekly fee equal to the subscribing station's national one-time-class A quarter-hour rate entitled the station to the Syndicate's entire output of network-caliber programs. All current programs—plus any additional series produced by the Syndicate in the future.

Currently, for a single weekly fee: "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF WIND," all go to the following members of the Broadcasters Program Syndicate:

<table>
<thead>
<tr>
<th>State</th>
<th>Station</th>
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<tbody>
<tr>
<td>ALABAMA</td>
<td>WRCB, Montgomery</td>
</tr>
<tr>
<td>ARKANSAS</td>
<td>KOCO, Little Rock</td>
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<tr>
<td>CALIFORNIA</td>
<td>KABC, Los Angeles</td>
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<td>GEORGIA</td>
<td>WSB, Atlanta</td>
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<td>WLS, Chicago</td>
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<td>WCAU, Philadelphia</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>KOMO, Seattle</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>WBAY, Green Bay</td>
</tr>
</tbody>
</table>

* A fourth station, which went on the air December 31, 1948, reported no revenues

FCC CHAIRMAN Wayne Coy submitted this table to NAB to show how television's revenues in seven major markets compared to combined AM-TV revenues in 1948. He foresaw a period of intensive competition for sound radio and television: Competition for audience first, and also for dollars. But he rejected predictions that sound radio would be wiped out by television within three years.

'48 Revenues

(Continued from page 25)

No Armchair Sportsman

JERRY HILL, sports director of KDYL and KDYL-TV Salt Lake City, has demonstrated to fans that he knows what he is talking about when it comes to sports and that he is no armchair sportsman. During a telecast of the opening of the new Hycelia Ice, artificial ice rink in Salt Lake City, one of the hockey players for the exhibition game failed to show up. Mr. Hill left his microphone and entered the game, giving a top-notch performance. After the match, he returned to his announcing duties, slightly out of breath for a few minutes, to continue his description of the ice show. Participating sponsors for the telecast were the Hycelia Ice Co., Petty Motors Inc. and Air Wave Radio Appliance Co.
TWO TELEVISION grantees—who told the FCC they could not complete construction of their facilities at the present because of economic stress and therefore wished completion date extensions—were ordered last week by the Commission to turn in their permits for deletion.

The stations were WJHP-TV Jacksonville, Fla., and WTPS-TV New Orleans.

The ruling of the Commission was viewed with apprehension in broadcasting circles as evidence of the Commission's earlier warnings it would not consider any delays in television station construction except those caused by the most valid and unavoidable obstacles. How far this policy may be extended in practice, few at this early date have ventured to comment.

WTPS-TV, owned by the Times-Picayune Pub. Co. which reported it is losing substantial sums on WTPS-AM was denied extension of completion date from March 30 to September 30. The Commission requested the firm to submit to the FCC its position on another station construction, permit for cancellation or request a hearing in the matter within 20 days. WTPS-TV was first granted in February 1948.

WJHP-TV, which told the Commission it did not wish to go into 1949, was denied extension of completion date from March 30 to September 30. The Commission requested the firm to submit its position on another station construction permit for cancellation or request a hearing in the matter within 20 days. WJHP-TV was first granted in February 1948.

Economically Unsound
Times-Picayune told the Commission “It is our thinking it would be economically unsound to begin the construction of a TV station at this time.” The firm cited its investment in both AM and FM stations in excess of $304,792.14 and its operating losses for both AM and FM during 1948 totaled $148,963.79.

The FM station was established in November 1946, while the AM station was established in February 1948 as a daytime outlet. Firm has pending a request to boost operation from 1 kilowatt day only to full-time operation on 940 kc. Total losses from November 1946 to Dec. 31, 1948, were reported as $277,778.50.

Times-Picayune in its extension request told the Commission, “We feel that the New Orleans area would not be deprived of TV service inasmuch as WDSU-TV is presently on the air. The holding of Channel 7 by Times-Picayune has not adversely affected the interest of the public or any other applicant.”

The firm said that its sincerity in its TV application is evidenced by the design of studios and provisions for TV equipment. WTPS said it ordered TV equipment from RCA in August 1948, and “it is our understanding that equipment is now available.”

Metropolis Broadcasting, owned by John H. Perry, who has other newspaper and station interests informed the Commission it “should properly rely upon the good faith” of the applicant “to carry out expeditiously financial arrangements to obtain funds in excess of the amount originally contemplated as necessary for construction” of WTPS-TV. Firm said record shows WJHP and affiliated stations—WCOA Pensacola, WTMJ Ocala and WDLP Panama City, Fla.—have “proceeded diligently” in completing all facilities authorized since the war, including the FM outlets of the respective stations.

Firm said this prior record of “proceeding expeditiously with construction,” particularly in FM field, should be a determining factor in approving the television extension request.

Applicant told FCC it had committed itself to a financing plan of approximately $250,000 for construction of the TV station and $100,000 per year for deficit in operating cost. However, published information on experience of operating TV stations “clearly indicates that applicant must be prepared to support deficit financing of WJHP-TV’s operation substantially in excess of $100,000 per year.”

WJHP said it finds that it could not, and cannot at present time, commit itself to make the substantial expenditures estimated to be required without endangering the success of the undertaking or seriously impairing the applicant’s financial stability. Because the firm wishes to bring TV to Jacksonville it is working out a re-orientation of its financial program, FCC was informed, which when completed will make it possible to undertake immediate construction and operation of WJHP-TV.

Time necessary for this re-organization was estimated at 9 to 12 months and therefore the extension was requested. Applicant said if it were granted extension it would be “reasonably certain” it could begin active construction within a year. WJHP-TV asked that the Commission, if it could not grant this request without a hearing, consider the application as a request for cancellation of the CP. If cancelled, it was indicated the firm would later re-apply.
Gimmicks

(Continued from page 68)

los, Calif., showed its magnetic tape recorder.

The Brush Development Co., Cleveland, pointed to advantages of its magnetic tape recording process.

A representative of Wincharger Corp., Sioux City, described his fixed AM and FM radio towers, FM and TV supporting towers and lighting equipment.

Each of the networks conducted open house throughout the convention, as did nearly all of the station representatives. The NBC Thesaurus library service and a catalog of 25 syndicated programs were exhibited for broadcasters by the network's Radio Recording Div. Major shows in the portfolio are Playhouse of Favorites, Aunt Mary, Haunting Hour, House in the Areopagus, the Three Suns and a Starlet and Allen Presents—The Wife Saver.

Other firms represented were Keystone Broadcasting System, Associated Press, C. E. Hoover Inc., C. Nielsen Co., Howard J. McCollister and Industrial Information Inc.

DOCUMENTARY FILM

CBS Shows at Convention

NAB conventionists last week witnessed the impact of video commercials in a new CBS documentary film, "Television Today." The film highlights various types of TV commercials used by Bab-O cleaner, Simmons Mattress Co., Lucky Strike cigarettes and Ford and Chevrolet automobiles.

Stressing that the "nature of the picture," and therefore the programming, is most important in television, the film demonstrates rear screen projection scenes and motion picture background. George Moskovics narrated and Ben Gradus produced the video documentary.

'Broadcast'...

DEFINITION of a broadcaster given by NAB President Justin Miller in address to independents' luncheon at Chicago:

I am sure you will agree with me when I say the American broadcaster is a remarkable man; full of enthusiasm, initiative, imagination; eager to avail himself of all that the inventive genius of science, the talent of artists, composers, authors, can bring to his transmitter to end the steady pressures of government regulation; stung by the barbs of criticism which come from free-lance comment, publicity-seeking individuals, and special-interest organizations; turning his wits while trying to work out new approaches to broadcasting which will be accepted by his audience. In this typically creative American process, you unaffiliated broadcasters have a large hand to play. I urge the FCC the independent voters who swing elections: you are the entrepreneurs of American media; the driving force of America's intellectual enterprise.

PARTICIPATING in a panel discussion on transcriptions at the all-day independents' meeting at NAB convention were C. A. Longjohn (II), president of Long-Worth Feature Programs, and Walter Davidson, general manager of Capril Transcriptions Co. At time photo was taken, John Sinner, president of World Broadcasting System and executive vice president of Frederic W. Ziv Co., third member of panel, was addressing meeting.

Non-Affiliates

(Continued from page 66)

lated AM and FM stations. This was accompanied by a table showing affiliates and unaffiliates broken down by size of community and size of station.

Judge Miller shattered the contention that a few commentators shape the thinking of the American people by listing Hooperings and showing that every shade of economic and political opinion is found at the top of the list. He added that development of news is widespread since the FCC abandoned its Mayflower doctrine, a step that has begun to offset any trend toward local autonomy in broadcasting, he said. Another table showed FM commercial outlets broken down by affiliation and size of station.

Nor do a few national network advertisers control broadcasting, he said, again citing figures to show that network controlled advertising is only a third of the total, with local retail advertising the largest single item, 40%, and regional and spot having the rest.

Furthermore, he said, networks are no more subject to advertiser pressures than national magazines, large stations no more than city dailies and local stations no more than newspapers.

Broadcasting's growth "has tremendously increased the number of people who know what America produces," he said, "with a consequent resulting inspiration to participate in our higher standard of living. And competition has also made advertisers and broadcasters much more concerned about the needs and wants of the people than with efforts to control their ideologies."

FCC's statement in its last annual report about the interest of churches, schools, labor groups and others in acquiring stations is thus explained, he continued, tracing the interest of business enterprises expressed in terms of investment and advertising. Effective newspaper ownership of stations is intangible, he said.

Public faith in the medium is shown in the two studies by National Opinion Research Council, he said, criticizing "so-called intellectuals who deride broadcasters as appealing to mass appetites," with the masses incapable of good taste and judgment, assuming power in Congress and the FCC to regulate program content. The power is limited to regulation of commerce between the states, according to Judge Miller. If the licensing/subsidy conception had any validity, he argued, the press would be even more vulnerable than radio because the Supreme Court held in the Esquire case that licensing to enjoy the second class mail privilege does constitute a subsidy.

"The broadcaster, in the community—a literature of news, analyses, of entertainment, all contribute to the quality of this product."

And pervading all—shaping and reshaping—args its judgment of the people, the ultimate consumer. Sometimes this is fickle, sometimes harsh, sometimes in low taste, sometimes reflecting the querulous, dementing refinements of the effete and decadent elements of our population. Herein lies protection against bias, self-interest, ignorance and other negative human characteristics which gain prominence in human affairs when government assumes control of such media. This is American.
Independents' Day
(Continued from page 95) •

give stations what they want "on tape, on wire, or what-have-you," A. D. Willard Jr., executive vice president of NAB who opened the morning session, reminded the meeting that the NAB Engineering Committee is working on worldwide standardization and stabilization of transcription services.

Benjamin Cohen, assistant secretary general of the United Nations in charge of communications, made a brief speech in which he lauded the independents for helping UN programs.

He has observed that a greater interest in UN activities is shown in the smaller communities, and that local favor towards stations, he said.

"Peace is the business of everybody, and you are closer to the heart and mind of the people than any other medium," he declared. Thanks NAB for its resolution recommending wider use of Lake Success broadcasts, he reported that the number of stations using the service has more than doubled since the measure was adopted. The independents were commended by Nate Colwell, chief of radio and television of the Treasury Dept's. Savings Bond Div., for having donated $11,000,000 worth of time during the past year. This is equivalent to that made available by network affiliates. Mr. Colwell announced that an open-end, five-minute Treasury program "that can be sponsored locally" will be available to stations in September.

"For once radio stations can do what newspapers have been doing," he said.

Gordon Kinney, radio director of the Advertising Council, discussed the council's allocation plan, explaining that the agency is well aware that independent stations perform outstanding public service, but that network facilities have been used because the council took over OWI's network allocation plan.

He anticipated that an arrangement, through which independents will be allocated public service material, will be worked out in the near future. Mr. Cott reported that an independent stations committee is working with the council to promote preparation of programs specifically for the "indies."

Arnold B. Hartley, program director of WOV New York, announced that his station has three services in Rome, Italy, available for unaffiliated stations: (1) Special Service, such as interviews with important people in Rome, some of them American visitors from cities with independent stations and others abroad on Marshall Plan business; (2) WOV's own special events, such as the Roman wedding of Tyrone Power and Linda Christian; (3) American-type soap operas and other programs produced in Italian.

In his illustrated speech, Dr. Roslow showed figures on listening of independent station audiences in television homes. The average quarter-hour rating of independents in New York TV homes in April 1948 was 3.1, but by January of this year the figure was increased to 5.3, he said. "It looks as if independent stations have done right," he asserted, "This is so in spite of the fact that television homes are now weighted in the direction of the upper income group and this group tends to do less listening to radio in general and independent stations in particular.

"What will happen as more homes acquire television sets?" he asked. "They will tend to exclude more lower income families."

Dr. Roslow said he was convinced recent months have witnessed a "good audience development" for independents.

FM GRANTS

Two FM construction permits were new Class B stations, one in lieu of permit applications. Nine existing FM outlets received for changes in facilities.

The station that Rock, was granted a new Class B station on Channel 231 (94.1 mc) with effective radiated power of 9 kw and antenna 240 ft. above average terrain. It is licensed to KVLC that city.

Binney Ives Jr., Meridian, Miss., formerly holder of conditional grant, was granted new Class B CP for Channel 255 (98.5 mc) with ERP of 1 kw and antenna 120 ft.

Mr. Imes is licensed to WMOX Meridian.

WMFM (FM) North Adams, Mass., owned by James A. Hardman, was granted temporary permission to duplicate the programs of AM station WMNB North Adams, licensed to Northern Berkshire Broadcasting Corp. The station, had indicated in its applications to FCC that they eventually intended to merge facilities. There is a family tie between the outlets.

In granting the unusual request of WMFM, the Commission said "this action was taken to permit the continuation of an FM broadcast service that might otherwise have to be terminated."

WLAF-FM Lexington, Ky., was extended an extension granted late by the Commission on grounds that the station has not been diligent in its efforts to get on the air. FCC said it deemed the WLAF-FM permit forfeited since the owner, American Broadcasting Corp., did not comply with the conditions attached to an earlier grant of extension to Oct. 30, 1948. Also operator of WLAF there, applicant indicated it wished to combine the FM station with proposed improved AM facilities.

Notice of proposed change in its allocation plan also was made by WKBW-WFM Buffalo, N. Y. — To change ERP from 15 kw to 25 kw; antenna from 1,200 ft. to 300 ft.

KIN-FM Monroeville, Ind. — To change ERP from 1,200 kw to 30 kw; antenna from 750 ft. to 100 ft.

KWNK-FM Farmington, N. M. — To change ERP from 1 kw to 15 kw; antenna from 1,000 ft. to 100 ft.

WAFM-FM Portland, Ore. — To change ERP from 10 kw to 15 kw; antenna from 600 ft. to 100 ft.

The Miami (Fla.) Herald has expanded its radio page coverage of stations serving the area by complete program schedules of stations in Lake Worth, W. Palm Beach; Palm Beach, St. Petersburg, Key West and Belle Glade.

Nine Facilities Changes, Two CPs Given by FCC

granted last week by the FCC for previously held conditional grant. A new Class B construction permit was granted for a new station on Channel 254 (98.7 mc) to Albertville, Ala.

CPs in lieu of previous conditions were awarded the following: KREI-FM Farmington, Mo. — To change ERP from 170 kw to 500 kw; antenna from 215 ft. to 210 ft.

WQDI Quincy, Ill. — To change ERP from 15 kw to 4.8 kw; antenna from 490 ft. to 300 ft.

WPFR-FM Parkerburg, W. Va. — To change ERP from 23 kw to 18 kw; antenna from 480 ft. to 310 ft.

KRTN-FM Des Moines, Iowa. — To change ERP from 160 kw to 375 kw; antenna from 1,350 ft. to 500 ft.

KNIC-FM San Francisco — To change ERP from 1,220 kw to 1,240 kw; antenna from 2,900 ft. to 3,400 ft.

WBBS-FM Buffalo, N. Y. — To change ERP from 11.8 kw to 11 kw; antenna from 215 ft. to 140 ft.

WOV-D Dayton, Ohio — To change ERP from 50 kw to 45 kw; antenna from 550 ft. to 310 ft.

WDFK-D Detroit — To change ERP from 340 kw to 320 kw; antenna from 320 kw to 310 kw.

WCNC-FM Conyersville, Ind. — To change ERP from 340 kw to 290 kw; antenna from 340 kw to 310 kw.

THE Miami (Fla.) Herald has expanded its radio page coverage of stations serving the area by complete program schedules of stations in Lake Worth, W. Palm Beach; Palm Beach, St. Petersburg, Key West and Belle Glade.

FM GRANTS

Nine Facilities Changes, Two CPs Given by FCC

Upcoming


May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.

May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 16-18: RCA 95th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.


May 26-June 1: Advertising Federation of America's 46th Annual Convention, Houston, Tex.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.


Nov. 11-12: NARIN Convention, New York.

INTERNATIONAL NEWS SERVICE has placed its Telenews daily newsreel service in Cincinnati and has increased its daily and weekly newreels on WLWC (TV) Columbus, Ohio. Gambrinus Beer will sponsor the newreels on later station.

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Member National Association of Broadcasters

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TV Booster Outlets
(Continued from page 25)
lowering of standards would be calamitous to the whole field of broadcasting, could lead to sound broadcasting becoming the national earache and television the national eyesore." One of the first steps in the more competitive future, he said, should be a better program structure.

"The public interest, I can assure you, is not expendable," he told the broadcasters.

He felt that "many broadcasters are not using their FM facilities in the public interest."

This warning stemmed from his view that "broadcasters, generally, have failed to see the potential increases in audience to be gained by using their FM facilities." He said he was aware of no "widespread" promotion of FM in areas where FM can carry network and other programs not provided by AM.

"As a matter of fact, too few AM broadcasters are duplicating their full program schedule over FM, thus depriving many listeners of service, and many thousands of others improved service," he said.

He thought the need in television is for "simplification and reduction in costs both as to plant and operating expenses." But he saw "very little thinking in this direction. There is still entirely too much emphasis on glitzy buildings and too little on sound plans to get television service to everyone in America."

He reiterated his previous defenses of FCC against charges of censorship. "I think a careful analysis of the problems relating to preservation of the freedom of radio will show that the difference of opinion is not as to what the law ought to be, but rather as to what the problems themselves are."

The constitutional guarantee of free speech means, for radio, that there must be freedom of opportunity for expression for the general public, not freedom for "the person who is fortunate enough to secure a license to use his station as he pleases." With that in mind, he said, "it is obvious enough that restraints on the licensee which are designed to insure the preservation of that freedom are not acts of censorship."

Jokingly, he predicted what the industry would do if a formula for staying out of jail was evolved and if the Commission proposed to adopt it as an FCC rule: "There would be loud and vociferous objections from the industry on the grounds that (1) such a regulation would be in violation of Section 9(a) of the Administrative Procedures Act, and (2) that the broadcasters ought to be free, under the First Amendment, to decide for themselves whether or not to go to jail."

On a serious note he concluded:

"With that mighty instrument of mass communication, the medium now given over to escapist entertainment, and the newspaper field preserving the anonymity of an almost exclusively one-party press in a two-party nation, the media of broadcasting has a unique opportunity to serve as our greatest forum and thereby win a more secure place in the hearts of the American people."

NAB President Justin Miller, introducing Mr. Coy, got an enthusiastic hand from the audience with his endorsement of substantial salary increases for FCC Commissioners. Their present pay, he said, is "ridiculously low." The address of welcome was made by Howard Lane of WJJD Chicago.

KXGI SOLD
Carson to Pay $55,000

SALE OF KXGI Port Madison, Iowa, to A. O. Carson, former publisher of 23 community weekly newspapers in Chicago, will be announced today, according to Mr. Carson. The transaction was with Hawkeye Broadcasting Co., licensee of KXGI, and involved Blackburn-Hamilton Co., media brokers, handled the deal, which is subject to FCC approval.

Mr. Carson, who recently disposed of his publishing interests, a stockholder in KSDK and KXL radio, Des Moines, Iowa, plans to enlarge KXGI's facilities "with particular emphasis on increased public service programming," he said.

Partners in Hawkeye Broadcasting Co. are John F. Colgan, Des Moines, Bill M. Barren and Willis Ashby. Mr. Carson's legal counsel is Julius E. Solomon, Chicago, and John Z. Marks, Des Moines, attorney, is handling details of the application for both parties.

