why WOR sells more at less cost to more people than any other station of equal power in America today

1. Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.

2. Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.

3. Because WOR can sell products or services to 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.

4. Because WOR is heard by more people during the day and during the night, than any other station in America.

5. Because WOR carries more—and more complete—news programs than any station in America. And because almost twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.
Top Favorites
IN THE GREAT OREGON COUNTRY

BOB AMSBERRY
2 SHOWS ON KEX

"THE EARLY BIRD"... 6 to 6:45 AM Mon. thru Fri. Good records and good-natured fun for early risers.

and.. THE SENSATION OF 1949!!
"THE SQUIRREL CAGE"
4:30 each weekday afternoon
featuring "UNCLE BOB" and those "Amsberry Voices," "Gus the Goose" and "Gabby the Squirrel," and all those wonderful kid records.

"...the records you select are just what we want to hear..." (a grateful mother)
"Thank you for your very interesting and helpful program..." (a Sunday School class)
"Wholehearted congratulations..." (Parent-Teachers Association President)
"...my boys and girls are spellbound by your program. I like it too!" (a mother of 4)

Peak interest is proved by stacks of mail from appreciative listeners.

Complete
SPORTS COVERAGE
for the NORTHWEST

6 PM
Monday thru Friday

BARNEY KEEP
"KEEP - ing up with SPORTS"

- Monday — Baseball
- Tuesday — Boxing
- Wednesday — Golf
- Thursday — Hunting & Fishing
- Friday — General Sports Round-up

THESE PROGRAMS — plus many others — are making KEX the "listened to" station in the big Oregon country. For data on availabilities and sales response, call Eldon Campbell at KEX, or Free & Peters.

KEX
50,000 WATTS • ABC AFFILIATE
PORTLAND, ORE.

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales
WIS has the highest Hooper Index of any 4-station city in the U. S., afternoons—
2nd highest, mornings — 3rd highest, evenings!

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning Index</th>
<th>Afternoon Index</th>
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<td>WIS</td>
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<td>Station &quot;B&quot; 49.1</td>
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PLUS the greatest coverage obtainable with one South Carolina station!

Write for all the facts, today!
Address WIS, or just ask Free & Peters, Inc.

COLUMBIA, S. C.
NBC · 560 KC · 5000 WATTS

WIS-fm
G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

FREE & PETERS, INC.
National Representatives

Closed Circuit

WHAS Louisville will stay put with CBS for another two-year maximum affiliation from next June, despite reports of possible network switch. Papers were signed ten days ago by WHAS Director Victor A. Sholits and CBS Station Relations Vice President Herb Akerman.

MENTIONED as possibility for MBS program post, vacated with resignation of Phillips Carlin some weeks ago, is Douglas Coulter, former CBS vice president in charge of programs.

ALL THAT yacket-yak about imminent Coy resignation to accept industry post is regarded in informed circles as so much idle gossip. Mr. Coy was talked to about presidency of Television Broadcasters Assn. last December but no firm offer was made since they had no funds to sustain fulltime presidency and full-dress trade association.

INSIDERS generally feel Mr. Coy would like to remain with FCC until his term winds up in 1951 if pay increase is forthcoming. While latest Johnson blast won't sit well with him, he has never been known to run away from a fight.

IF FCC sanctions new G. A. Richards Stations trusteeship arrangement (see page 30), and all signs point in that direction, Mr. Richards is expected to take a boat trip to Europe on doctor's orders. He probably will be accompanied by his wife and daughter, both of whom are substantial stockholders in station properties.

NEGOTIATIONS reported progressing favorably for renewal of radio and TV boxing contract between Mike Jacobs, president of 20th Century Sporting Club, and Joseph P. Spang Jr., president of Gillette, and A. Craig Smith, Mazon Inc., Gillette's agency. Present contract, said to involve $400,000, expires May 31.

THAT SOMETHING more than cursory thought is being given to TV activities in NAB is reflected in fact that board, in authorizing appointment of TV top level director, Mike in terms of $25,000 stipend—equal to executive vice presidential salary and second only to $50,000 salary of President Justin Miller.

UNIQUE arrangement between Eddie Cantor and Pabst Beer for payment to comedian of straight salary plus bonus based on percentage of sales increases in negotiation last week. Arrangement would apply to Mr. Cantor's weekly radio show as well as projected television program, both on NBC. Video show may be on once-a-month basis.

WHAT MAY become entirely new technique in TV production planned for new Lone Ranger series over ABC-TV network under General Mills sponsorship. Fifty-two episodes to be produced this year also will be used as part of feature length film to be produced by Apex

(Continued on page 8)

Upcoming

April 25-27: All-Canada Radio Facilities production and sales meeting of mutually operated stations, Hotel Saskatchewan, Regina.
April 29: Frances Holmes Achievement Awards dinner, Roosevelt Hotel, Hollywood.
April 29: Third Annual Radio Conference, Linwood College, St. Charles, Mo.

(Other Upcoming on page 50)

Bulletins

RIGHT to take photos of court proceedings asserted by American Society of Newspaper Editors in resolution adopted during Washington convention (other story page 24). Society endorsed its board's action in fighting Baltimore Gug contempt rule forbidding reporting of criminal actions between time of arrest and trial. Interference with press in Latin America was deplored.

ABC video series, Crusade in Europe, bought by Time and Life magazines, through Young & Rubicam. Series of 26 film episodes starts Thursday, May 3, at 5 p.m. and will be heard succeeding Thursdays. ABC facilities to be used will blanket 32 television areas, which network claims is new record for program series. Deal simmering several weeks [BROADCASTING, April 11].

SUPREME COURT HEARING

QUESTION whether FCC must accord hearing to any station which claims it would be "harmed" by grant of any pending application was argued Friday afternoon before U. S. Supreme Court by counsel for FCC and WJR Detroit. Solicitor General Philip B. Perlman, appearing for FCC, argued that U. S. Court of Appeals for D. C. erred in reversing FCC denial of WJR's objection to daytime grant at Tarboro, N. C., on WJR's 760 kc clear channel [BROADCASTING, Oct. 11, 1948, Jan. 10]. WJR had asked reconsideration of nonhearing grant and chance to be heard on interference question. Louis G. Caldwell, WJR counsel, while not arguing in support of lower court's findings, held FCC unjustly deprived WJR of chance to be heard.

AFA HOUSTON SESSION

TELEVISION session will be held May 31 during convention of Advertising Federation of America at Rice Hotel, Houston. Eugene S. Thomas, manager of VOCI (TV) Washington, will preside. A representative of the Katz Agency TV department will present case studies of television use by small advertisers. George Moskovics, manager of sales development of CBS-TV, will give talk titled "What About Television," with showing of the CBS film, "Television Today," to follow.

Business Briefly

UNION REPORT • Textile Workers Union buys $8.30-9 p.m. period, May 14, an 160 ABC stations to air dramatic ton-year activity report to members. Cost is over $11,500. Guests to include Eleanor Roosevelt and Gov. Chester Bowles of Connecticut.

ECLIPSE SPOTS • Eclipse Sleep Products Co., Brooklyn ("Quiltless," "Sleepchair"), expanding TV film spot campaign to include promotion of "Sleepchair." Thirteen-week campaign started April 18. Stations and spots weekly: WBHT WCBS-TV New York (two), WPTZ Philadelphia (three), WNAC WBZ-TV Boston (one), WMAR Baltimore (three), WNBW Washington (three).

WATCH CAMPAIGN • Babe Ruth Watch Co. New York (youth watches), starts extensive spot radio campaign to introduce new youth watches. Spots begun Friday on 30 local, 12 national programs. Twenty-five percent of proceeds of sales goes to Babe Ruth's estate and foundation. Expenditures to be announced this week. Agency, Ted Neuhoff & Co., Baltimore, Md.


WBT-TV SLATED TO START IN 60 TO 90 DAYS

WBT-TV Charlotte, N. C., to start in 60 to 90 days, according to Charles H. Crutchfield, vice president of Jefferson Standard Broadcasting Co., licensee, and WBT general manager. Station is affiliated with CBS, but initially will offer programs of four TV networks on film.

Mountain-top transmitter, 1867 feet above sea level and 14 miles from Charlotte, is expected to provide satisfactory reception to people within 50 miles, according to engineers. Already completed are building housing transmission equipment and 563-ft. tower. Remaider of equipment is scheduled for delivery this week.

WBT-TV will operate on Channel 3 with ERP of 16.3 kw visual and 8.2 kw aural. License, which owns WBT WDT-FM, is subsidiary of Jefferson Standard Life Insurance Co., Greensboro, N. C. Broadcasting company officials are: Ralph C. Price, chairman of board; Joseph M. Bryan, president; Larry Walker, secretary and treasurer, and Mr. Crutchfield.

KERSTA PROMOTED

NORAN E. KERSTA, who last December joined William H. Weintraub & Co., New York, to organize its new television department, has been appointed vice president and director of radio and television. He will take over direction of radio and TV from Harry Trenner, vice president, who resigned to agancy's plans board and executive council.
Mr. Hooper will tell you...

**WGBI is LOADED with LISTENERS**

**IN THE RICH SCRANTON—WILKES-BARRE MARKET!**

Mr. Hooper's latest Station Audience Index for Scranton—Wilkes-Barre makes pleasant reading for WGBI...profitable reading for advertisers. It points out that in the morning, 56.6% of all radio sets in use are tuned to WGBI; in the afternoon, 59.0%; and in the evening, 72.0%—setting the record for all CBS stations studied!

The market WGBI reaches is a BIG market of 674,000 prosperous Pennsylvanians. It's a market that can boost any sales curve, and you can sell it quickly, economically, profitably—morning, noon or night—on WGBI. Your John Blair man is ready with full facts and figures on WGBI and its rich Scranton—Wilkes-Barre market. Ask him about both today.

---

CBS AFFILIATE 910 KC
1000 WATTS DAY
500 WATTS NIGHT

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

(Figures from Hooper Station Audience Index—Jan., Feb., 1949)
We Owe It All
To a Splinter...

Many little splinters and many more little splinters make a mighty million—in fact some $30,000,000—in the mighty land of the WSPA-Piedmont area. Wood-processing of lumber, pulpwood, fuelwood, poles and piling cuts this trim figure for the wise and wealthy woodsmen of the South Carolina rich lands.

But the wheels of the wood mills saw off only a segment of the wealth of this area. Farmers brag about a gross income of 226 million a year. Together with the flourishing plastic and textile industries, wood processing helps nail down a billion dollar economy for the WSPA-Piedmont market.

That's why, when the Piedmont people go shopping they draw on a $1,054,811.00 stockpile. And for the past 19 years they've listened to WSPA's advice on where to shop. WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market
GOOD GOD-
fre y!

WHAT A RATING

IN RAPID CITY (Population 26,616) HOOPER CALLED 6184 HOMES
and found 33.4% sets in use between 8:00 and 10:00 A. M.
(the Arthur Godfrey Show is on from 8:30 to 9:30 AM)

and 93.4% were tuned to KOTA !!!

MONDAY thru FRIDAY RATING—31.2

The lowest in the day (10 AM to 12 Noon) is 22.6—and the highest in the evening (6 to 8 PM)
is 33.1 when KOTA has 85.0% of the 38.9% of sets in use Sun. thru Sat. During the daytime
the next highest station has a rating of 1.6. The best any station does at night is 2.1—

AND IN A SIXTEEN COUNTY (132,338 POPULATION) HOOPER COVERAGE INDEX STUDY
MADE DURING NOVEMBER—DECEMBER

HERE'S THE STORY

MORNING 6:00 AM TO 12:00 NOON

KOTA .................. 37%
Station B NBC ............. 12%
Station C NBC ............. 10%
Station D ABC ............. 9%
Station E CBS ............. 9%
Station F CBS ............. 4%
Station G (Bonus to KOTA) CBS 3%
Station H Ind. ............. 4%

AFTERNOON 12:00 NOON TO 6:00 PM

KOTA .................. 36%
Station B NBC ............. 12%
Station C NBC ............. 10%
Station D ABC ............. 11%
Station E CBS ............. 6%
Station F CBS ............. 4%
Station G (Bonus to KOTA) CBS 3%
Station H Ind. ............. 5%

EVENING 6:00 PM TO 12 MIDNIGHT

KOTA .................. 25%
Station B NBC ............. 24%
Station C NBC .......... 4%
Station D ABC .......... 3%
Station E CBS .......... 3%

RAPID CITY, SOUTH DAKOTA

BROADCASTING • Telecasting

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<th>City</th>
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<td>Seattle</td>
<td>WFBL</td>
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**Television**

- **Baltimore**: WAAM
- **Fort Worth-Dallas**: WBAP-TV
- **Louisville**: WAVE-TV
- **Minneapolis-St. Paul**: WTCN-TV
- **New York**: WPIX
- **St. Louis**: KSD-TV
- **San Francisco**: KRON-TV
EVERYBODY thinks "my business is different," and maybe everybody is correct—except on one point. It seems to us that the only uniform thing among all businesses is the lack of uniformity in their ease of selling goods, from market to market and from month to month.

That's why every company needs versatile sales-management and versatile advertising—the kind of versatility that only National Spot Radio can give! It permits you to saturate one area while soft-pedalling another, or to reverse the process on a moment's notice. You can change its theme, its time, its volume, even its accent, to fit regional circumstances. Its flexibility is unequalled by that of any other form of advertising.

Versatile spot radio has been a Free & Peters speciality for seventeen years. We helped pioneer it, and we know it, inside and out. Let us give you some suggestions, for any of the markets listed at the left.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO

NEW YORK  CHICAGO
THE EXCITING THRILLS OF THE OLD WEST! A full hour of fun for the entire family . . . a complete Western feature film each night. Frontier Theater brings thrills, suspense, and drama into Washington homes Monday through Friday from 6 to 7 p.m. It's action packed and it's audience packed! For TV fans it offers top entertainment—for advertisers it offers top sponsorship.

JIM GIBBONS—acclaimed as Washington’s favorite TV sportscaster by popular poll now adds “The Sports Reel” (Tuesday—Friday, 7:15 p.m.) to his busy schedule. Jim, shown here interviewing noted sports columnist Walter Haight, brings TV fans up-to-the-minute sports results and news, and features outstanding sports personalities. (One minute commercial announcements are available.)

CHICAGO’S MAYOR Martin H. Kennedy greets Ruth Crane, gracious host of “The Modern Woman” television program (Tuesdays—9:30-10:00 p.m.) on her recent visit as President of the Association of Women Broadcasters. The popularity of “The Modern Woman” TV show is due in no small way to the leading role Ruth Crane has played in women’s activities—she is truly the Modern Woman.

THE DICK MANSFIELD SHOW (Mondays—7:15 p.m.) is a child’s delight . . . featuring the cartoons of jovial Dick Mansfield, who combines fun with safety education in a show which is now in its tenth month of sponsorship by Thompson’s Dairy. Here Jackie Biller receives Dick Mansfield’s weekly “Safety Award” for exemplifying the best all round safety service in Washington schools.

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

WMAL-AM
WMAL-FM

VAN M. EVANS, general manager of Deutsch & Shea Inc., New York, elected vice president of agency.


ROBERT B. PARKER Jr., formerly with Marshall Field Enterprises, joined Gray & Rogers, Philadelphia agency, as copywriter. He was also formerly with Young & Rubicam, New York and Aitkin-Kynett Co., Philadelphia.

HENRY F. Woods Jr., public relations supervisor of Young & Rubicam, New York, promoted to manager of agency’s public relations and publicity department, succeeding LAWRENCE C. HOOVER Jr., who joins Time Inc. as publicity manager.

Mr. Radkey
ROBERT J. O’LEARY, formerly assistant sales promotion and merchandising director for Life magazine, New York, joins Buchanan & Co., San Francisco, as creative writer and contact man.

GEORGE BALSAM joins G. M. Basford Co., New York and Cleveland, as account executive. He was formerly with Picard Adv., New York.

E. G. EISENBERGER, former radio director of Morris F. Swaney Inc., Chicago, joins Leo Burnett Co., same city, as member of radio department.

ROBERT ARCHER, former account executive at Wade Adv., Chicago, rejoins firm May 1, when he transfers six accounts from his own firm, Robert Archer & Co., same city. He will continue to supervise those accounts. Activities of his firm have been cancelled.

HARRY W. BETTERIDGE, resigns as general sales manager of WWJ WWJ-FM WWJ-TV Detroit, to assume duties as partner in William I. Denman Inc., Detroit agency. Mr. Betteridge has purchased a half interest in agency.

WILDER WYLIE, formerly on Edgar Bergen script staff, joins radio commercial writing department of Young & Rubicam, Hollywood.

JOSEPH SILL Jr., formerly radio and copy director for Davis & Co., Los Angeles, joins Erwin, Wasey & Co., that city, as account executive.

MARY SPAULDING joins copy department of Boston office of James Thomas Chirurg Co.

JIM DUFFY, advertising director, Chicago, will merge May 1 with J. B. Pershall agency, same city, and JAMES A. DUFFY, former president, will become a Pershall vice president. He will handle executive administration of his previous accounts.

HARRISON HOWARD, copy chief and account executive, and RUBY KESLER, media director, will transfer to Pershall also.


WOODHOUSE & HAWKINS, Toronto, enfranchised as advertising agency handling radio by Canadian Assn. of Broadcasters.

PREMIER of Toast of the Town, sponsored by Lincoln-Mercury Dealers over CBS-TV, obviously was a success as evidenced by the happy smiles of these executives. Attending a post-premiere party are (l to r): Joe Lewis, New York Lincoln-Mercury district manager; Dr. Frank Stanton, CBS president; William B. Lewis, vice president and account supervisor at Kenyon & Eckhardt, Lincoln-Mercury agency; Ed Sullivan, m.c. of the show; R. F. G. Copeland, director of advertising for Lincoln-Mercury, and Dwight Milh, president, Kenyon & Eckhardt.

BROADCASTING • Telecasting
SEVEN HOURS of entertainment marked the Silver Jubilee broadcast of WLS Chicago's National Barn Dances Saturday night, when stars in the Eighth Street Theatre broadcast from 7:30 p.m. until 2:30 a.m. A 12:30 stage show supplemented the regular 7:30 and 10 o'clock broadcasts.

Former personalities of the oldest continuous radio program returning for the event were Pat Barrett, known as "Uncle Extra"; Bradley Kincaid, folk singer; Malcolm Clair, "Spareribs", and Tom Owens, one of the original square dance callers.

► Edwin C. Hill will mark his first year of Kelvinator sponsored ABC commentary series on April 26.

► Mark Finley, public relations director of Mutual-Don Lee Network in Los Angeles, is celebrating his 10th year with network.

► William H. Ridings, "Trapper Bill" of WLAW Lawrence, Mass., Red and Gun Club program, celebrated his second year on air with special broadcast from station's Boston studios.

► First birthday of WMAW (ABC) Milwaukee was occasion for Milwaukee's City Hall to salute station with banner sign saying "Happy Birthday WMAW."

► Robert D. Smith of WABI Bangor, Me., marks his 25th year in radio this month.

► WIOD Miami celebrated 20th anniversary of its affiliation with NBC last month.

► William P. Heffernan, manager of WGAU Elizabeth City, N.C., marked his 20th year in radio last month.

► WAPF McComb, Miss., completed one year on air April 18.

► Glenn Hardy, Don Lee Network newscaster, celebrated 15 years on air last month.

► KWK St. Louis is celebrating its 22d year on air.

► E. Donald Roberts, chief operator of CBC International

AMERICAN RADIO

Ulmert Defends System

JAMES G. ULMER Jr., one-third owner of KGKB and KGKB-FM Tyler, Tex., and son of the majority owner, succeeded in convincing an audience of Cambridge, England, radio people that the American system of broadcasting has points in its favor over that practiced in England.

Speaking before the Cambridge Radio Club on "Radio in the United States," Mr. Ulmer pointed out that the American system is superior because of: (1) Local color, (2) opportunity for general public expression, (3) better programming because of better financing.

Questioned sharply from the floor, Mr. Ulmer was able to convince his audience, according to the Cambridge Daily News, of the "acceptability" of the American system. He is studying in Cambridge as one of 37 1948 Rotary International fellows.

SURE, some Chicago stations can "reach" South Bend...but the audience LISTENS to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

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TOM LYNCH
Time Buyer
NEWELL-EMMETT COMPANY
New York

Starting as a messenger with Newell-Emmett fifteen years ago, Tom now has fifteen years of solid agency experience and is buying time for such national accounts as Beech-Nut, Sunshine Biscuits, Northwest Airlines, and Liggett & Myers Tobacco.

The William G. Rambeau rep today welcomed Tom into Patron membership with a scroll and the deed to a tract of ground in the heart of Patronoland.

The Fact of the week

An agency (name on request) says that out of a list of 175 stations carrying their campaign, WPTR was among the top five in pulling power.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY
PATROON BROADCASTING CO., ALBANY, N.Y.

NEW BUSINESS


AMERICAN SHOPS Inc., Newark, N. J., sponsoring telecasts of Wednesday night wrestling matches on WJZ-TV New York, increasing to three number of cities in which ABC-TV cooperative program is sponsored. Other sponsors are: Buckeye Garment Rental Co., Cleveland on WEWS (TV); Courtesy Motor Co., Chicago on WENN-TV. Agency for American is William M. Scheer Adv., New York.

BEER-BOB Inc., New York, manufacturers of a beer shampoo for women appoints L. H. Hartman Co. Inc., New York, to handle its advertising. Plans for radio and television not yet formulated, but the media will be used, with probable emphasis on video.

Network Accounts • • •

DERBY FOODS, Chicago, for Peter Pan Peanut Butter, to sponsor second segment of Super Circus (4 to 5 p.m. CST, Sundays) on ABC-TV network from WENN-TV Chicago, effective May 1. Ten stations will telecast show for 52 weeks. Agency: Needham, Louis & Brophy, Chicago. Canada Dry Ginger Ale sponsors the first portion.


PHILIP MORRIS Co. renews its Queen for a Day on MBS, Mon.-Fri., 2:30-3 p.m. Agency: Cecil & Freebrey, New York.

MOHAWK CARPET & RUG Co., New York, to sponsor 7:30 p.m. period on NBC-TV, Mondays through Fridays, effective May 2, replacing Henry Morgan, who has been dropped. Monday, Wednesday and Friday, Morton Downey will be viewed, with Roberta Quinlan to be featured on Tuesday and Thursday. Contract placed through George Nelson, Schenectady, N. Y.

T WAS a great day for the Irish in South Bend, Ind., when this group met to approve a contract for Sinclair Refining Co. sponsorship of Indiana high school basketball championship broadcasts over WHOT South Bend. The clan includes (1 to r) Shaun Murphy, WHOT salesman and native of Ireland; Charles Sweeny, Sinclair general agent and all-American end at Notre Dame in 1938; Cletus O'Neill, Sinclair merchandising representative, and James Devaney, manager of the Oliver Hotel, host to the group and who, incidently, is also a native of Old Ireland.
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.*
PIONEER SUBSCRIBER. Leodoff subscriber Howard Roberson of KFDA, Amarillo, Texas, says, "I urged co-operative production ten years ago. BPS has justified my faith in its feasibility."

NEAREST MEMBER. Gene Trace, WBBW, Youngstown, Ohio: "I'd've joined earlier, but didn't understand I would get 'the whole works' for the one fixed fee. The shows are worth a fortune."

ENTHUSIASTIC MANAGER. S. U. Oppenhuizen, WFTU, Grand Rapids, Michigan: "We should have little difficulty securing 500 stations. Success for one means success for all."

IBC AFFILATE OPERATOR. Karl Wyler, KTSN, El Paso, Texas: "We waited until Syndicate had proved itself; came in with flag flying. Pleased with programs."

EARLY SUBSCRIBER "Red" Moore, WLTR, Bloomsburg, Pa.: "The Pat O'Brien series alone is worth more than our fee. Frontier Town and Adventures of Frank Race are set to bring revenue for years."

HARD-HITTING Earl Smith, WLCB, Baton Rouge, La.: "I joined the plan while Eells was field-testing it. The Syndicate's program output more than justifies my early faith in the idea."

ILLINOIS LEADER. W. Kenneth Patterson, WSIV, Pekin, Ill.: "We are using three of the shows. Everyone at the station agrees that the quality and production is the best of any transcribed shows we have heard."

Advertised in—BROADCASTING & Telecasting.
the programs was based upon the judgement and opinion of station managers "on the local level." Seems that, ignoring as they were about how those things were figured out "scientifically" in Los Angeles, Chicago and New York for network advertisers, those managers somehow guessed, along on what they knew about people in their own bailiwicks.

I began to entertain the reasonable thought that "Bubbles" Dean of KSCJ might make a pretty good network executive. In a moment of weakness, I even thought of several network and ad agency executives who might find some small merit in spending a few days touring around the drugstore where George Volger's announcers hang out in Missoula, Montana:

Fortunately, I pulled myself together, perished these errant thoughts, re-read the office copy of "The Illustrious," and returned to my deliberations as to the best means for inducing one of our national advertisers to include all the basic "required" stations of a certain network notwithstanding he had no distribution in the area covered by 38 of them.

One day I got a letter from Jimmy, so intelligently written it might have been prepared by one of our ivory tower group. It stated in essence that they were short of good talent, whereas Hollywood was loaded with the best; that most transcribed programs were too expensive to come out on; that national advertisers represented a purchasing power far in excess of all national advertisers put together; that if good—really good—transcribed shows were made available at a reasonable cost, local advertisers would spend more in radio and in text in newspapers, and that national advertisers would divert millions of dollars per year from network and put it into spot radio at full national rates—buying only the markets they wanted; that stations individually would cooperate in every possible way in any effort that succeeded in bringing them 100% of their time, instead of 35%.

He agreed that I get into the business of producing top-quality, top-talent shows via transcription for local advertisers and for national advertisers on a spot basis.

Jimmy Moore had passed away by the time I got to Sioux City. I'm sorry he didn't live to learn that I did leave Young & Rubicam and that my organization now produces top-grade network-caller transcribed shows for NBC, CBS, MBS, and ABC affiliates and independents in 40 states and 12 Canadian provinces—on its "peep-up" basis, that I drove a station-wagon over 12,000 miles last summer to get the advice of over a hundred of the smarter operators in the radio industry—the local station managers, that the advice and help they gave me has set a cooperative pattern that national advertisers applied and networks are studying with interest.

Of tremendous interest to Jimmy would be the revelation that—just as our stations can finance and produce more and bigger radio shows than can be financed and produced by networks whose substance is being drained off by television; that there are many hundreds of AM and FM stations in markets that will not be covered by television for five years, that represent investments that must be protected, and that without together under their own cooperative production plan, the Broadcasters Program Syndicate—producers of radio shows for networks. They'll have to make local radio pay off more heavily than ever before. They'll take over the national advertisers' dollar on a local basis and when they're ready, they'll take over television on the same basis.

The ivory tower operators are talking over their.

**ASTUTE OWNER**

A. J. Mosby, KGVO, Missoula, Montana: "BPS programs afford our local advertisers the same weight and quality we carry for network advertisers."

**UNIQUE PRINCIPLE**

of no sales staff overhead is explained by Eells to John D. Keating, KPOA, Honolulu, and Paul Oliphant, WLAC, Nashville, Tenn., as Broadcasters Program Syndicate convention mascot Miss Alyce Gough beams approval.

---

**BROADCASTERS PROGRAM SYNDICATE**

**Success Story...**

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 once-time class A quarter-hour rate entitles the station to the Syndicate's entire output of network-caliber programs. All current programs—plus every additional series produced by the Syndicate in the future.

**- Syndicate members stations...**

the PAT-O'BRIEN—FROM HOLLYWOOD, FRONTIER TOWN, and ADVENTURES OF FRANK RACE series substantiate long-held convictions that—working together—millions of dollars in program values could pour into the coffers of each.

---

**BROADCASTERS PROGRAM SYNDICATE**

Under Direction Of

**BRUCE ELLS & ASSOCIATES**

2217 Maravilla Dr. • Hollywood, Calif. • HO 9-5869

April 25, 1949 • Page 15
EDITOR, Broadcasting:

Lauds Research Work

I want to congratulate Bob Luce publicly for his very thorough article on the difficult subject of spot radio expenditures. It was extremely well done, and it should prove most valuable to stations and representatives in their efforts to promote increased use of the medium. I hope they make appropriate use of it because, from our experience, it's the precise type of information agencies need for recommending spot radio to their clients. Frankly, I am amazed at the scope of Broadcasting's research department.

N. Charles Rorabaugh
N. C. Rorabaugh Co.
New York, N. Y.

* * *

'Meaty' Issue

EDITOR, Broadcasting:

... congratulations on a very comprehensive Convention issue.

Very meaty.

Philip Frank
New York State Asm.
for Crippled Children Inc.
New York, N. Y.

* * *

EDITOR, Broadcasting:

Congratulations on your Spot story, and on the monumental job that Broadcasting did in the Convention issue.

T. F. Flanagan
Managing Director
Nat. Asm. of Radio Station Representatives
New York, N. Y.

* * *

More on ET Plan

EDITOR, Broadcasting:

RE: Transcription Library-Sales vs. Lease

As reported in Broadcasting April 4, 1949, transcription companies were little concerned over a proposal made by me at District #1 NAB Meeting in Boston about outright sale vs. rental of libraries. The facts are, of course, otherwise. Why would the companies as reported in Broadcasting say that we had not followed through at Boston? Is this an attempt to mislead? The record will show the motion passed unanimously to examine and study the feasibility of sale to the broadcaster rather than never-ending feudalistic rental of the transcription library. Further, the NAB District #1 Director, Harold E. Fellows, was requested to carry this unanimous vote of the District meeting to the Chicago Convention. Transmission companies may rest assured that such will be done in Chicago.

By actual conference, I have learned that some transcription people are seriously interested in the proposal...and are at this moment studying a sales proposition to submit to broadcasters.

Milton H. Meyers
President & General Manager
WRCO Waterbury, Conn.

* * *

Sightmaster's Reply

EDITOR, Broadcasting:

Apparently the man who heads Zeth is an ex-Navy man. I happen to be from Penn State. In my college days that meant one thing—a head-on collision.

In his statement in Broadcasting Mr. McDonald said Sightmaster has no engineers. Nothing could be further from the facts.

Sightmaster has the third most complete engineering staff in television today. The Sightmaster sets are the finished receivers with parts supplied by Transvision Inc., the famous TV kit manufacturer. There are 31 engineers and technicians in the combined engineering department. The engineering background is based on 70,000 TV kits and sets operating throughout the United States today.

Would Mr. McDonald care to make known how many Zenith TV sets are in operation today?

Sightmaster started making television sets in November 1947. When did Zenith start delivering to the trade its television set?

Sightmaster has contributed refinements and innovations to the television industry which are wide-

(Continued on page 41)

Unity for Red Cross

COMPETITIVE radio was forgotten for a day in Wichita Falls, Tex., as all local stations combined their facilities and efforts for the opening of the Red Cross drive. All station breaks for the day were tagged with "Give to the Red Cross," or a similar announcement. Local sponsors on all stations—KWFT-KWFT-FM KTRN KTRN-FM KPFD—donated portions of their programs. Climax was a three-hour entertainment program at the Municipal Auditorium sponsored by the five stations. Local talent groups plus the combined talent and announcers of the stations entertained the crowd of some 4,000 persons. One hour of the stage show was carried by all outlets.
Feature of the Week

Recording contributions for iron lung #2 are (l to r) Mrs. Hayes, Mr. Smith and Mr. Bondurant.

PATIENTS in Bloomington, Ind., hospitals are now assured of quick action when the aid of an iron lung is needed, as a result of a public service campaign staged by WJBC Bloomington.

A little over a month ago the area had only one iron lung, which already was occupied by a patient. The need for a second unit was brought forcibly to the attention of Lyle Smith, WJBC staff pianist, when a member of his family became seriously ill and in need of the lung. Fortunately, the patient occupying the unit was able to be moved from the lung for extended

(Continued on page 72)

On All Accounts

ALTHOUGH a naturally inquisitive mind explains why she asks so many questions about television, Norine Freeman confesses the answers are not so easily produced when she's on the sending end. That's why she took up astrology. Now, as TV director of W. B. Doner & Co., Chicago, she scans horoscopes and astronomical charts along with the more down-to-earth reports of Messrs. Nielsen and Hooper. The balance sheet, at this point, is about even.

The mind thus blessed was nurtured at LaFargeville, N. Y. ("You can't see it if there's a freight car in front") and Michigan State College in Lansing. Norine's father, county superintendent of schools and an upstate New York farmer, decided she should go the way of most female flesh and study home economics. "When I realized that all the home ec majors I knew ended up as dietitians in prisons or insane asylums, I swore to renounce chicken a la king forever."

S5, after three years of college, at the age of 18, Norine took a day coach to Kansas City, to visit a brother.

To counteract the necessary evil of preparing for a job at business college nights, she enrolled for afternoon art courses. This well-plotted mental diet was disrupted when both she and her brother became fascinated by the leading lady of a stock company—for different reasons. Norine wangled a job as second lead and toured the West for a year. She called it quits when substituting for her sister-in-law to be, she played an artist's model in "The Common Law" and was placed on a pedestal, literally, swathed only in a Spanish shawl (adroitly draped from the back).

Disgruntled, she decided to absorb drama intravenously by writing. Poetry, a creative mainstay since childhood, proved unremunerative.

NORINE, although she was published (Continued on page 73)
He Helped Increase Senatorial Mail by 800% 

The assistant postmaster of the Senate judged it to be one of the biggest mail pulls in the history of the Senate post office. The House postmaster quoted no figures, but indicated that only one or two occasions in the last 12 years produced more mail. A sampling of 28 Senators and 4 Representatives showed receipt of an estimated 124,000 pieces of correspondence.

The subject: Taft-Hartley labor bill. The cause of the avalanche: Fulton Lewis, Jr. On just 2 broadcasts he requested his listeners to vote yes or no to 19 questions covering various phases of the labor bill controversy. Each Congressman was furnished with a printed key to the questions asked. The overwhelming response proves anew that the Lewis audience is large and articulate.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program affords local advertisers network prestige at local time cost, with pre-rated talent cost. Since there are over 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

In the Public Interest

TINY Annie Rose Robinson, victim of leukemia, wanted some cotton candy. Her father tried to obtain some for his child who was given but 24 hours to live, hoping that what might be her last wish would somehow prolong her life. But his own attempts failed, so Mr. Robinson called WHAI Columbus, Ga., and asked for help. Hugh Batey, WHAI newsmen, broadcast Annie's story on his news show, Feature Story. Station reports it was immediately flooded with calls from listeners with all kinds of ideas. One listener suggested that Mr. Batey get in touch with candy firm in Atlanta, 115 miles away, that specialized in making candy for special occasions. Realizing that time was running out, Mr. Batey tried local amusement park and a circus in winter quarters nearby, but neither had the desired candy. Then he called local flying service to request they fly to Atlanta for candy. Service informed him that a bus was leaving Atlanta in 20 minutes and if he could get it on that bus it would arrive in Columbus before the plane could make the trip. A call to the Atlanta firm informed him that they couldn't have the candy ready in time to make the bus. So Mr. Batey called Georgia Highway Patrol, and within three hours after his first radio appeal Annie Rose had an ample supply of cotton. But, just five days after her dying wish had been granted, Annie died.

Town Meeting

ENTIRE proceedings of the annual town meeting of Greenfield, Mass., were broadcast by WHAI Greenfield last month. The broadcast was four and a quarter hours long and included complete proceedings.

Go to the web or call the station for a complete schedule of radio and television programs in your city. For a copy of the program schedule, call the station to recite the call letters. They may be broadcast in an over-the-air station's program schedule.

GOVERNOR'S GIFT WIBW Flies Good Will Flour

WIBW TOPEKA, Kan., served as go-between a fortnight ago in an exchange between the governors of Kansas and Oklahoma. The exchange was not words, however, but flour. Flour milled in Topeka from wheat grown on Kansas Gov. Frank Carlson's farm was flown in WIBW's plane, the "Flying Rooster," to Oklahoma City (see Radiograms, page 19). Upon arrival, Gene Shipley, WIBW farm service director, presented the flour to Oklahoma's Gov. Ross Turner, in behalf of Gov. Carlson.

Gov. Turner accepted the gift and asked Mr. Shipley to fly the flour to Tulsa where it was made into rolls and served at a banquet celebrating the premiere of the motion picture "Tulsa." Tape recordings were made by WIBW throughout the trip, including interviews with both governors and stars appearing in the motion pictures.

They Say ... 

AT ALBANY the Assembly has passed a bill sent to it by its Motor Vehicle Committee which would prohibit installation of television sets in automobiles if the screen is within view of the driver. We wish we could say that this bill is well drawn. But is it? The bill, with its express and limited restriction, tacitly condones, if it approves, this new form of amuse ment for automobile passengers. To allow television at all in motor vehicles, particularly in pleasure cars, is hazardous.

From editorial in The New York Times

"IT is conceivable that the Federal Communications Commission, after ponderous weighing all the pros and cons for years, may decide to open new [television] channel in the ultra high frequency band...but it is highly unlikely that they will, or could, at the same time shut off the existing channels for which the present sets are built, any more than opening FM channels will cut the carrying down of the existing AM channels... Most of the present sets and those likely to be bought in the next few years will not last as long as they are supposed to last but will also find plenty of material in the air to which to tune...To talk as if the sets now operating will be good only for the scrapheap in a few years is equivalent to saying that because the polar icecap is melting, all Baltimore is due for an inundation. Maybe there will be an inundation, but it won't come before the year 3000 A.D."

From an editorial in The Baltimore Sun
DECKED out in promotional sombreros, account executives of Frederic W. Ziv Co. join their boss (second from I) at a kickoff meeting in Cincinnati for Ziv's new show, Cisco Kid. Left to right: Tom Privette, Atlanta; Mr. Ziv; Bert Samson, St. Louis; Hank Lukrmans, Birmingham; Stan Friedlander, Louisville; Wayne Hutchinson, Huntington, W. Va. Other meetings were held in Kansas City, Chicago and New York.

MAIL pull of Jr. Parade show on WNHC-TV New Haven brings renewal by Chamberlain's Furniture Co. Giving okay are Robert E. Chamberlain Jr. (seated) and William Malo Jr. (I) and Aldo DeDominicis of WNHC-TV.

PUTTING something in the pot is Mayor C. Pralle Ernie as he seals the cornerstone for WLRF, new station to take the air next month at New Albany, Ind. Record of ceremony and good-luck penny are placed in stone as Roy Hickox, WLRF president, his wife and two children, Ronald and Lee Ann, give approval. L and R in call letters are for the Hickox children.

PLANNING promotion of vacation model GE portable radios on WPTR Albany and WBCA (FM) Schenectady are (I to r) Joseph Fife, WPTR com. mgr.; Leonard Asch, WPTR v.p.; Horace Van Alstine, Havens Electric Co., Albany; Harry Chrysler, GE.

ENJOYING dessert after NAB sessions in Chicago are Waubillou LaHay (I), N. W. Ayer, New York, and Les Lear of ABC's Welcome Travelers.

FLOUR, gift from Kansas Gov. Carlson to Oklahoma Gov. Turner, is loaded in WIBW Topeka's "Flying Rooster" by Gene Shipley, farm service director.

ACCEPTING post of natl. radio consultant for Savings Bonds is Cornwall Jackson (I to r), J. Walter Thompson v.p. Treasury men with him are (I to r) Nathan Colwell, chief, Radio Div.; Edmund Linchen, assoc. chief; Elihu Morris, advertising director.

FILM series to be aired by NBC-TV for Procter & Gamble is discussed by (I to r) Lewis Titterton, Compton Adv.; Gordon Leroy, General TV Enterprises Inc. contractors; William Craig, P&G TV mgr.; Gilbert Ralston, P&G exec. TV producer.

ARRANGEMENTS for Red Top Brewing Co. airing of Lynchburg (Va.) Cardinals home games on WWOD Lynchburg are made by (I to r) Jack Walden, WWOD mgr.; E. S. Benjamin of Red Top; Eli Cohen, Joseph Adv.

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FLOUR, gift from Kansas Gov. Carlson to Oklahoma Gov. Turner, is loaded in WIBW Topeka's "Flying Rooster" by Gene Shipley, farm service director.
WPIX in nighttime action at the Roosevelt Raceway, Westbury, N. Y. RCA TV Field Equipment is used throughout.

Television Studio-on-Wheels. This special RCA TV field truck is handling the track sound-and-picture pick-up between Roosevelt Raceway grandstand and WPIX in New York City. All RCA-equipped, it is designed to carry everything needed to operate up to 3 cameras in the field.
...complete field equipment, for instance—

That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

Thoroughly practical for quick, on-the-spot pick-ups, this highly compact and portable equipment is designed to handle outdoor telecasting under all sorts of conditions. Complete pick-up and relay equipment includes: two image orthicon cameras (with telephoto lens); camera tripods; camera control units; on-the-air master monitor; camera switching system; synchronizing generator; microwave relay equipment; associated power supplies; reels of cable—all carried in one special truck.

Why this preference for RCA field equipment among the majority of TV stations now in operation?

Because RCA TV Field Equipment has been worked out by television experts who know the business. All gear, for example, is completely portable and subdivided into small units for easy handling. All field cameras are equipped with 4-position turret lens and electronic view finders. There are complete switching facilities that help the operators deliver faster-moving shows. And there is a special truck that carries the equipment to location...with all the facilities required to run most of the equipment right from the vehicle itself. No wires needed to get the picture signals back to the station. High-efficiency microwave radio relay does it—airline!

Overlook none of the technical and economical advantages of correct initial station planning. Your RCA Television Specialist can help. Call him. Or write Dept. 1900 RCA Engineering Products, Camden, New Jersey.
Mr. Frank Daniel  
Lennen & Mitchell, Inc.  
17 East 45th St.  
New York 17, N. Y.

Dear Frank:

Have you made vacation plans this year? If you are like hundreds of thousands of others, you will spend your vacation somewhere in WGY-land.