FM Sessions
(Continued from page 27)
said as much earlier in the day.

Another witness, Fred A. Gunther of Radio Engineering Labs., also defended the Commission in answering a question on why FCC should not require stations to keep engineering performance up to par.

"Competition should take care of that," he declared.

After a tape demonstration of FM phonograph, Mr. Kobak urged more selling of this type "even to the house of house-to-house canvasses."

When a questioner asked if transplanting was making a "akebox of FM, Frank Pellegrin, vice president of Transit Radio Inc., asserted that the medium reaches a brand new audience, "physically unable to listen to any other form of broadcasting." Mr. Pellegrin also argued against "voice de-emphasis" with the warning that such a practice would destroy commercial broadcasting.

The FM panel was composed of one of the most impressive groups ever assembled for an NAB convention, including Ted Leitell, sales promotion manager of Zenith Radio Corp.; Cy Braun, FFC engineer in charge of FM; Jack Mabrey, radio writer for the Chicago Daily News; William E. Ware, president of FMA; Leonard Asch, chairman of NAB's FM Executive Committee, and John V. Huggenberger, president of Interstate Broadcasting Co., New York, in addition to those already named. Leonard Marks, general counsel of FMA, was moderator.

HOUSE ACTIONS
Groups Report on Bills

TWO ACTIONS, both involving the Interstate & Foreign Commerce Committee, took shape in the House of Representatives last week. The committee reported, without amendment a bill designed to give the Commerce Dept. basic authority to perform certain functions and activities.

Another, a House resolution (HRes 157) approved by the House Administration Committee for reporting to the full House, authorizes $60,000 for the expense of investigations and studies of jurisdictional matters, including radio, by Interstate & Commerce Committee. Legislation empowering the committee to conduct such investigations previously was passed by the House March 16.

COLUMBIA Pacific Network's Free Air All audience participation show April 9 moved from Wednesday (7:30-8:00 p.m. PST) to time slot to Saturdays, (12:30-1:00 p.m. PST) for remaining 22 weeks of contract. Program is sponsored by Lewis Food Co., Los Angeles (Dr. Ross Dog & Cat Food), through Rockett-Laurizen, same city.
EDWARD J. NOBLE, chairman of the board of American Broadcasting Co., last Tuesday said he regarded ABC as second among the networks in public acceptance.

He made the statement at a meeting of ABC stockholders in New York, as the answer to a proxyholder's questioning about the progress of the corporation.

The same proxyholder enlivened what otherwise was strictly a routine annual meeting by his queries, some of which the newspapers have been putting to ABC executives over the past few months. He wanted to know about negotiations to sell ABC to 20th Century-Fox Film Corp., the reason why top ABC executives sold holdings in the corporation and what he should do about his own holdings.

The proxyholder identified himself to Broadcasting as Max B. Ehrlich, representing his wife who, he said owned 1,000 shares of ABC stock in her maiden name, Mary Warner. Mr. Ehrlich said he is in the investment business. He made it plain he was not raising the questions as a protest against management but merely to obtain information for his own guidance as an investor. On ballotting for directors, he voted the management ticket.

Mr. Noble said he considered ABC stock speculative and not a proper purchase for a man of small means.

The proxyholder asked why ABC appeared to be fourth among the networks.

Mr. Noble replied that when ABC was purchased six years ago "we were an exceedingly poor third," but said that now "I think we've got a very good second."

ABC SALARIES
Whiteman Tops Woods

PROXY statement issued prior to the ABC stockholders' meeting showed that Paul Whiteman's remuneration from the network exceeded even that of Mark Woods, president.

Mr. Woods was paid $75,000 in 1948. Mr. Whiteman, in his capacity as vice president, received $28,066.56, and as director of his own orchestra $123,650—a total of $145,316.56. How Mr. Whiteman compensated his orchestra members or what amount was clear to him was not indicated. Other salaries: Robert E. Kintner, executive vice president, $49,999.92, a $12,500 increase over 1947.

C. Nicholas Priaulx, vice president and treasurer, $26,249.88.

ABC said Hawkins, Delafield & Wood, a law firm, $99,259.28 for legal services in 1948. Franklin S. Wood, a member of the law firm, is an ABC director.

BROADCASTING • Telecasting

He explained that in 1943 ABC was poor in ratings but that today it is near the top with three of its Sunday shows among the first 15. Columbia Broadcasting System, he said, "seems to have the most high-rated programs."

He further explained ABC progress by stating that its billings were $14 million in 1943 but were $43 million in 1948; that ABC had $50 million in assets and has spent $276,000,000 since its founding.

Mr. Noble explained that ABC stock in Film Corp., the corporation and Film Corp., was paid $5 million in 1945. ABC stockholders were paid $500,000 on their stock in 1946; $4.5 million on their stock in 1947; $3.5 million on their stock in 1948.

Mr. Noble said ABC stockholders were paid $12,500 in dividends on their stock in 1946; $15,000 in 1947; $30,000 in 1948. He said ABC stock in Film Corp. was paid $50,000 in 1945.
PUBLIC RELATIONS

Value Stressed

NAB thanked for its activities of the past year in a score of messages received by President Justin Miller during the Chicago convention.

Those writing Judge Miller included John R. Steelman, assistant to President Truman, who said "Radio is deserving of a vote of thanks for the fine support given to public service programs"; George V. Allen, Assistant Secretary of State, "for the splendid cooperation given the State Dept." Vernon L. Clark, national director of U. S. Savings Bond Division; Charles F. Brannan, Secretary of Agriculture; Maurice J. Tobin, Secretary of Labor; Basil O'Connor, president of the National Foundation for Infantile Paralysis; Walter King, radio-television director of the American Cancer Society; Ned H. Dearborn, president of the National Safety Council; Dr. James E. Perkins, managing director of the National Tuberculosis Assn.; John J. Lee, president of the National Society for Crippled Children and Adults; Joseph G. Norby, president of the American Hospital Assn.; Howard Bonham, vice president, American
Investigation Committee To Be Named

Quinones Cites Government

CHARGING the Puerto Rican government with unfair competition against private commercial stations, Jose Quinones of WJG at San Juan, president of the Puerto Rican Broadcasting Assn, spoke Tuesday at the NAB Convention.

He urged Judge Justin Miller to adopt his proposal: "Against granting any license to any branch of the federal or territorial government for a broadcasting station to be directly or indirectly operated commercially, and that any such license already granted be modified to prohibit commercial operation in competition with privately owned stations." Mr. Quinones cited "the advantages of the 10 kw AM stations at San Juan, owned and operated by the Puerto Rico Communications Authority as authorized by the territorial government, with no payment of interest on loans; tax free importation of radio equipment, levy of a 12% income tax on visiting performers (as contrasted with 20% for private stations); low income tax for personnel, no property tax. Private stations, he asserted, pay a 19.3% tax on equipment imports and personnel pay "a high income tax."

A budget of $50,000 was allocated recently by the legislature to insular government departments and agencies for purchase of radio time. "Do you realize what this will cost?" he queried. "The democratic principle and the American ideal of freedom is being violated under protection of a franchise authorized and issued by the FCC," he charged.

LASKER NAMED

WBMS Boston Vice President

GEORGE LASKER has been appointed a vice president of WBMS Boston, Jack N. Berkman, president of The Friendly Group, owner of WBMS and four other stations, announced last Tuesday. Arthur E. Haley will continue as WBMS general manager. Formerly manager of WORL Boston, Mr. Lasker last January became national sales manager and eastern executive of The Friendly Group. His appointment to the WBMS post was voted at a meeting of the group's board of directors.

The Friendly Group maintains headquarters in Steubenville, Ohio, and, in addition to WBMS, owns WTVI Steubenville, WPIT Pittsburgh, WFGD Atlantic City and WKNY Kingston, N.Y.

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Ray V. Hamilton
Essex 2-5672

BROADCASTING • Telecasting

April 18, 1949 * Page 75
SUMMARY TO APRIL 14

Summary of Authorization, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
<th>Licensed</th>
<th>CPE</th>
<th>Condl Grants</th>
<th>Applications Pending</th>
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<td>FM Stations</td>
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<td><strong>1,152</strong></td>
<td><strong>301</strong></td>
<td><strong>22</strong></td>
<td><strong>2</strong></td>
<td><strong>26</strong></td>
</tr>
</tbody>
</table>

CALL ASSIGNMENTS: KMHK, Mitchell, S. D., changed to KORN (Mitchell Broadcasting Assn.), WMLQ Milwaukee, to WMLQ (Cream City Broadcasting Co.); WTRN, Taunton, Mass., changed to WPEP (Silver City Broadcasting Co.); WKBV, Fort Lauderdale, Ore., changed to WOJW (JWJW Broadcasting Co.); KMA-TV Omaha, changed to KMTV (TV) (May Broadcasting Co.).

CABLE APPLICATIONS

Scranton, Pa.--The Scranton Times, Channel 11 (198-204 mc.), ERP: 2.6 kw visual, 1.31 kw audio, antenna height above average terrain 1,294 ft; estimated cost of construction $248,479.73, first-year operating cost $35,000. Applicant is co-ownership of Elizabeth B. Lynett and Edward J. Lynett, co-owners of the Scranton Times. Filed April 11.

AM APPLICATIONS

Charlotte Amalie, Virgin Islands -- Dr. J. W. C. Leopold, 1800 kw, 250 w, daytime; estimated cost $16,500. Applicant is 51% owner of KBAB Jamestown, N. D., and minority stockholder in KIOA Des Moines and KYDS St. Paul, Minn. Filed April 12.

Garden City, Kan.--A R K Valley Broadcasting Co., Inc., 1050 kw, 1 kw, daytime; and facilities for Class A FM station Channel 247 (96.3 mc), ERP 882 w; estimated cost $37,000. Applicant is Budd Group, Inc., contractors.


High Point, N. C.--Back of School Commissioners of City of High Point, non-commercial educational FM station on Channel 201 (88.1 mc), 10 kw; estimated cost $2,955. Filed April 7.

Ohio, Ohio-Miami U., non-commercial educational FM station on Channel 201 (88.1 mc), power 10 kw; estimated cost $8,950. Filed April 13.

FM APPLICATIONS

Boston, Mass.--University of Massachusetts, non-commercial educational FM station on Channel 201 (88.1 mc), power 10 kw; estimated cost $2,955. Filed April 7.

Sales Clinic

The day's wind-up session featured a "bread and butter" discussion of advertising by Maurice Mitchell, NAB director of broadcast advertising; Lee Hart, assistant director, and Herman M. Paris, general sales manager of WDCR Washington.

"You are not the best salesman in the business," Mr. Mitchell told the audience. "You must be able to know your own business, when to sell your time, how to service the advertiser after it's sold, and how to make the most of the account after he's sold. Many of you feel that a license to broadcast is a license to make money, not to run a radio station. Nothing is impossible to a station that knows the score."

He said small stations should emphasize local angles, and advised local outlets to throw away rate cards adapted from those of the networks and fashion new cards which will fit their own positions. Go out and get advertising that is now going into other media, he advised, "Dealer cooperative advertising offers a virtually untapped radio field."

Mr. Paris emphasized that "network affiliation or lack of it isn't, in my humble opinion, a critical factor in the commercial success of a radio station. The advantages of independence and the freedom from the persistence and clumsiness of a network can actually offset the gains of such affiliation." Thus it is, not as a result of the old salesmen, declaring that WDCR sells its advertisers by (1) programming, and (2) promotion.

Basic Requirements

The five basic requirements for successful advertising, Mr. Hart said, are (1) that the retailer sets strong advertising objectives; (2) beams his advertising to the people he wants to reach; (3) have him advertise his strongest lines regularly; (4) produce good spoken advertising copy for him; (5) have more sales cooperative advertising with all his other activities.

"Big Promotions on Small Budgets" were discussed at the outset of the afternoon session by Jerry Frankel, editor of Broadcast, and Joe Koehler, editor of Sponsor, who cited examples of inexpensive but effective promotion methods. Stations cannot afford to overlook promotion, Mr. Frankel said, declaring they need it now more than ever.

ALL LIVE programming on Saturday and Sunday has been dropped by WBKB (TV) Chicago because of smaller audiences in summer months. Week-end TV schedule will go into effect again next fall.

BROADCASTING • Telecasting
AM GRANTS

THREE new AM stations were granted by FCC last week and two changes in facilities, one involving a power reduction.

The new station permits went to 600 w daytime on 1260 kc at Bay City, Mich.; Minnesota Valley Broadcasting Co., for 1 kw full-time on 1420 kc directional night at Mankato, Minn.; and Ellis County Broadcasting Co., for 500 w daytime on 1390 kc, directional, at Waxahachie, Texas.

WNK, Norwalk, Conn., was granted power of 500 w from 250 w and holder of permit for 10 kw on 710 kc, was granted permission to reduce power on 710 kc to 1 kw day, 500 w night. WKJF also would change from fulltime to 710 kc, directional array to non-directional antenna. Station was also given extension of completion date.

Meanwhile, the Commission also has approved two other new standard stations within the last fortnight which previously have not been reported. The grants are for Charlottesville, Va., and Turlock, Calif. Details of the new authorizations and ownership follow.

Charlottesville, Va.—Charlottesville Griner-Dillon Broadcasting Co., for Broadcasting Corp., 1260 kc, 1 kw, daytime; estimated cost $17,250. Principals: Joe L. Parker Jr., president 34.8%; Bill V. Faulkner, president 32.2%; Marion M. Parker 11.8%. Standard Properties Co., ship composed of Clark Daniel, Raleigh Daniel, Cushing Daniel and Donald G. Hynes, 37.3%. There also are five minor stockholders.

Turlock, Calif.—Turlock Broadcasting Co., 1320 kc, 1 kw, limited, 240 kw, directional night. Principals: Wallace N. Lindsborg 35.56, Luster B. Boone 25.68, Gordon E. Mower 16%, Elmer A. Ryer 16%, August Lindblom 16%, C. H. Inderen 16%, Wilbur Merrill 16% and Gilbert Woody 16%.

BAY CITY, Mich.—Griner-Dillon Broadcasting Co., 1560 kc, 500 w, daytime; estimated cost $14,214. Gall D. Griner, president and 50% owner, is co-owner of WABJ Adrian, Mich., and partner in the Floral Broadcasting Co., applicant at Monroe, Mich. He will divest himself of these interests.

Edward T. Dellen, WABJ engineer, holds 45% and Margarette Griner 5%. Mankato, Minn.—Minnesota Valley Broadcasting Co., 1420 kc, 1 kw, limited, directional night. Estimated cost $43,500. Principals: Robert D. Kenney, president 64.7%; Oscar S. Ulland, secretary—treasurer 35.3%; Palmer E. Ulland, director 31%. Old Westby 13.8%. There are four other minor stockholders.


NAB PROGRAM EXECUTIVE COMMITTEE

Gazetteer Announced; Program Clinic Set

A PRONOUNCING gazetteer with colloquial forms of all names and places in the United States is being prepared by NAB in collaboration with the Dept. of Interior, the NAB Program Executive Committee announced April 11.

Primarily for news announcers, who usually take pronunciations of words from dictionaries and gazetteers without regard to native accents and inflections, the new volume is expected to be available by fall, the committee said.

A tentative agenda for NAB's program clinic at Northwestern U.'s downtown Chicago campus, June 27-29, was discussed by the group. A suggested title for the introductory address was "What Management Expects of the Program Director." A "government services" session is expected to bring together representatives of the Library of Congress, armed services, Treasury Dept., Office of Education, and Agriculture, Interior and Commerce departments. Foreign government services of Britain, France, Australia, Canada and New Zealand will be described by speakers from those countries as well as from the United Nations. Public service organizations will be represented by Advertising Council, Red Cross and American Legion spokesmen.

A news services clinic will explore specialized services available from AP, UP, INS and Trans-Radio, as well as availability of special Washington correspondents and recording facilities at the Capital. BMI, ASCAP and SESAC officials will speak for copyright societies. The heads of leading transcription and recording companies will appear. NAB's services for program directors will be described by A. D. Willard Jr., executive vice president of the association.

A section on techniques will be broken down into discussion sessions on engineering tools for programming, integration of available services into program formats, public service broadcasting, research for programming, promotion techniques, selling techniques, farm service programming and disc jockey programming.

Final section listed in the tentative agenda is "Horizons," featuring a symposium on programming in the future, by a panel of trade paper editors. Addressers were WABJ, NAB's Standards of Practice, experimentation and an address by NAB President Justin Miller and then also scheduled.

Harold Fair, director of NAB's program department, disclosed that two sessions may be added. One would deal with the problem of block programming—taking up such new theories as block programming, mood programming and audience flow. The other session would explore special events and sports as to their importance to audience, station, and client.

ENGINEERS AND MANAGERS AGREE...

The ARCTURUS Recording Lathe

...easiest to operate

"cleanest" recorder

at the

NAB CONVENTION!

The ARCTURUS

1949 Micro-Groove Model M-1

Engineered to split-hair mechanical accuracy, this oil geared lathe permits less than 1/10 of 1% flutter with a noise level of minus 60. Arcturus 1949 Micro-Groove M-1 is unduplicated by any recorder at any price. Check these features...

- Instantaneous speed changes, 33 1/3, 45 to 78 RPM
- Lines per inch from 80 to 30
- Automatic lead-in spiral
- Tail-off eccentric

TRADE-IN ALLOWANCE

We'll gladly give you a free estimate at no obligation of trade in allowance on your present equipment. Please state make and model number.

Write or wire...

Cliff McDonald

ARCTURUS ENGINEERING CORP.

Manufacturers of: Gear-Driven Recording Lathe...Playbacks...Synchronous Tape Recorders

1755 GLENDALE BLVD • TEL NO 3-1239

LOS ANGELES • CALIFORNIA

NEW FACILITIES GIVEN IN THREE CITIES

Griner-Dillon Broadcasting Co., for Broadcasting Corporation, 1260 kc, 1 kw, daytime; estimated cost $17,250. Principals: Joe L. Parker Jr., president 34.8%; Bill V. Faulkner, president 32.2%. Marion M. Parker, 11.8%. Standard Properties, ship comprised of Clark Daniel, Raleigh Daniel, Cushing Daniel, and Donald G. Hynes, 37.3%. There also are five minor stockholders.

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ONE CONTROL

no solenoids
no relays
no buttons to push

INSTANTANEOUS reading of input and output levels

OVERALL distortion less than 1%

LOWER flutter and lower noise level

TRADE-IN ALLOWANCE

We'll gladly give you a free estimate at no obligation of trade in allowance on your present equipment. Please state make and model number.

Write or wire...

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LOS ANGELES • CALIFORNIA

BROADCASTING • Telecasting

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High Frequency Meet (Continued from page 28)

Savings lobbyist at NAB convention included (l to r): O. L. Taylor, KGNC Ameillio, Tex.; Paul D. P. Spearman, radio attorney; Storm Whaley, KUOA Siloam Springs, Ark.

Sell Radio (Continued from page 24)

feeling the results of intense local newspaper promotion.

William B. Maillefert, operator of WVET Rochester and a former chief timebuyer of Compton Adv., threw the broadcast advertising bureau idea into the convention.

He said he hoped that NAB would form such a bureau, set up headquarters in New York and install branches in key cities.

"I want the radio story told by experts," Mr. Maillefert said. "The film will be a good investment, not an expenditure, and will bring new clients to stations."

He declared that the two newspapers in Rochester are Gannett operated.

"The retail merchants of Rochester are well aware of the power of the press and Gannett sees that they are kept informed," Mr. Maillefert continued.

He endorsed the All-Radio fund "the first step toward a well-behaved radio drive of our own."

The afternoon’s meeting, opened by A. D. Willard Jr., NAB executive vice president, was chaired by Eugene Thomas, WOIC (TV) Washington. chairman of the NAB Sales Managers Executive Committee.

Simon Goldman, WJTN Jamestown, N.Y., chairman of the NAB Small Market Stations Executive Committee, was co-chairman.

Theme of the meeting was the competitive problem facing sound radio. This problem stems mainly from other media, particularly newspapers, with recognition that television poses a revenue problem for sound radio.