Did you ever stop to think that WGY is nicely centered in one of the largest resort areas in the world? Like spokes in a wheel, roads from Schenectady lead to the Finger Lakes region, the Adirondacks, the Green Mountains, the White Mountains, the Berkshires, and the Catskills. The summertime population in WGY-land grows to astronomical proportions.

Have you noticed that most camps and summer homes have radio? That a great many campers carry portable radios? That they travel in automobiles with car radios? There isn't any listener survey on this, but you know it's so.

And did you know that travel and resort spending in the state of New York alone runs around $1,000,000,000. each year? One billion dollars, Frank, one billion dollars. And there is only one radio station heard throughout most of this tremendous resort area. That's why we call it WGY-land.

You see, Frank, there is no reason for your clients-- or the clients of anyone else -- to be out of touch with their customers during the vacation season. Certainly not if those customers are among the millions who invade WGY-land each summer. Jim McConnell and NBC Spot Sales are ready to chat with you on this point at any time.

Sincerely,

G. Emerson Markham  
STATIONS MANAGER
FCC TAKEN TO WOODSHEd 'Prostituting', Johnson Charges

By RUFUS CRATER

IN A VICIOUS denunciation from the Senate floor, Sen. Edwin C. Johnson (D-Col.) accused FCC last week of "prostituting" democratic principles by practices that are "scandalous, shocking, and disgusting."

He called for a "house-cleaning" to return control of the agency from "three or four persons in key positions" to the Commissioners themselves, and for increased attention to business in the public interest as distinguished from what he considered regulation that is "sterile and academic." Specifically, he endorsed color television and opening of the UHF band to "prevent monopoly and tight control" of TV, and demanded a break in the clear channels to achieve a similar result in sound broadcasting.

The Commission, obviously smarting under one of the bluntest attacks it had ever endured, remained silent. There was immediate speculation of resignation, but it was doubted that any of the Commissioners would be inclined to quit under fire. The attack came while FCC Chairman Wayne Coy was in Puerto Rico on a communications mission for the Navy, accompanied by Harry M. Plotkin, assistant general counsel in charge of broadcasting, and James E. Barr, chief of the Engineering Bureau's Standard Broadcast Division (see story page 30). Vice Chairman Paul A. Walker had no comment. He said the Commissioners had been "meeting all day, working hard," and that at that time had had no chance to study the charges.

Sen. Johnson, who had information from the Commission's own files to draw upon, claimed FCC "has data and skilled engineering advice ... which say that color is ready; that the higher frequencies can be used."

He charged that the Commission is "almost ready" to hand down a "monstrous" decision favoring the "clear-channel lobby" in the clear-channel case. He said he understood Chairman Coy's position "at the moment" is that "the anticipated development of the radio art has made the super-power question academic." The issue, he maintained, is one for Congress, not FCC, to determine.

The chairman of the Senate Interstate & Foreign Commerce Committee, FCC's legislative guardan, delivered his 17-page castigation two days after introducing Monday a bill to boost the Commissioners' salaries from $10,000 to $15,000 (see story page 35). He described the Commissioners as "persons of highest character and integrity" individually, equipped with "superior qualities for the common task."

But, he charged:
- "The bewildered Commissioners, bogged down in the technicalities and red tape of their own creation, are the captives of their own staff." The staff in turn is "the captive of the high and the mighty in the very industry the Commission was created to regulate. The plow horses have usurped the plow handles and seized the whip, and the Commission is now pulling the plow."
- "It is easier to drive a camel through the eye of a needle than it is to get a decision out of the FCC," but a larger staff under the present setup "would result only in more finagling and wrangling and fewer decisions."
- Industry operates "in an atmosphere of fear of the Commission" and there is "even greater fear that the networks and the powerful manufacturing and patent-holding interests, working hand-in-glove with the Commission, can and do exact their own economic sanctions. Nothing behind the Iron Curtain compares with it, except that in Russia physical punishment is invoked; over here the penalty is the threat of financial ruin."
- Absenteesism in FCC "has reached an alarming stage" and "when the Chairman is not making a speech, he is busy preparing one." The public "should be informed by official Commission action rather than by public speeches which may tend to commit or embarrass the Commission and confuse Congress and the industry."
- Referring to reports that Undersecretary James E. Webb has prodded the State Dept. into greater activity: "A driving spirit such as this in the FCC is a must." FCC "was hired to make tough decisions, not flattering speeches.

(Continued on page 32)

BAB BATTLE PLAN 'Sell Radio' Drive Mapped

By J. FRANK BEATTY

BLUEPRINT for the first industry drive to sell radio aggressively on a level with competing media will be submitted to the new Broadcast Advertising Bureau Committee at a May 11 meeting in Washington. This board committee, headed by Robert D. Encho, KTOP Oklahoma City, was named at the Chicago NAB board meeting to provide policy direction for the new NAB Broadcast Advertising Bureau (Broadcasting, April 18). Director of the new agency is Maurice B. Mitchell, present director of the supplanted NAB Dept. of Broadcast Advertising.

Even before this policy meeting, however, NAB was hard at work on the sales promotion project. Quick action to meet a serious media situation was demanded at Chicago by the NAB membership and by the board. And quick action is what they are getting, judging by activity at NAB headquarters last week.

Already it is clear that every sales promotion facility in the industry will eventually be drafted into BAB's campaign to sell radio directly and aggressively in every specified that it start functioning by June 1. First step at NAB headquarters was to call the BAB Committee to Washington, May 9 was specified at first as meeting date but this was changed to May 11. The BAB policy group has a vacancy, the board having set up a five-man committee with four board members. The fifth member is the chairman of the Sales Managers Executive Committee (now vacant).

Created by Demand BAB was created by the NAB board to meet a loud and widespread membership demand for a sales setup that would bring NAB's advertising promotion on an eventual par with the well-heeled bureaus operated by the newspaper and magazine industries.

While BAB starts out with a relatively modest budget—$100,000 or more than the Dept. of Broadcast Advertising receives—the board's...
**FREEDOM THREAT**

Miller Warns ASNE

YOU may be next, NAB President Justin Miller warned the American Society of Newspaper Editors in a review of government inroads on free speech. Addressing the Society April 23 at its Washington convention, he cited the means taken by the nation's founders to permit freedom of communication and the devices used by governmental officials to evade this basic mandate.

"Most laws of all branches of government, and least willing to accept the limitations of the Constitution, home of the administrative agencies," he said. He described how courts are forbidden to interfere with these agencies except on appeal. Thus unconstitutional results are accomplished without amending the Constitution. "Herein lies the greatest present threat to free speech and press in this country," he said.

"The temptation to still the voices of criticism becomes very great," Judge Miller said. "It is easy for spokesmen of our own administration to rationalize their procedures of evasion." They avoid judicial review by clever devices, he continued, then warning, "You, gentlemen of the Press, may well consider the possibilities as applied to your own domain.

Judge Miller said that if Congress changed appellate procedure, the Postmaster General might be instructed to base decisions affecting use of the mails on considerations of public interest, and necessity. Soon a line of administrative precedents would be built up.

**New Board of Governors, Officers Named**

ELECTION of new officers and governors of the American Assn. of Advertising Agencies has been completed by the group's six sectional councils. AAAA boards of governors are as follows:

**NEW YORK COUNCIL:** Chairman, Ray Vir Den of Lennen & Mitchell, New York; vice chairman, J. Davis Danforth of BBDO, New York; secretary-treasurer, John E. Wiley of Fuller & Smith & Ross, New York.


**NEW ENGLAND COUNCIL:** Chairman, Julian L. Watkins of H. B. Humphrey Co., Boston; vice chairman, Francis Baldwin of BBDO, Boston; secretary-treasurer, Edward F. Chase of Harold Cabot & Co., Boston.


**ATLANTIC COUNCIL:** Chairman, Wesley M. Ecco of Ecco & James, Philadelphia; vice chairman, Frank O. Murphy of Gears-Martin, Philadelphia; secretary-treasurer, A. E. Morgan of The Richard A. Foley advertising agency, Philadelphia.


**SOUTHERN COUNCIL:** Chairman, J. L. McQuigg of Geyer, Newell & Ganger, Detroit; secretary-treasurer, F. W. Townsend of McCann-Erickson, Chicago.


**CENTRAL COUNCIL:** Chairman, Earle Ludgin of Earle Ludgin & Co., Chicago; vice chairman, W. Raymond Fowler of Needham, Louis & Brorby, Chicago; secretary-treasurer, Henry H. Haupt of BBDO, Chicago.

Other governors: John L. Davis of the Graywold-Eshleman Co., Cleveland; Roland Taylor of Foote, Cone & Belding, Chicago; Oakleigh R. French of Oakleigh R. French & Assoc., St. Louis; John F. Whedon of Young & Rubicam, Chicago; Fergus Mead of The Buchen Co., Chicago; Clyde M. Joest of Goodkind, Joest & Morgan, Chicago.

**PACIFIC COUNCIL:** Chairman, C. Burt Oliver of Foote, Cone & Belding, Hollywood; vice chairman, George Weber of MacWilmot, Seattle; secretary-treasurer, Carl K. Tester of Philip J. Meany Co., Los Angeles.


**SAUL HEADS AGENCY**

ARTHUR ROSENBERG Co., New York, last Monday announced the election of William H. Saul, account executive, to the presidency of the agency. Harold Chartow, also an account executive, was elected treasurer, and Samuel Rubenstein was re-elected vice president.

**SINDLINGER**

Financing to Allow Expansion

Albert E. Sindlinger, president of Sindlinger & Co., Inc., Philadelphia, exclusive licensor for Radox (new instantaneous electronic radio and television audience measuring device), announced April 11 a continuation of financing arrangements with a group of Chicago businessmen, following four months of negotiations.

The group investing in Sindlinger & Co. includes Henry P. Isham, president of Clearing Industrial District of Chicago and a director of The First National Bank of Chicago; Ralph Sindlinger, president and director of the Chicago Corp., American Shipbuilding Co. and a former Under Secretary of the Navy; John J. Shaw-Isham & Co., and R. Douglas Stuart, director of The First National Bank of Chicago, the Chicago, Burlington & Quincy Railroad and the American Shipbuilding Co. These interests will be represented on the Sindlinger board of directors, when final arrangements are consummated.

"National expansion of the Radox operation is contemplated," said Mr. Sindlinger, "but for the time being the company plans to concentrate within the Philadelphia area, with New York the second city on the timetable."

**6000 SUNSET**

Building Sold to Richters

SALE of building, studios and other facilities at 6000 Sunset Blvd, Hollywood, for approximately $500,000, was disclosed last week when new principal investor took over from J. Frank Burke, president of Radio Broadcasting & Recording Service Inc.

New owners are Dr. A. G. Richter, Mr. Burke, his wife, and his brother, A. J. Richter, Sacramento rancher, who are president and vice president, respectively. J. S. Elyman manages the former corporation, continues as such in addition to becoming secretary-treasurer of the new group. The Richters control two-thirds of the new operation, according to Mr. Elyman.

Other new personnel at the plant, which includes AM and TV studios and recording facilities, are: Claude Turner, former chief engineer of AFN in Europe and AFBS headquarters in Los Angeles, assistant general manager; Robert K. Kettle (TV); and former manager of AFBS headquarters in Los Angeles, head of sales promotion.

Studio space is being expanded, increasing facilities from three to five. Equipment costing about $15,000 also is being added. CBS has working agreement with building for use of its audience studio and one of the Los Angeles Times-CBS station originates three weekly programs there.
How’s Business?

By ROBERT LUCE

NETWORK BUSINESS dropped slightly in the first two months of 1949, to total $33,834,531, a figure $435,000 below the comparable months in 1948, according to the latest figures from Publishers Information Bureau.

The decline occurred in February, as the January totals were above January 1948. February’s gross billings were $16,124,761, as compared with $16,715,536 in February 1948.

Product groups showing biggest reduction in February 1949 from February 1948 were Toiletries, Automotive, Drugs, Foods, and Office Equipment. (See Table I.)

Radio and companion media may profit in buyer’s market climate. More effort to bring in customers means more expenditures for advertising. Few presenters at A.A.A’s April meeting would predict a drop in advertising revenues for 1949. This is not to say the same for 1950 — there was little awareness that some levelling or decline is in the cards. Board Chairman Clarence Goshorn, of Benton & Bowles, is convinced that 1949 is a year for advertising to demonstrate its ability to keep sales at high levels.

NAB’s new Broadcast Advertising Bureau has the job to do for radio in the buyer’s market year, to demonstrate that radio will move goods.

More about advertising budgets. ANA’s report shows that biggest advertisers are set to increase or keep budgets at same levels in 1949 as in 1948, while smaller companies aren’t so sure. Only 9% of companies doing over $50 million sales say they’ll cut ad budgets, but 30% of those doing less than $50 million sales say they’ll probably reduce appropriations.

FCC Chairman Wayne Coy’s speech to the NAB Convention was pricked with uncomfortable statistics about broadcasting. In 1948, which was a banner year for every industry including radio, the FCC Chairman said in every case AM outlets lost money. Most of these, he pointed out, had gone on the air in 1948 or 1947, which takes most of the scare out of the figures. He definitely intended to discourage further AM expansion with these words, “There is a grave financial risk in starting a new aural radio station.” Like Merlin H. Aylewelles, former president of NBC, he is optimistic about TV’s potential, though he differed on the length of time it will take for TV to become predominant.

Now nearly everybody has picked his date for the demise of radio. But figures on TV do not indicate that its going to reach AM’s volume for many years. TV did about $6 million in billings for the first quarter of 1949. With allowance for rapid and progressive increase in TV time sales it will quite a few years before TV reaches the $400 million chalked up by radio in 1948.

For 1949, and probably 1950, radio’s future is not so much linked to TV as it is to other business conditions.

Price cuts were news in April. Auto manufacturers spurred spring sales with announcements of cuts ranging from $50 to $300. Advertisers, radio and other durekues also entered the lists as price cutting occurred.

Most cuts were well advertised, and some applied to Easter business in local field. Consumers hoped sporadic cuts would continue as they watched cost of living decline steadily. Dun & Bradstreet’s food price index, which is good market-basket indicator, is now 169% below last year’s level.

Consumer’s price index which stood at 174.5 (1936-39=100) last September, was 169.0 Feb. 15, and would show a further drop in March. Meanwhile no major wage increases appeared in April as unions, too, were waiting to see if the price level would rise again.

Employment has increased some, economists say, and Federal Security Administration reports that claims for unemployment benefits have declined somewhat.

Easter’s business was good. Detailed figures are not yet available, but one estimate shows Easter Week trade was as good as Easter Week year ago, if not slightly above. The price of eggs however, most retailers need more volume to produce equal return. March retail trade was estimated at $10,470,000, a shade below March 1948. Index of March sales was 929, compared to 330.7 in March 1948 and 340 in September. (See Table II.)

Independent retail stores, which are the local radio advertisers, are losing some business to chains and big department stores. Latest data shows sales in this category to be about 2% below a year ago. Auto dealers are an exception to this rule, showing a 10% increase. “The auto industry has started 1949 with the highest rate of output since the end of the war,” according to William Cronley, managing director of the Automobile Mfrs. Assn., “and as the industry approaches a balance between supply and demand, the advertising programs are being broadened and intensified.”

It’s almost possible now to buy a used car cheaper than a new model, which is indicative that the consumer can get new models with relatively short delivery time. Used car prices have declined steadily in 1949, without usual spring buying surge.

Again, used car dealers need promotion to keep business up, and to tell public of new lower prices for used post-war models.

Personal incomes dropped off from the January level, and stood at an annual rate of $217 billion in February. This figure is well above the figure for 1948 which was $213.6 billion. This is still a healthy buying potential, and the problem rests with the consumers who may not spend their money until they feel prices have reached even lower level.

All this means that consumers will look and listen longer before they are convinced that now is time to buy. Effective selling copy on radio can tell consumers about lower prices, better supply, and technical improvements which make today’s goods most satisfactory from consumer standpoint.

Construction shows a definite slowdown from the very high level (Continued on page 18)

‘Broadcasting’ Study of the Business Climate

By M. ROBERT LUCE

February's business was good. Detaile
AUTOMOTIVE advertising was prominent in spot network and television new business last week as Hudson, Chevrolet, Oldsmobile and Chrysler-Plymouth dealers each announced time purchases.

The Hudson Motor Car Co., absent from the network scene since its Kate Smith show in 1937, returned to Mutual April 18 with a 5-minute spot network.

Utilizing the entire Mutual network from 3 to 3:30 p.m., Hudson celebrated its 40th anniversary as an automobile manufacturer. The program was heard in the Detroit area at 10 p.m. over CKLW, Mutual Detroit-Windsor outlet, to enable Hudson day-shift employees to hear.

The program featured an address by A. Edward Barit, president of Hudson, who emphasized the importance of the salesmen in keeping the automobile industry and the country on its present high level of prosperity.

Also heard on the program was George H. Pratt, vice president in charge of sales, who said Hudson was going to attempt to get every American to do the 1945 Hudson "revolution ride," through an intensive advertising campaign spearheaded by radio and television. Specific future radio plans were not disclosed. The test program was placed through Brookie, Smith, French & Dorrance, Detroit.

The Hudson Motor Car Dealers of America, through the same agency, launched a 700-station spot campaign for the two weeks starting April 18. Generally, each of the stations will get five spots a week. This is a co-operative dealer venture.

Oldsmobile Division of General Motors Corp., through its Lansing offices, announced an increased schedule effective April 15 on television newscast, Olds brings the News, featuring Douglas Edwards. Telecast on WCBS-TV New York and the CBS affiliate in Detroit, the program is extended to three times weekly instead of two.

The new schedule calls for Monday, Wednesday and Friday telecasts at 7:30-7:45 p.m. Popularity of the show, which features news last-minute newswheel coverage and timely interviews, accounts for the heavier schedule, according to Oldsmobile officials.

The Chevrolet dealers of Detroit, through Campbell-Ewald, announced a 52-week spot campaign over four Detroit stations. WXYZ (ABC) and WWJ (NBC) get two per day, Monday through Friday. WJBK has one each day before the baseball broadcast, switching to a participation show in the fall, and CKLW's Toby Davidson have a week. All business is effective approximately May 2.

Sammy Kaye's Showroom, new 15-minute program, will be sponsored by Chrysler-Plymouth dealers.

The program, featuring individual dealer identity, will be broadcast on a tailor-made network and is expected to comprise some 281 stations across the country, with 910 dealers participating. Class A time is reserved for five weeks, Mr. McCauley, New York, is being purchased on Monday, Wednesday and Friday. Contracts, effective May 16, are for 26 weeks.

While a few stations may carry the show as late as 10:30 p.m., efforts are being made to clear time between 6 and 8 p.m. on all of the stations. Station WOR of New York will carry the program 6:45-7 p.m.

OFFICIAL confirmation of the appointment of Douglas Schneider as mass communications director for UNESCO will be announced sometime this week, State Dept. officials indicated Thursday. Mr. Schneider's appointment, now verbal, is expected to be confirmed by Paris headquarters of the United Nations Educational, Scientific and Cultural Organization.

Mr. Schneider, who plans to leave for France early in May, has been with the State's Office of Information, formerly Office of Public Information, since last September as division chief dealing with cultural attaches. Prior to last year he spent three years as counselor of embassy in Paris in charge of cultural and informational matters.

His new duties will consist of exploitation of mass media, including radio, newspaper, periodicals and films. Radiowise he will continue UNESCO's policy of interesting stations and networks in allowing use of sustaining their programs implementing the organization's purposes. Included in that work is preparation of broadcast scripts inaugurated by UNESCO in recent months.

Mr. Schneider's base salary would be close to $10,000 per annum, a rate listed for the Grade 18 bracket, it was learned.

Mr. Barit Mr. Pratt

the U. S. Supreme Court last Monday ruled that it would review a lower court's decision which had reversed FCC's denial of license renewal to WORL Boston. Summary argument was set for May 9.

FCC filed its request for writ of certiorari with SCOTUS in February asking review of a ruling by the U. S. Court of Appeals for the District of Columbia [Broadcasting, Feb. 28]. The Court of Appeals reversed the Commission's WORL ruling last November with the opinion that FCC had acted arbitrarily, capriciously and without the support of "substantial" evidence in denying WORL.

The denial of license renewal to WORL by FCC was based on grounds of ownership concentration. The Commission told SCOTUS that the Court of Appeals, in reversing the FCC ruling, improperly withheld from the Commission and the House of Representatives, Congress. FCC also pointed out that the lower court had failed to heed an earlier applicable ruling by SCOTUS in the WOKE Albany case.

WORL is owned by Harold A. Lazount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL, assigned 1 kw daytime on 950 kc, has been given temporary extension of license to June 1.

Mr. Barit Mr. Pratt

TEENAGERS

TEENAGERS between 13 and 19 years old have a potential buying power of $8 billion annually and 64% of them have their own radios.

These findings are some of the results of a study conducted for NBC by the Gilbert Youth Research Organization in April. 1200 teenagers were interviewed in 1948 in four cities, Chicago, Philadelphia, Pittsburgh and New York.