Leo Cherne, economist, provided the general business background by declaring that concern over current business prospects is unwarranted. Practically all U. S. prosperity has been during a buyer's market, he said, predicting rising business in the next few months. "Television will be less of a factor in your gross income than the amount that is realized if you use facilities at your disposal," he said. "If you in this room are overwhelmingly certain there will be a business recession, you can have it that way."

Mr. Thomas said radio is trying to climb higher during a downswing of the business cycle, with the goal capable of achievement "if we show other American industries how broadcasting will help them to advertise economically in the keenly competitive year before us."

Radio’s basic role in the American way of life was delineated by Mr. Thomas, who reminded them that there are now over 50 million sets in U. S. and 71 million in all the rest of the world. He pointed out that retailers especially value the medium because it brings customers to the door.

Local advertising has grown more in the last five years than network and national non-network advertising, he said.

Howard P. Abramhs, manager of the Sales Promotion, Visual Merchandising Group, National Retail Dry Goods Assn., urged broadcasters to foster a project by which thousands of future retail advertisers can be multidisciplinated at universities in the art of radio advertising. He offered to give the benefit of his professional experience to a broad advertising program.

Out of this would come a handbook for teaching as part of the long-range educational program. "The younger generation, now in the universities, should be taught how to advertise to a professional class of retail store managers," he said. "These people grew up in a radio world. They do not have previous experience in advertising media.

They are the potential media buyers and you aren’t doing a thing to convert them into radio users. I don’t know how you can be so short-sighted. I don’t know of one retailing college that gives a complete course on retail radio."

Terms Interest Limited

Mr. Abrahms told of the limited retail interest in radio, with newspapers getting more than half of advertising budgets and radio 5%. He added that it is becoming apparent that radio will get a 5% increase this year, as will newspapers.

Retail advertising men of today were unfamiliar with radio techniques, he said, and know very little about radio as a sales promotion tool. "You radio men have been guilty, along with us retailer men, in regarding radio as a prestige building device. You and we must be taught how to use radio, like any other retail promotion device, as an immediate sales producing medium."

At NRDGA, he said, more requests come for information about radio than any other medium. He referred to helpful effects from NAB’s radio study and similar projects and urged broadcasters to learn more about retail stores. Then they can be ready to discuss radio with the retailer, he said.

Mr. Abrahms listed ten rules for successful radio programming: Radio produces best when stores promote their best items or strong departments or their best known services; when beamen tech-

BOND SALES

Radio’s Time Contribution Is $23 Million

Radio contributed more than half of the total value of time, talent and space devoted by all media to the promotion of U. S. Savings Bonds sales in 1948.

This was reported last week by Vernon L. Clark, national director of the Treasury Savings Bond Division, at the NAB convention in Chicago. Mr. Clark presented citations to NAB, representing the industry, and to executives of the four major networks for their continued assistance.

Time, talent and space valued at $45 million were devoted to the bond sales campaign by all media in 1948, according to Mr. Clark. Of this, he said, broadcasting’s contribution was more than $23 million.

He pointed out that bond sales for the year reached $7,296,000,000, a new high.

The presentations were made Tuesday morning upon completion of the convention session on “Public Relations at the Management Level.”

BROADCASTING • Telecasting

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tools; when promote tion eye; the character pen opened them. Ugly forms thought "taking tion."

NRDGA's study explained that repetition; in technique is used; through sufficient repetition; when it truly reflects the character of the store; when it is continuous when the copy is written for the ear and not the eye; when you promote your radio campaigns with other sales promotion devices; when it is used to promote other sales promotion tools; when it is used as a consumer and vendor relations tool along with selling; radio is of extra value when other promotion media are weak.

Lee Hart, NAB retail specialist, explained her formula for spoken salesmanship [BROADCASTING, April 11]. The formula was developed after years of intensive study of retailing and radio advertising, including the entries in NRDGA's annual radio awards, which Mr. Abrahams founded.

Maurice B. Mitchell, NAB director of broadcast advertising, laid the groundwork for the newspaper-radio competitive discussion by displaying examples of anti-radio or "negative" newspaper promotion. Calling newspapers a 246-year-old medium of general acceptance, he said many newspapers still are not reconciled to anyone "taking a piece of business they thought belonged exclusively to them." Ugly forms of competition are appearing, he said, calling Evansville a typical instance of what happens when newspaper competition gets rough. His talk opened a panel titled, "It Can Happen Here."

John A. Engelbrecht, general manager of WIKY-Evansville, Ind., said city retail line is 12th in the country though the city is 78th in population. With two newspapers combining forces and selling efforts, he declared, it is difficult for an advertiser to buy just one paper. On the other hand five stations compete against each other and against one newspaper corporation which has 20 to 25 salesmen who "live" with their accounts and know their business intimately.

Negative selling is present in its most intense form, he said in describing newspaper techniques. They never miss a chance to sell radio as a poor advertising medium, and ignore radio in their columns aside from TV. He detailed effects of the newspaper competition, including reference to a store ranking second or third nationally in competitor ad copy for men's wear that "doesn't use one second on radio."

Martin Leich, operations manager of WGBF-Evansville, showed copies of a weekly newspaper-station listing promotion piece called "Luther." This tabloid size newspaper carries news of radio, including all Evansville stations, though WGBF is featured. A store chain pays part of the cost and distributes them through the stores as a promotion device. The newspaper has 25,000 circulation and the store chain reports tremendous public interest in the station listings, which are printed by newspapers.

Radio Selling Only

Evansville stations direct their salesmen to sell radio and not indulge in negative selling. The whole situation has led to improved cooperation among stations, and benefits include close relations with civic and other associations as well as formation of a local ad club.

Similar situations in Warsaw, Ind., and San Antonio were discussed from the floor.

Covering the small market station's problem, Mr. Goldman said a survey showed that in 64% of stations the manager also is sales manager and in some cases the "entire" sales department.

Local business brings in 76% to 100% of its total business, he said, but national advertisers are starting to realize they "must" use the small market station to obtain thorough coverage. Selling of retail and wholesale accounts brings a stimulus that permeates upward to the manufacturer, he explained.

Good programming, Mr. Goldman said, brings community respect as well as business. He proposed all programs, including public interest types, be built for sponsored and inasmuch that sales and program staffs appreciate each other's problems.

Mr. Goldman advocated emphasis of program sales over spots, since selling programs sells radio. In the case of spots he urged that rates be high, with a limit on the number carried during the day. Every Jamestown department store is on the air, he said, the largest spending 80% of its advertising budget with WJTN, the second 80% and the third 80%. The station has 10 of 14 ABC co-ops sold.

Widening of the sponsor base, he said, can be developed through local manufacturers and associations. By selling them public interest and employee relations programs, the station has interested individual members in radio and they have developed into accounts.

His cited several programs sponsored by groups and said the station reaps good-will in this way. Spot advertisers, he reminded, can be developed into program buyers.

As this recitation of industry sales and operation developments was concluded, Mr. Thomas observed, "There is no free lunch in radio promotion." He introduced Gordon Gray, WIP Philadelphia, president of the industry-operated All-Radio Presentation now being separately incorporated. Mr. Gray said some stations have provided $156,000 for the film, first conceived in 1947 at the Atlantic City convention and implemented at Los Angeles.

The report of audio radio's demise is premature," said Mr. Gray, reminding his audience that 64.2% of families have sets. He listed radio's basic audience appeal and said the film will include such topics as the psychology of the spoken word, sales ability of marginal time, plenty of result stories and similar data.

The film will be presented in four forms, depending on type of showing. Complete instructions and script material will be included.

Compared With ANPA

Julian Haas, KARK Little Rock, said radio must sell itself in a highly competitive field and cited operations of the ANPA's Bureau of Advertising. He said the film will bring in vast untapped advertising prospects and keep present accounts sold. "We must tell our sales story from the grass roots to national advertisers," he said. "What's good for radio is good for us."

Mr. Mailefert brought the session to a logical conclusion with his plea for support of the all Radio Presentation and suggestion that NAB set up a separate bureau of broadcast advertising entirely free from direct association supervision and separately financed.

Though Mr. Thomas is manager of a TV station, he did not once use the word 'television' in his speech.

Errant Lightning

LIGHTNING demolished tuning equipment of WPGB Pittsburgh during a severe thunderstorm April 7. Through cooperation of WPGB engineers, Bell Telephone Co. of Pennsylvania, RCA Victor, TWA officials and Air Express the station was able to take the air April 8 at 6:30 p.m., only a half-hour after regular sign on time. Total damage to equipment was estimated at $600, Lew Kent, assistant general manager, reports.
BUDGET TESTIMONY

Coy Testifies

REPORTS that FCC Chairman Wayne Coy may soon resign were revised last week with disclosure that he had told a House appropriations subcommittee he could not continue "for any great length of time" to spend his savings on personal expenses.

He offered no comments on the rumors.

Meanwhile, however, action to boost the salaries of members of the FCC and other agencies appeared to be making progress on Capitol Hill last week (see story, page 32).

His statement to the appropriations group came after he had listened, at the subcommittee's request, to trips he had made during work weeks since last July 1, together with any payments he received for them. Most of his trips were for investigative purposes, mostly at government or his own expense. In a few instances he received other payments for expenses.

Mr. Coy's observations were made public last week with release of testimony and other data presented by the Commission during appropriations hearings except before the House group in early March (see story, page 32). The subcommittee had asked for travel detail from all the commissioners and all FCC attorneys [BROADCASTING, March 14]. Supplying the information, FCC said none received compensation (other than from the government) except Mr. Coy, who received reimbursements in a few cases to help cover expenses.

Other Highlights

Other highlights of the testimony by Chairman Coy before the subcommittee included:

Opinion that in the near future it will be necessary to examine more closely the rules governing the relation between networks and their affiliates, particularly in regard to the new FM and TV networks.

Opinion that a reorganization of the Commission along functional lines—as suggested by the Hoover Commission—would increase FCC efficiency from 10 to 15%.

Estimate that with the present budget the Commission could not catch up with its backlog until 1951 despite the Congressional insistance to do so indicated by the subcommittee.

Belief that revision of the rules and standards for AM broadcasting is most urgently needed and that such revision would do most toward dissolving the backlog that field.

Affirmation that the FCC's general counsel and four assistants general counsels are not presently seeking or negotiating for employment outside the government, supported by individual memoranda from those persons.

Chairman Coy indicated he might not be able to continue long in his present position because of the financial burden. At the conclusion of his detailed letter to the subcommittee regarding his travel, he wrote:

I should like to point out ... that every trip I have made at government expense has cost repeated of my own personal funds from $6 to $8 per day over and above the reimbursements which I received from the federal government. In some cases the cost per day has exceeded the $8 figure. I should like to point out further in this one section that my present salary as a member of the Federal Communications Commission does not meet my personal living expenses and that my resources are inadequate to continue for any great length of time the expenditure of personal savings in order to maintain myself and my family.

Mr. Coy told the subcommittee, under the chairmanship of Rep. Albert Thomas (D-Tex.), that FCC originally had asked the Budget Bureau for an appropriation of $7,971,000 for fiscal year 1950. But the bureau allowed only $6,693,000, some 20% less, he said.

Workload Outstanding

Rep. Thomas was particularly concerned about the FCC's work backlog and referred to the problem again and again during the inquiry. He specifically asked whether the FCC field offices and personnel could be used to help cut Washington's burden and question the feasibility of reducing research activities.

In each instance Comr. Coy tried to explain that neither was practical nor desirable.

Rep. Thomas inferred his committee was tired of hearing about the FCC backlog year after year. He said to the FCC chairman: "I think you will agree with the committee that you ought to get current. It is distasteful to you; it is distasteful to the public; it is distasteful to the Congress to have people in the field write in and say they have sent in an application or request to the Communications Commission 8, 10, 15 months ago and nothing happened."

Later while on the subject of how many people it would require to put FCC current on its workload, Rep. Thomas commented, the committee is very anxious for you to get current in those big fields [broadcast, safety and special services], because, after all, these are the two big fields that the taxpayer is interested in."

They are the ones about which he knows something," the Congressmen continued, "and when you are as behind as you now are that gives a poor impression of the effectiveness and usefulness of the Commission, and puts all of us in a bad light. That is why we want you to get current."

Mr. Coy estimated that with an additional 60 people in each of the broadcast and special processing divisions the FCC would be current at the end of fiscal 1950. Because of the hearing cases in the broadcast field, he thought that group might be a little later. Rep. Thomas estimated the special service personnel increase to be 50-45% FCC under the proposed appropriation is cutting its overall personnel total slightly.

Denies Overstaffing

To further questioning on personnel, Comr. Coy denied that the FCC was overstaffed with lawyers. He explained that voluminous and detailed legal work was required in administration and litigation.

His defense of the Commission's legal staff followed Rep. Thomas inquiry of "how in the world can you possibly justify 69 lawyers in an outfit of less than 1,400 people."

The Congressman indicated FCC "will be getting the reputation of having the most lawyer-ridden outfit in the whole government set up, and you do not want to take that spot away from the Maritime Commission."

The subcommittee appeared concerned also about the turnover in FCC personnel, particularly in the engineering group. It was brought out that the Commission has proven a training ground in many cases for industry and that the FCC salary scales were in large part responsible.

While discussing the television situation and its problems, Comr. Coy testified he believed the freeze could be lifted "sometime in the month of May or perhaps early June" and that new TV applications would be filed "in large numbers."

Chairman Coy also stated that competition in the broadcast field would keep the number of new AM station requests down from now on, while applications for sale or transfer of station properties would be on the increase.

To a question whether the FCC has any rule which would require

SAFETY COUNCIL

Award Winners Announced

NBC and 48 stations have been cited by the National Safety Council for "exceptional leadership and support of the national safety movement last year" in the group's annual Public Interest Awards ceremony.

States are CKEY Toronto; KGO San Francisco; KHQ Spokane; KZMK Denver; KMA Shennandoah, Iowa; KMMJ Grand Island, Neb.; KNEB Scottsbluff, Neb.; KCOD North Platte, Neb.; KGIN Portland, Ore.; KOMA Oklahoma City, Okla.; KKBX Seattle; KDKA Pittsburgh; KOKM Des Moines; KWKW Pasadena; KTCU Columbia; KFCA and KGW Portland, Ore.; WBAL Baltimore; WABC New York; WBBM Chicago; WCCO Minneapolis; WCHS Charles ton; WJZ Baltimore; WOR New York; WEBB Buffalo; WELM Elmira; WENX Elmira; WAFB Atlanta; WFLA Tampa; WGR Buffalo; WGTN, WABC Madison, W.; WING Dayton; WISF Detroit; WTVI New York; WLAG Norfolk, Va.; WMJ Las Vegas, Mich.; WMBR Manchester, N. H.; WCKW Springfield, Ill.; WMOH Hamilton, Ohio; FNBC New York; WVOA-FM Chicago; WOGA Atlanta; WOR Port orch, N. Y.; WORW Albany; WRAV Richmond, Va.; WATF Norfolk; WTTI Hartford, Conn.; WOR Detroit.

Arthur C. Stringer, NAB special events director, and Wesley L. Nunn, advertising manager for Standard Oil of Indiana and coordinator of the Advertising Council's "Stop Accidents" campaign, were among the judges.

WCCO received a award last Thursday night from Judge Levi M. Hall, president of the Greater Minneapolis Safety Council. A special station broadcast also included conferring of like honors on the Minneapolis Star, and the Minneapolis Star's general manager of WCCO; David Silverman, managing editor of the Star, and William P. Stevens, managing editor of the Tribune, participated.

JUDGES in the National Safety Council's 1948 Public Interest Awards contest were (1 to r) Mr. Stringer; Mr. Nunn; Erwin D. Canham, editor of the Christian Science Monitor and president of the American Society of Newspaper Editors; Norman Damon, vice president of the Automotive Safety Foundation, and Kenneth E. Otten, dean of the Medill School of Journalism at Northwestern U.

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BROADCASTING • Telematching
prospective broadcasters to affirm they were not Communists. Comr. Coy replied there is nothing in the FCC forms which "requires such disclosure of information."

He continued, though, "that in terms of the information that is available to the FCC, we would know about it if anyone were charged with being a Communist and had a license. I have yet to have anyone say that anyone holding a license was a Communist or that they were disloyal to the United States."

To questioning about how the Commission planned to dispense of the long pending Arde Bulova case involving WNEW and WOV New York, Comr. Coy told the subcommittee "we will probably determine whether there will be a grant or renewal of a license after hearing on that renewal within the next six weeks and perhaps even earlier than that."

"We will go on record as saying that if you have done a fine job," Rep. Thomas said Chairman Coy. He continued: "The Commission has grown in 10 years, and you have jumped from about a $2,000,000 budget to about $6,500,000 which is in the neighborhood of a 325% increase. I think you have done a fine job, nevertheless, and you have some lives left in your job. Your hat is off to the Commission. I think that you are as hardworking as anybody I know of in the Government service. However, I doubt if your staff and all your employees are doing anything like a comparable amount of work to that the Commission itself does, and that is one point that your planners should do a little thinking about."

BEAUTY BEVY

At NAB Convention Banquet BROADCASTERS were welcomed to the NAB Convention banquet in the Hotel Stevens grand ballroom by a bevy of NAB Beauties, who displayed ABC, CBS, Mutual and BMI scrolls. The beauties introduced Dorothy Shay, "Park Ave. hillbilly," currently appearing at Chicago's Palmer House; Joe E. Lewis, starring at the Chez Paree, and Dick Haymes.

Lester Gottlieb, director of popular music and a talent scout at CBS, supervised the production, which also included the Brothers, a dance act; Ben Blue, Patti Moore and Ben Lessey, in musical and comedy routines, and Loe Dern, as hostess.

Carl Haverlin, president of BMI, headed the planning committee, which included Morgan Ryan, manager of commercial program sales for ABC, Jack Osborn, national program director of MBS; Tom McCray, national program director of NBC, and Mr. Gottlieb.

### NATIONAL Nielsen-Ratings Top Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>%</th>
<th>Time Period</th>
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<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Lux Theatre</td>
<td>11,249</td>
<td>29.9</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny</td>
<td>9,744</td>
<td>25.9</td>
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<tr>
<td>3</td>
<td>Our Gang</td>
<td>7,627</td>
<td>20.5</td>
</tr>
<tr>
<td>4</td>
<td>Walter Winchell</td>
<td>6,967</td>
<td>18.1</td>
</tr>
<tr>
<td>5</td>
<td>Ben Blue</td>
<td>5,190</td>
<td>13.8</td>
</tr>
<tr>
<td>6</td>
<td>Dmytryk</td>
<td>4,316</td>
<td>11.3</td>
</tr>
<tr>
<td>7</td>
<td>Amos 'n Andy</td>
<td>3,187</td>
<td>8.7</td>
</tr>
<tr>
<td>8</td>
<td>Mr. D. A.</td>
<td>2,938</td>
<td>7.7</td>
</tr>
<tr>
<td>9</td>
<td>Bob Hope</td>
<td>2,724</td>
<td>7.3</td>
</tr>
<tr>
<td>10</td>
<td>Fish Tales, War</td>
<td>2,725</td>
<td>7.3</td>
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<td>EVENING, MULTI-WEEKLY</td>
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<tr>
<td>1</td>
<td>Lux Theatre</td>
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<td>Jack Benny</td>
<td>8,000</td>
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<td>3</td>
<td>Our Gang</td>
<td>6,161</td>
<td>16.2</td>
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<tr>
<td>4</td>
<td>Friends In Fact</td>
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<td>5</td>
<td>Suspense</td>
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<td>Bob Hope</td>
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<td>Fish Tales, War</td>
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<td>10</td>
<td>Suspense</td>
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### NRI Average Audience

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<tbody>
<tr>
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</tr>
<tr>
<td>1</td>
<td>Lux Theatre</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny</td>
</tr>
<tr>
<td>3</td>
<td>Our Gang</td>
</tr>
<tr>
<td>4</td>
<td>Walter Winchell</td>
</tr>
<tr>
<td>5</td>
<td>Ben Blue</td>
</tr>
<tr>
<td>6</td>
<td>Dmytryk</td>
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<tr>
<td>7</td>
<td>Amos 'n Andy</td>
</tr>
<tr>
<td>8</td>
<td>Mr. D. A.</td>
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<tr>
<td>9</td>
<td>Bob Hope</td>
</tr>
<tr>
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<td>Fish Tales, War</td>
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### WEEKDAY

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<tbody>
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<td>Godfrey (L &amp; M)</td>
</tr>
<tr>
<td>2</td>
<td>Morgan Perkins (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>Peppers Young</td>
</tr>
<tr>
<td>4</td>
<td>Gidget Brown</td>
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<tr>
<td>5</td>
<td>Our Girl, Sunday</td>
</tr>
<tr>
<td>6</td>
<td>Right to Happiness</td>
</tr>
<tr>
<td>7</td>
<td>Beachcomber, Wife</td>
</tr>
<tr>
<td>8</td>
<td>When Girls Marry</td>
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<tr>
<td>9</td>
<td>When Girls Marry</td>
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<tr>
<td>10</td>
<td>Billie Bland</td>
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<td>11</td>
<td>Wendy Warren</td>
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<td>12</td>
<td>Big Sister</td>
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<td>13</td>
<td>My True Story</td>
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### DAY, SAT. OR SUN.