Average weekly buying power by boys was put at $14.65, compared with $10.77 for girls. Urban teenagers, accounting for about $6 billion annually, have weekly buying power of $12.71. City teenagers buying has a spread of from 4.05 weekly in the 13-15 age group to $25.56 at 18-19, the sharp increase reflecting the number of fulltime employees in the later groups.

Enthusiasm for radio was evidenced by high sponsor identification among youth, the study said. All programs studied had higher identification among girls than among boys except for comedy programs. More girls than boys know the sponsors of popular music, dramatic, mystery and audience participation programs. Of the ten top programs among boys, the comedy type predominated. Among girls, popular music was first, with comedy a close second.

Average number of sets in the teenagers homes covered was 2.7. Two or more radios were in 82% of their homes, while 50% of the homes had three or more radios. Peak availability of teenagers for listening was given as 6:30-7:30 p.m. and all hours of the day. Reported girls than boys are available in the home at all hours on all days.

Between 3 p.m. and midnight, an average of 61% of the homes are tuned in on weekdays, 30% on Saturdays and 36% on Sundays. Availability from 3 to 5 p.m. is lower on weekdays than on weekends.

Buying habits among the teenagers differ with sex for all tested products except coffee and fruit drinks. Boys use more milk, ice cream, chocolate drinks and soft drinks than girls; girls use more tea and toothpaste. Urban teenagers alone; said the study, consume 7½ billion glasses of milk annually, 3 billion servings of ice cream and over 2½ billion glasses of soft drinks. More boys than girls show a new preference for their soft drinks, while more girls have tea and fruit juice brand preferences.

Buying by sex is used by 80% of 13 to 15-year-old girls and 97% of 17 to 19 years, it was further reported. The study also noted that because of the intense loyalty of young people for their favorite programs, even a show with a relatively low rating may do a good sales job among the group.

Mr. Terry

TERRY NAMED

To Attend World Radio Meet

HUGH B. TERRY, vice president and general manager of KLZ Denver, has been named by the State Dept. to represent this country at a world-wide meeting of radio representatives starting May 3 at UNESCO House in Paris.

An NAB board member (District 14), Mr. Terry will be the only American broadcasting representative attending.

He will leave New York April 30 and will be gone about two weeks. Mrs. Terry will accompany him.

BROADCASTING • Telecasting

Page 26 • April 25, 1949
TEN George Foster Peabody awards and three citations were presented last Thursday in New York.

ABC and NBC won the most awards, each receiving four. CBS won two. For the first time in the history of the Peabody prizes, two television programs were honored — ABC's *Actors Studio* and NBC's *Howdy Doody*.

The presentations were made at a luncheon meeting of the New York Radio Executives Club, in accordance with the custom of the past three years. John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards, explained the history and purpose of the annual prizes and introduced Edward Weeks, editor of the *Atlantic* and chairman of the Peabody Advisory Board. Mr. Weeks introduced the winners and presented the awards.

ABC and NBC each broadcast 15-minute segments of the presentation ceremonies, held in the Roosevelt Hotel.

Citations also were presented to the Rocky Mountain Radio Council, Lowell Institute Cooperative Broadcasting Council for education through broadcasting, and to WNEW New York.

Niles Trammell, NBC president, received the awards for NBC's *University Theatre* and its classical music programs. In accepting the latter, Mr. Trammell said credit belonged to Brig. Gen. David Sarnoff, chairman of the board of RCA, who was responsible for bringing Arturo Toscanini to the U. S. as conductor of the NBC Symphony. Gen. Sarnoff was present at the ceremonies but did not speak.

John Elwood, general manager of KNBC San Francisco, NBC's owned and operated station, accepted the award to its program *Forrests Aflame*. Bob Smith, creator of *Howdy Doody*, accepted that award.

Mark Woods, ABC president, spoke briefly. Awards to ABC were accepted by Robert Saudel, vice president in charge of public affairs, for *Communism — U. S. Brand*; by L. H. Thesmar, general manager of WDAR Savannah, ABC affiliate, for *You and Youth*;

and by Donald Davis, producer of ABC-TV's *Actors Studio*, Groucho Marx, star of the ABC program which won the comedy award, was heard by transcription.

Edward R. Murrow, newly elected member of the board of CBS and commentator, accepted his award for outstanding news broad-

*PEABODY*

ABC, NBC Get Four Awards; Two Go to CBS

(Continued on page 88)

**TOP PHOTO:** ROBERT SAUDEK (r), ABC vice president in charge of public affairs and producer of *Communism — U. S. Brand*, consults with John Coburn Turner (l), manager of ABC's script and program promotion department, and Morton Wishengrod, author of the documentary.

**SECOND PHOTO:** ADVISORY board of NBC University Theatre (l to r): Lionel Trilling, professor of English, Columbia U.; Dr. Robertson Stawr (standing), professor of language and literature, Kansas State Teachers College; Dr. Harvey Webster, associate professor of English, U. of Louisville; Amy Loveman, editor, *Book of the Month Club*; Norman Cousins, editor, *Saturday Review of Literature*. Clifton Fadiman, board member, is not shown.

**MIDDLE PHOTO:** MILTON BELLAM (standing, right), program director of WDAR Savannah, Ga., directs one of the You and Youth programs.

**FOURTH PHOTO:** CHARLES C. BARRY, ABC vice president in charge of television, points out a scene to Alex Segal, director of *Actors Studio*.

**BOTTOM PHOTO:** TED COTT (center), vice president, WNEW New York, discusses "Little Songs About UN" with Peter Aylen (l), UN radio chief, and Andrew Courdi, assistant secretary-general of the UN.
Sesac Charged
Forced Into Contract—kota

Charge that it was pressured into signing a Sesac contract and that the rate charged is not the same as that paid by other stations in the same class is made by Kota Rapid City, S. D.

Replying to a Sesac suit for contract void, Kota claims the contract void because Sesac isn't required to own copyrights and because Sesac has failed to live up to an oral promise to provide

Kota alleges in an answer and counterclaim as well as motion for dismissal that Sesac is not qualified to enter into contracts in South Dakota because it has not filed proper papers with the state.

The Kota answer was filed in the case of Sesac Inc. vs. Black Hills Broadcasting Co. (Kota), Rapid City, S. D., Seventh Judicial Circuit of South Dakota. The state has no anti-ASCAP law.

In filing the paper, Botum & Botum, Kota attorneys, claim Sesac promised the station the same rate other stations in the same category are charged by the copyright owners.

Undue influence was exercised by Sesac in exploiting its bargaining rights, according to the Kota reply. This includes threats of suits, it is charged. The contract is described as void because it is indefinite, uncertain, not based on solid consideration and lacks mutual obligation.

Kota charges that "under terms of the alleged contract the plaintiff was not bound to hold or control any performance rights in any musical compositions, musical dramatic works or dramatic works; further, that under the terms of the alleged contract it was impossible for the defendant to assert what performance rights were or might be included in the grant of performance rights allegedly made by said contract."

Sesac asks Kota to pay $470 allegedly due for nonpayment last February.

Heads Marshall Mission

BARRY BINGHAM, president of the Courier-Journal and Louisville Times Co., operating WHAS, Louisville, Ky., was named Thursday to be chief of the Marshall Plan Mission to France. He succeeds David K. E. Bruce, nominated by President Truman as Ambassador to France. Mr. Bingham will take over his new duties in Paris when Mr. Bruce's nomination is confirmed by the Senate. He will supervise the government's American recovery aid in France.

Preparation for daylight saving time was undertaken at Mutual's New York headquarters as one ton of play-back and magnetic tape is unloaded after its flight from Chicago. The special equipment, to be used for the first time by M85 during the 22 weeks of DST, which began April 24, includes 60 packages shipped by Magnecording Corp., Chicago, via special United Air Lines plane.

Mutual is using more than 1,000 miles of additional network lines this year to broadcast live to affiliates operating on DST and recorded at WOR New York for rebroadcast one hour later to stations operating on standard time.

IMS Signs Nine

Pellegrin predicts others will join

Nine member stations of Aims have formally signed with Independent Metropolitan Sales, new company major market independent learned Thursday. A tenth station has been committed, it was reported.

Headed by Jack Koste, formerly general manager of Forjoe and Co., New York, IMS has rented offices at 55 W. 42d St., that city. Chicago headquarters will be opened May 1.

Frank Pellegrin, president of KSTL St. Louis, disclosed that his station was the first to become associated with IMS, but he declined to name the other eight affiliates.

Though there is no direct connection between the two, it was understood that IMS will represent AIMS members exclusively, at least at the outset.

IMS, privately owned and operated by Mr. Koste, evolved from a desire of some AIMS members to have a mutual independent representative. Many other members are well satisfied with their present representative arrangements. Thus, spokesmen said, there is no obligation upon present or future Aims members to switch to IMS.

The IMS plan contemplates representation of a limited list of major-market independents. Admission of new stations is to be subject to approval of a broadcaster committee advising Mr. Koste and his staff.

Formation of IMS was announced at an Aims meeting held in conjunction with the recent NAB Convention in Chicago. Enrollment of seven new stations in the association was reported at that time. Aims boasts that it is more a self-help "committee" than a formal organization with constitution, officers and dues. It is composed of independent stations in cities of more than 100,000 population—one station to a city.

Aims membership is by invitation only, extended by a committee of leading independents. For the present, no invitations have been extended to stations in the largest markets, such as New York, Chicago, Los Angeles, Detroit, and Philadelphia.

The membership now numbers 32 stations whose executives exchange monthly suggestions on programs, business, and operating practices. Its leaders attribute its growth to its freedom from legislative squabbles, absence of solicitations to contribute to or join various organizations, and its concentration solely on station management ideas, mistakes, successes, and business-building projects.

Members exchange monthly letters which are confidential to managers and owners. Any member skipping three letters is automatically dropped.

Stark Joins ABC

Quits Blaine-Thompson

Charles Stark, with WMCA New York for nearly a decade as sales manager and general manager, has joined ABC as an account executive. Since leaving WMCA last year, Mr. Stark has been radio and television director of Blaine-Thompson Co., New York.

Entering radio as a CBS salesman in 1929, Mr. Stark was sales manager of WNEW New York from 1933 to 1935 and national sales manager of WHN (now WGM) New York from 1935 to 1939. He then joined WMCA as sales manager and in 1943 became general manager as well, serving in the dual capacity until last year.

Heinz Spots
Conducting Test Campaign

Sporadic test campaign in spot radio is currently being conducted by H. J. Heinz Co., Pittsburgh, through Radio Inc., Detroit. Promoting products are being promoted in different markets, with Syracuse, Utica, Cleveland, Milwaukee and Grand Rapids now being covered for test periods. Spots, on from three to five stations in a city, are one-minute transcriptions, and are scheduled from five to ten times weekly on each station.

If results of the campaign are successful, the agency plans to go into spot radio "more seriously," and with more "continuity," it was learned. So far, the agency and client are happy with the results, it was reported.

John Carson
Hill Opposition Forming

Staunch opposition to nomination of John Carson to the Federal Trade Commission took shape on Capitol Hill last week as Senate Interstate & Foreign Commerce Committee announced it would hold hearings shortly on President Truman's nomination.

While Commerce Chairman Ed- win C. Johnson (D-Col.) issued a statement that his committee would conduct a "searching and thorough" investigation, congressmen, particularly Republicans, expressed concern over Mr. Carson's business views and philosophies, and submision of his name as an "independent" to fill a Republican vacancy caused by Robert Freer's resignation. In support of their opposition they quoted from testimony offered by the FTC candidate before a Senate committee dealing with banking and currency, and housing.

Fulton Lewis, jr., MBS commen- tator, also leveled his guns at the recently appointed U. S. Co- operative League, devoting a half dozen or more broadcasts to the controversy. Questioning Mr. Carson's economic beliefs, Mr. Lewis asserted that "Mr. Carson not only is not a Republican—he is even farther to the left ... than the left wing Democrats on the Federal Trade Commission."
540 KC

U. S. ATTITUDE toward 540 kc in next September's conference to negotiate a new North American Regional Broadcasting Agreement more dependent on NARB preparatory conference, by a subcommittee assigned to explore the subject and come up with recommendations [BROADCASTING, April 18, 1948].

This was the conclusion indicated last Thursday, at the second government-international NARB preparatory conference, by a subcommittee assigned to explore the subject and come up with recommendations [BROADCASTING, April 18, 1948].

The conference, held under the chairmanship of FCC Comr. Rosel H. Hyde, considered more than two dozen reports by subcommittees which had been named to study technical and procedural problems and make recommendations for changes in the U. S. NARB proposals.

Non-renewal of the so-called "Gentlemen's Agreement" with Mexico was recommended by another subcommittee. This would be a victory for the Daytime Petitioners Association, which has been campaigning for authority to operate fulltime on six American 1-A channels which, under the agreement, are now being used only on a day-time basis.

The 540 kc subcommittee, headed by Harrison T. Slaughter, Washington radio attorney, held that Mexico's current use of the new broadcast frequency is illegal and should be accorded no recognition at the NARB conference unless an international arbitrator rules in favor of Mexico in the meantime.

The U. S., it was disclosed, has requested that the dispute with Mexico be submitted for arbitration in accordance with The Madrid Convention. It would be the first instance of a case to come before NARB, which recently expired, went into effect in 1941.

Canada's Rights

The subcommittee felt that Canada, which has been using 540 kc since about 1920 under a special agreement with the U. S., must be accorded some rights on the channel, though not necessarily 1-A rights.

It cannot be known yet, the subcommittee said, whether the restriction currently proposed for 540 kc in the U. S. will permit "any substantial use" of the frequency in this country. The proposed limitations would prohibit the use of 540 kc within 25 miles of more than 200 specified military installations and otherwise would keep power to a low maximum [BROADCASTING, Feb. 28].

In any event, it was felt the military installations to be protected under the domestic proposal should be accorded some protection against interference from outside the country, and that a provision to this effect should be written into the new NARB.

Several of the subcommittees were unable to complete their studies in time for the meeting but promised to have reports available before the September conference.

Among these are studies of the advisability of reducing channel width from 10 to 9 kc (which would add about 10 or 15 channels to the band but which most authorities appear to consider impractical), and questions relating to horizontal and vertical antenna performance, and other subcommittee.

"Gentlemen's Agreement" was recommended by a subcommittee under the chairmanship of R. Russell Egan, Washington attorney. This group endorsed a U. S. proposal which would bar nighttime stations on other nations' 1-A channels only if the stations were located within 800 miles of the nearest border of the nation having 1-A rights.

Nations which participated in NARB are slated to circulate their proposals for a new agreement by May 2. It was for the purpose of helping FCC and the State Dept. to formulate these proposals that the industry-government conferences and studies have been held.

No recommendations could be offered on several questions, however, since FCC has not yet decided the clear-channel case. FCC spokesmen have indicated this decision may be available by May 1, though others feel more time will be necessary.

BROADCASTING • Telecasting

New Subscribers Sought

SALES campaign to bring hundreds of new subscribers into the BMB fold is in the planning stage at NAB headquarters in Washington. NAB last week assumed responsibility for the financing and execution of the second study as a result of NAB board approval of a $75,000 loan to the research group [BROADCASTING, April 18].

NAB also will spark the drive to obtain waivers from all 540 AM station subscribers. These waivers delete from present BMB contracts a 90-day cancellation clause. The waiver plan was authorized by the NAB board.

Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, last week wrote subscribers asking them to sign the waiver. About 100 stations had signed waivers at Chicago. Dr. Baker explained that the waiver pledges the station to continue its BMB payments through June 1950. By securing them from all subscribers, BMB will avoid cancellations which might otherwise occur this fall after completion of the second nationwide study.

The waiver campaign received a shot in the arm last week with an announcement that WLW Cincinnati has subscribed to BMB and has waived its privileges. In signing the BMB contract, Robert E. Dunville, WLW vice president and assistant manager, lauded addition to the second BMB study of several new features, including 

NEW MEMBERS of NAB board sought by Broadcasting's cameraman during post-convention meeting of directors at Chicago (1 to r): Merrill Lindsay, WSOY Decatur, Ill.; Frank U. Fletcher, WARL-FM Arlington, Va.; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen M. Woodall, WDAR Columbus, Ga.; Glenn Shaw, KKLX Oakland; James D. Shoase, WLW Cincinnati.

returns Telegrams

In sending his waiver request letter to subscribers, Dr. Baker returned the telegrams they had sent BMB a month ago. These telegrams were acceptance of a plan to understand payment of federal taxes should BMB's claim for tax exemption as a non-profit organization be denied.

Guarantee of regular payments until the end of station contracts on June 30, 1950, will enable BMB to set up a reserve against this unexpected contingency, Dr. Baker explained, making the pledges no longer necessary.

He said he was returning the telegrams.

(Continued on page 48)
A DECREASE of 45% in net income for the first quarter of 1949—attributed to expanded costs of television and substantial reductions in earnings of its record-manufacturing subsidiary—was reported last week by CBS.

At the company's annual stockholders meeting in New York last Wednesday, William S. Paley, chairman of the CBS board, presented a financial statement for the first quarter.

The statement showed CBS net income for the three months ending April 3, 1949, at $16,557,764, compared with $3,553,668 in a similar period in 1948.

Gross income for the first quarter was above that of 1948, but operating expenses and cost of goods sold and administration expenses rose sharply. In the first three months of 1949 gross income was $27,018,288; in the similar period last year it was $26,252,456.

**Expenses Rise**

But expenses in 1949 amounted to $17,480,983 whereas they were $15,260,394 in the first quarter of 1948. And time discounts and administrative expenses, record returns, allowances and other discounts ran to $8,216,195 in the first three months of 1949, compared with $7,357,605 in the same quarter of 1948.

Earnings per share for the first quarter were 50 cents; they were 90 cents for the same quarter last year.

In response to questions from stockholders, Mr. Paley said that television costs were still increasing, but that the company was hoping that 1949 would be the year in which television operations reached the point of maximum loss.

"We are hoping that next year the loss curve will turn down," Mr. Paley said.

The decreased earnings of Columbia Records Inc., which owns the record-manufacturing subsidiary, were occasioned by a general slacking off in the home record business and by the diversion of funds into the development and promotion of Columbia's long-playing records, Mr. Paley said.

The earnings of the record manufacturing subsidiary were not disclosed, although Mr. Paley said that few American television stations and CBS—Columbia Records contributed about 18 or 20% of the company's revenue.

The general outlook for 1949, according to Mr. Paley, is that CBS radio will attract bigger revenue than in 1948, Columbia Records will not do as well, and CBS television will lose much more.

**Answers Benny Reports**

Answering another inquiry, Mr. Paley characterized press reports that CBS had made heavy rebate to American Tobacco Co, because of deprecatated ratings on the Jack Benny show as "inaccurate."

He admitted, however, that "we gave certain assurances to Jack Benny's sponsor covering a very short period." It has been reported that the network wrote an "insurance policy" for American Tobacco guaranteeing to indemnify the sponsor for rating points lost by Mr. Benny in his change from NBC to CBS.

Mr. Paley would not amplify his explanation on the grounds that to do so would be to disclose valuable information "to our competitors."

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**PUERTO RICO TRIP**

Coty Due to Return Today

FCC Chairman Wayne Coy and three commission employees were in Puerto Rico last week at the request of the Navy Dept. Their mission was to resolve a controversy over location of a Navy communication center which would require four existing AM stations to move.

The group was to return to Washington today (April 30).

Chairman Coy was accompanied by Harry Plotkin, assistant general counsel in charge of broadcast division, James E. Barr, chief of the engineering bureau's AM division, and Donald C. Kanode, AM division engineer.

The AM stations whose transmitter sites are involved have been kept confidential at Navy request until new property is acquired for them by the government.

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**RICHARDS' PLAN**

A LIKELIHOOD that FCC approval would be forthcoming was noted last week as counsel for G.A. Richards filed applications for consent to the transfer of control of his three stations to three trustees.

Mr. Richards, whose news policy have been under investigation by the Commission, would resign as officer and director of the stations immediately upon FCC approval.

The stations are KMPC Los Angeles, WGAN Cleveland and WJFR Detroit.

The trustees are: Dr. John A. Hannah, president of Michigan State College, East Lansing; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, Detroit, and Harry J. Klingler, president of General Motors and general manager of the GM Pontiac Motor Division.

The hearing which FCC had called to investigate charges that Mr. Richards ordered KMPC staff members to slant news against the Roosevelt family and certain minority groups was cancelled in March when Mr. Richards' counsel proposed the trusteeship plan [Broadcasting, March 21].

The applications and details of the trusteeship arrangement were filed with the Commission last Monday—the deadline set by FCC when it cancelled the March hearing.

The Commission said then that it would decide, after the trust plan was filed, whether the transfer should be consolidated for hearing with the news-policy question, and that it would also set a new hearing date.

There were indications last week, however, that the hearing may be continued indefinitely, although the case has not come up for consideration since the applications were filed. A basic factor against an early hearing is Mr. Richards' health. His physicians have told FCC that a hearing of the scope it had contemplated might well coat him his life.

Mr. Richards will have been on the air for a heart condition for a number of years.

It seemed probable that Commission action, if it is to come in the near future, will come before mid-May. FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker, together with a contingent of staff executives including General Counsel Benedict P. Cottone, are slated to leave for the International Telephone and Telegraph Conference in Paris on May 12 and may be away until August.