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
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<tbody>
<tr>
<td>DAY, SAT. OR SUN.</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>True Detective</td>
</tr>
<tr>
<td>2</td>
<td>Grand Central</td>
</tr>
<tr>
<td>3</td>
<td>Quick as Filch</td>
</tr>
<tr>
<td>4</td>
<td>The Armstrong Theatre</td>
</tr>
<tr>
<td>5</td>
<td>Armstrong Theatre</td>
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### DAY, SAT. OR SUN.

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
</tr>
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<tbody>
<tr>
<td>DAY, SAT. OR SUN.</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>True Detective</td>
</tr>
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<td>2</td>
<td>Grand Central</td>
</tr>
<tr>
<td>3</td>
<td>Quick as Filch</td>
</tr>
<tr>
<td>4</td>
<td>The Armstrong Theatre</td>
</tr>
<tr>
<td>5</td>
<td>Armstrong Theatre</td>
</tr>
</tbody>
</table>

### JOHN MILDEN

**Opens D. C. Office**

John H. Milden, associated with the law offices of George O. Sutton since 1945 and specializing in radio, has announced the opening of a law office in Washington at Suite 222 Munsey Bldg., Telephone: Sterling 9273.

Mr. Milden announced that he will continue to specialize in radio and other administrative law.

Before joining the Sutton offices, Mr. Milden served in the Army's Judge Advocate General's Corp from 1944 to 1945. His last assignment was in the office of the Secretary of War and he was released from the service as a lieutenant colonel.

Mr. Milden received a BS in economics from the Wharton School of the University of Pennsylvania and took his LLB at Georgetown Law School. From 1936 until entering the service he had engaged in private practice of law in the Capital. Mr. Milden was secretary of the Federal Communications Bar Assn. in 1944-45 and presently is a member of the committee of professional ethics and grievances for that association.

### AD REQUISITE

Opposed in Chicago

FCC's PROPOSAL to require public advertisement of major broadcast applications would create "frivolous proceedings" and be expensive and delaying, NAB members declared in a resolution adopted last Wednesday in Chicago.

The membership asked the NAB staff to "take appropriate steps against adoption of the Commission's plan."

The proposed new rules were issued in February (BROADCASTING, Feb. 28). Time for filing comments extends to May 4, and the NAB legal department presumably will use this method of complying with the membership's mandate for opposition to the regulations (see separate story).

The proposed rules also provide for the establishment of 90-day cutoff dates for mutually exclusive applications.

Text follows:

WHEREAS, the FCC on Feb. 23, 1949, proposed to amend its Rules and Regulations so as to require advertising in the case of applications for (1) new stations; (2) change of frequency, power, antenna pattern, or move of a station from one Community to another; (3) renewal of license, and (4) transfer applications, excepting those involving no substantial changes in interest or involuntary transfers due to death; and

WHEREAS, the imposition of such requirements would tend to create frivolous proceedings, unnecessary delays and expenses and other serious obstacles as to the operation of radio broadcast stations and would not result in benefit to the public;

BE IT RESOLVED, that the members of the NAB, in convention assembled, express their opposition to the said proposed requirements and request that the NAB take appropriate steps to oppose such amendment.

### Get More Recording For Your Money

**BY THE SENSATIONAL NEW COLUMBIA**

Lp MICROGROOVE METHOD

Savings Like This!

- *Substantially Lower Cost Per Record*
- *More Program Time Per 12" Disc Than On Present 16" Record*
- *12" Record Plays 20 Minutes, each side—10 Plays 13 Minutes, each side*

Full Columbia Transcription Quality Maintained Throughout.

WRITE CALL OR WIRE FOR FULL DETAILS!
DEFENDS FM

Medium Abused, Says Rep. Walter

"FM has been obstructed, stepped on, blocked, or ignored from the start," and obstacles to its development "might well" be investigated by the Justice Dept.'s antitrust division, Rep. Francis E. Walter (D.-Pa.) declared last Tuesday in the House.

Walter directed attention to what he termed "an appalling flagrant disservice to the American people—and to America's progress," Rep. Walter told House colleagues that "ever since the superiority of FM radio was first demonstrated on a field scale—in 1934—it has been beset by opposition, and it has had to struggle over and around roadblocks."

FCC, BMB, NAB, RCA and "big interests in AM radio" all came in for a measure of the Congressmen's censure, with the Commission drawing especially heavy fire. The Commission for ten years would not act, he charged, for canceling FM programs across the country. Three years ago, an obviously stupid blunder, it moved FM broadcasting stations to a new band, thereby delaying the quantity production of receiving sets at reasonable prices for several years," Rep. Walter asserted.

Changed Attitude

More recently, however, FCC's attitude has changed and it has "even offered FM a helping hand on occasion," Rep. Walter added.

He cited a report of the Senate Telecommunications & Foreign Commerce Committee which stated, he said,

DISC STANDARDS

NAB Groups Approves

SERIES of standards covering recording and transcription techniques was given final approval by the full NAB Recording & Reproduction Committee April 9 as the NAB Engineering Conference concluded its four-day meeting.

The standards previously had been adopted by the recording group's executive committee headed by Robert M. Morris, ABC. The full committee, meeting Saturday afternoon, brought comment on the published standards, with a number of suggestions for revision and further study. Mr. Morris was chairman of the meeting.

The committee voted in favor of studying standards for an 8-inch 33⅛ rpm record with composite groove using most common sizes of needle, and demonstrated by James A. Miller, of Miller Recording Co., a brother of NAB President Justin Miller. The record goes to a 4-inch center.

The full committee voted to submit the standards [BROADCASTING, March 28] to the NAB board's meeting.

BMI

New Service Announced

In Haverlin Report

PLANS for a BMI United Nations good will music project were announced by BMI President Carl Haverlin at the NAB Convention business session in Chicago last Tuesday afternoon.

"B.M.I. will write and distribute to all interested broadcasters a series of musical continuities," he explained. "Each continuity will be devoted to one or more of the United Nations. Each continuity will be carefully written, submitted to the national authorities and screened for any unwelcome propaganda—leaving only the music of the 20th Century for the broadcast on each nation to speak up for peace and understanding between nations."

BMI will purchase the records and ship them to broadcasters with the continuity, at actual cost. "Let's suppose you had none of the several hundred records required," Mr. Haverlin said. "Your total cost, without the discount policy, might not be much more than $100 for a year's series, paid as the records are delivered."

The programs can be sponsored, and will be distributed abroad through United Nations delegates.

The BMI head said the project has been endorsed by representatives of the State Dept., the United Nations, the U. S. Commission of UNESCO, the NAB, the National Federation of Music Clubs, the National Federation of Women's Clubs and other organizations.

Mr. Haverlin pointed out that BMI has licensed 2,545 stations of all types in North America. All but 98 AM stations have renewed their licenses a year in advance. BMI performances in 1948 totaled 14,600,000 as against 11,000,000 in 1947, and average station use of BMI music increased more than 4% during the past year, he asserted.

More than 10,000 new titles were added to the BMI catalog during the year.

BMI has saved the industry more than $81 million since its formation in 1932, he said, "as a result of the industry not being forced to accept the 7.5% license contract offerd in 1940."

Because of the competition provided by BMI "you now have your ASCAP and BMI contracts renewed for nine years at the same rates existing in 1940," he told the broadcasters.

Television operators have "practically the unrestricted use of some 116,000 BMI compositions," Mr. Haverlin pointed out. Whereas ASCAP has TV rights in only part of the music of its members and TV use is "by special permission," he noted, BMI grants rights for AM, FM and TV "at the same rates and under the same terms and conditions whether the broadcaster be in one or all of these categories." BMI, he said, "will enter its 10th year in the most healthy, most aggressive and most competitive state it has ever enjoyed."

KOSTE NAMED

To Head New AIMS Group

JACK KOSTE, formerly general manager of Forjoe & Co., New York, will be president of Assn. of Independent Metropolitan Stations. New organization being formed to represent member stations of AIMS, it was decided at an associate meeting held in conjunction with the NAB Convention.

New representative firm will headquarter in New York.

With seven new members enrolled during the NAB meetings, AIMS now has a membership of 32. New additions are KXK Portland, Ore.; WACE Springfield, Mass.; WFBG Pittsburgh; WOLF Syracuse, KFJF Tulsa and WWSW Pittsburgh.

Preliminary steps were taken toward cooperative buying of equipment by AIMS members, and an exchange of tape programs by members was discussed. It was decided each station start preparing sample recordings. Much time at the AIMS sessions, held Saturday and Monday, was given over to discussion of topics and station management. Each member station had reported in monthly "exchange letters." AIMS has fostered the practice of each station writing a monthly letter on its interests and problems to metropolitan independents. Copies of each letter, written on the management level, go to all members.

Independent metropolitan stations composed of independent stations in cities of more than 100,000 population—one station to a city—is a "footloose" organization, without officers or dues," said Stephen A. Cislcr, vice president of WKYW Louisville, who has been serving as chairman of the group with the title of national director. The association will hold its next meeting in Chicago late in the summer.

BROADCASTING • Telecasting

WINTER 1949

ONCE A WEEK SPONSORED NETWORK EVENING PROGRAMS—TOP TWENTY U. S. HOOPERTINGS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Order</th>
<th>U. S.</th>
<th>Cross-Section All</th>
<th>Hoopeering</th>
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<tr>
<td>1.</td>
<td>Jack Benny</td>
<td>9,127,995 Homes</td>
<td>24.66 %</td>
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<tr>
<td>2.</td>
<td>Radio Theatre</td>
<td>8,777,000</td>
<td>23.33 %</td>
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<td>3.</td>
<td>Melvin &amp; Mollie</td>
<td>8,007,000</td>
<td>21.77 %</td>
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<tr>
<td>4.</td>
<td>Bab Hope</td>
<td>7,389,000</td>
<td>19.64 %</td>
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<tr>
<td>5.</td>
<td>Talbot Scopes</td>
<td>6,513,000</td>
<td>17.64 %</td>
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<tr>
<td>6.</td>
<td>Amos 'n Andy</td>
<td>5,703,000</td>
<td>16.80 %</td>
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<td>7.</td>
<td>C. T. Ferris</td>
<td>5,679,000</td>
<td>15.67 %</td>
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<td>Mr. District Attorney</td>
<td>5,671,000</td>
<td>15.64 %</td>
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<td>9.</td>
<td>Robert &amp; Jester</td>
<td>5,679,000</td>
<td>15.54 %</td>
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<td>10.</td>
<td>Walter Winschell</td>
<td>5,687,000</td>
<td>15.78 %</td>
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<td>11.</td>
<td>Jack Benny</td>
<td>5,687,000</td>
<td>15.78 %</td>
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<td>12.</td>
<td>Captain Clark</td>
<td>5,631,000</td>
<td>15.68 %</td>
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<td>13.</td>
<td>Cass Van</td>
<td>5,063,000</td>
<td>13.98 %</td>
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<td>Phil Morris &amp; Alice Faye</td>
<td>5,941,000</td>
<td>16.95 %</td>
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<td>5,922,000</td>
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<td>Great Gildersleeve</td>
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<td>16.04 %</td>
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<td>17.</td>
<td>Crime Photographer</td>
<td>5,635,000</td>
<td>15.03 %</td>
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<td>18.</td>
<td>Red Skelton</td>
<td>5,635,000</td>
<td>15.03 %</td>
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<td>19.</td>
<td>Burns &amp; Allen</td>
<td>5,643,000</td>
<td>15.00 %</td>
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<td>20.</td>
<td>Your Hit Parade</td>
<td>5,998,000</td>
<td>17.88 %</td>
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Page 82 • April 18, 1949
ANNOUNCERS who will broadcast 616 baseball games this season for the Atlantic Refining Co. were assembled on April 15 by N. W. Ayer & Son at the Warwick, Philadelphia. They received briefing in rules, the handling of commercials, the quality of products to be mentioned in the air, improvements in broadcasting techniques and other pertinent matters.

The sessions were conducted by Bixum Saam and George Walsh, for broadcast on the Eastern Pennsylvania network originating at WIBG, Philadelphia; Claude Stanger for WIP, from all three Philadelphia stations. Bud Braddock, Tom Kenney and Leo Eran for the New England radio network originating at WNDB Boston; Roy K. Rosswell and Bob Prince for the Western Pennsylvania network originating at WWSW Pittsburgh; Chuck Thompson for the Baltimore radio games of the International League over WTHI Baltimore; and Howard Hakim who will reconstruct the most important Saturday game over WBNF Richmond.

The sessions ran from early morning breakfast through a late evening banquet. Announcers visited the Atlantic Refining laboratories at Breezeway for first-hand information of the company’s products. The afternoon session on broadcasting techniques was addressed by Jack Naismith, National League president; Tom McMahon, who discussed the relationship of the announcer with client, ball club and the public; Leo Queller, who spoke on play-by-play broadcasting and new TV developments; and the sports broadcasting department of the N. W. Ayer & Son, Inc. In attendance were Douglas Arthur, WIBG, director of the Eastern Pennsylvania network; Bert Langer, WCAU-TV; Ken Stowman, WPIL-TV; Robin Cottle, WDYE; Grant H. Johnson, WCAU; Peter J. O’Connor, WIP; and Richard Borden, Atlantic Refining advertising manager; Richard Borden, Atlantic Refining public relations; Richard Borden, Atlantic Refining advertising manager; Frank Burke, director of consumer research; and L. Lasker, director of field research. William Schreiber, director of motor oil research, and Fred W. Clark, head of advertising and sales, all with Atlantic Refining.

The comprehensive schedule for Atlantic Refining’s 14th season of baseball broadcasting covers all day and night home games of the Philadelphia Athletics, and Phillies, Boston Braves and Boston Red Sox; all day and night games of WJRE Johnstown, Pa., began in fishing derby April 11. Program offers over $1,000 in prizes for listeners who turn in biggest trout or bass. Special emphasis is directed toward improving relations with land owners and those who fish in inland waters. Joe Schaefer, WCRO sportscaster, conducts program, which is aired Monday and Thursday evenings.

Juvenile Delinquency IN COOPERATION with Citizens Crime Prevention Commission Inc., WGST Atlanta, Ga., is airing series of programs based on causes of juvenile delinquency. Freedom Road presents, in dramatic form, what may result from over indulgent parents, neglect, community environment, companions and family antagonism. Local high schools are encouraging students to listen to the programs, and discussions are conducted following day, based on theme of program broadcast the previous evening. Series is aired Mondays, 8-8:30 p.m.

Safety Theme NEWEST program on KXL Concord, N. H., is It Pays to Play Safe. Program features three-man panel from Concord Police Dept., Safety Council, and State Motor Vehicle Dept. Trio discusses courtesies of motorists on Concord streets during preceding week, as noted by Concord policemen. Sponsor, a local insurance firm, awards courtesy prizes to motorists chosen by the judges. Program is aired Fridays at 9:30 p.m.

‘Tryout Time’ NEW talent search show, Tryout Time, has debuted on WLWT (TV) Cincinnati, Ohio. Object of program is to discover new video talent, with the Pittsburgh Pirates and Baltimore Orioles. For the third straight season, Atlantic will broadcast the home games of the Athletics and Phillies, using WPIL-TV, WCAU-TV and WPTZ in Philadelphia on a rotating schedule. N. W. Ayer & Son, which has handled Atlantic’s broadcasts since their inception in 1936, is directing the entire program.

weekly winner placed on other WLWT shows as guest. WLWT’s sister stations, WLNC (TV) Columbus and WLWD (TV) Dayton, also are carrying show. Viewers from stations’ coverage area are invited to audition. Tryout Time is being aired in six-week segments, with winners earning prizes each seventh week.

Television Workshop RADIO and TV Dept. of U. of Miami, Miami, Fla., has scheduled series of programs on WTVJ (TV) Miami. Series, titled UM TV Workshop, will consist of weekly half-hour dramatic presentation. First program by group was Chekov’s “The Bear.”

Kentucky Derby WAVE-TV Louisville, Ky., will televise running of Diamond Jubilee Kentucky Derby on May 7 from Churchill Downs. Gillette Razor Co. will sponsor the direct telecast, and program will be handled entirely by WAVE-TV’s staff under direction of John Boyle.

WHAS MILESTONE On Air From New Studios WHAS Louisville was scheduled to begin broadcasting from new studios at 5 a.m. (CST) today (April 18) after completing its 27 years of operation at Third and Liberty Sts., Louisville. The new studios, only partially completed, are on the fifth, sixth and seventh floors of the new Courier-Journal building at Sixth and Broadway.

WHAS took the air July 18, 1922, with 500 w and continued with that operation until Nov. 11, 1929, when power was increased to 5 kw. The station received authorization to operate with its present power, 50 kw, on Dec. 3, 1933.

A CBS outlet, WHAS is on 840 kc. Victor A. Sholis is station director, and Barry Blugiss is president of the licensee, WHAS Inc. Station is owned by the Courier-Journal.

NYU GETS FUNDS For Media Study NEW YORK UNIVERSITY has been awarded a Rockefeller Foundation grant for research in mass communications, according to Charles A. Siepmann, chairman of the Department of Communications of NYU’s School of Education.

Mr. Siepmann, often reputed an author of FCC’s famed Blue Book, said the research is not to be confined to radio or television and that studies undertaken will be made public on completion. As yet, the project is still in the planning stage, he said.
Help Wanted

Manager

Experienced announcer with first class ticket. Emphasis on announcing. Top 1000 watt station in Texas, with all background, experience, and salary requirements. Box 736a, BROADCASTING.

Independent near Chicago needs vacation announcer for approximately three months work starting May. Experienced. Apply for salary and required background. Box 789a, BROADCASTING.

Sports announcer, play-by-play baseball, football, basketball. Central Pennsylvania. Give experience, salary requirements. Box 802a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wood, 600a, BROADCASTING.

We operate several stations in California's wonderful Sacramento Valley and are interested in highly qualified announcers specifically with superior voice talent. Top salary, grand career opportunity. Excellent climate. You think you can qualify and seek association with great network organization. Please furnish with full announcement and engineering background. Lincoln Dellar, KKO, Sacramento.


Immediately—Combination man for network station. Send full background and disc, WMIL, Dubuque, Iowa.

1000 Watt Mutual daytime affiliate desires experienced announcer. Apply in person to WTB, Winston-Salem, N.C.

Technical

Wanted—Engineer for 10 kw FM transmitter, 10 miles from city. Apartment provided. Single or married, salary plus part of salary if he desires by owning stock. Send complete details first letter. Box 642a, BROADCASTING.

Engineer-announcer wanted at once. Highest salaries paid in South Carolina. Applicant must be ex-corporate type. Send full background and salary desires to Box 635a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive Western Europe chain. Send further details contact Fred Wamble, KANA, Anacordia, Montana.

Engineer—First class ticket, experienced or inexperienced to be added to cooperative group. 20-kw daytime station in west Texas. Average less than 6 kw. Good rated, good pay for right man. Write manager, KOM, Buena Vista, Iowa.

Mutual affiliate needs combination engineer-announcer. June 15, William Kemp, WBBC, Miami, Florida, or radio station in New Mexico.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position therefor. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift if required. Apply for opportunity with alert growing organization. Assistant required by both Sacramento and San Francisco. Send applications to Journal Building, Sacramento. Will consider substitutes. Box 799a, BROADCASTING.

Mutual affiliate needs combination engineer-announcer. June 15, William Kemp, WBBC, Miami, Florida, or radio station in New Mexico.

Wanted—Engineer for AM-FM network affiliation, WJW, Cleveland, Ohio.