Mr. Cottone had been slated to serve as Commission counsel at the hearing, which was cancelled. He was on the West Coast, preparing for the case, when the cancellation order came through.

When the trustee plan was first broadcast, FCC was told that Mr. Richards had long planned to retire from active participation in the radio industry upon his 60th birthday, which occurred March 19. Richards has long been active in the radio broadcasting business for more than a quarter of a century, Mr. Richards declared last week. "In fact, I have been in the field so long I have seen the industry develop as a major factor in national public opinion. In that development, our..." (Continued on page 60)
FOUR television and five radio broadcast schedules of baseball games were announced by stations last week.

WEWS (TV) Cleveland will teletcast all 79 home games of the Cleveland Indians, James C. Hanrahan, WEWS general manager, and Bill Week, Indians president, announced jointly last Wednesday. The Leisy Brewing Co., Cleveland, has bought half of the $150,000 package, the announcement said. Leisy agency is McCann-Erickson.

All weekday afternoon and holiday games of Washington Senators, both home and away, are carried by WASH-FM Washington. Sunday afternoon and night games are carried by WWDC WDWD-FM Washington. WPIK Akron, carry the afternoon games under sponsorship of Chesterfield cigarettes.

Miller Brewing Co., Milwaukee, has contracted for its first television — sponsorship of half of the Milwaukee Brewers home games on WTMJ-TV Milwaukee. Agency is Klau-Van Pieterse-Dunlap, Milwaukee.

Film recaps of Chicago Cubs home games, packaged by Olian Adv., Chicago, into a 15-minute show, Today's Ballgame, are being sponsored by the Peter (Hired Guy) Ford Dealers on WGN-TV Chicago. Films will be shown nightly after all 74 home games. Agency for Dealers is J. Walter Thompson Co., Chicago.

Beverwyck Breweries Inc., Albany, has contracted with WELM Elmina, N. Y., for half of the Elmira Pioneers' games in the Eastern League. Parents (Cigars) Ford Dealers' agency. Tro, sponsors the other half.

Ambrosia Brewing Co., Chicago, for Nectar Beer, will sponsor games of the National Girls' Professional Baseball League in Chicago's Shrewsbury Field on WENR-TV Chicago for 15 weeks through Malcolm-Howard agency, same city.

R. J. Reynolds Tobacco Co. (Camel cigarettes) started sponsoring baseball telecasts on WGN-TV Chicago on alternate days last Wednesday. Station previously had announced that the Peter (Hired Guy) Brewing Co. (Meister Brau Beer) would sponsor every other game effective last Tuesday, Camels color overhandled by William Esty agency, New York.


BROADCASTING • Telecasting

ROAD GAMES of the Memphis Chicks will be carried by WHHM Memphis under sponsorship of Not Buring Pocking Co. Completing arrangements are (1 to 5): Patti McDonald, WHHM general manager; Norton Rosengarten, president, Rosengarten & Steinek, Buring's agency; Not Buring, head of packing firm, and George Mooney, sportscaster.

Democracy Through Radio Is Conclave Keynote

SELLING DEMOCRACY through the medium of radio was the predominant note of addresses presented before the Radio Committee of the 58th Continental Congress, American Revolution, last week.

At the conclusion of the 58th congress, how Radio Committee will be known as the Radio and Television Committee which makes the NSDAR among the first national women's organizations in the country to recognize the importance of visual radio to broadcasting.

The principal speakers were Pat Griffith, director of women's activities, NAB, and executive secretary of the National Assn. of Women Broadcasters; Barbara Pryor, special assistant to the chief of the Division of International Broadcasting, Dept. of State, and Margaret Carter, chief of the Division of Public Liaison, State Dept.

Miss Griffith gave an overall picture of the history of radio and its far reaching effect on the people. She pointed out that more time is spent in listening to the radio than doing anything else with the exception of sleeping and working.

Miss Griffith also gave some timely advice on the preparation and presentation of radio programs and closed her address with the remark, "You can sell democracy just the same way that you sell soap."

Mrs. Carter gave a resume of the functions of the Public Liaison Office established in 1944.

Mrs. Carter's address is the subject of Mrs. Pryor's address. The Voice, she said, is accepted but not clearly understood by many people. How effective is the Voice? This question cannot be accurately answered, Mrs. Pryor said, but that it is heard and is effective is determined from the some 15,000 letters a month, received from all parts of the world, including a few from some hardy souls behind the "Iron Curtain."

Dorothy Frances Wright, national chairman of the Radio Committee, was unable to attend the meeting and Mrs. T. B. Throckmorton, vice chairman, presided.

The Radio Committee reported that under the national chairmanship of Miss Wright it had established a record for itself in 1947 with 2,751 broadcasts and in 1948 exceeded its own record with 4,451 broadcasts. Total air time was 566 hours, 28 minutes with 579 stations used.

Programs were telecast in many states, according to Miss Wright.

BILL TO OUST TAX On Radio Facilities Offered

REGULAR 20% tax on domestic radio, cable, telegraph and telephone facilities would be removed under provisions of a bill introduced in the Senate last Monday by Sen. William Langer (R-N. D.). The measure (S 1603) would reduce certain taxes and eliminate others by repealing a section of the Internal Revenue Code.

Another section, dealing with the 10% war tax rate, would be amended by deletion of certain items. Excluded would be taxes on domestic telegraph, cable or radio dispatches, as well as leased wires and long distance telephone. Measure was referred to the Senate Finance Committee.

AFM Lobby

THREE officers of James C. Petrillo's American Federation of Musicians — Richard McCann, J. Elmer Martin and Paul J. Schwartz — have registered as lobbyists with the office of the Senate Secretary.

The union officials currently are in Washington, D. C., in connection with hearings on fair labor standards to repeal Taft-Hartley Act.

TRANSFERS

FCC Grants Six Changes

CONSENT was granted by FCC last week to assignment of license of KIXO Bay City, Tex., from partnership of John George Long, Thomas L. Reynolds, Jr. to Mr. Long individually for $12,878.

Meanwhile, the Commission also has approved transfers of five other stations, as indicated by the following summary.

These include WOOF Dothan, Ala.; WCWB Waltham, Mass.; KERN San Jose, Calif.; WCFM (FM) Washington, and WENK Union City, Tenn.

Details of the transactions follow:

KIXO Bay City, Tex.—Granted assignment of license from partnership of John George Long, Y. C. Dodd and Mr. Reynolds to Mr. Long trading under name of Long Broadcasting Co., Mr. Dodd sells his one-third interest for $7,522 and Mr. Long's remaining half has been operating at a loss and other partners want to continue operations. Mr. Long is principal owner and licensed to him is KSAM Huntsville, Tex. KIXO operates on 102.7.

KERN San Jose, Calif.—Granted assignment of license from Northern Broadcasting Co., Mr. Long trading under name of KIXJ to Mr. Jack M. Addison. Mr. Addison's partners are L. M. Altman, W. J. Miller, M. D. Muller and Alfred Aram. KERN is assigned 1 kw fulltime for 1,500 kc.

WENK Union City, Tenn.—Granted assignment of license from William F. Wilson, Inc., WENK Union City Broadcasting Co., Inc., licensee, by agreement with William F. Wilson, owner of 100 shares (50%). Mr. Robinson is buying 25% of the 250 shares of record from Mr. Wilson of record from Mr. W. R. Gilliam, who also sells 15 shares for $250 to Mr. Gilliam. Mr. Robinson currently holds 25% of the stock. Mr. Wilson relinquishes all rights to the stock.

Details of WENK

WENK Union City, Tenn.—Accepted assignment of license from William F. Wilson, Inc., WENK Union City Broadcasting Co., Inc., licensee, by agreement with William F. Wilson, owner of 100 shares (50%). Mr. Robinson is buying 50 shares of record from Mr. Wilson of record from Mr. W. R. Gilliam, who also sells 15 shares for $250 to Mr. Gilliam. Mr. Robinson currently holds 25% of the stock. Mr. Wilson relinquishes all rights to the stock.

WCKF (FM) Washington—Granted consent to corporate reorganization of Cooperative Broadcasting Assn., permitting nonstock members, by agreement, to effectuate control by common stockholders of the medium of active control by preferred stockholders. No consideration involved. Both common and preferred stock is held by retired stockholders in the amount of stockholders. No consideration involved. Both common and preferred stock is held by retired stockholders who are withdrawing from the stock. Mr. Thomas E. Good, vice president of the Association, has been granted permission to be associated at the same time as acting Democrat leader. Mr. Bernstein has been managing editor of New Leader, president of Allin & Company in New York. Prior to that he was education director, United Mine Workers and Millinery Workers International Union (AFL). WCPM is a Class B outlet.

WCFM (FM) Washington—Granted assignment of license from R. A. Dowling to Alexander d/b as the Dowdander Broadcasting Co. of Alexander, Mr. Dowling as an individual. He assigns 100.6% to Mr. Alexander for $2,500 plus assumption of latter's obligations. Mr. Alexander is withdrawing from the station to become manager, director of WSAV Savannah, Ga. WCFM is assigned 500 kc.

WCWB Waltham, Mass.—Granted assignment of license from L. P. Liles, licensee of WLSV d/b as Charles River Broadcasting Co. of Providence, R.I., to the same company composed of same three equal owners. However, application indicated that Mr. Liles is to retire from the firm because of poor health and would sell one-half of his 23.5% interest for $7,000 plus full cost and holding for $12,000 to Theodore Jones, WCWB salesman. WCWB is assigned 900 kc to Waltham, Mass.

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to the industry it regulates." It has "a mountain of unfinished business right here in Washington which demands its undivided attention for months."

FCC is guilty of "tantalizing" and "disingenuous" practices, winking at its own rules and finding ways to expedite action for friends of the industry and to hold up applications of others. It is guilty of "regulation by avoidance.

The staff—the lawyers, mainly—"runs the Commission" and "is too adroit and cunning to permit a real investigation to take place."

The staff "uses the industry, big and little, when the Commission faces an investigation," while industry undertakes to "prostitute" the Commission out of fear of it. "That is why the "big boys" move heaven and earth to get a friendly appointee on the Commission; why they wine and dine the Commissioners, and pretend to consult them not only about their aches and pains but about their most informal views on the most casual matters."

In many decisions, as in the Port Huron case, FCC is guilty of "judicial-law-making" whereby it brings the entire industry by decision, and written into an unappealable decision involving a single licensee. This is "an undemocratic and immoral procedure," a "corruption of the legislative process," and "bureaucratic tyranny."

Decisions are written not by the Commission but by its staff. "Unfortunately, some Commissioners have been confused by involved legal arguments" advanced by the staff. "There is significance in the fact that the Commission's legal staff strongly resisted the efforts of the Senate Interstate and Foreign Commerce Committee to tighten up the procedural and appellate provisions."

The Commission allows "graffiti" in licenses and construction permits, which ought not to be "sold over the bargain counter like beans in the corner grocery."
The field for this "particularly nefarious practice" is broadened by the advent of TV.

Sen. Johnson told the Senate he felt "compelled to employ the harsh laws of the grocery business among the evils which have grown up" because "conditions in this agency have grown from bad to worse."
He said: "It would appear to me that an honest and sincere evaluation of all these changes in the Griffin-Smith Bill and the stipulations that are in place would result in a housecleaning."

A stricture of the staff permitted a reorganization of procedures, so that the legal staff does not run the Commission. "It would have been a triumph for the Commission if it could have passed a reform of the Commissioners around the table which would have broken its own \"grass\" and some semblance of order reappeared."

The Coloradan devoted some six pages of his 17-page address to repetition of his attacks on clear channel stations and to "the Commission's" bid for power above 50 kw.
Another four pages were devoted to the television situation, also one of his favorite themes.
Sens. Warren G. Magnuson (D-Wash.), a member of the commerce committee, and Joseph C. O'Mahoney (D-Wyo.), testified in FCC's clear-channel hearings, came to "Sen. Johnson's support in his discussion of the clear-channel case."

Sen. O'Mahoney said not only the clear channels but "all forms of radio and television are controlled by a few. He named "four or five large advertising firms actually control from 80 to 90% of all the programs upon radio."
Sen. Johnson thought the figures "are just a little low."
A rollicking following the address indicated 63 Senators present.
The commerce committee chairman told the Senate that "the regime of former Commission Chairman Charles Denny," now NBC executive vice president, de-

Voted a television allocation plan which "could not stand up." The allocation was subsequently expanded, but "this is still a long way from giving competitive television service to the people of the U.S.," he said. Now an ad hoc committee is studying questions which have arisen.

But he said, this "committee of experts finds itself in a quandary. Their new engineering data appears to be at sharp variance with the data that was used several years before to support the original television allocation."
He added:
Perhaps the committee of experts nesitates to write a report which will make clear that the present television allocation scheme just will not work; that too many stations have been allocated on the same channels in cities too close to each other. The conclusion which mistake it might give consideration to a plan which will allow the average broadcaster in the major markets to get into television and promote the same very satisfactory competition which we enjoy in radio today. Color television will help the average broadcaster.
Opening up the UHF to commercial operation with the 14 and 21 channels and to get in and develop the UHF instead of trying to exploit first the lower frequencies.

Sen. Johnson said "other distinctive facets to this monopoly picture:"

Broadcasters who have been convicted of anti-trust violations are declared "innocent people," if the others who have accepted consent decrees have been called "counterfeits who had the right to get into television; network "move in to exert ever greater..."
control of their affiliates by becoming brokers for advertising.

The Communications Act itself makes clear that the Commission must not shake its teeth. But strangely enough, in a field of wishes, the Commission has promulgated a rule which would settle directly once and for all its own interpretation of the Act on the rights of others who have founded their trust laws. It gives lip service to its network rules.

In his denunciation of the Commission and particularly its staff, Sen. Johnson maintained that "citizens doing business with the Commission should be free from rights and duties." But they don't, he charged:

Ask any member of the communica-
tions bar how the Commission can pri-
vate a client and still advise him to pay to ask them privately; don't ask them in an open hearing and your decision will become known.

Ask the people in the public commis-
sion, in cases where they are interested in the tele-
phone and social relations, and yet most of us before,
the case will not be to people who will go.

The heavy workload piled up on the Commission.

These tantalizing procedures are common to all the "regulation by the lifted eye-
row. If some bright young man on the staff
likes the color of your new car or your social or political philosophy you
expect that you have made them also temporarily active. Better yet, if
you are a member of the Commission on the staff, you might not get your
own case cleared, but you would
succeed in delaying the cases of others.

This explains, in part, why a particular
applicant might have to pay weeks two weeks while another applicant might
might nothing. Many periods are not exaggerated; the record bears them
out.

No action and no decision on a case, he contended, "are far worse and far more deadly than an ad-
verse decision" because of the expense and money oc-
casioned by delays.

He claimed that the idea that radio is a "complicated, involved technical matter" has been fostered both inside and outside the Com-
mision to "shut out prying minds."

"Every member of Congress can understand it once it is stripped of its technical jargon and deliberate-
lly distorted complexities," he in-
xisted. "Simply put, a series of basic policy decisions and alert, in-
dustrious and honest administration are all that is required. Most em-
phatically I say that we had better se-

ask to understand it lest by com-
placency we allow an allo-democratic
system to grow into a Franken-
stein.

Sen. Johnson held the Commis-
sion rather than the staff respon-
sible "in the final analysis," he declared:

Every succeeding chairman and
many of the members have been ap-
pointed with the avowed intention of
expediently cleaning out the Augen stalls. The
looking for person who will have been writing the decisions and guid-
ing the deep, will have to be pushed to the perimi-
tary in order to make a shakeup.

About the time he understands the job the Chairman will
and the Commission must move on to another Senate
summoned to succeed him, moves on to the Senate floor and asks for
back where it started and doing bus-
ness as if it were expected. It is an
awkward, ponderous way, under the
fulcrum heel of where their testimony
staff.

Nor did he think the staff "as a whole" should be severely criti-
cized. Most of them, he said, "are civil servants, working their way
up and largely content to do their day-by-day tasks to the best of
their ability."

He thought it "human and entire-
ly commendable" that they are "on the books to better the
and he realized that the best out-
side opportunities for legal and engineering experts are "either
simply the fact that they have
with well established legal firms."

But, he said, the Commission
"should realize the temptions in-
herent in such a situation and gov-
ern itself accordingly."

On the subject of absenteeism-
"weeks may go by without a quor-
um." -Sen. Johnson cited the round
round of international conferences which have demanded the attention of
Commissioners, and which still do.

"There is just one international
conference after another," he ob-
erved.

He thought FCC's field engineer-
ning and monitoring work "could be
cut down considerably without any serious consequences" and that
"changes in organization to make
better use, with more direct con-
trast, of the staff now employed, rather than have what biggie sal-
aries will mean different employees.

When salaries go up, as I hope
most earnestly they will, we shall see the same old faces but no
fairness and justice," particularly in FCC "where expertise and good
judgment are so necessary."

But he said he was "not foolish enough" to believe that high sal-
aries will mean different employees.

In the case of young people,
which the larger companies prefer, the
Commission has never promulgated
the best of channels.

"None of the other participants in
the conference should be inter-
rested in what amount of power we
use in this country so long as we
do not cause interference to their
business," he contended, "the people
should have no concern as to the
amount of power they use, so long
as they do not cause interference to their business. On this basis, and
on this basis only, the U. S. should
propose its NARBA proposals."

Sen. Johnson reiterated his plan to take his fight direct to the NARBA officials if FCC does not authorize power above 50 kw and if the State Dept. incorporates high-power proposals in its NARBA plans.

"I am certain that I will have
plenty of help in the Congress when
the 2,000 radio stations in the U. S.
and the listening public discover by
bitter experience what has been done to them by the FCC, if the
FCC makes the rumored decision," he added.

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LOOKING OVER a Lever Bros. sales promotion piece following Pittsburgh Advertising Club luncheon April 5 are (l to r) Carl M. Dozer, WCAE Pittsburgh sales manager, program chairman; Frederick A. Schneller, Lever merchandising director, and Norman L. Klages, president of the ad club and advertising director, Reliance Life Insurance Co. Ad club is celebrating its 40th anniversary.

High power, he contended, "means monopoly" while dupli-
cation of clear channels "improves
service."

KOA Denver, in his home state, was not harmed "in the slightest degree" when FCC broke down its rules, he declared.

"The economic effect of this
super-power broadcasting would be apalling," he said. "A small group
of owners would get all radio in
this country. That is bad enough,
but consider the frightening politi-
cal and social consequences of such a development. ... .

These reasons are compelling
equal to warrant the closest
regional scrutiny of this mon-
strous and wicked proposal. . . .

In a repetition once more that
the clear channels themselves do not
belong to these stations.

These channels belong to the people, but nevertheless the FCC, which was
created to protect the people, pre-
serves them for a private monop-
y and refuses to break them down.

He noted that one reason ad-
versing an early clear-channel
decision by FCC is the need for
preparation for next September's
North American Regional Broad-
casting Conference.

"I want to make it plain," he said, "that I think we should have
had a decision in this case last year, but not in the interest of monopoly of any special privilege, and not in the interest of our neighbors in this hemisphere."

He also pointed out that he
introduced a clear-channel breakdown bill on last session and that the
commerce committee asked FCC to
withhold action on the case until
his bill had been given a hearing.

He said he hoped for a similar bill this session ($491).

"Consistently and continuously the Senate has made it clear to the
Commission that it doubts their power to sanction super-power to
clear channels under the Communications Act, which requires com-
petition in radio, and especially that
licenses be granted in the public
interest, convenience and neces-
sity," he said.

He saw "no reason" why U. S.
NARBA proposals should contem-
plate appeals.

"None of the other participants in
the conference should be inter-
ested in what amount of power we
use in this country so long as we
do not cause interference to their
business," he contended, "the people
should have no concern as to the
amount of power they use, so long
as they do not cause interference to their business. On this basis, and
on this basis only, the U. S. should
propose its NARBA proposals."

Sen. Johnson reiterated his plan to take his fight direct to the NARBA officials if FCC does not authorize power above 50 kw and if the State Dept. incorporates high-power proposals in its NARBA plans.

"I am certain that I will have
plenty of help in the Congress when
the 2,000 radio stations in the U. S.
and the listening public discover by
bitter experience what has been done to them by the FCC, if the
FCC makes the rumored decision," he added.

JOHNSON BILL

Cease-and-Desist Provision Included

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mission discretionary power to modify licenses and construction permits (after giving the licensee or permittee an opportunity to oppose the modification). Failure to include a time within which the new bill, if enacted, might provoke opposition from both FCC and at least some industry sources.

The original White bill would have provided this provision over into the proposed new law along with the cease-and-desist provisions. When hearings were held, NARPA opposed such a provision, and others but suggested that the revocation section—which also is identical with Sen. Johnson's present proposal—be changed so that revocation would be handled as civil proceedings in U.S. District Courts [BROADCASTING, June 25, 1947].

In drafting the bill after hearings, the committee cut out the modification provision but left the revocation and cease-and-desist portions intact.

Under the plan, FCC could issue show-cause orders against stations which fail to comply with the terms of their licenses or which violate any FCC rules or international treaties. The order would require the licensee to appear before a specific date to present evidence.

If the hearing convinced FCC that a cease-and-desist order should be issued, the Commission would make a written finding and serve it on the licensee.

Failure to comply with such an order would be grounds for revocation, in which event the licensee would have opportunity for another hearing as in the case of revocation for other reasons.

The fraud section of the bill was described as an effort to draw up for FCC a "license to appear to fail" on crudely worded state laws, on which it is patterned. It would be written into the U.S. Criminal Code, not the Communications Act.

FCC would be empowered to purchase sites for and construct monitoring stations, and to equip and repair monitoring stations, laboratories and other "related facilities" without the Commission to make such expenditures without Congressional approval and appropriation. It would, in effect, be given authority to "do without" the Commission's license to operate, and would be given "the power to frustrate the plans of the Commission in 100 ways".

The amendment dealing with revocation and cease-and-desist orders would revise Sec. 312 of the Communications Act to read as follows:

Revocation of Licenses:

"Cease-and-Desist Orders
Sec. 312. (a) No license or renewal of any such license or renewal of such license shall be permitted to the Commission to make such expenditures without Congressional approval and appropriation. It would authorize the ownership and operation of "related facilities" without the Commission's license to operate, and would be given "the power to frustrate the plans of the Commission in 100 ways".

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New AM Grant

CONSTRUCTION PERMIT for new AM station at Mount Pleasant, Mich., on 1150 kc with 500 w day-time was granted by FCC last week to Paul A. Brandt, owner of Economy 54, 104 and $1 Store there. Estimated cost is $277,500.

PROBE PROSPECTS Early Investigation Seen Unlikely

DESPITE SEN. Edwin C. Johnson's lengthy attack on FCC on the Senate floor last week (see page 25) and the newly-introduced Johnson bill, indicating the direction of the features of the old White bill, there appeared to be little indication last Thursday that the Senate Interstate & Foreign Commerce Committee was pressing for an early "probe" of radio.

A subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), will probably turn attention first to a consideration of matters dealing with telephones and common carrier communications operating in domestic and international fields. It is believed un-likely-. Nevertheless, what it will launch its study for another week or two.

The subcommittee was appointed by Sen. Johnson, full committee chairman, to study matters relating to radio, telegraph and telephone communications, [BROADCASTING, April 18]. Others serving, in addition to Sen. Johnson, include Charles W. Tobey (R-N.H.), Homer E. Capehart (R-Ind.) and Estes Kefauver (D-Tenn.).

No Plans Yet

Sen. McFarland said he had no plans at present for a meeting of the subcommittee, but felt that the question was of the "foremost immediacy". He said he had no idea whether a hearing might be necessary but, in any case, he constituted the "most urgent" issue. What phase of radio might draw first consideration, and how penetrating the study might go, was also a moot question, now, he added. Sen. McFarland currently is concerned with matters dealing with waterways, and was due to note his attention to that this week.

Much would depend on whether Sen. Johnson decides to conduct hearings on 5152, his new measure, dealing with the Communications Act, or to assign it to the McFarland subcommittee, it was pointed out.

Meanwhile, the full 14-FCC last week continued its hearings on the financial condition and operating efficiency of the airlines industry, one of the four-play projects authorized for study in SRes. 50. Others besides communications are the U. S. Merchant Marine and domestic land and water transportation.

Further developments on radio and allied studies are considered a possibility after the regular Wednesday executive meeting of the sub-committee, but held to be unlikely.

Sen. McFarland pointed out that last year's subcommittee, of which he was a member, had given considerable thought to radio-telephone integration, and some of the recommendations were incorporated in the last Johnson bill. Assignment of the bill to Sen. McFarland's subcommittee would have little effect on any plan it might formulate to delve into radio problems, it was indicated.

Under provisions of SRes. 50,

NAMED MANAGER

Barber to Head New Outlet

B. GEORGE BARBER JR. has resigned as promotion manager of WOS, Columbus, C. O., effective May 1. He becomes general manager of WJAY, Mullins, S. C., now under construction and slated to begin operation about July 1.

Mr. Barber will be a 1 kw daytimer on 1280 kc, with studios, offices and transmitter in U. S. highway 76 midway between Mullins and Marion. S. C. Permittee is the Mullins & Marion Broadcasting Co., which holds an FM construction permit.

Before joining WOS, Mr. Barber had served as commercial manager of WKIX and WNOH, both Columbus, S. C.

MEXICO SIGNALS Problem Not Mine—Truman

INTERFERENCE to daytime stations arising from high-power Mexican signals is a matter for the State Dept. and FCC, President Truman said at his Thursday press conference in reply to a question asked on behalf of daytime Petitioners' Assn.

The President said he knew nothing about the interference problem. Over 100 daytime stations are suffering because Mexico has violated a gentleman's agreement with them, the President was told.
Recently one of Richmond's department stores ran a Dollar Days promotion. They advertised it over WLEE. When the event was over, we were proud to receive a letter from the store manager which read:

"I would like to say thanks for the remarkable job your radio station did for us during our Dollar Days Promotion. We have used radio in several towns, and different stations in Richmond, but this promotion over your station was the most successful I have ever witnessed."

Throughout the entire store, this company did the best three days business since Christmas!

Local Richmond merchants get this kind of quick, profitable action from WLEE all the time. More and more national advertisers are following their lead. Are you? See your Forjoe man today for the whole WLEE story.
THE LATEST WCKY STORY

HIGH RATINGS AND LOW RATES MAKE WCKY YOUR LOWEST COST PER THOUSAND BUY IN CINCINNATI

LOOK AT THE AVERAGE COST PER THOUSAND TUNED-IN HOMES, 8.00AM-8.00PM MONDAY-FRIDAY, FOR A FIFTEEN MINUTE PROGRAM ON THE CINCINNATI STATIONS*:

<table>
<thead>
<tr>
<th>Station</th>
<th>Cost (per thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>$2.61</td>
</tr>
<tr>
<td>Station A</td>
<td>4.92</td>
</tr>
<tr>
<td>Station B</td>
<td>3.08</td>
</tr>
<tr>
<td>Station C</td>
<td>4.00</td>
</tr>
</tbody>
</table>

WCKY GIVES YOU A COST PER THOUSAND 20% LOWER THAN ITS NEAREST COMPETITOR IN CINCINNATI — PLUS A FREE BONUS OUTSIDE COVERAGE OF 50,000 WATTS.

(*—Based on Jan.-Feb. Pulse Rating. 260 time 15-minute national rate. Radio Homes in 2.0 millivolt daytime area of each station.)

INVEST YOUR AD DOLLAR WCKY’S-LY
IN CINCINNATI,
THEY LISTEN TO WCKY
FOR MUSIC

The Makebelieve Ballroom, 10 to 12 noon and 3 to 5 PM each day. With an average rating Monday-Friday for the 20 quarter-hours of 5.7.

Sponsored By:

ADAM HATS
AMERICAN CHICLE
CARTER PRODUCTS
COLGATE AJAX
MGM PICTURES
ROBERT HALL CLOTHES
WELCH CANDY
UNITED FRUIT

COLGATE DENTAL CREAM
CONTINENTAL BAKING CO.
EX-LAX
FREEZONE
GRENNAN CAKES
ROMAN CLEANSER
AIREX
REDDI-WIP

FOR NEWS

WCKY has 15 newscasts a day, with an average Monday-Friday rating of 5.4.

Sponsored By:

CHASE & SANBORN COFFEE
BAVARIAN BEER
FLOYD & CO—SERVEL
MUELLER'S MACARONI
NASH KELVINATOR

MORE AND MORE ADVERTISERS ARE BUYING WCKY FOR HIGHER RATINGS, LOWER COST PER THOUSAND

WCKY SETS THE PACE IN 1949!

Call Collect: Tom Welstead
53 E. 51st St.
New York City
TWX: NY 1-1688
Phone: Eldorado 5-1127

or C. H. "Top" Topmiller
Cincinnati, Cherry 6565
TWX: CI 281

FIFTY THOUSAND WATTS OF SELLING POWER
Johnson Still Battling

AN AMAZING MAN is Sen. Edwin C. (Big Ed) Johnson of Colorado. Last Monday he introduced a bill to raise the pay of members of the FCC by 50% (the chairman 75%). Forty-eight hours later he launched a vitriolic attack on the FCC, and more particularly its chairman.

We see these actions as contradictory, or perhaps mutually exclusive.

Any reader of these columns knows we have never been over the quality, efficiency or objectivity of this Commission or any of its predecessors. We do believe this Commission, man for man, is the best yet. By the same token we think, as does Sen. Johnson, that this Commission is led all too much by certain of its lawyers.

In this respect, and in others, Sen. Johnson shows an amazing insight into Commission affairs. He cites hundreds of many practices which we have attacked over the years—practices which are capricious, arbitrary, unfair to applicants and licensees, and unhealthy to the economy. Tax, tariff, regulation, and which should be rooted out for all time.

Sen. Johnson proposes to increase the FCC pay because, we presume, he feels the present $16,000 stipend is niggardly. He must also feel that without an increase the FCC will lose some of its good men, or, conversely, that the President will be unable to entice qualified men to replace them.

It is so, how can he condemn the Commission for absenteeism and for "playing ball with the industry?" Certainly the FCC has blundered, and present members must assume responsibility for the sins and omissions of their predecessors. Certainly the TV allocations were not optimum. But to say this Commission loads on the job is, in our book, in palpable error. The Commissioners may be inept, but they don't have time to be lazy.

Chairman Wayne Coy is quoted for his speaking-making away from Washington. We know of no public official who works harder or longer, Saturdays included. Mr. Coy may have a penchant for speaking (and he does it mightily well). The estimable Chairman of the Senate Interstate & Foreign Commerce Committee happens to like baseball and sees more games than any other man in his market or two in his 13 years in the Senate. Neither Commissioners nor Senators are required by law to punch time-clocks.

Sen. Johnson's castigation of the FCC is not to be taken lightly. There may be far-reaching consequences. Most of the FCC members do not have to take starvation pay and Senatorial assault and battery too.

Sen. Johnson has moved to arrogate FCC licensing and allocations functions, which are unquestionably within its legislative purview. In so doing it is giving the FCC a dose of its own medicine, because that agency over the years has inclined its way toward control of the programs and business operations of stations—functions which are the responsibility of the licensee. There is serious question whether these fall within the FCC's regulatory jurisdiction.

Chairman Johnson has been tossing interrogatories at the FCC covering the full range of its functions. Now the Senator has attacked on the floor.

Two courses of action seem appropriate. We respectfully suggest that that portion of the Johnson bill which would increase the pay scale be detached from other proposed amendments. It should have easy sailing through both houses.

Then, if Sen. Johnson's charges are correct, the FCC is bewitched, if it is the captive of its own staff, if undue outside influences are brought to bear, if there is "regulation by the lifted eyebrow"—there ought to be a new Commission on inquiry. It certainly should be preceded by evidence, openly given, and FCC in fairness deserves an opportunity to defend itself on any counts that it can. A public hearing would seem to be in order.

Radio's ERP

A RECAP of the NAB Convention in Chicago a fortnight ago makes abundantly clear that the trade association has confronting it an economic recovery problem.

The board, at its post-convention session, earmarked funds totaling about $200,000 over and above present budgetary commitments. Of its $800,000 of annual income expectancy there is an ordinary balance of about $30,000. Thus, all other things equal, there's an indicated deficiency of $170,000. Of course, the $75,000 advanced to bail out BMB is to be repaid. That is, the deficit can be covered through (1) increases in paying membership; (2) equivalent reduction in other NAB functions.

The board action in allotting another $100,000 for the newly created Broadcast Advertising Bureau, which would give it an initial $220,000 to exploit radio as an advertising medium, is a move to be generally applauded. It is a logical first step in contrast to that being spent by competitive printed media. Eventually, the BAB should be something apart from the NAB. That may entail a two or three year haul. Its function is usurping a goal of the BAB and competitive radio. The NAB must operate on all fronts, the most important of which must always be the basic freedom of radio. For without a free radio there can be no commercial competitive radio.

Angry words were uttered over the $75,000 advance to BMB, designed to assure a second study. Many broadcasters, nevertheless, are disposed to forget the ugly past, now that Dr. Kenneth H. Baker has taken over the BMB presidency, and has imparted to it professional, efficient direction. Ponderous problems are yet to be coped with in paying the formidable bill, in the words of one for example, since NAB funds have been advanced to sustain life in BMB—funds of nearly 3,000 members—there's a delicate legal question whether all NAB members cannot participate in the second study simply by paying current assessments rather than retroactive ones dating from the 1947 survey.

The tragic experience of BMB is bound to have repercussions. Advertisers, agencies and stations are of one mind on the desirability of an audience measurement yardstick. Inevitably there will be a successor to BMB occupying the post paid for by those of its creators cannot help but profit from the BMB background. There will be more intelligent, prudent consideration. A stronger measurement service, the scope of which need not be confined to life-sustenance, is certain to result.

NAB President John Miller has before him a big prescription which he must fill by board mandate. He must find means of raising the capital to pay the bill. It has the sanction of some members that the estimated $400,000 disbursed by delegates to attend the Chicago convention was money ill-spent. He has a TV Department to create as well as a BAB to reconstitute and beef up.

Soon there should be upcoming the Miller Plan for radio's economic recovery.
The Billboard honors WOV

"WOV leads the parade"
The Billboard March 12, 1949

"The American family...the kind of radio that will be long remembered in New York"
The Billboard March 12, 1949

The Billboard in presenting two first awards to WOV, one for sales promotion and one for public service promotion in its 11th annual radio and television promotion competition, honors WOV for the 7th and 8th times.

WOV accepts these distinguished recognitions with understandable pride. We express our gratitude to the agency and sponsor executives who selected WOV as the only dual first award winners in this competition.

We of WOV renew our pledge to all of radio and advertising to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.

Originators of Audited Audiences

WOV
NEW YORK

RALPH N. WEIL, GENERAL MGR. · ARNOLD HARTLEY, PROGRAM DIRECTOR · CARROLL C. FORBES, PROMOTION MGR.

THE BOLLING COMPANY, NATIONAL REPRESENTATIVES

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**Richards' Plan**

(Continued from page 30)

Mr. Richards' Plan will stations have always adhered to the highest and fairest standards of broadcasting. He cited awards received by the stations to attest to the public service they have performed. "I am confident that my successors will continue to carry on these constructive policies," he declared.

Mr. Richards has owned WJR since 1926; he founded WJR in 1930 and acquired KMPC in 1937. All three now operate with 50 kw power. He owns 71.64% of WGR and 84.86% of KMPC, while he and his wife own 62.39% of WJR. Both WGR and WJR are CBS affiliates, operating on 1220 and 760 kc respectively; KMPC, an independent, is on 1710 kc.

Only his own stock interests in the three stations are being transferred to the trustees. These amount to control in all but WJR, where he has 28.66%. Minority interests of his family and others are not involved.

The trustees named by Mr. Richards would, with FCC approval, take over control of the three stations with Mr. Richards as beneficiary. They would be paid $5,000 per year. The agreement would remain effective throughout Mr. Richards' lifetime, but provisions are made to permit his sale of minority or controlling interests (with FCC approval) in any or all three stations. Upon his death the agreement would automatically terminate.

The trustees would not be held personally liable for any actions they may take or fail to take under the agreement, except for their own negligence or willful misconduct. In the event of a trustee's resignation, Mr. Richards would name the successor and notify the Commission.

Dr. Hannah has a wide reputation as an educator. He is president of the Land Grant Colleges and Universities, president of the Michigan State Board of Agriculture, and a member of the Michigan State Council of Defense, the Michigan Council of Education, and the Michigan State Board of Control for Vocational Education.

Mr. Fisher, one-time general manager of the Cadillac Motor Car Division of General Motors, retired as a GM vice president in 1944 but remains a director of the company. Mr. Klingler has been general manager of Pontiac Division since 1935.

The applications were submitted to FCC by Burton K. Wheeler, former Montana Senator now practicing law in Washington.

**FCC Proposal Opposed By NAB, IBEW**

**BOND DRIVE**

**Treasury Outlines Plans**

PLANS for the Treasury Dept.'s May 16-June 30 "Opportunity Savings Bond Drive" were outlined last week to representatives of radio, advertising and other fields in both the local and national level.

President Truman addressed national volunteers of the U. S. Savings Bond Division April 19 at an honorary dinner tendered by Secretary of the Treasury John W. Snyder at Washington's Hotel Statler. The President's brief message was carried at 10 p.m. by the four networks and telecast locally by WTTG (TV) Washington.

The same evening throughout the nation the governors of the various state, honored bond volunteers and committees at state dinners.

Extensive radio and television promotion is being organized for the campaign by Treasury in coordination with The Advertiser Council and various task force agencies. Special series of quarter-hour Treasury Guest Star Parade discs have been made to enhance top radio-movie talent. Radio kit of live and televised material is in preparation along with visual material for TV.

Edmund J. Linehan, ex-program director of KSO Des Moines, is newly appointed associate chief of radio-TV at Treasury, assisting Nathan Colwell, radio-TV coordinator, in preparing the radio campaign.

Cormwell Jackson, vice president and manager of the Hollywood office of J. Walter Thompson Co., has been appointed special radio consultant to Treasury for the drive. He is to direct planning of network kickoff program for May 15 white tie ball to be featured by President, Secretary Snyder and outstanding talent.

Mr. Taylor has quoted as saying that TV station operators "will be tapped on the shoulder within a short time and told to move to another part of the spectrum." Mr. Taylor has advised Broadcasting that he said, instead, that "it is not likely that television station operators will be tapped, etc...."
Aims of AIMS
EDITOR, BROADCASTING:
In your current issue there appears a story headed "Kosie Named To Head New AIMS Group" which, in my opinion, needs some clarification.

Principaliy, AIMS has existed as an interchange of informative letters between independent metropolitan stations. WWDC has been and will continue to be one of these stations.

Some of the members of AIMS have now also banded together to be represented in the national field by the organization to which your article refers.

Not all of the stations that exchange letters within AIMS will be represented by this new organization. WWDC will continue to be represented in the national field by Forjee & Co.

Ben Strouse
General Manager
WWDC Washington, D. C.

On FM 'Fidelity'
EDITOR, BROADCASTING:
I would like to correct your reporting of the tape demonstration at the FM session of the NAB Convention.

That demonstration showed more than the "superior fidelity as compared to AM," as quoted on page 72 of your last issue. Briefly, the recording demonstrated that the New York FM stations of the two major networks gave far greater coverage than their 50 kW AM stations during the periods of the normal summer and winter encoutered on the Long Island and Jersey coast. This superiority of coverage was so conclusively demonstrated that it is difficult to understand how it could be reported as a demonstration of fidelity.

While most of your readers either have discovered or will discover during the coming months the superiority of FM coverage, if anyone has any doubts about it I will be glad to make available the recording used at Chicago for further examination.

Edwin H. Armstrong
Dept. of Electrical Engineering
Columbia U., New York

FEUDIN' GAL
WMBR Gets Shay Souvenir
MONEY can't buy the tape recording that Ted Chapeau presented on his Lazy Bones program over WMBR Jacksonville, Fla. The tape, featuring Dorothy Shay, the Park Avenue Hillbilly, was made in Miss Shay's suite in Chicago's Palmer House during the NAB Convention. William B. Lodge, CBS engineer and vice president, was at the controls. Here's how it happened:

After Miss Shay had sung at the NAB banquet April 12 in the Hotel Stevens, Mr. Chapeau, public relations director at WMBR, went backstage to remind her of an incident in 1938. Barely past the pigtail stage, Miss Shay had appeared on his junior radio hour at WJAX Jacksonville. The famous singer remembered Mr. Chapeau well, and invited him and his party to join her later. Included were Frank King, WMBR's general manager, as well as Meers, Lodge and Chapeau.

During the course of the evening, Miss Shay disclosed she had recently been presented with a tape recorder, but couldn't work it. Mr. Lodge said he would instruct her "at no charge if she would promise to put some of her songs on the tape as a souvenir of the occasion. Miss Shay taped 10 minutes of her Sunday best ditties, and Mr. Lodge gave the roll to Mr. Chapeau for use on his Lazy Bones program.

Cott's Kudos
EDITOR, BROADCASTING:
BROADCASTING's coverage of the Unaffiliated Stations "Independ- ent's Day" was comprehensive and extremely well done.

As chairman of the NAB Unaffiliated Stations Executive Committee, I thank you for the excellent job you and your staff did.

Ted Cott
V. P. and Director of Programs
WNEW New York

SERVICE UNLIMITED, Chicago, has sold The Sports Jackpot, telephone quiz, to KS0 Des Moines and KHIT Lampasas, Tex. Syndicated show was tested on southern and western stations in February and March.
BAB Battle Plan
(Continued from page 25)

action was an "intermediate" step. Eventually BAB is expected to operate entirely outside the NAB administrative structure, with New
York headquarters and regional offices in key cities.

The NYMEC membership is to be reconstituted by NAB President
Justin Miller, along with the other NAB standing committees. Present
committee members have served since the Atlantic City convention
in September 1947. Ordinarily the committee rolls are changed after
every annual convention, but this was not done after the Los Angeles
meeting because the two sessions were only seven months apart.