Combination man, first phone wanted. Street address change to 2695 8th Ave., WMBL, Morehead City, N. C.

Production-Programming, others

Newscaster & editor, prefer man between 25 and 45 with newspaper reporting background and executive ability. Must assume responsibility for newsroom of top network station. Salary commensurate with ability. Immediate position. Send full background and references. Transmission, recent photographs and resume, please. Check experience and references. Box 799a, BROADCASTING.

National service organization will train and develop top talent for full network station experience to write for radio advertising agency. Must be a man of imagination and good English background. Start immediately. Ideal conditions. Salary required in first letter. Box 600a, BROADCASTING.

Wanted—Combination program director and announces for top 1000 watts, Texas station. Write giving full particulars, please. Box 656a, BROADCASTING.

Mutual affiliate needs man or woman as secretary to owner. Heavy volume of written work. No experience needed. Salary $500 weekly plus round trip expenses. Box 733a, BROADCASTING.

Continuity man—Here's where punchline comes in. If you have never sold it, you will. Mutual network station has immediate opening for well-qualified man to work with excellent writer. Salary commensurate with ability and experience. Send qualification sample and photo to WPDF, Flint, Michigan.

Situations Wanted

Manager

12 years experience in rural, urban and mixed markets. Veteran, three college degrees 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successful track record in air sale plan. Prefer station that is in red or one in top market. Box 759a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience in all phases of commercial career. University graduate. Box 614a, BROADCASTING.

Present sales manager of dominant network affiliate in midwest, seeking a new location for personal reasons. Twelve years' experience plus outstanding record. Will consider manager or sales manager of good operation of unique position. Unless position pays over ten thousand dollars per year, do not answer. Box 741a, BROADCASTING.

Manager—Assistant manager-program director wants management prefer combination; commercial manager; preferably in southern states. No experience, will create bigger sales, good will, etc. Top refers. Box 744a, BROADCASTING.

Executive—Management and/or sales new position available. Preference for sales in sales, sales, sales, etc. African American and/or Hispanic not limited. Send full record and experience. Box 754a, BROADCASTING.

Executive—Manager and/or sales new position open. Please send full record and experience. Box 754a, BROADCASTING.

Executive—Manager—Twelve years radio. Thoroughly experienced all departments. prefers operation on Pacific Coast. Good reference. Box 756a, BROADCASTING.

Have doubled station income to $6000 per month on daytime station in face of extreme competition. That's my record. Wrong. What's mine? Box 758a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 22, single. Experience with all phases of broadcasting, including disc jockey board, Prefer Texas station. Box 510a, BROADCASTING.

Experienced announcer, scriptwriter. Specialize in adlib. Does shows, audience participation, spots, etc. Available immediately. Transcription, photo, scripts and references—just ask. Box 699a, BROADCASTING.

Salesman

Transcription sales available New England to West Coast. Will guarantee fair quotantize, excellent selling record. Will give information to interested parties. Request Box 743a, BROADCASTING.


Announcer—writer-producer, 5 years top experience. Comes completely out, versatile. Box 640a, BROADCASTING.

Announcer, 27, married, dependable all-round announcer, good sportsman. Medium size city. Box 485a, BROADCASTING.

Announcer—music director-librarian. Network independent station. Good music taste. Eight years experience. 26, single, radio-music degree, prefers Fort Worth area. Box 787a, BROADCASTING.

Sportscaster—Experienced all play-by-play, has experienced all phases general announcing, newscasting events. Box 761a, BROADCASTING.

Harken! Announcer—Available—Until further notice. Lively, 28. Family. 50 kw exp. Box 603a, BROADCASTING.

Announcer—music director—librarian. 26, single, marked deep in Dixie, wants emancipation. Top notch, solid work, preferably on large station in Dallas. Versatile technician. 21 years with network affiliation.吴ants references from present employer. $75.00, Box 804a, BROADCASTING.

Announcer—writer-producer, 5 years top experience. Comes completely out, versatile. Box 640a, BROADCASTING.

Announcer, married, thorough experience on network and independent stations, also excellent in the operator, disc jockey, well preferred. Box 732a, BROADCASTING.

Announcer—Music director-librarian. Network independent station. Good music taste. Eight years experience. 26, single, radio-music degree, prefers Fort Worth area. Box 787a, BROADCASTING.

Sportscaster—Experienced all play-by-play, has experienced all phases general announcing, newscasting events. Box 761a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—3 years experience, all phases. Desires to finish college. Will work evenings or holidays. Box 733a, BROADCASTING.

Announcer, young man, 24, natural voice in all phases. Have ambition, integrity and idea of what is needed. Experienced. Prefer midwest or southeast locations. Box 742a, BROADCASTING.

Announcer—Experienced. Presently employed by Columbia Broadcasting System, large progressive station. Box 744a, BROADCASTING.

Sincere young announcer—major accent on disc jockey. Very low rate. No experience, how low can you go? Looking to future. Desires opportunity to jockey special events. Will commensurate with ability, efforts expected. Must have experience. Box 740a, BROADCASTING.

Announcer—6 years all-round staff net and independent seeks position with large area affiliation with future. $800 per month. Mail to prove. Box 806a, BROADCASTING.

Announcer—Experienced, excellent reference, college, disc jockey speciality, prefers east. Box 607a, BROADCASTING.
Young woman, excellent air voice for women's programs. Also can write, reads, desires permanent position with progressing stations. Several awards, local and national. Applications expected. Good public speaking ability. Box 78a, BROADCASTING.

Announcer—Seeks permanent position.戈 anywhere in the world. No practical experience. Graduate ideally prefers large market. Start with veteran's training if necessary. Experienced four years announcing. Will send disc, sample copy, and pictures. Box 66, Millwood, Wash.

Seeks top position announcing in TV. Excellent resume, minimum four years speaking and radio background. Will make money. Box 65, BROADCASTING.

Top-attest her
Young woman, sports station. Dee affiliate. With played 751a, dollars. Barron.

Top-attest her
Young woman, sports station. Dee affiliate. With played 751a, dollars. Barron.

Top-attest her
Young woman, sports station. Dee affiliate. With played 751a, dollars. Barron.

Top-attest her
Young woman, sports station. Dee affiliate. With played 751a, dollars. Barron.
For Sale (Cont'd)

FOR SALE


School

For Sale

For Sale

Western Electric 1 kw, 503 B-2 FM transmitter, complete with crystal for 1902 Mc, operation and two complete sets tubes, as delivered from factory never uncared. Immediate delivery at less than list price. Also, Western Electric 4A monitor.

BOX 729a, BROADCASTING

For Sale

278 ft. Wincharger heavy duty tower disassembled on ground—$1,500.00.

Contact WINZ

Miami Beach, Fla.

WANTED

PROGRAM DIRECTOR-ASS'T. MGR.

Young, married man who has come up through announcing, writing, news, special events. Great opportunity, top working conditions. Complete background, references, photo, disc, first letter.

WRITE

KNOE-NBC
Monroe, Louisiana

5000 WATTS FULLTIME—60 DAYS

RENTAL

FIRST evangelical radio forum will be held Wednesday and Thursday (April 20-21) in Chicago under the sponsorship of the National Religious Broadcasters Inc., Dr. Theodore Elsner of Philadelphia, president of the religious broadcasters group, announced last Monday. The forum is being conducted in conjunction with the annual convention of the National Assn. of Evangelicals meeting in Chicago this week at the Congress Hotel.

The forum panel, according to Dr. Elsner, will include Robert Sauder, vice president and director of the Public Service Division of ABC, speaking on "The Ten Commandments of Religious Broadcasters"; Elsie Dick, director of education, women's and religious activities for MBS, "Who Is Really Listening to You"; and Robert Hudson, CBS director of education and opinion broadcasting, "Radio in a Democratic Society."

The National Religious Broadcasters Inc. is composed of 150 religious broadcasters throughout the country. It is affiliated with the National Assn. of Evangelicals, whose membership is composed of representatives from 36 denominations and some 500 non-denominational churches, Dr. Elsner said.

STAFF of WIDE Biblesford, Me., has been awarded citation by Disabled American Veterans for "... Exceptional and Meritorious Conduct In The Performance Of Outstanding Service For The Disabled American Veterans."

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING
THE GRANGE FORUM

Washington State Group Gives Its Views

WHEN a farmer tells a city feller something, that's news—except in the State of Washington, where it's been happening every week for seven years now. Since 1942 the Washington State Grange has been on the air regularly with public affairs programs of various types, and the current series—The Grange Forum—has been running on eight stations since Aug. 10, 1945.

Described as the sole example of a Grange organization consistently using radio commercially, the Forum has a simple format. It was developed by John L. King, Washington Grange director of radio and research, in conjunction with the agency, Advertising Counselors Inc., Seattle, Noel Schram is account executive.

The program, which is currently running on a combined time and production budget of $1,500, involves a weekly discussion, largely ad-lib, on a subject of current interest and importance. It's as broad as that, and in the past it has covered such widely varied topics as soil conservation, universal military training, school finances and life in the State Penitentiary.

With Mr. King as moderator, Forum participants have included not only state celebrities and regional authorities but such national figures as then-Secretary of Agriculture Clinton P. Anderson; Albert S. Goos, master of the National Grange; Brigadier General Herbert C. Holdridge, and U. S. Congressmen Walt Horan, Walter B. Huber, Henry Jackson and Hugh B. Mitchell.

Transcribed by John Keating Co., Seattle, the Grange Forum is heard regularly on KIRO Seattle, KPQ Wenatchee, KIT Yakima, KUW Walla Walla, KWSO Pullman, KNEW Spokane, KWLK Longview and KVAN Vancouver.

Basic purpose of the show is to express the Grange's interest in developing a diversified economy in the state, plus the farmer organization's philosophy that labor, industry and agriculture must work together. The Grange reports that fan mail, including suggestions of topics for future consideration, runs about 90% from city dwellers. Typical of listener enthusiasm for the show was a recent letter from Lady Willie Forbus of Seattle, in which the former State Senator commented:

"I find myself unable longer to restrain a growing impulse to write you expressing my personal appreciation for the enlightening and popular forums. The farmer profits in the same proportion as the city dweller by the promotion of industries in his area, the increase of payrolls, good labor relations, and shifts of population. The natural instrument to achieve these ends is the radio forum, for by this personal means he can talk to the non-farmer, the non-Granger and the city dweller; he can exchange ideas and broaden his own vision, and at the same time of his fellow-man. I commend you for the wide range of your radio subjects and the sustained radio interest you provide for your listeners."

CUBAN AWARD

McCann-Erickson Gets Prize

CUBAN radio's most coveted prize has been awarded to the Havana office of McCann-Erickson in the national advertising competition of the Asociacion de Anunciantes de Cuba, for Esso Rinde Honor al Merito, sponsored by Esso Standard Oil Co. of Cuba. The award was announced as "the greatest contribution to Cuban radio during 1948."

Cuban Products Refining Co.'s El Destino Esta en Sus Manos, a daily soap opera, was named second-best daytime serial, and is likewise written and directed by McCann-Erickson.

NEWFOUNDLAND

Station Calls Are Changed

STATIONS of the Newfoundland Broadcasting Corp. had their call letters changed on April 1, when Canadian Broadcasting Corp. took over operation of the stations, as a supplementary group to the Atlantic region of the Trans-Canada network. VONP St. John's is now CBN; VORG Gander is now CBG; VOWN Corner Brook is CBY; and a new 1 kw outlet at Grand Falls, CBT, will be on the air at end of this month. The move coincided with Newfoundland becoming Canada's tenth province.

Commercial network programs started on the Newfoundland group on April 1, with the Toronto Symphony Concert (Robert Simpson Ltd., Toronto).

Other network programs carried now on the Newfoundland stations are Arthur Godfrey Talent Scouts (Lipton's Tea), NHL Hockey (Imperial Oil, Toronto), Lux Radio Theatre, Canadian Cavalcade (Borden's Milk), and the following Monday-through-Friday programs: Breakfast Club (Swift Canadian), Big Sister, Life Can Be Beautiful, Ma Perkins, Peppermint Family, and Right to Happiness (Procter & Gamble), and Laura Limited and Aunt Lucy (Lever Bros.).

NAB BOARD REUNION

Former Members BMI Guests

SOME 76 NAB board members and presidents who served between 1939 and 1949 were guests of BMI at an informal dinner gathering April 9 at the Ambassador Hotel in Chicago. The gr grs indicated the dinner may become an annual event.

BMI President Carl Haverlin termed it a form of "salute to an industry which provided such representative men who, whether they served on the board offering close liaison between NAB and BMI or through district meetings, gave their whole-hearted cooperation."

EXCLUSIVE NEW ENGLAND DAYTIME STATION ONLY $10,000 DOWN; $30,000 FULL PRICE

A 1000-watt daytime only radio station which went on the air five months ago. It made a successful showing and is now the most profitable station in the area. The station is currently operating at a loss of $10,000. The owner is seeking to sell because he believes the unsuccessful financial operation is due to lack of experience. He will consider any reasonable offer for the station. The station is equipped with all new Gates equipment. The property is located in a populated area with a large commercial and residential population. The station has an immediate cash flow of $30,000, which will cover all expenses and make the station profitable within the first year.

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, President
Albert Zugsmith, Exec. Vice-Pres.
317 South Sixteenth Street
Phone Kingsley 6-1132
Philadelphia 2, Pa.

April 18, 1949 • Page 87
TO PUBLICIZE its Eddie Newman show, WPEN Philadelphia has gone into the "giveaway" business. As night club patrons leave various clubs around city, hat-check girls give away imitations WPEN's "funny money" in one and ten cent denominations, which Sun Ray Drug Stores in Philadelphia are distributing with customers' change.

'Name My Pup"y' COMPETITION between four WOL Washington personalities, Art Brown, John Ball, Mike Hunnicutt and Bob Knight, was getting sharper as their "Name My Pupy" contest drew to a close. Each of men had a pedigreed cocker spaniel to give away to four persons choosing winning names. Result of contest has been a friendly competition for mail among the personalities. No entry boxes or other restrictions were required. Each of four conducted his contest in manner he thought would draw maximum response, all made special personal appearances in Washington with their dogs. Entry deadline was midnight April 16, and winners will be announced by WOL April 25.

Watch Time IN CONNECTION with Benrus Watch Co.'s sponsorship of time signals on KSTP-TV Minneapolis, station has distributed small promotion piece encouraging Benrus dealers to capitalize on firm's television advertising.

Silverware SILVER-PLATE butter spreader aids WIBW Topeka, Kan., in its latest promotion folder. Outside cover shows silver rolling into a cash register with message that it "puts more silver" in cash registers (*Greenbacks, Tool!). Inside of folder gives station's sales message and carries real butter spreader, with note that more are available by mailing enclosed order card. Theme of message is "When WIBW spreads sales messages, Kansas people listen ... and buy."

File Folder FILE folder giving complete and detailed information about WWVA Wheeling, W. Va., has been distributed by that station. Folder is made of heavy cardboard and is constructed to fit into regular file case. Inserted in folder is information on population, radio homes, retail outlets, retail sales, cities and towns, farm audience and rates and coverage map plus talent data.

Slogan Content NINE radio stations will be awarded winners in WDET-FM Detroit's slogan contest. The UAW-CIO station wants a catchy station identification selected by its listeners. First prize is $250 AM-FM console radio phonograph combination. Second, third and fourth prizes are $80 AM-FM table model radios, and next five winners will receive $100 table model radios. Contest closes on May 13.

Personnel RALF BRENT has been named sales promotion manager at WBBM Chicago after working as station manager of WOYN (FM), New York. DAVID KIMBLE of NBC Chicago advertising and promotion staff has been appointed second lieutenant in Illinois National Guard Medical Service Corps. He is commanding officer of medical platoon in 33d division.

CHICAGO AWARDS Ad Club Sends Entry Forms ENTRY forms for the Chicago Federated Advertising Club's seventh annual advertising awards contest were mailed April 11 to clients, agencies and radio and television personnel within a 60-mile radius of Chicago. More than 30 awards will be made in eight major advertising divisions, among which are radio and TV.

AM classifications are programs, special features and spot announcements. Network entries will be judged separately. Television personnel are expected to submit a greater number of Chicago-produced TV programs and spot announcements this year than the four received last year. One citation will be awarded in each classification. Programs and spots aired between May 1, 1948, and April 30, 1949, will be eligible for competition. Deadline is April 22. Winners will be selected the first week in May.

"ABRACADABRA" PUT ALADDIN'S MAGIC LAMP TO WORK — ALL YOU HAVE TO DO IS TO SAY "WMP5" Yes, there's magic in Memphis, through WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 68 ON YOUR RADIO Represented by RADIO REPRESENTATIVES, INC.
**NARND DIRECTORS**

Hold Chicago Meet

METHODS of improving the service of radio news departments was the main theme at the spring meeting of the directors of Nat. Assn. of Radio News Directors in Chicago April 2 and 3.

Members of the board voted to hold the annual association convention in New York City November 11-13. Jack Shelley, WHO Des Moines, was chosen to head the convention executive committee consisting of Tom Eaton, WTIC Hartford; Ben Chatfield, WMZI Macon, and Ron Cochran, WCOP Boston.

Major report presented at the meeting was by James Lawrence, KSD St. Louis, who disclosed that a survey of 60 TV and prospective TV stations showed that a majority of those operating in conjunction with an AM station used the same news staff for both operations.

Only eight stations reported the existence of separate news staffs. A progress report on the continuous study of wire service reports was commended by the directors. Plans for publishing of digests of radio news research by schools of journalism were approved.

The directors decided to encourage publication of pronunciation guides of towns and counties in individual states with the aid of state universities. They named Lee Coney, WLCS Baton Rouge, La., chairman of the small stations committee after Sereno Gammell, WTHT Hartford, asked to be relieved from the post. Bob Johnson, WBZ Muskegon, was added to the committee.

W. E. Hall Honored

WILTON E. HALL, who owned WAIM and WCAC (FM) Anderson, S. C., his wife of the Anderson Daily Mail and Independent, has received a plaque from the city’s Junior Chamber of Commerce in recognition of outstanding service to his community and the county, a year.

Presentation was made at a “Wilton E. Hall Night” banquet sponsored by the Jaycees.

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**TOP PACIFIC HOOPOERATIONS—March, Evening**

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† Includes first and second broadcasts.

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**BOX TOP FUND DRIVE**

**Sponsors to Exchange for Goods or Money**

THE old device of exchanging labels and box-tops for premiums is currently being turned to philanthropic purposes by three drives for worthy causes. In each case, premiums are offered by household product manufacturers are donations to the cause in the form of either money or merchandise.

Duane Jones, head of the agency behind his name, and newly appointed promotion committee chairman of the New York City Cancer Committee’s 1949 fund drive, has announced the facts of these plans. By special arrangement, Mr. Jones revealed, manufacturers of goods ranging from cleaners to razor blades have agreed to contribute, during specific periods, the full retail price of every package of their products purchased in New York during that time. Gift periods, and most instances, are for two weeks.

The first two companies to participate in the cancer campaign tieup are B. T. Babbitt Inc. and the Marlin Co., makers of Bab-O and of safety razors, respectively. The Bab-O campaign, which runs through April 18, provides that for every label mailed to Cancer, 17, N.Y., B. T. Babbitt will donate to the fund the retail price of the cleaner.

Beginning on April 11, Marlin announced a similar tie-in, good through April 25, with consumers utilizing box-tops instead of labels. Other participating companies will be announced later.

Both offers are being announced simultaneously in sponsored radio time, as well as in newspapers.

**Aiding Blind**

Using similar tactics for a campaign entitled “Box Tops To Fight Blindness,” the J. P. Ritter Co. has announced that starting April 10 listeners to Betty Clark Sings (ABC, Sundays, 3:15 p.m. EST) would be asked to send box-tops and labels from the company’s products to the program, whose star is a 12-year-old blind soprano. At the close of the campaign in May, sales profits accrued as indicated by listener purchase will be computed and a check for the amount will be presented by the sponsor to the National Council to Combat Blindness.

Lever Bros., Cambridge, through the star of their Swan Soap show, Bob Hope ( Tuesdays, NBC, 9-9:30 p.m.) will send a bar of Swan soap to Europe’s needy children for every two Swan labels mailed to Mr. Hope in Boston. Campaign will be arranged through CARE, which will include the soap in overseas packages. An announcement of the drive was made on April 12 on Mr. Hope’s program.

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**WPPA JOINS CBS**

**May 15 Effective Date**

WPPA Williamsport, Pa., will join CBS as a basic supplementary station, effective Sunday, May 15, Herbert V. Akerberg, CBS vice president in charge of station relations, made the announcement.

The new addition brings the total of CBS affiliates to 182. WPPA was owned and operated by the Williamsport Radio Broadcasting Assoc., with Woodrow W. Ott as station general manager. It operates with 250 w on 1340 kc.

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**REASON WHY**

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 24 years. And it’s why they buy WIBW-advertised goods.

---

**WIBW The Voice of Kansas in TOPEKA**
We're Sorry
about the traffic jam on
State Street, March 19, when
3000 people tried to get into
a new store which had ad-
vised its opening exclu-
sively on KDYL.

But can we help it if so
many people insist on listen-
ing to this popular station?

Television, too... and
availability is going fast!
KYW'S GIANT MIKE
Gimmick Used for Local Program Promotion

FIRST in a planned series of unique local promotion stunts is being conducted by KYW Philadelphia, using its gigantic-sized microphone.

The Westinghouse outlet has erected a 7/4-foot mike atop a Willys Overland Jeepster and is parading it around the greater Philadelphia area to plug its local sponsors. The microphone is topped with a large call letter identification sign and the Jeepster, painted bright yellow, is properly adorned with display plaques.

Initial tie-in for the campaign is Your Esso Reporter, sponsored daily on KYW by the Esso Standard Oil Co. of Pennsylvania. Start of the promotion was timed to coincide with the placing in operation of KYW's two new 465-foot antenna towers recently completed.

First appearance of the giant mike was at the opening of a new Esso station in Wayne, Pa., a Philadelphia suburb. Seventy-seven other Esso stations throughout the area are being visited by the mike and KYW staffers, who contact proprietors of each station and distribute cards and promotion leaflets.

Idea for the touring giant mike was conceived by Robert E. White, KYW general manager. When the Esso tie-in is completed, the station plans to cover locations of other local advertisers, Mr. White said.

Duncan's Groan

MISTAKEN identity poses some thorny problems—just ask J. R. Duncan, who moved from Cincinnati to San Antonio to become WOAI program director. Before returning to the Queen City for a visit, Mr. Duncan spotted a newspaper item which reported a courtroom groan had cost one J. R. Duncan $100 after speaking out of turn in a damage suit. WOAI's Duncan took his kidding good-naturedly, then left for Cincinnati where Mrs. Duncan awaited him—clipping in hand. Seems the Inquirer had carried it, and he was hard pressed to answer phone calls from people inquiring, "So that's what Texas has done to you?" Payoff came when he returned to San Antonio—only to find the other Duncan's cancelled checks on his WOAI desk.

KYW's giant mike attracts a gathering of Esso and Station officials at the opening of Thomas Ryan's new Esso station at Wayne, Pa. L to R: Frank Steery, Esso salesman for Chester County; Mr. Ryan, proprietor of the new station; H. R. Merrick, assistant district manager for Esso; John Kirkley, Esso merchandising manager for Pennsylvania, and Harvey McCall Jr., KYW sales manager.

MENNEA DRIVE
To Promote Powder, Rattle

MENNEA CO. INC. will spend $300,000 to introduce its new baby powder can with a built-in rattler, according to Lewis F. Bonham, director of advertising and sales promotion.

He gave that figure to BROADCASTING following a news conference Tuesday in New York, where the new product was shown to newsmen for the first time.

At that meeting Herb Strauss, Grey Advertising, New York, outlined the promotional and advertising campaign which has been planned to sell the rattle-can.

He said that time has been bought on 47 key stations in big population centers as one phase of the radio campaign. Stations will carry 15-minute daily programs over a 24-week period.

A second phase of the radio drive will begin on May 1, when approximately 100 women's programs will conduct a coast-to-coast two-week radio contest through Feature Bureau Syndicate. The contest will be on methods of getting baby's attention during diapering.

An extensive magazine and newspaper schedule also is being planned.

SALES PROMOTION-PUBLICITY MERCHANDISING

THRU

RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICE: 150 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

BROADCASTING • Telecasting

SALES PROMOTION-PUBLICITY MERCHANDISING on

WTTYC 1000 W. Rock Hills, S. C.
WGVM 1000 W. Greenville, Miss.
KCOL 250 W. Ft. Collins, Colo.

W L A V and W L A - F M

GRAND RAPIDS

IT'S A GRAND DAY WITH WLA and WAL-FM

W L A V  28.1%  Station B  22.6%  Station C  22.2%

Contact the John E. Pearson Co.

ABC for Grand Rapids

Power Plus Perfection

April 18, 1949 • Page 91
VERN KNIGHT of WIL St. Louis Vern Knight Show, has been ap- pointed program director of station.

DICK BOOTH, announcer at WNAS Philadelphia, has been appointed program director.

LYNN CLEARY, former manager of sales and research for the DuMont Television Network, has been named manager of the continuity acceptance department.

HAROLD AZINE, formerly producer-director at WTOP Washington, has joined production staff of KLAC-TV Los Angeles. Prior to joining WTOP he was program director for WBAL Baltimore.

DICK COURTENAY has joined announcing staff of WHF icer, Ill. He is former late-eveing disc jockey on WNRN and WJJD Chicago.

CHARLES WILFORD, staff announcer at WKBG North Wilkesboro, N. C., has been appointed assistant program manager. Mr. Wilford replaces CLAY WATTS who has joined WBKB in Baltimore.

FRANK POLLACK, former disc jockey in Milwaukee, Wis., has joined WONE Dayton, Ohio.

GREG SMITH has joined announcing staff of WFTQ Kokomo, Ind., replacing JACK RAB, resigned.

CAREL DEE, WJWJ Newark, Ohio, disc jockey, is the father of a boy, Thomas Bishop.

ED PAULIN has been appointed chief announcer at WCMI Ashland, Ky.

DOROTHY ABBANAT, formerly with WBBM and WSEI in Chicago, has joined membership copy department of WBCK Battle Creek, Mich.

DICK LOCKE, former film director at WBBN (TV) Chicago, has joined WERB-TV Chicago, as TV floor manager. JOE BYRNE replaces WILLIAM HALENBURG and JOE CULBERT at WENR-TV. Mr. Hollebeck has been transferred to KGO-TV, ABC's San Francisco outlet.

EUGENE WALZ has been appointed a producer at WLWT (TV) Cincinnati. WALTER JACOBS has been appointed to same position at WLWC (TV), Crosley station in Columbus, Ohio.

BILLY WOOD, formerly with KQON Fremont, Neb., has re-joined KODY North Platte, Neb., as chief announcer.

MARK RUSSELL, former program director of WJJD Chicago, has joined WEHS (FM) Chicago in same capacity.

MILTON (Mende) BROWN, WOR New York director-producer, is the father of a girl, Dina.

DRUCIE SNYDER, daughter of Secretary of the Treasury, will conduct Ice Cream Social on WTTG (TV) Washington. Show will be aired at 6 p.m. every Thursday that WTTG televises a home game of Washington Senators, professional baseball team.

ART ELMOND, staff announcer at WKRC Cincinnati, has joined ALCOA, annex, of Queens Falls, N. Y., and Grace Elisabeth Shaw have announced their marriage.

CHESTER BEHRMAN, former program director of WBUR Boston, Mass., has joined WXYC Cleveland, Ohio.

PETER SNYDER, staff announcer at WNBC New York has been appointed to the WOR programming staff.

JOE ELDRIDGE, staff announcer at WSHN St. Petersburg, Fla., is the father of a girl, Karen.

MUSICAL ARTISTS Sign New Agreement

AMERICAN Guild of Musical Artists has signed a new basic agreement with concert managers on behalf of its members. The terms provide for 10% commissions to managers for radio, phonograph and film engagements, 15% for civic and community concerts and 20% for regular concerts.

The agreement was reached with three of the biggest concert bu- reaus in the country - Columbia Artist's Manage- ment, National Concert and Artist's Corp., and W. Colaton Leigh. The manager is entitled to his commissions only if the artist gets paid. AGMA now includes one concert artist, is headed by Lawrence Tibbett, presid-
CUBA KC RAID

Predicted by NAB Engineers

POSSIBILITY that Cuba may soon start making assignments on some U. S. or other nations’ frequencies was seen (April 9) in the FCC-industry Roundtable from which Mr. Howard termed the “you-know-where department.”

Mr. Barr thought FCC would decide its long-pending clear-channel case “well in advance” of the NARB’s conference scheduled for September in Canada. Asked whether the decision would come before Congress acts on the pending Johnson Bill to break down the clear and limit power to 50 kw, he said this was “a $256 question.”

“Nobody,” according to FCC Acting Chief Engineer John A. Willoughby, knows when the VHF television freeze is going to be lifted. E. W. Allen, chief of FCC’s Technical Information Div., said the so-called out-of-committee, assisting FCC on the technical studies, hopes to have its summary reports on VHF troposphere and terrain effects ready when the Joint Technical Advisory Committee meets April 19.

Whether the “thaw” will come ahead of the UHF decision is a question for the Commission to decide, Mr. Allen said in reply to a question from E. K. Jett, former Commissioner and now vice president of NBC, who has been “no activity in that direction.”

Nor did he expect a repetition of the 1948 “temporary expediting program,” in which the filing of new AM applications was in effect halted for three months while FCC and industry engineers tackled the problem of processing those already on hand.

Mr. Barr thought there is a basic need for a change in the concept of FCC’s engineering standards, so there will be a clear distinction between standards and allocations. FCC, he said, needs something to “keep us from putting our hands over our eyes” and saying a certain service area will be “held ininvolate.”

On All Accounts

(Continued from page 90) looked for new fields to conquer. Remembering Horace Greeley’s advice, Mr. Hussey turned to the West. This was just before the great depression of the late roarin’ 20s. He went to Southern California first in September 1926, driving across the country with a pal. Bob liked what he found, and after some West-East commuting decided to make his home in Hollywood.

He joined Warner Bros. as a publicist in 1930 and, for the next 14 years, worked in what he fondly calls “the film foundries.” He functioned primarily in the publicity departments of four major motion picture studios. Bob is credited with organizing the first motion picture radio department in Hollywood at Paramount Studios in 1939.

It was in early 1943 that Mr. Hussey joined Universal Studios and was assigned to install a radio department which would exploit that firm’s stars and properties.

Next he joined Young & Rubicam in April 1944 as West Coast talent supervisor. And his duties grew. It was in 1947 that he was made manager of the program development department for the agency’s Hollywood office.

When he isn’t making the social rounds, which give him his best talent contacts today, Bob enjoys life at home with Mrs. Hussey, the former Mary Lou McAdoo of Los Angeles, whom he married on March 6, 1937. The Husseys, with their two children, Judy Linda, age 10, and Janice Lynn, just 12 months old, make their home in the Outpost Hills section of Hollywood.

Bob enjoys a round of golf and also includes hunting and fishing among his favorite sports. Swimming is another form of relaxation for him. A Mason and Shriner, Bob is an active member of the Hollywood Ad Club, too.
TECHNICAL ADVANCES

The Fred A. Palmer Co.
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Management and Operation
(20 years experience)

- SALES CAMPAIGNS
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RCA, with its full complement of AM, FM and TV equipment, occupied one of the largest sections of the Exhibition Hall at the NAB convention in Chicago's Stevens Hotel last week.

Television equipment was featured by the corporation, and included a large-screen program director's console, the Kinephoto recorder, and a small station 500w TV transmitter with matching console. The large console has a slanted mirror which reflects from the scopes at director's eye view in a darkened enclosure. The talk-back system enables the operator to converse with both projection and cameramen. Twelve camera positions are on the board, flanked by an audio and video unit.

The Kinephoto, also introduced for the first time, records video shows on 16mm film for reproduction later. The developer is manufactured by the Houston Corp., Los Angeles, and prints the film in 14 minutes, running 43 feet per minute. Sound can be recorded simultaneously.

Other new products were a portable tape recorder, weighing 44 pounds, and its station program in 40 pounds. Constructed to NAB specifications, the machine operates for 33 minutes at 15 inches per second and for 66 minutes at 7½ feet. Display also included a radio mile, for use in places beyond the reach of telephone wires, turntables, microphones, television receivers, radios, amplifiers, cameras, and lights. It is manufactured by Television Assoc., Michigan City, Ind., and Kliegl, New York.

RCA set up model stations on a miniature scale for small, intermediate and large cities. A large U.S. plywood map flashed lights in TV cities using the corporation's equipment.

Allen B. DuMont Labs. exhibited its monochrome scanner, which operates on the flying spot of light principle, and a new film projector. Latter introduces a method which picks up and converts film from 24 to 30 frames per minute for television, and has a 600-line resolution. The Clifton transmitter, a 500 watt TV unit, is said as a package with control equipment. An innovation is the 2,000 mea band on the relay link, shown for the first time. Standard items included the dual orthicon camera, for both studio and field shots, master control facilities, synch generator, cameras and TV receivers. The DuMont Telecruiser, a mobile unit, was parked in a nearby lot for inspection during the week.

Convention marked the debut of Federal Telephone and Radio Co.'s 5 kw TV transmitter. The Clifton, N. J., firm terms it the first such transmitter that is entirely air-cooled. A lightweight high-gain loop antenna, seen at the recent IRE meeting, is fed by a single coaxial line. Federal also displayed radio link equipment with its parabolic antenna and a lead-in wire transmission receiver which is said to improve home reception. A shielded balun 300 ohm lead-in eliminates snow, ghosts and noise normally attributable to the transmission line pick-up.

New 50 kw Design
New design 50 kw standard broadcast transmitter, exhibited by Westinghouse Electric Corp., Baltimore, featured metal rectifiers, which enable long-life for the tubes, and roominess. Mechanism is comprised of six cubicles, and occupies much smaller space than any transmitter in its class, firm claims. Other displays—normal studio, office and television lighting equipment.

General Electric showed a 5 kw high-channel television transmitter with a modulator, premiered at the convention. The modulator provides for stretching of the synch percentage, and has back porch double diode keyed clamps which throw onto a constant light level and picture content. The transmitter control console has monitors for pictures and regulation of levels. The new 16m projector has no shutters but a pulse light source. A high speed motor brings the film up to the speed instantaneously.

Low-priced transmitter measuring set to help broadcasters meet "proof of performance" FCC requirements was exhibited by the Price Co., Newark. Firm also displayed a complete line of video attenuators in addition to the standard line of attenuators, laboratory equipment and switches.

Essential type AM and FM electronic tubes, with new ones developed for video, were explained to NAB members by representatives of the Machtlls Labs, Springfield, Conn., for which Graybar is national distributor. Thirty of the 150 tubes manufactured for broadcasters and telecasters were displayed.

Newest, announced at the convention originally, is the Penthouse Tube, so-called because of its appearance and shape. Silver-plate to reduce high frequency losses and automatically for temperature, is tunable capable of giving a 50 kw output for FM in one package, superseding the usual multi-unit type. Price, still unannounced, is estimated at $1,500. It is one of the largest tubes made by the firm. At the other extreme, a small high frequency type used extensively in military operation, is introduced to the industry for television relay use. It sells for about $40.

Andrew Antenna
The Multi-TV transmitting antenna of the Andrew Corp., Chicago, operates with a single-ended TV diplexer. Unique because of its low cost, the TV antennae is the first manufactured by Andrew as a take-off on its FM antenna, which came out six months ago. The four-bay, 175-foot antenna is made of copper and lightweight because the mast has been eliminated. The antenna is clamped to the tower.

One line, instead of the usual two, feeds the power into the tower. The diplexer mixes audio and video without any cross-modulation. The two-bay is manufactured now, and a four-bay will be released soon.

Half-inch radiating rods of different lengths operate directionally. The TV area pattern is different in that the usual circle becomes a triangle with three major points of concentration. Selectivity of audience is thus made possible.

Other equipment on exhibition was a parabolic reflector for the transmitter link, TV relay antenna, coaxial transmission line, a new low-loss transmission line, lighting equipment and an automatic dehydrator to pump dry air into transmission lines under pressure.

A facsimile model of black and bleached mahogany made by Stewart-Warner, Chicago, flashed news stories along four pages to visitors. The machine, designed for public use in schools, theaters, restaurants, and lodges, comes in two models, the two-page and the four-page. During two days of the NAB session students from the U. of Missouri journalism school edited wire copy, headed it, added pictures and relayed a four-page paper by fax. A page is printed every three and one-half minutes, and the machine operates automatically. Radio Inventions, New York, which developed the Homan Facsimile System, conducted fax demonstrations in cooperation with WMAQ-FM Chicago, NBC's o & o station.

Coaxial, half-wave dipole antennas, Q-Max luceners, Lo-Loss switches, dehydrators and transmission lines were exhibited by Communication Products Co., Keyport, N. J. A 5 kw AM transmitter, which can be changed to 10 kw with modifications, highlighted the Collins Radio display. Firm also showed 1 kw AM and 5 kw FM transmitters.

Other items—complete speech equipment, consoles, automatic pre-emption, and other remote station equipment—were shown in single, dual and four-channel units. Collins explained its secondary activities, including manufacture of products for amateurs,

Clear signals under adverse conditions are claimed by Raytheon Corp. for its new 50 w TV microwave relay system, now being in
Defamation Bill

INDIVIDUALS who are "defamed over the radio or television" would be protected in their personal and professional lives under provisions of a bill introduced in the House April 12 by Rep. John E. Rankin (D-Miss.). Measure, referred to Interstate & Foreign Commerce Committee for consideration, followed Rep. Rankin's references on the House floor to Drew Pearson for the ABC commentator, and in a personal letter to James Forrestal, former defense secretary, in a recent broadcast (see separate story).

'Sponsored' Flash

ALTHOUGH it's a common practice to carry sponsored news shows, it's a little unusual to have a news flash sponsored. But that is what happened, indirectly, at WCRB Waltham-Newton, Mass. The news editor at WCRB received a tip at 5:45 a.m. about a holdup at the local General Appliance Co. store which netted the stick-up artist $100. Since the station is careful as to the accuracy of its local news, it took 20 minutes to verify the story and get more details. The bulletin was ready at 10:08, and the commercial program on the air at that time was interrupted for the flash. The interrupted show—a quarter-hour sponsored show—was handled by the General Appliance Co.

HELPING to celebrate debut of the tiny Altec condenser microphone (on stand at left) are ABC broadcast of Academy Award presentations are (left to right): Frances Scully, commentator; Douglas Fairbanks Jn. (who won Oscar award for absent winner Lawrence Olivier); Jane Wyman, Award winner; Jean Hersholt, head of Academy of Motion Picture Arts and Sciences; Owen James, commentator. Four of the miniature microphones, which are the size of a stack of six dimes, were used for broadcast, providing an unobstructed view of participants.

CBC REPORT

Income. Costs Increase

COMMERCIAL PROGRAMS accounted for 18% of all service carried on Canadian stations during the fiscal year 1947-48, according to the annual report of the Canadian Broadcasting Corp. Of commercial network programs carried, 54% originated in the Dominion and the remainder were piped in from the U. S. The CBC report was filed with Parliament at Ottawa the end of last month.

More than half the report is devoted to sustaining programs carried by CBC during the year, going into full detail in various entertainment, cultural and public service programs presented. Dealing with commercial programs, the report points to "a slight increase in the number of sponsored programs broadcast.

On exchange of programs, the report states that 2,842 hours were carried from American networks, a drop of 326 hours in the year. A total of 1,496 programs representing 251 hours were brought in from the British Broadcasting Corp. CBC almost doubled the programs sent to the United States, a total of 125 programs representing 60 hours, of which MBS carried 31 hours.

Operating costs have increased, the report points out, especially in the matter of salaries, which were upped considerably during the year. CBC on March 31, 1948, had 1,075 employees, an increase of 78 in the year.

Revenue shows license fees up $682,448 to $4,798,991; commercial broadcasting revenue at $1,842,558 (up from $1,781,290 in 1946-47) and miscellaneous revenue at $95,914. Total revenue is $6,796,703.

Expenditures are well up from the year's total of $6,348,393. Of this program account for 49.6%, engineering 18.5%, administration, press and information, commercial department 11%. Practically all of this is salaries and wages. Wire- lines account for 14.3% of total.