Chance of a realignment of the committee organizational structure
has been discussed at NAB headquarters since approval of the new
BAB project. Two standing committees—Sales Managers Executive
and Small Market Executive—come within the Dept. of Broadcasting
Advertising area. These may be merged into a new standing com-
mittee representing main industry elements.

Completing their terms as chairmen of the sales and small market
groups at the Chicago convention were Eugene Thomas, WOIC (TV)
Washington, and Simon Goldman, WJTN Jamestown, N. Y., respec-
tively.

Enoch Spearheads
Chairman Enoch of the BAB Committee spearheaded the bureau
project at the final meeting May 9 of the old board. His vigorous
pleas caused the old board to designate the BAB idea as the first and
principal item facing the post-conven-
vention board meeting. Serving with him on the BAB policy group
are Howard Lane, WJJD Chicago; G. Richard Shafo, WIC Columbus;
S. C., and Frank U. Fletcher, WART-FM Arlington, Va. Fifth
member, of course, is the un-named standing committee chairman.

As drawn up by the board, this
policy group will make recommenda-
tions to NAB management regarding BAB's activities.

At this stage, the BAB setup
comprises Mr. Mitchell, as director;

Charles A. Batson, assistant di-
rector; Lee Hart, NAB retail spe-
cialist, and secretarial staff. Miss
Hart has acquired wide recognition
for her pioneering of retail-radio
techniques. She has sparked NAB's
drive to acquaint retailers with the
value of the broadcast medium and
has conducted clinics for retail ex-
ecutives and station staffs.

Mr. Batson is completing an ex-
tensive survey of television costs
and techniques. These have been
published in series, with the two
final installments to appear in the
next issue. Mr. Batson conducted
TV clinics at district meetings held
last summer and fall. He has ex-
tensive station background.

Location of BAB's headquarters
will be up to the policy committee
and NAB management. Share of
funds may force location in Wash-
ington for the time being. The
BAB plan, however, envisages a
major office in New York which
would have a heavy share of advertis-
ing origi- nates. In any case, an office
will be set up in New York as soon
as possible. Another office is planned
in Chicago. Each will be manned
by an experienced radio sales ex-
ecutive. Possibility of a West
Coast tieup with the Southern Cali-
ifornia Broadcasters Assn. is being
considered, though such an office
would be expected to cover the
entire West Coast.

Considers Separation
The idea of eventually separat-
ing BAB from direct NAB man-
agement control was seriously con-
sidered by the board. The problem
is one of current funds being
absorbed by BAB into the All-
Radio Presentation Corp. now being
chartered under direction of the
NAB Legal Dept. All-
Radio TV at first is a NAB unit,
financed by special fees, but its
new structure provides separate operation under NAB supervision
similar to BMB. The offshoot, BMB
Co., serves the stationary, and
AAAA and ANA each has one-third voting power on the BMB board.

Separate BAB operation, according
- to sponsors of the idea, will keep
the sales promotion project free from the clutches, schisms and
group influences that might hamper
its functioning. This is the idea that has been counseling by
shortly at ANPA, where the Bureau of Ad-
vertising does an overall news-
paper promotion without worrying about the split and/or exchange
inside the ANPA organization itself.

BAB's operation, as conceived by
the board, will cover all broadcast
industry elements—AM, FM and
TV. The main idea is to arm every
station to fight back against com-
petitive selling at any level.

One of Mr. Batson's first jobs will
be a study of station rate cards
and practices in television. This is
one of a long list of industry wide
projects headed by a major audio advertising presentation utilizing
ew slide or easel material to be
used by every NAB member station arrangemen-
t

NAB management was closely
scanning the association's budget
last week in an effort to find ways
of raising the $100,000 earmarked
by the board from present funds.
Thus, NAB board final action on the
matter will have a chance to take part
in this chore. Clair R. McCollough,
WGAL Lancaster, Pa., committee
chairman, resigned the post after
the board had decided to loan BMB
another $75,000 and give BAB
another $25,000. It is understood Pres.
Miller wants him to remain on the
committee.

NAB's budget now operates on
a fiscal year starting July 1. BAB
interests are at least at half past
self-supporting by providing special services for individual or cooperative station use in commu-
nity or national arrangements, may be devised by which BAB's services to other NAB headquar-
ters units are charged to those
who utilize the services.

SERVICES NEWS
Pentagon Merging Information

A MERGER of Army, Navy and Air Force information offices
under one organization, but compris-
ing three divisions as recom-
mended by former Defense Secretary James Forrestal, is currently
under way and is completed early
next week, according to Pentagon
officials. Heads of the three service
information orga-
nizations are William Frye and James
King.

The consolidation, designed in part to standardize and eliminate
the vast array of information, com-
mingles the three services' vast
libraries, and is expected to reduce
the information personnel by more
than 150 people due to elimination
of some services and the combining
of others, such as analysis of com-
ment and news stories.

How's Business
(Continued from page 25)

of 1948. The estimated value of
construction permits issued in the
first two months of 1949 is 10.6% of
January and February 1948.

Cities in which coast construction
is planned are New York, Los An-
geles, Detroit, Chicago, Milwaukee,
Dallas, Houston, Philadelphia, Mi-
ami and Washington, D. C., in that order. In several locations,
however, cheaper and lower-priced homes are going to be built in greater quantity this year. Real estate market is slow in higher-priced homes.

The economy has stayed level
this month, and in these times, that
means business has been fairly
good. The bottom hasn't dropped
out of anything. Even textiles, which have been having bad times,
are definitely recovering some of
the lost ground.

Neither has business
shown anything to compare with the
tremendous end of the war. It's
entirely possible that business may settle down to a new and
somewhat lower price level, with
slightly reduced volume of sales.
BMB Campaign
(Continued from page 22)
grams as evidence of good faith on BMB's part.
Tabulation of ballots already returned indicates the will broadcasters, agencies and advertisers with more and more valuable data than were produced by the first BMB study in 1946. The breakdown of total weekly listening to show stations listened-to six or seven days and the three to five days, or two to three days. Dr. Baker said, "will be a goldmine of information for station program, sales and sales promotion departments."

Industry discussion of the BMB problem continued last week as station managers returned home from the Chicago convention. General convention sentiment had favored the plan for NAB to pull BMB out of its crisis.

Suggestion for an intensive membership drive was made by John D. Hymes, assistant manager of WLAN Lancaster, Pa. In an open letter to BMB Mr. Hymes said the entire financial structure of the second BMB study must be clarified before it can succeed. Mr. Hymes said the fact that only 540 of 1,971 AM stations have subscribed to the second study "brands BMB as a complete failure. If agencies and advertisers do not receive information on 75% of the AM stations on the air, the second BMB study will be of little use to them. Having been an agency time-buyer in the past, I know that there is nothing more discouraging, in using a survey, than to find that the information you are seeking is not included in that survey.

"When timebuyers and advertisers find that they will not receive information on 75% of the AM stations on the air, I can assure you the second BMB study will soon be thrown off their desks as a useless tool of research."

Hymes' Suggestion

"My suggestion for the future of BMB is that you make a concentrated sales effort on the 1,491 AM stations which have not as yet subscribed to BMB. If the consensus of opinion is that the present BMB is of no value to the industry, then let's scrap it immediately and find a BMB which will include 100% industry acceptance. If you depend entirely on the NAB and the 540 stations which have already subscribed to BMB and let it go at that, I predict that BMB is doomed to failure from both financial and research standpoint."

Asked to comment on the Hymes letter, A. D. Willard Jr., NAB executive vice president, said BMB's Study No. 2 will provide information on all AM stations and not merely the stations subscribing to BMB. Nonsubscribers will have access to the data if they pay on the same basis as subscribers, he explained. Mr. Willard indicated another effort will be made to sell BMB to nonsubscribers.

NABET

Negotiations With ABC, NBC Now in Third Week

FEDERAL mediation entered the three-week-old negotiations between NABET and NBC and ABC networks Wednesday at the request of the union.

Walter Maggiolo, commissioner in the Federal Mediation and Conciliation Service, was assigned to the case to help stimulate a settlement on matters concerning the network's engineers.

Negotiations concerning sound effects men and traffic employees, also NABET members, will proceed without the intervention of the Mediation Service, it was learned.

It was understood that NABET became dissatisfied with the pace of progress in negotiations although parleys were being held morning, afternoon and evening. Thereupon called on the Mediation Service.

A network's spokesman said progress during the week was

Confucius Say:

EVEN NETWORKS CAN'T INTERPRET SAME WAY HOOPER FIGURES . . . MUST FIND NEW DENOMINATOR FOR JUDGING PROGRAMS.

Yes, there seems to be plenty of confusion—even the network presidents can't agree.

But In Milwaukee

Hooper ratings and sales results both prove the power of the ONLY FULL-TIME INDEPENDENT

1. WEMP carries more sponsored sports than any other station, such as: Football—Sonyo Vacuum . . . Basketball—Household Financ and Kuesel Coal . . . Hockey—East Side Chevrolet . . . Baseball—Miller Brewing, Gimbel's Department Store, and Kool Cigarettes . . . and sportscasts for Hudson Motor Co. and Checker Cab.


The programming gets the audience—the sponsors get results!

WEMP

AM-FM

Headley-Reed Inc. . . . National Representatives

Hugh Boice
General Manager

April 25, 1949 • Page 43
Selecting the best settings for your television clients' commercial messages is an all-important responsibility. Your NBC Spot salesman is anxious to assist you in finding the right program at the right time. To make your job easier he has assembled all of the data listed at the right on the finest local programs in television.

Your NBC Spot salesman will also offer you the opportunity of developing new program ideas through consultation with the programming experts of America's number one television network. The use of this valuable service is another important reason why most Spot television advertisers consult their NBC Spot salesman first. Whether your schedule calls for a 20-second station break, a five-minute weather report, a half-hour musical show or a two-hour sports event,
you'll find the programs best suited to your clients' needs on television stations represented by NBC Spot Sales ... and you'll find the best informed television representative in the industry is your NBC Spot salesman.

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

### Television Program Check List

**PROGRAM FORMAT**
- □ biographies of talent
- □ description of format
- □ photographs of talent
- □ photographs of set

**AUDIENCE**
- □ type of audience appeal
- □ ratings
- □ special surveys
- □ response to offers
- □ weekly mail count
- □ fan letters
- □ adjacencies
- □ promotion and merchandising

**COMMERCIAL**
- □ success stories
- □ testimonials from sponsors
- □ list of current and past sponsors
- □ sponsors of adjacent programs
- □ competition
- □ types of commercials accepted
- □ costs (talent, rehearsal, time)

**PROGRAM ADVISORY SERVICE**
- □ tested program ideas
- □ talent available
- □ writers available
- □ producers and directors available
- □ studio personnel required
- □ studio equipment required
- □ set design suggestions
- □ stage properties required
- □ costume suggestions
- □ production cost estimates
- □ television films available
- □ commercial film ideas
- □ film animation
Respects
(Continued from page 38)
frenzy to an orderly array of
detail.
Where Joseph Katz is, excitement
prevails. Where Joseph Katz was
orderly thinking prevails. The
processes are chaotic, but the
results are simple, direct and
effective.
Take the other half of the Katz
agency’s front office! All around
are antiques, curios, a violent cavi-
cature of Joseph Katz (there’s no
middle name), a bust of Lincoln,
art pieces, bundles of old maga-
zines piloted on the floor, a beauti-
ful painting of the port of Balti-
more, and directly behind the boss’
desk a little radio of vast antiquity
and probably one of the first to grace
an agency front office in the early
20s. The walls are scarred, ob-
viously from the impact of a mil-
ion Katzian expedites.
It’s a decorator’s nightmare, but
it’s home to Joseph Katz and he
thinks expensively in straight lines
and hard words as his eyes lan-
guishly drool over a stack of vintage
Polee Gassettes.
The stories centered around this
advertising dynamo are legion. Most
of them end up with a single
theme—a job was done, not without
error, but definitely without frills.

Joseph Katz was born June 24,
1888, in Lithuania. At the age of
three he was romping in the streets
of East Baltimore, an oldish part
of the city he still worships. At
the age of 11 he wrote his first
advertising, entering it in the
monthly St. Nicholas contest and
winning a silver badge. The ad
had this theme—“A good name
shines in the dark.” Handy with
a pencil, he sketched an auto with
headlights shining down a dark
alley.

The ad that really shot him into
advertising in a big way was writ-
ten for a struggling tailor. It
pointedly asked why the owners
of ready-to-wear clothing stores
wear tailor-made suits. He was
hired by a big ready-to-wear store
when the storm had subsided.

In 1912 he married Kate Krop-
man of Baltimore. They have two
sons and a daughter, Ruth, who
is married to Ben Strouse, man-
ger of WWDC Washington.
The formal education of Joseph
Katz stopped at Baltimore High
School. That accounts for his
hatred of big words. “I can’t un-
derstand them,” he insists.

Faddishly, he conceals behind
that admission a knowledge of multi-
syllables, a term much bigger
than his extensive collection of
dioms, profanity and one-syllable
words. His familiarity with se-
lected words of one of his best
friends, Henry L. Mencken, who
collects words professionally.

Growth of Joseph Katz Co. into
an advertising operation handling
many large national accounts
monument to his mental vigor and
insistence on the obvious. Besides
keeping his mitts in the accounts
of his clients, he turns out selling
copy for civic, religious and patri-
otic causes. During the war Joseph
Katz Co. was task agency for the

**TOP HOOPERTINGS FOR FIVE-TIME-A-WEEK SPONSORED NETWORK WEEK-DAY PROGRAMS**

<table>
<thead>
<tr>
<th>Program</th>
<th>U.S. Hooperting Network Weekly</th>
<th>U.S. Listening Home Average</th>
<th>Estimated No. of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right to Happiness</td>
<td>6,410,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Fella Dollars</td>
<td>6,090,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Lorenzo Jones</td>
<td>5,970,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Young Widder Brown</td>
<td>5,990,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Godfrey (Liggett &amp; Myers)</td>
<td>5,750,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Satchel Wife</td>
<td>5,570,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Pappar Young’s Family</td>
<td>5,570,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>5,340,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Perfo Facies Life</td>
<td>5,540,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Breakfast Cub (Philadelphia)</td>
<td>5,218,000</td>
<td>2,600,000</td>
<td>10,000,000</td>
</tr>
</tbody>
</table>

*NOTE: Top 10 U.S. Hoopertings on sponsored evening programs listed BROADCASTING, April 18.*

**WSKB McComb**
Ups Daytime Power to 5 kw
WSKB McComb, Miss., is now on
a new frequency, 1250 kc, with
higher power, 5 kw daytime and
500 kw at night. Station for-
merly operated with 250 kw on
1230 kc. Switch was made Easter
Sunday. Station plans to increase
nighttime power to 1 kw soon,
according to George Blumenstock,
general manager.

Mr. Blumenstock, Robert Louis
Sanders, chief engineer, and Julia
B. Blumenstock, program music di-
rector, original founders and own-
ers of WSKB, started the station
with 100 w 11 years ago.

**War Advertising Council.**
His public service, charitable and artis-
tic activities run into the hundreds,
many of them known only to him.
He is active in the AAAA and
has held office in the association.

He is a diligent student of ad-
vertising and maintains a collec-
tion of advertising lore. And he
is constantly watching the growth
and habits of media, including tele-
vision. “AM and FM are being
sold short,” he says. “If television
has a better story in costs and
sales, it will beat out sound radio.
My guess is that they’ll all be here,
competing for the dollars and ears
of listeners. Television has a hell
of a good start but it must outgrow
the three-people-on-a-couch stage.”

**WWDC Interest**
He is a stockholder, incidentally,
in WWDC Washington. He figures
figures don’t mean much in 1 kw’s
taking advantage of radio. “Most of
them use it as a cathartic instead
of a food,” he deplores.

At 60 Joseph Katz hasn’t slowed
down perceptibly, though he may
spend more time at his home. Even
there he’s jotting down copy on
the back of envelopes as his chum-
ning mind keeps up its production
rate. Some of his best copy was
written that way.

**WSKB McComb, Misan**
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WSKB, Miss., is now on
a new frequency, 1250 kc, with
higher power, 5 kw daytime and
500 kw at night. Station for-
merly operated with 250 kw on
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Sanders, chief engineer, and Julia
B. Blumenstock, program music di-
rector, original founders and own-
ers of WSKB, started the station
with 100 w 11 years ago.

**Award to Lazarsfeld**
The 1948 Research Award of Kappa
Tau Alpha, national honorary
journalism society, will be awarded
to Dr. Paul F. Lazarsfeld of Colum-
bia U. for his book Radio Listening
in America. Announcement was
made Friday by Dean Frank L.
Mott of the U. of Missouri’s School
of Journalism. Dr. Lazarsfeld won
the award for “the best book on
scholarly research in the field of
communications.” Presentation
will be made May 6 during the 40th
annual Journalism Week program to
be held at the U. of Missouri, Co-
bine, Mo.

**The Gateway to New England**
Representative: J. P. McDonald & Son

**The Gateway to New England**
IER PLANS

FCC CHAIRMAN Wayne Coy will address the first general session of the Institute for Education by Radio in Columbus May 5 on "The Future of Broadcasting—AM, FM, TV and Tax." Speakers are William Ware, president of the FM Assn., and general manager of WFMX, Council Bluffs, Iowa; Commdr. Mortimer W. Lowen, executive assistant to the director of DuMont Television Network, and John Hogan, president of Radio Inventions, New York.

A highlight of the four-day conference (May 6-8) will be a report on the 13th Annual American Exhibition of Educational Radio Programs at a meeting to be conducted by Dr. I. Keith Tyler, conference director.

"What Will Television Do to American Life?" will be explored by Oscar Katz, CBS research director. Julian Bryan, executive director of the International Film Foundation, will outline implications of TV with Martin Gosch, president of the Independent Television Producers Assn. ITP's general counsel—former FCC Chairman James Lawrence Fly, will preside. Two films, an educational documentary produced by Mr. Bryan and his associates and CBS Televison Today, will precede the video session.

"Operation Classroom," recently launched TV project in Philadelphia's public and parochial schools, will be described in a work study session. The project provides specifically-tailored television programs for classrooms.

Ruth Weir Miller, educational director of WCAU Philadelphia, will describe the "operation." Other questions to be considered at the TV sessions are: How can television be used to supplement traditional teaching tools, how can it aid in furthering adult education, and what steps college and university educators should take in using TV.

Dr. Tyler will take part in a "Television and Education" meeting, in which he will analyze educational possibilities and limitations of the medium. A symposium on "Practical Steps for Educators" is scheduled to cover discussions of institutionally-owned TV stations.

COLUMBUS SESSIONS TO HEAR COY MAY 5

Those participating will include Carl Menzer, director of WSUI, U. of Iowa; Kenneth Bartlett, director of the Syracuse U. Radio Workshop; Elizabeth Marshall, program director of WBEZ, Chicago Board of Education station, and Robert Wagner, director of motion picture production at Ohio State U.


Erik Barnouw, Columbia U. radio director, will submit findings of the U. S. Public Health Service's VD campaign in a general session on "How Educators Can Use Radio Effectively." A panel on this subject will include Edward L. Ber-

nays, New York public relations consultant; Charles F. Church, director of education and research at KMBC and KPR, Kansas City; Woodrow Strickler, adult education director, of Louisville; Richard B. Hull, NAEB president, and James F. MacAndrew, coordinator of broadcasts for the New York City Board of Education.

More than 1,000 broadcasters and educators are expected to attend, Dr. Tyler said.

COLLEGE RADIO

WEST COAST MEET HELD

WESTERN college radio men convened April 23 at Stanford U. for a special meeting of Region 9 of the Intercollegiate Broadcasting System. Meeting was scheduled to hear a talk by George Abraham, national chairman of IBS.

Representatives attending afternoon and evening sessions met in special groups to discuss their specific problems — station management, sales and advertising, publicity, engineering, programming, traffic, music and continuity.

At an opening general session Mr. Abraham was scheduled to discuss college radio generally from a national viewpoint and report on current FCC activities, particularly as regards revision of carrier-current regulations.

Amateur Operators

A RESOLUTION expressing gratitude to amateur radio operators has been reported favorably by Congress without amendment to the House of Representatives by the Interstate & Foreign Commerce Committee. The report (410) was referred to the House Calendar.

WSAM WITH NEW AND GREATER TRANSMITTING FACILITIES.

SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF SAGINAW BAY CITY MIDLAND AND THE RICH SAGINAW VALLEY WITH NBC.

COMPLETE FM DUPLICATI ON

HEADLEY-REED CO.

WSAM 1400

RADIO BUILDING
SAGINAW, MICH.

April 25, 1949 • Page 47
ATHEIST SCOTT
KFSO Under Fire

ATHEIST Robert H. Scott of San Francisco—subject of FCC’s controversial Scott Decision and who for years has crusaded for radio time to answer religious broadcasts—has asked the Commission not to renew the license of another station, KFSO San Francisco.

The charge: That KFSO has refused to give him radio time “for atheism and similar views although it regularly broadcasts religious programs, thus disregarding and defying the Commission’s sufficiently clear instructions” in its Scott Decision.