BRAND NAMES

Re-elects Woods Director

MARK WOODS, ABC president, was re-elected director of the Brand Names Foundation at last Tuesday's Brand Names Day—1949, held at the Waldorf-Astoria, New York. Mr. Woods also was elected to the organization's executive committee at the group's annual meeting, which opened the day's activities.

At a luncheon, held in the hotel's grand ballroom, Bert Parks, ABC quizmaster of Stop the Music and Break the Bank fame, conducted a "Brand Names Quiz." The Quiz, and an address by John Foster Dulles, U. S. delegate to the United Nations General Assembly, were broadcast by NBC and WQXR, New York, and telecast by the DuMont television network.
DECREASES UAPRE
U. OF Wis. Rejects Plan

U. OF WISCONSIN has declined an invitation of the University Assn. for Professional Radio Educators to become a charter member of the organization [BROADCASTING, March 28], according to an announcement by H. L. Ewbank, chairman of the university's radio committee.

In a letter to Prof. Tom D. Kishworth of the U. of Texas and secretary of the association, the Wisconsin radio committee stated its reasons for its decision.

Among the reasons cited, the committee stated: “We are not convinced of the necessity, or value, at this time, of an accrediting agency with power to grant certification to one institution and withhold it from another. Broadcasting involves many skills... An individual or two-tower array of a non-accredited school may have better qualifications for a given position than one from a member institution. We do not believe that any group has the evidence to support any set of definite requirements for positions in the industry.

GREENBERG NAMED
Heads Broadcasters Guild

PROMOTION of Robert Greenberg, promotion manager of Broadcasters Guild, Hollywood, to post of general manager has been announced by James Parks, Hollywood vice president.

Mr. Greenberg will coordinate the Hollywood office functions, direct new program activities and be in direct charge of sales. He will be assisted by Daniel E. Anderson, station relations director, recently appointed as part of the Guild's expansion. Mr. Parks, following the NAB sessions last week, left on month's tour of member stations in the West and Midwest.

KGF UPS POWER
Now 5 kw Day, 1 kw Night

KGF, ABC outlet on 1380 kc at Pueblo, Col., has announced that it has increased its power to 6 kw day and 1 kw night. Station formerly operated with 1 kw day and 500 w night.

KGF has placed in operation a new Gates transmitter plus new phasing equipment and antenna system. Nighttime directional pattern involves two towers from a non-accredited school may have better qualifications for a given position than one from a member institution. We do not believe that any group has the evidence to support any set of definite requirements for positions in the industry.

WRNY and WRNY-FM Rochester, N. Y., enter into three-year contract to broadcast Rochester Red Wing baseball games, with Genesee Brewing Co., Rochester, as sponsor. To be: Mike Carpenter, Red Wing business manager; George Kelly, WRNY WRNY-FM president; Robert Wolfe, Genesee treasurer, and Add Penfield, stations' sports director and play-by-play broadcaster. Day games will be carried on both AM and FM, games after sunset on FM. All home games, all road games prior to Red Wings' home opener May 4 and all games played by the Wings in Buffalo and Syracuse will be broadcast live. Other road games will be recreated from Western Union ticker service.

FCC MONITORING
Coy Asks Amendment Of Act

PROBLEMS relating to maintenance of FCC's radio monitoring activities “can best be met” through amendment of the Communications Act to provide more specific legislation has informed Congress.

Mr. Coy's recommendations were contained in a letter to House Speaker Sam Rayburn (D-Tex.) proposing an amendment to Sec. 4 (g) of the Communications Act. Proposed changes would include a provision on land for use as sites for monitoring stations, related facilities, station construction, and for equipping and repairing of stations, as well as laboratories. Amendment is similar to that proposed by FCC last June during the 80th Congress.

Inspiration behind the changes appeared to be the Bureau of Budget's opinion, which Mr. Coy quoted, that “a more specific legislative basis than that in the Communications Act is required before funds may be requested by the Commission for purchase of land or construction of public buildings.”

Mr. Coy's letter (dated April 5) and suggested amendment were referred to the House Interstate & Foreign Commerce Committee April 7.

Mr. Coy stressed that such an amendment would not have the effect of permitting land purchases for construction without Congressional approval, and that appropriations would still have to be justified.

It "would merely make it unnecessary for Congress and the Commission to cover the same ground twice... The requirement of twice submitting a proposed purchase of land or construction

TORNADO FUND
KTMG Raises $3,605.35

RELIEF fund sponsored by KTMG McAlester, Okla., for victims of a tornado which struck Pittsburg County late last month, far exceeded the expectations of the station. When the drive was started, the station hoped to raise $100. J. Stanley O'Neill, owner and general manager, reported. In less than a week the fund amounted to $5,605.35.

KTMG aired its first report of the tornado at sign-on the morning of the disaster and asked for clothing, bedding, trucks and man power. The response was so overwhelming, Mr. O'Neill said, it was necessary to announce at noon that no more trucks were needed. Tape-recorded interviews made at the scene of the disaster were aired on a 90-minute program in the afternoon and listeners were urged to call in contributions. Mr. O'Neill reported that the end of the drive show it was necessary to recall employees who had gone home to assist in the tabulation of calls.

A committee of local citizens was appointed by the station to distribute the funds for immediate needs. Cooperation from all local organizations was wholehearted, Mr. O'Neill said. He emphasized the aid given by the local newspaper, before said to be an ardent supporter of the station. The paper contributed to the fund and carried several front-page stories promoting the drive.

Including living quarters where necesa-

ary for the construction of such stations and facilities, for the improvement, furnishing, equipping and repairing of such stations and facilities and of other related facilities (including construction of new or subsidiary buildings and structures not exceeding $25,000 in value), used in connection with technical research activities, the FCC chairman noted.

The Commission feels that present language of Sec. 4 (g) and (i) of the Communications Act “would seem to provide adequate basis for a request for funds with which to acquire additional land or construct additional buildings, provided appropriations for such purposes are made by law.”

Present Authorization
Chairman Coy pointed out that the section now authorizes FCC to perform any and all acts... not inconsistent with this Act... and "to make necessary expenditures... as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress." As amended, Sec. 4 (g) would read:

The Commission may make such expenditures (including expenditures for rent and personal services at the seat of the government and elsewhere), for office supplies, law books, periodicals and books of reference, for printing and binding, for land use as sites for radio monitoring stations and related facilities, in

Lang-Worth's 6,000

LANG-WORTH PROGRAM Service lists over 6,000 individual selections instead of 600, as was incorrectly stated in a story on NAB Radio's April 4 issue of BROADCASTING.
CONFLICTING views are expressed on the FCC's detailed proposal to change its rules so that most broadcast applications will be filed by the applicant.

Frank U. Fletcher, Washington radio attorney and co-owner of WARL, told the Commission he felt "the adoption of the rules as proposed would move far toward expediting the consideration of broadcast applications by the Commission."

Opposite opinion was expressed by J. B. Fuqua, vice president and general manager of WICY, Augusta, Ga., who said he was "opposed to all of the proposed advertising procedures on the grounds that they are superfluous," would "only complicate the work of the Commission as well as the applicanta" and would "invite all types of interventions" and delaying procedures.

Mr. Fuqua, however, said the "Commission is to be commended for its proposal to eliminate the competitive bidding feature of the Avo rule." He felt that while the rule was made with good intention, "it has had a fair trial and the competitive bidding has proven of no value to the Commission, the buyer, the seller or the public."

Raytheon Mfg. Co., in a brief filed by F. D. Edes, its attorney, neither fully approved nor condemned the proposed changes. Raytheon instead suggested several modifications to ease certain restrictions and allow amendments in certain situations to more easily resolve conflicts.

The Commission announced its proposed changes in the rules on handling of applications about a month ago and set April 4 as deadline for the filing of comments by the industry. The date has since been extended to May 4 and briefs are expected from NAB, the Federal Communications Bar Assn., the major networks and perhaps Television Broadcasters Assn., among others.

Specifically, the proposed rules changes would require local advertising of most broadcast applications and would establish 90-day cut-off dates for mutually exclusive

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INSURANCE
For the wise Broadcaster OUR UNIQUE EXCESS POLICY provides adequate protection. Surprisingly inexpensive CARRIED NATIONWIDE For details & quotations write
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NEWS SOURCES
N. J. Radio Bill Beaten

FAILURE of Republicans in the New Jersey Senate to approve a bill giving radio newsmen protection of news sources drew the censure of the New Jersey Broadcasters Assn. April 11. The bill would have amended a law enacted by the legislature some time ago governing newspaper reporters only.

James Howe, association head and president and general manager of WCTC New Brunswick, N. J., characterized the action as "absolute discrimination" against NJBA's 17 members and said "the least the Republicans could have done would have been to allow the entire Senate to vote on the measure."

The measure cleared the lower house 46-2 but was killed in the judiciary committee of the senate.

Describing the legislation to protect newsmen as "basically sound," Mr. Howe pointed out that, "of ten states which now have it on their statute books, five have already amended the measure to include radio, television and facsimile personnel. safeguarding these information sources is as essential to radio as it is to the press."

Mr. Howe served notice NJBA plans to enlist aid of the New Jersey Press Assn. and will "keep hammering at the Senate Republicans to right the gross wrong..."

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reply" will bring you all the facts, as well as current availabilities. Write today.

SEVENTH in a series of television training courses will be conducted by RCA Engineering Products Dept. at RCA, Victor, Camden, N. J., plant, May 9-15.

THE TEXAS-Oklahoma STATION
Winifred Felsh, 6-A00 Wim-West 532 KC-1250 Manager, KGHR, KGHR, Inc., and KWFT, 801 Tower Petroleum Bldg., Dallas

April 14, 1949 • Page 97

Three Briefs Filed With FCC

SPONSOR and sponsored get acquainted as Harry Clark (r.), WCBS New York newscaster, greets Barney Rubin, president of Bond Stores Inc. Bond has signed for thrice-weekly sponsorship of Mr. Clark's daily news reports.

than 30 days before a designated hearing date "may be unnecessarily restrictive in many situations." Raytheon suggested provision be included to allow dismissal without prejudice when good cause is shown.

Regarding the proposal to require a station to start anew with the advertising procedure when making a major amendment to its application, Raytheon said such an applicant would be unduly penalized and the requirement would discourage amendments. Raytheon also urged under certain circumstances that amendments be allowed even after proposed decisions have been reported if the changes sought would dissolve conflicts.

IMMUNITY BILL
To Be Pushed by Ohio Group

OHIO ASSN. of Radio News Editors has appointed Ed Wallace, WTAM Cleveland news director, chairman of a special committee to help secure passage in Ohio's legislature of a bill extending the immunity privilege to radio. Assisting Mr. Wallace is Will Henderson of the State News Bureau.

Under a proposal now before the Ohio House Judiciary Committee, the immunity now extended newspapermen not only would be refused to radio newsmen but would be taken away from the press, according to Charles R. Day, WGR Cleveland news director and ORANE president. The proposal was offered as an amendment by Rep. David M. Postlewaite (D-Columbus) at the first committee hearing on a radio privilege bill introduced by Rep. Robert Shaw, Columbus. Date for a second committee hearing has not been set.

NAB President Justin Miller was not the only member of his family to take a bow at the association's convention last week in Chicago. His brother, James A. Miller, well known inventor, was in the limelight, too. The eight-inch composite microgroove-standard records, exhibited and played daily by Lang-Worth Feature Programs in their Stevens Hotel suite, were developed by James Miller. Made of Vinyline compound, the new-type records play 7 1/2 minutes on each side and cost about one-half as much as the standard 16-minute transcriptions, Mr. Miller said.

Two can be mailed "first class" and can carry and storage, occupy only one-fifth the space of conventional transcriptions, according to Lang-Worth officials. Mr. Miller, who is president of Advertisers Recording Service Inc. and the Plastic Record Corp., also has developed an eight-inch, fine-line record capable of playing 15 minutes on each side.
Calendar

(Continued from page 52)


B


Bamberg Bestg. Service Inc. (WOR), New York, (9275), 710 kc, June 22.


Bohn, John A., Martinsville, Calif., (9201), 1300 kc, June 20.

Bowden, Rayford B. (WACO), Canton, Tex., (9184-89), L-AP, June 13, Field.

Bowling Green State U., Bowling Green, Ohio, (9266), 720 kc, May 18.


C


Central Bestg. Inc. (KIND), Independence, Kan., (9271), 1450 kc, June 27.

Charlottesville Bestg. Co., Charlottesv., Va., (9091), 1460 kc, June 27.

Charles River Bestg. Co. (WCRB), Waltham, Mass., (9183), 1330 kc, June 27.


D

Delta Bests, Inc., Thibodaux, La., (9603), 800 kc, June 29.

Drake, Wilham M., Greer, S. C. (9271), 1490 kc, June 9, Field.

E

Easley Broadcast Co., Easley, S. C. (9270), 1490 kc, June 8, Field.


F

Fall River Television and Radio Corp. (WGL), Fort Wayne, Ind., (9238-39), AL, May 18, Field.

The Fort Industry Co. (WLOK), Lima, Ohio, (9224), 1240 kc, July 11.

G

Glenn Falls Publicity Corp. (WGLN), Glenn Falls, N. Y., (9404), 1280 kc, July 11.

H


Haywood, Carl E. (KFIT), Yakima, Wash., (9117), 2600 kc, June 17.


J


K


Kilham, James L., Fort Payne, Ala., (9171), 1260 kc, June 27.

L


Lake County Bestg. Corp., Chicago, (8243), FM, June 13, Field.


LeMoyne College, Memphis, Tenn., (9186), 1460 kc, June 29, Field.

M

Marzuci, Dr. Francisco A., Aqualija, P. R. (9187), 550 kc, June 10.


Midwest Bestg. Corp. (WMAW), Milwaukee, (7626-34), L-TC, May 18, Field.

The Mobile Press Register, Mobile, (9209), 1160 kc, July 18.

Morayville Bestg. Co. (WBUD), Morristown, Pa., (8264), 1260 kc, July 11.

Moseley Bros., Pickyune, Miss., (9265), 1250 kc, July 18.


O


L. L. ALTMAN (seated), Washington, Maryland & Annapolis Motor Lines president, looks over $7,800 contract for Transit Radio-WBZU (FM) Bradbury Heights, Md., broadcasts. Grouped around him are his secretary, Bernie Belcher (seated, I); William G. Kegel, WBZU commercial manager, and Sherry Bennett, secretary to the WMBA traffic manager.

When It's BMI It's Yours

Another BMI “Pin Up” Hit—Published by Barron

YOU'RE SO UNDERSTANDING


On Transcriptions: Blue Barron — Langworth.

NAM REQUEST

Investigation of FTC Asked

NATIONAL Assn. of Manufacturers April 24 requested that Congress conduct an immediate and thorough investigation of Federal Trade Commission “to correct abuses of power and inefficiencies” disclosed by the Hoover Commission task force. The statement was filed by Raymond Smethurst, counsel with a subcommittee of the Senate Judiciary Committee.

Mr. Smethurst called for reorganization of the commission, “with a focusing of its functions and program, and a reorganization of its operations and procedures in order to achieve the objectives for which it was originally established by Congress.” Findings of the task force indicate, the statement said, that the commission “has been proceeding in disregard of statutory requirements.”

WASHINGTON, D. C.

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Investigation of FTC Asked

NATIONAL Assn. of Manufacturers April 24 requested that Congress conduct an immediate and thorough investigation of Federal Trade Commission “to correct abuses of power and inefficiencies” disclosed by the Hoover Commission task force. The statement was filed by Raymond Smethurst, counsel with a subcommittee of the Senate Judiciary Committee.

Mr. Smethurst called for reorganization of the commission, “with a focusing of its functions and program, and a reorganizing of its operations and procedures in order to achieve the objectives for which it was originally established by Congress.” Findings of the task force indicate, the statement said, that the commission “has been proceeding in disregard of statutory requirements.”

WASHINGTON, D. C.
NAB Battens Hatches

(Continued from page 23)

the way for expansion of this bureau in the future, perhaps with
headquarters in New York and branches in two or three key busi-
ness centers.

The bureau may even be divorced from direct NAB management con-
trol, as in the case of ANPA's Bu-
reau of Advertising.

The action marks the first time in NAB history that a serious ef-
fort has been made to match the aggressive sales tactics of com-
peting media. The approximate
$225,000 fund available to BAB is hardly a fifth of ANPA's fund,
but the board was said to have in
mind a greatly expanded bureau.

A grant of $100,000 was author-
ized for BAB, to be produced by
the board finance committee. Then
there is the present $70,000 for
NAB broadcast Advertising Dept.,
which BAB supplants, plus another
$50,000 from the general services
fund for printing, travel and simi-
lar expenses. It was felt BAB will
provide special services and per-
sonal material designed for particular
kinds of clients which will bring in
important revenue.

'Intermediate Step'

BAB is described as an "inter-
mEDIATE step in the spectrum con-
ception. BMB constitutes a
basic element in the project, and
future industry measurements will
be primary factors in the sales pro-
motion activity.

Directing BAB will be Mr.
Mitchell, present director of the
Broadcast Advertising Dept. He
will serve under a five-man policy
group consisting of the chairman of
the NAB Sales Managers Execu-
tive Committee and four board
members representing all main in-
dustry facets. BAB will operate
directly under NAB management,
which will be guided by the five-
man policy group to be known as the
Broadcast Advertising Bureau
Committee.

NAB will soon reconstitute all
its executive committees, which
might mean a change in chairman-
ship of the sales managers com-
mittees.

Large numbers of NAB delegates
complained about an overdose of
convention sameness last week,
though relatively few of them swal-
lowed the whole prescription. It
was one speech after another, from
10:30 Sunday morning to Wednes-
day noon, including a night session
and banquet. The pace and number of the speeches
were good—even wonderful—judg-
ing by the delegate reaction. Others
weren't so popular or informative,
and the delegates said so.

Corridor and room groups were
grousing about the cost of their

WINZ

BROADCASTING • Telecasting

AT UNAFFILIATED meeting at NAB convention in Chicago were (1 to r)
Ann Rolles, WNOE, Newport, Ky.; Bob Carroll, WFPG, Pittsburgh; Lee Hart,
NAB; O. R. Bellomy, WFPG; James G. Long, WNON.

big trade association. There were
those who claimed they saw big
'cracks opening in NAB's structure,
apertures that portended a young
industry earthquake. There were
others less alarmed who saw a de-
sperate need for a new type of op-
eration.

The board members themselves,
and NAB's top executives, were
aware of what was happening. But
until they sat around the long table
in the Stevens dining room, they
didn't know how well prepared they
were to mend a fissure that might
have developed into a major assoc-
iation and industry crisis.

During its post-convention
meeting Wednesday, the board
heard the arguments of a quickly
mustered rank and file committee.
This group had agitated on the con-
vention floor to have a new associa-
tion's funds earmarked for sales
promotion.

A five-man committee represen-
tative of NAB's Sales Manager and
Small Market Station Committees
presented committee ideas on the
need for sales expansion. Members
were Frank E. Pellegrin, KSTL St.
Louis and Transit Radio, William B.
Mailefort, WVET Rochester, N. Y.,
Simon Goldman, WTJN Jamestown,
N. Y., Hugh Higgins, WMOA Marietta,
Ohio, Odin S. Ramsland, KDAL Duluth.
Each is owner of one or more sta-
tions and most are general man-
agers.

Urge Sales Activity

The two executive committees
have tried for years to get the
sales activity they feel NAB should
provide, the board was told.
Mr. Mitchell presented three dis-
tinct plans to the board. They in-
cluded the separate Broadcast Ad-
vertising Bureau idea with a sepa-
rate budget and outside direct
NAB control—a 40% or $300,000
annual fund for sales—$100,000
from NAB surplus to enlarge the
department and get the expansion
plan going.

The plan finally adopted included
elements from all the proposals.

In acting on the BAB project
Wednesday, the board had to solve
the problem without knowing what
it would do about the interlocking
NAB reorganization plan. The bu-
reau project was so important, di-
rectors felt, that it had to be
worked out before the overall re-

eorganization could be tackled.

Motion to adopt resolution cre-
ating BAB was made by Howard
Lane, WJJJD Chicago, director-at-
large for large stations, and sec-
gonded by G. Richard Shafto, WIS
Columbia, S. C., director-at-large
for medium stations, who has been
active in the work of reconstituting
BMB.

During Mr. Mitchell's appearance
before the board, Mr. Shafto had
asked him if BAB would be crib-
pled without BMB. Mr. Mitchell
quickly said, "yes." "Do you think
BMB or a uniform audience meas-
urement project is essential to
BAB?" Mr. Shafto asked. Mr.
Mitchell replied, "emphatically and
unqualifiedly yes."

Mr. Mitchell emerges from the
convention as a key man in the
coming media battle. As a practical
sales executive, he draws on a back-
ground that includes the CBS sales
staff, general management of
WTOP Washington and extensive
newspaper advertising experience.
Many of the board members have
heard the now famous "Mitch's
Pitch," a sales talk he has delivered
in two score cities in the relatively
few months he has been at NAB.
The board's two-day session in-
cluded a report on the serious in-
ternational situation by Forney Ran-
kin, international adviser to Presi-
dent Miller. The board called for
full industry participation in the next
NARBA, to be held in Canada, and
demanded maintenance of U. S.
technical standards.

Walder Hardy, KSL Salt Lake
City, chairman of the association's
Educational Standards Committee,
reported on progress of the com-
mittee's work.

All board members attended the
post-convention meeting but
Everett L. Dillard, WASH Wash-
ington. Harold E. Fellows, WEEI
Boston, was forced to leave early
due to a death in the family. Harry
Banister, WWJ Detroit, and Hugh
B. Terry, KLZ Denver, left early for
business reasons.

New members who sat for the
first time were Allen M. Woodall,
WDAK Columbus, Ga., District 5;
Glenn Shaw, KLX Oakland, Calif.,
District 15; James D. Shouse,
WLV Cincinnati, large stations;
Kenyon Bell, KWFT Wichita Falls,
Tex., medium stations; Mer-
roll Lindsay, WSOY Decatur, small
stations; Frank U. Fletcher,
WABL-FM Arlington, Va., FM (A)
stations.

WALLERSTEIN

Resumes His Former Title

EDWARD WALLERSTEIN,
chairman of the board of Columbia
Records, is resuming the title of
president to fill the vacancy caused
by the resignation of Frank White,
who will become president of Mu-
tual Broadcasting (April 11).

There was considerable specula-
tion in trade circles as to whether
Mr. Wallerstein would continue
to hold both jobs. In view of the record war between
Columbia and RCA, it is con-
sidered likely that a new Columbia
president will be appointed so that
there will be one top officer to run
strategy of battle and another to
administer company affairs.

FCC Land Bill

FCC would be permitted to make
expenditures for land for radio
monitoring stations and other pur-
puses, under provisions of a bill
introduced last Thursday by Rep.
George Sadowski (D-Mich.). The
measure (HR 4251) would amend
Sec. 4 (g) of the Communications
Act of 1934 in line with the Com-
mision's request. Legislation fol-
lowed on the heels of FCC Chair-
man Coy's letter to House Speaker
Rayburn setting forth FCC's rec-
ommendation (see separate story).

It's No Bull!

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

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

April 18, 1949 • Page 99
LABOR PROBLEMS were taken up at Chicago meeting of NAB Employe-Employer Relations Committee (1 to r): Lee L. Whiting, KEYD Minneapolis; Chet Thomas, KKKK St. Louis; Thad Holt, WAPI Birmingham; E. K. Harten-bower, KCMO Kansas City; David J. Farber, NAB; Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Richard P. Doherty, NAB; Calvin J. Smith, KFAC Los Angeles, and Howard S. Johnston, WSGN Birmingham, board liaison members; Elliott Stewart, WIBX Utica, N. Y.; O. L. Taylor, KGNC Amarillo.

BMB has had to overcome numerous unforeseen reversals, but predicted this is the last call for help. If subscribers respond by signing waivers, success of Study No. 2 is assured, he said. On behalf of BMB it was stated that the project will mark a major step forward in showing the industry's coverage of the national audience and that it will meet demands of advertising and agency groups who insist on having industrywide figures to guide them in buying radio time. Against BMB was the argument that it has been mismanaged and that NAB should not bail it out once more when only a minority of NAB membership subscribed to the study.

BMB's supporters entered the NAB board room at Chicago last Thursday armed with 100 waivers out of 540 paying subscribers. Most of these had been obtained at the Tuesday afternoon business meeting. But at that meeting fell after BMB discussion ended, only a small portion of members had a chance to sign waivers on the spot. Others chose to take them back home. NBC offered to sign, and CBS said it was willing if most of the subscribers signed. ABC officials were not available at the time.

The debate Tuesday afternoon was not extended. The vote of confidence in BMB drew only a few scattered objections.

The whole problem had been discussed at the meeting of the old board held the previous Saturday. Some members felt that any further demand for money to rescue BMB would bring wholesale resignations. One suggestion was made that action should be taken against former BMB officials. The board finally decided to approve the waiver idea, though the idea was advanced that agencies and advertisers should help underwrite final costs or help provide credit. Some $33 million has been spent on BMB to date by broadcasters, it was declared. The board then left the matter for convention action.

Dr. Baker opened Tuesday afternoon by recalling the interest BMB had showed in the 1934 data, which was deleted and led to a greatly improved format for the No. 2 study now under way, he said. Main objection centered in the number of times per week basis of the first study, an objection that was removed by breaking the study into three groups—number of times heard one or two or three to five days a week; six or seven days a week. These figures provide total number of times listeners tuned in per week. Dr. Baker showed how the sharper formula works out in tests conducted in 23 cities.

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termination of said contract by either party on 90 days notice) and that all of the other provisions of said contract shall remain in full force and effect, without any right of termination to and including June 30, 1950, at which time said contract shall terminate.

This Agreement shall become binding only in the event that the Broadcast Measurement Bureau certifies that a plan of financing adequate to guarantee the production of its Study No. 2 is assured and immediately thereafter it accepts this Agreement.

The obligation, as incurred by the undersigned subscribers by reason of the exchange of telegrams and/or correspondence between the undersigned and the Broadcast Measurement Bureau is hereby terminated.

Text of the research resolution adopted by the convention follows:
WHEREAS on request both the buyers and sellers of radio time have expressed a need for a uniform measurement of radio's coverage, penetration and effectiveness,

and

WHEREAS the broadcasting industry is in some areas of research and measurement generally has a lack of uniformity, which has fostered a divergence of interests,

and

WHEREAS it seems apparent that the encouragement and the development of high and uniform standards in radio research and measurement is not only desirable but essential to the healthy development of the industry and radio as a whole,

WHEREAS the radio industry's interest in its development has been demonstrated by the financial backing of the Broadcast Measurement Bureau.

BE IT RESOLVE that the membership of the NAB, in convention assembled, hereby ratifies the principle of uniform measurement in radio and urges the continuation and expansion of the work in the direction of attaining this end.

Radio Aid to ACS

THROUGH error, the value of time and talent contributed by radio and television to the American Cancer Society's 1949 drive was reported as $14,500,000 in Broadcasting April 11. The $14,500,000 is the total goal set by the society for collections in its 1949 drive. No monetary value of the radio and television contributions has been set aside, although Walter King, ACS radio director, describes it as "impressive."

Winners in the Broadcasting-NAB golf tournament were Mr. Bryant (i) and Mr. Higgins.

GOLF TOURNEY

JOHNNY CAREY, with an 85, won the 14th annual Broadcasting-NAB golf tournament held at the Acacia Country Club in Chicago April 10. He scored a 78 for low gross honors.

Bruce Bryant of the Chicago Edward Petry office won low net with a 64, scoring an 85 gross with a 21 blind bogey handicap.

BROADCASTING awarded Mr. Higgins a silver loving cup. A 19th hole party was held by Broadcasting for the golfers.

Some 44 radio golfers participated in the tournament with Mr. Higgins, a former Ohio and Indian golf champ, showing the way, with par on all but four holes. Second low gross honors were divided between Merrill Lindsay WSOY Dectur, Ill., and Smith, Smith Agency, Chicago, with 82's.

Followed low net winner Bruce Bryant's 64 were Johnny Carey, WIND Chicago, and WSDN Danville, Ill., and Mr. Higgin's 68's. Mr. Carey scored a gross 90 with a 24 handicap, Mr. Burrow shot 90 with a 30 handicap, while Mr. Higgins only received a 12 handicap to go with his 78.

Complete golf scores are listed in table below.

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Broadcasting - NAB Golf Scores

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MEXICAN 1-AS

Fulltime Requests Planned

SEVERAL daytime stations on Mexican 1-A clear channels plan to apply to FCC for special service authorizations for fulltime use.

This was disclosed last Tuesday at a meeting of the Daytime Petitioners Assn, held in connection with the NAB Convention in Chicago. Some 26 stations were represented and five new ones indicated they will join the DPA, bringing total membership to 18 stations.

The group reviewed progress of committees working on proposed changes in the North American Regional Broadcasting Agreement, and made plans to be represented when the conference to draw up a new NARBA goes under way in Canada in September.

DPA is composed of stations on six channels to which, under the "Gentlemen's Agreement" with Mexico, the U. S. is making no fulltime assignments. DPA contends the agreement has expired and is petitioning FCC to change its rules to permit fulltime use. A resolution supporting the petition was adopted at a meeting of unaffiliated stations at the NAB meet.

At least six daytimers already have asked for fulltime use of these channels. WPXK Alexandria, Va., whose President Howard B. Hayes is also president of DPA, was the first [Broadcasting, Feb. 21].

WILL: Weiner, WIPX Pittsburgh, and WPGH Pittsburgh, and WKLY Louisville have filed similar requests.

SOUND for the 14th annual Broadcasting golf tournament were: 1 to 1: W. Walters Meltzer, WCAO Baltimore; Marshall Pengra, WATO Oak Ridge; Robert Harrington, WSOY Harrisonburg, Va.; Maurice (Mac) McMurtry, C. E. Hooper Inc., New York; Joe Higgins (next to Mac), WTHI Terre Haute, Ind., golf winner; S. Fante Jr., KEBL Sioux Falls, S. D.; William Ware, KFMX Council Bluffs, Iowa.

BROADCASTING * Telecasting

April 18, 1949 * Page 101
TWO NEW AM'S, WFCl MOVE, WLOE POWER BOOST GRANTED

FINAL DECISIONS reported by FCC Friday to grant applications of:

Agnes Jane Reeves Greer for new AM station at Dover, Ohio, 250 w fulltime on 1430 kc; engineering conditions.

Orange Empire Broadcasting Co. for new station at Redlands, Calif., 1 kw daytime on 990 kc; engineering conditions.

WFCl President Lt. Col. John, J. B. to move main studios to Providence using same assignment, 5 kw fulltime on 950 kc. No change in transmitter site. Colm. Paul A. Walker dissented.

FCC proposes to ban new share-time grants

FCC proposes rule changes to preclude granting of additional share-time or specified-hours AM stations. Reasons, FCC said, are that such stations "are believed to be wasteful of spectrum space and particularly undesirable in view of the increasing crowding of the AM broadcast band." Existing share-timers not to be affected, FCC said. Comments invited by May 25. Jan 1 there were 36 share-time and 250 specified-hours stations out of 2,127 AM total.

FCC meanwhile heard oral argument on its proposed decision to break up share-time arrangements between WHAT and WTEL Philadelphia. FCC proposes to give 250 w on 1340 kc, channel shared, to WHAT fulltime and give WTEL daytime assignment on 860 kc with 250 w [BROADCASTING, Dec. 27, 1948].

BID FOR WROL DISMISSED

BID of Knoxville Journal for $365,000 purchase of WROL-AM-FM Knoxville from S. E. Adcock dismissed by FCC at mutual request of parties. Rival Avco bid of Dempster-Johnson and Ward Broadcasters rendered ineffective. Principal in competitor is George R. Dempster, 50% owner WGAP Maryville, Tenn. The Journal earlier petitioned FCC to postpone action on its bid to allow Dempster group to negotiate agreement if possible and without hearing. FCC never ruled on petition.

QUINN, KASHEEN TO R&R


WOR BUYS TV STUDIO SITE

WOR NEW YORK has purchased Manhattan block bounded by 67th St., 68th St., Broadway and Columbus Ave. as site for future WOR-TV office and studio building. Construction date to be set soon.

SPEAK FOR RADIO AT ANPA

NILES TRAMMELL, NBC president, and William C. Gittinger, CBS sales vice president, will represent television and radio, respectively, at April 27 afternoon session of American Newspaper Publishers Assn. convention in New York. They will be among speakers at advertising session on theme, "Space and Time in the Buyer's Market." Convention is scheduled April 26-28 at Waldorf-Astoria.

EYES DAYTIME RADIO

KRAFT CHEESE Co. may go into afternoon radio. It can find "right show," spokesman for Kraft agency, J. Walter Thompson, New York, said Friday. Six-year-old Kraft Music Hall, NBC Thurs., 9-9:30 p.m., leaving air after summer season, to be replaced for summer with program starring Nelson Eddy, Dorothy Kirsten and Robert Armbruster's orchestra. Great Gildersleeve, NBC Wed., 8:30-9 p.m., will advertise products previously promoted on Music Hall as well as those it now advertises.

ICTS RENEWS CHARGES

RENEWED demand made by International Catholic Truth Society for public hearing on renewal of Mr. Bulova's WNEW New York in support of Emergency Case and with FCC Friday. Request charged: "For more than a decade, Mr. Bulova and his business associates and attorneys have repeatedly misrepresented and concealed from the Commission the true facts pertaining to his acquisition and control of not one, but everyone of his six or more present and past radio stations." Bulova case, with its WNEW and WOV New York both on full-share time, is being considered by Commission. Opponents of hearing claim charges are moot since stations involved are no longer owned by Bulova.

MANN-ELLIS APPOINTMENTS

JEROME DOBIN, copy chief and account executive of Mann-Ellis, New York, appointed agency's vice president. Marvin L. Grant, formerly with W. M. Weintraub agency, joined Mann-Ellis as account executive and radio-TV director. Wally L. Wallisch appointed art director.

Closed Circuit

(Continued from page 4)

suit, bargaining talks will be stepped up to match proportions this week with sessions on three-a-day basis — morning, afternoon and evening.

AMERICAN Tobacco Co. (Lucky Strike cigarettes), through N. W. Ayer & Sons, dropping Your Show Time, NBC-TV Fridays, 9:30-10 p.m. New show being sought for use in time slot, which sponsor is retaining.

SURVEY of newspapers in 32 cities having TV revealed that radio columnists in past few months have devoted 7% of their space to TV and 30 to sound radio. Spot check was made by one of networks.

FULLTIME staff official at NAB to be assigned to interpret and provide information on NAB Standards of Practice. Routine code matters have been handled in NAB Program Dept., headed by Harold Fair.

WHILE MBS is not advertising terms of its presidential shift, it wasn't denied that outgoing President Edgar Kobak received full year's salary and that he will be adjusted over 32-month period. Incoming President Frank K. White's contract reportedly is for three years at roughly same stripped figure.

STATE DEPT. will be asked by NAB to send high-level diplomat to call on President of Cuba in effort to secure Cuba's adherence to terms of expired NARBA Interim Agreement.

FCC COMMR. George E. Sterling, resting at home from six-month tussle in Mexico City with Russians at High Frequency Broadcasters Conference (see story page 28), expected to coordinate technical matters in television reallocation when Chairman Wayne Coy goes to Paris in May for telecommunications meet.

Those predictions about lifting television freeze by mid-year may be slightly jarred with word that ad hoc committee of Nov. 30-Dec. 3 engineering conference on re-allocation has refused to approve draft reports as proposed. Few days ago there was hope reports could be circulated this week but now new subcommittees must reconsider. Data on terrain, troposphere factors, etc., involved.

Page 102 • April 18, 1949
WINS TO STRESS LOCAL INTEREST

ART SCANLON

Next month Art Scanlon comes of age in radio when he celebrates 21 years on the air. It was back in 1928, the hey-day of radio when Art first appeared on a network broadcast with the late Graham MacNamee and Phillips Conlin. He has played in title roles on such radio shows as "March of Time," and "Cavalade of America." Broadway and Hollywood have also been his beat, having appeared in "Young Sinners" and "Bright Honor." Joining WINS in 1944 Scanlon has quickly caught on with the listening public. His early morning show has become one of New York's popular programs. His knowledge of what New Yorkers like to hear and his presentation are ideally suited for the New York edition of Morning Matinee.

PATSY GARRETT

Patsy Garrett is currently starred with Jack Lacy on the WINS show, "Bushels of Fun." A fine comedienne, and talented vocalist, she is at her best with her new team mates Art Scanlon and Jo Halpin. When not good naturedly needling her associates, she keeps the audience in the aisles with laughter.

Patsy Garrett has been in radio for ten years. As part of the Fred Waring show she toured the country with him as the featured vocalist. More recently she emceed the "Broadway Matinee" with Jim Ameche on CBS.

Morning Matinee is tailored to the fast and funny Patsy Garrett.

New Trio of New York Personalities to Headline Show

Local interest has been the paramount consideration in streamlining "Morning Matinee" for the New York audience. WINS will feature Patsy Garrett, Art Scanlon and Jo Halpin in this highly important morning show aired daily from 8:30-9:30 A.M. over the Crosley outlet in New York. Basically, it will be a music, news and comedy format, in which Patsy and Art Scanlon will star. However, one segment will be reserved for the talents of Jo Halpin. She will report the news, fashions and activities for women and interview famous name guests. Informality and community interest will be stressed, particularly in the music and comedy segments.

JO HALPIN

Jo Halpin always has something to say and says it well. A former woman radio commentator in St. Louis, she is widely known for her accurate and straightforward reporting of the news. She has always been successful in selling her advertisers' products. Testimonials from happy advertisers are numerous and gratifying.

Jo Halpin was one of the few women in the radio division of the UN. Until just recently she had the job of gathering news, interviewing personalities, writing scripts as well as acting as announcer. During World War II Miss Halpin went to Washington where she was employed as a radio newswriter by the office of inter-American affairs which was later absorbed by the State Department. At the end of the war Halpin then became a feature writer and broadcaster for the UN.
"Madame X" was the code name, during research and development, for an entirely new system of recorded music... perfected by RCA.

The remarkable background of "Madame X"

Now the identity of "Madame X," the unknown in a long search for tone perfection, has been revealed. From this quest emerges a completely integrated record-playing system—records and automatic player—the first system of recorded music entirely free of distortion to the trained musical ear...

The research began 11 years ago at RCA Laboratories. First, basic factors were determined—minimum diameters, at different speeds, of the groove spiral in the record—beyond which distortion would occur; size of stylus to be used; desired length of playing time. From these came the mathematical answer to the record's speed—45 turns a minute—and to the record's size, only 6½ inches in diameter.

With this speed and size, engineers could guarantee 5½ minutes of distortion-free performance, and the finest quality record in RCA Victor history!

The record itself is non-breakable vinyl plastic, wafer-thin. Yet it plays as long as a conventional 12-inch record. The automatic changer of the new record player holds up to 10 of the new records—1 hour and 40 minutes of playing time—and the player can be attached to almost any radio, phonograph, or television combination.

The records are free of surface noise. The record player is amazingly small, compact, and virtually foolproof. Records are changed quickly and quietly.

RCA Victor will continue to produce 78 rpm instruments and records. But the new "Madame X" development is one of hundreds which have grown from RCA research. Such leadership adds value beyond price to any product or service of RCA and RCA Victor.

The remarkable background of "Madame X"

Now the identity of "Madame X," the unknown in a long search for tone perfection, has been revealed. From this quest emerges a completely integrated record-playing system—records and automatic player—the first system of recorded music entirely free of distortion to the trained musical ear...

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With this speed and size, engineers could guarantee 5½ minutes of distortion-free performance, and the finest quality record in RCA Victor history!

The record itself is non-breakable vinyl plastic, wafer-thin. Yet it plays as long as a conventional 12-inch record. The automatic changer of the new record player holds up to 10 of the new records—1 hour and 40 minutes of playing time—and the player can be attached to almost any radio, phonograph, or television combination.

The records are free of surface noise. The record player is amazingly small, compact, and virtually foolproof. Records are changed quickly and quietly.

RCA Victor will continue to produce 78 rpm instruments and records. But the new "Madame X" development is one of hundreds which have grown from RCA research. Such leadership adds value beyond price to any product or service of RCA and RCA Victor.

The remarkable background of "Madame X"

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