The ruling referred to was that given by the Commission in mid-1948 denying Mr. Scott’s request that the licenses of three other San Francisco stations (KQW-KPO KFRC) be revoked on similar grounds. The FCC in that ruling, however, held that stations should give all views an opportunity to be heard, weighing each request according to the extent of interest in the listening area and the qualifications of the speaker [Broadcasting, July 22, 1948].

The Scott Decision evoked widespread criticism and comment and was highlighted last fall during the proceedings of the House Select Committee to investigate the FCC [Broadcasting, Sept. 6, 1948].

Mr. Scott said he applied for and was denied air time at KFSO last November. He held that the denial “clearly disqualifies that station under certain provisions” of the Communications Act “for a renewal of its license.” He asked that “the operating license of radio station KFSO . . . be not renewed when it expires on May 1, 1949, except, perhaps for a temporary renewal if a hearing or inquiry into this complaint should be ordered by the Commission.”

Mr. Scott indicated it had informed FCC Chairman Wayne Coy by letter in December that KFSO had denied him air time.

Mr. Scott’s complaint against KQW (now KRCB), KPO and KFRC had been filed with the Commission in early 1945. He holds that the existence of a Divine Being is a public controversial issue.

School Radio Book


RICHARD LAMBERT, supervisor of school broadcasts, Canadian Broadcasting Corp., Toronto, deals with all phases of school broadcasting in his booklet Radio in Canadian Schools. Divided into five chapters, the publication concludes with a specimen school script prepared by CBC for the British Broadcasting Corp. on Niagara Falls. Topics covered in the booklet include reasons for radio in the classroom, types of programs available, suitable receiving equipment, using the broadcasts, other educational uses of radio, and preparation and follow-up of broadcasts.

WSB LABOR CASE

NLRB Orders Policy Change

THE NATIONAL Labor Relations Board April 11 ordered the Atlanta Journal Co., operating WSB Atlanta, to stop certain practices in its relationships with its employees and to bargain collectively, upon request, with the Atlanta local, American Federation of Radio Artists.

Specifically, NLRB said WSB must cease: (1) Interrogating its employees or applicants for employment as to their union membership . . .; (2) Threatening its employees with reduction in salaries or loss of pay if they choose AFRA or any other labor organization; (3) Refusing to bargain collectively with Atlanta local of AFRA “as the exclusive representative of all . . . staff announcers, excluding the barn dance announcer, the barn dance master of ceremonies, temporary announcers” and certain others, and (4) “in any other manner interfering with, restraining, or coercing its employees in the exercise of the right to self-organization, to form labor organizations, or to join or assist Atlanta local . . . of [AFRA] . . . or any other labor organization . . .”

Budget Hearings

HEARINGS on House-passed legislation covering appropriations for State, Commerce and Justice Dept. are slated to begin Wednesday or Thursday, the Senate Appropriations Committee indicated last week. The measure (HR 4016) calls for $3,500,000 increase for State Dept.’s information and education branches, to include the Voice of America [Broadcasting, April 11]. Last week the committee held hearings on a similar bill dealing with Agriculture’s budget. They are expected to continue into this week.

ROBERT J. LEDER has resigned as account executive at WVNJ Newark, N. J., to become a partner and sales director of National Television Assoc., New York.
AGREEMENT
On ASCAP Music Extended

TELEVISION committees of NAB and ASCAP have agreed to extend another month the present arrangement which permits the use of ASCAP music on television without licenses. However, when an agreement is reached, fees will be retroactive to Jan. 1, 1949.

Original gratis television licenses were terminated by ASCAP as of the end of last year. The interim arrangement became effective Jan. 1, running to March 31, when it was extended through March, then through April and now through May.

Two major difficulties confront the committees: (1) The broadcasters desire to make dramatic musical presentations, involving rights which ASCAP does not control, and (2) a suitable formula for setting video fees must be found. The NAB delegation is said to favor retention of the formula used for sound broadcasting, while the ASCAP group feels that the peculiar problems arising from visual as well as aural presentation of their tunes call for new licensing procedures. Both sides, however, report that their meetings are harmonious.

POLK CASE
Not Closed Says Brother

DESPITE the conviction of Gregory Staktopoulos, Greek newspaperman who was found guilty last Thursday of complicity in the murder of CBS Correspondent George Polk, “the case cannot be considered closed,” William Polk, the victim’s brother declared last Thursday. Mr. Staktopoulos was given life.

Two others, tried in absentia, were charged with the actual murder and sentenced to death, while Mr. Staktopoulos’ mother was acquitted. Mr. Staktopoulos was accused of leading Mr. Polk to his death on the pretext of taking him to interview a Greek guerilla leader. The correspondent’s body was found in Salonika Bay May 16.

WHAT IS THE LOWEST COST PER THOUSAND STATION IN CINCINNATI?
See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY
S. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

PHOTOGRAPHIC proof is submitted by Empire Coil Co. to show that construction on its television station, WXEL (TV) Cleveland, is nearing completion. Controversy arose over Empire’s suit against Zenith Radio Corp. for the latter’s “obsolete” ads [BROADCASTING, March 28]. In answering Empire charges, Commdr. McDonald of Zenith asserted, “This company [Empire] has a CP for a television station in Cleveland which it received in December 1947 and they haven’t put up a station yet.”

VIDEO’S SET SALES POTENTIAL
2,710,000 in 1949—Sylvania Electric

AS MANY as 2,710,000 television sets could be sold by the industry in 1949—a figure more optimistic than previous estimates, according to a survey made by Sylvania Electric Products Inc.

The figures were given out April 7 by Frank Mansfield, Sylvania director of sales research, who reported on a study directed by the company in “Attitudes of Nonowners of Television.”

He explained, however, that the figure he gave out would not be realized under present conditions of salesmanship, promotion, programming, and confusion regarding pricing, frequencies, and screen size.

Under present conditions, he said, the probable volume of set sales for the 12 month period would be 1,580,000.

The survey was made by interviewing a cross section of 1,686 non set owners in eight television areas. It discovered a “terrific increase” in the interest in television since a 1945 Sylvania survey.

According to the current survey, three out of four families in television areas have purchased, intend to purchase or are asking to sell their sets. In 1945, less than half had a comparable interest. In 1945 about 9,830,000 families could be considered prospects.

But now, with new television areas, 16,600,000 could be so considered—an increase of 70%.

Presence of children in the family has an important effect on the interest in television. If a family has children, it has a 50% chance of being more interested than has a childless family.

Number of families serious about set buying in 4,650,000 or about 28% of all non-owners in the television areas. About 77% of the potential prospects earn less than $100 a week. Families without sets gave a variety of reasons for not yet buying, but 66% either said they were waiting for a cheaper set or “can’t afford it right now.” Only 4% said they were waiting for better programs.

FISCUS COVERAGE
Two TV Stations Honored

SCROLLS in recognition of television coverage of the Kathy Fiscus tragedy were presented to managers of two Hollywood, Calif. TV stations at a meeting of the Academy of Television Arts and Sciences in Hollywood last Tuesday.

Receiving the scrolls on behalf of their stations were: Klaus Landsberg, KTLA (TV) general manager and West Coast director of Paramount Television, and Harry Witt, KTTV (TV) general manager. Presentations were made by Syd Cassedy, associate publisher of TV, a local television periodical.

Paul Mowrey, ABC national director of television operations, who addressed the meeting, said the principal question networks are asking is: “How long will it take to get into the black?” Mr. Mowrey added that he thought television offered ABC a greater chance for decentralized programming in Chicago and Detroit than is the case in radio. Chicago, he said, is feeding eight and a half hours weekly to the eastern TV network through WENR-TV.

Referring to San Francisco as the only city where TV set sales are at a virtual standstill, Mr. Mowrey declined to explain why.

BROADCASTING’s regular monthly Telecasting insert follows page 50. In addition pages 49 and 50 are devoted exclusively to television news.

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FIRST IN THE
IN THE quad Cities

Davenport, Rock Island, Moline, East Moline

AM 5,000 w 47 Kw.
FM 1420 Kc. 103.7 Mc.
TV C.F. 22.9 Kw.
300 Watts. Channel 7

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC’s dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha...Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Emanuel Sanders, Manager

DAVENPORT, IOWA
FREE & PETERS, INC., National Representatives

BROADCASTING • Telecasting
April 23, 1949 • Page 49
MARY PICKFORD
Files for N.C. Video Outlet

MARY PICKFORD, formerly the country's top motion picture actress, last week filed applications with FCC for new commercial television stations in Durham and Winston-Salem, N. C.

Channel 4 (66-72 mc) is requested at Durham with effective radiated power of 18.5 kw visual and 9.25 kw aural with antenna height above average terrain of 300 feet. At Winston-Salem, Channel 6 (82-88 mc) is requested with ERP and antenna same as Durham. Estimated cost of the Durham station is given as $205,000 and Winston-Salem $307,966. Both would cost $50,000 per year to operate at first. Expected revenue is unknown.

Filing under the name of Mary Pickford Rogers, the movie star told the Commission her net worth is $2,454,000 and net income for the past two years $500,000 annually. Miss Pickford is president and part owner of Comet Productions Inc., Triangle Productions Inc. and Artist Alliance Inc., all Hollywood owned, and is 50% owner of United Artists Corp., New York.

RTDG AGREEMENT
Terms Reached With ABC

Long, drawn-out negotiations between Radio and Television Directors Guild and ABC have been concluded Saturday. TV directors will start at $120 weekly, up $125 after six months and $130 after nine months.

Associated producers and floor managers are to be paid $80 upon being hired, $87.50 after six months and $95 after nine months. The agreement is retroactive to Jan. 28 and will expire Dec. 31, when all RTDG network agreements terminate.

Upcoming

May 2-4: Radio Farm Directors session, Raleigh Hotel, Washington, D.C.
May 3-4: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 5-7: Florida Assn. of Broadcasters, Fort Lauderdale Hotel, Jacksonville, Fla.
May 6-7: NAB Broadcast Advertising Bureau Committee, NAB Hqrs., Washington.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 19: Southern California AAA Annual Convention, Los Angeles.
May 29-June 1: Advertising Federation of America 40th Annual Convention, Houston, Tex.
June 13-15: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, Montreal, Quebec.
June 24-26: Advertising Assn. of the West, 40th annual convention, Hotel Vancouver, Vancouver, B.C.

NABC-TV signed its 38th affiliate, WYSR-TV Syracuse, N. Y., during the NAB Convention. Present were (seated, 1 to r): Easott C. Woolley, NBC director of stations; Col. Harry C. Wilder, president of WYSR and WYSR-TV; and Sheldon B. Hickox Jr., NBC station relations manager; (standing), E. B. Lyford, network assistant station relations manager, and E. R. Vadeboncour, WYSR-TV vice-president and general manager. Contract is effective Sept. 12.

WOR-TV
Details of Tower Construction Revealed by Station

WOR-TV New York last Friday unveiled details about its 700 foot steel tower, now being constructed on the rim of New Jersey's Palisades, which will be higher than the Eiffel Tower, and within 200 feet Bigd., the tower has now risen to 380 feet and is rising at the rate of 30 to 40 feet a week.

On its completion, expected this summer, the structure will be topped by a 50-foot, six-bay turnstile television antenna. The tower's total height of 1,050 feet above sea level makes its height second only to that of WNBT (TV) New York for the area.

With its 20,000 ton base imbedded in solid granite, the tower itself will weigh more than 420 tons. It will withstand winds up to 120 m.p.h., faster than any ever recorded in this area. In addition, it is grounded against electrical storms and will act as a protecting lightning rod for North Bergen and surrounding towns.

The structure will house an official thermometer and windgauge indicator for use of U. S. Weather Bureau officials. Also at the 550 foot level, a glass-enclosed microwave relay station will pick up broadcasts from mobile units and remote origination for re-telecast.

The microwave relay station will also serve as an electrical distribution unit, feeding power to the tower's lights, sign and other facilities. The structure will also house one-bay circular antenna for WOFR, Antennas bay, TV and FM alike, will be equipped with calrod resistors to prevent ice formations on the bay.

At the tower's base, a one-story brick and glass transmitter building, with 5,000 square feet of floor space, will house a complete kitchen and garage space for the station's mobile units as well as a 5 kw, GE Type SlB visual transmi-ter operating at 2.04 kw, and a 2.5 kw GE Type SlB aural transmitter to operate at 2.5 kw. Out-put of both will be combined in a diplexed unit for simultaneous transmission.

The tower was designed by the Lehigh Structural Steel Co., Allen- town, Pa., and is being erected by

WOR-TV's Tower Construction


TALENT UNION
TV Plan Gets 'Equity' Okay

PLAN for the 4As television authority, which would be a permanent union for video talent, has been given the editorial blessing of Equity, the official organ of Actor's Equity.

The editorial was headlined "Television Agreement Must Have Its Chance" and it is indicated that Actor's Equity believed all members of the 4As were striving in good faith and in a spirit of cooperation for a television solution.

Significance of the Equity position is that no talent solution in television is possible without its approval and aid. Failure of Equity finally to go along on a much ballyhooed proposal for talent unions to merge killed such an effort last winter.

At present, a committee composed of members of Actor's Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists is working out the details of the new authority [BROADCASTING, March 21]. These unions are all members of the Associated Actors and Artists of America.

The editorial also referred to the merger, saying:

For those who believe that ultimate merger of all branches into one big union is still the goal which should be sought, this essay into a joint trusteeship is a first and long step.

If we can work together fairly and amicably and reasonably for the organization and administration of television, it will be a shorter and easier step to expand that cooperation to other matters.

But first of all that committee has to meet and solve those problems on the level of television.
reflection

the real behind-the-scenes view of NBC Television reveals more network advertisers, more top-rated programs, and far more sponsored hours than any other television network.
Here's a letter received recently from Edmund H. Rogers, of Gray & Rogers, Philadelphia advertising agency. We think it speaks for itself.

"I thought perhaps you would like to know the opinion of the Agency and our client Barbey's, Inc., brewers of Sunshine Beer, Reading, Penna., in regard to the value of their television program which has been televised over WPTZ for 52 consecutive weeks.

"We all feel that the Sunshine Sportsman's Show has done more to identify the name 'Sunshine' in the Philadelphia area than any other advertising we have done in the past few years. It undoubtedly has made Philadelphians more conscious of the fact that there is a beer by the brand name 'Sunshine' than they have ever been before.

"The fact that we have expanded the time of this show and have renewed it for another 52 weeks is ample testimony to our continued faith in this show and your station."

We'd like to add that if you are interested in television's second largest market and how WPTZ's experience and facilities can help you make the most of it, please drop us a line or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architect's Building • Philadelphia 3, Penna.
Telephone: LOCust 4-2244
FAIR REPORT

L. H. FOSTER
Sales Promotion Manager

The Fair store, as possible in the Fair stores, was pure products found throughout the nation. When the Fair started experimenting with television in December 1945, it was the first station [WBKB] in Chicago and one of only 400 receiving sets. We agreed to fill up 15 minutes of time and that's about all it amounted to.

In order to acquaint as many people as possible in the Fair store with television, we called to volunteers to write scripts and act in what amounted to straight fifteen-minute commercials on various products found in the store.

Since the writing was amateurish and the acting was amateurish, much to our surprise, the immediate results were just as great.

An early experimenter in television advertising, the Fair Store in Chicago began using the medium in December 1945 when there was only one TV station in the area and only about 400 receiving sets. Mr. Foster here reports on the growth of the store's television activities, explaining step by step, the change from "amateurish" to professional production. He predicts that consumer advertising "could easily be revolutionized in the next few years" if television continues to change living habits as it has done to date.

Ultimatum

The station, finally delivered an ultimatum that we had to at least attempt a more professional program and we took our radio newspaper, Bill Hamilton, and set up twelve minutes of Fair Store News followed by a three-minute commercial.

By the use of maps and still photographs furnished by one of the newspapers, we gradually built a presentable new program but the commercials continued to be a very serious problem.

In the fall of 1947, we contracted with NBC in New York to fly us each week a duplicate print of their own television newsreel. We followed these with three or four-minute commercials presented by professional actors and actresses. We continued this until the spring of 1948 when the increased time and the increased cost of producing the commercials grew all out of proportion to the sales results.

We also felt that we had received the maximum returns in publicity and prestige and therefore decided to discontinue our programs until the number of sets increased materially.

Several months later WBKB started an hour program every day in the morning slanted to the feminine audience. Fifteen minutes of this program was called Shopping With Dinny and was started as a participating quarter-hour.

Dinny supposedly shopped the various stores in Chicago and brought to the studio interesting gadgets, articles of apparel, luggage etc. that she thought her audience would be interested in. The cost was only about one tent of the cost of our own program and, much to our surprise, the immediate results were just as great and.

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Chicago Store 'Sold on TV'

OLSEN, JOHNSON
To Be on NBC TV Network

OLSEN, JOHNSON
To Be on NBC TV Network

BUICK MOTORS Division of General Motors, Flint, Mich., through time slot occupied by the Texas Co., also through Kuder, Tuesdays, 8-9 p.m. Mr. Berle will take a 13-week vacation after his June 14 telecast, with Olsen and Johnson moving in on June 28. When the Texaco show returns in the fall, Kuder plans to move Olsen and Johnson to an 8:00 p.m. time slot on Thursday or Friday, to prove the former, but will remain on NBC-TV

'WPIX THEATRE'

Two Sign for Film Series

NASH-Kelvinator Corp., Detroit (refrigerators), and American Tobacco Co., New York (Pall Mall cigarettes), are participating sponsors of WPIX Film Theatre, weekly series of 36 British films telecast Friday evenings on WPIX (TV) New York. Geyer, Newell & Ganger, New York, is agency for Kelvinator Refrigerators; Sullivan, Stauffer, Colwell & Bayless, New York, for Pall Malls.

In addition to securing the New York video rights for this series of British films, which it began telecasting April 22, WPIX also telecasts Sir Alexander Korda films each Wednesday evening and a daily 30-minute Gun Playhouse series of Westerns.

TWG Meetings

RCA's Johnny Victor Theatre in New York has been made available to the Television Writers Guild for the new union's craft meetings on video writing. Meetings will be held May 5, May 19, June 5, June 23, and July 14 (Broadcasting, April 18).

Mr. FOSTER
In its first year of regular telecasting, W2XBS, which became WNBT when commercial TV licenses were issued, broadcast 601 hours of programs, including at least one live studio dramatic program a week. NBC's record of the year's highlights, however, lists chiefly remote pickups—six-day bicycle races, a baseball game, a tennis match, a football game, a hockey game, Macy's Thanksgiving Day parade, etc.

1940 Simulcast
An exception was Lowell Thomas, who on Feb. 21, 1940, began the first simulcast series in American television, when his commentaries for Sun Oil were broadcast before the camera as well as the microphone. Like other sponsors then experimenting with television in those days before full commercialization was permitted, Sun Oil paid only the costs of the studio presentation for television; the TV station carried the program as a sustainer until July 1, 1941, when the FCC authorized commercial telecasting.

Within two months after that date, WNBT had broadcast commercial TV programs sponsored by Adam Hat Stores, Bulova Watch Co. (whose TV time signal was the first video commercial ever telecast), Botany Worsteds Mills, Frank H. Lee Hat Co., Lever Bros. (S Bry), Procter & Gamble Co. (Ivy Soap), Sun Oil Co., and Blommingdales and Abraham & Straus department stores.

At that time WNBT was presenting 15 hours of programs a week, of which 48% was outdoor pickup, 22.7% studio programs and 21.7% films. There were then some 4,000 sets in the New York area, with 80% tuned to evening and 65% to daytime programs. Audience response cards were sent out each week by NBC and returned by viewers who checked the programs as excellent (5), good (2), fair (1) or poor (0). A tabulation of returns produced an average rating of 2.07 for the summer's telecasts.

With the advent of the war, production of video sets stopped and television broadcasting settled down to a skeleton schedule of a few hours a week, marking time for the duration. WNBT demonstrated the value of television as an educational medium by telecasting a training course for New York's air raid wardens. Most of them witnessed the training programs via 80 video receivers installed by NBC in the city's police precinct stations. Begun in the mid months of 1942, this course was taken by 148,000 wardens before its climax in 1943. A two-month fire guard course, broadcast by WNBT immediately following that for air raid wardens, aided in training 14,400 fire guards.

In October 1943, WNBT began a series of sports telecasts, installing sets in military hospitals around New York so the programs could be enjoyed by wounded service men. Official Army and Navy films also were telecast in a weekly series, the War As It Happens.

In June 1944, WNBT had telecast the Republican National Convention in Philadelphia, making its first use of AT&T's coaxial cable between Philadelphia and New York to bring convention scenes to viewers in the New York area. In 1944, when both major political parties held their conventions in Chicago, special video newscasts were flown to New York and telecast by WNBT.

14 Hours on V-E Day
On May 8, 1945, V-E Day, WNBT aired the longest continuous telecast attempted by television to that date — 14 hours of prayers, speeches, interviews, music and pick-ups of the crowd in Times Square. A similar but shorter telecast marked V-J Day.

With the return of peace, WNBT stepped up its video schedule, which had dropped from 550 hours of programs in 1941 to 420 in 1942, 210 in 1943 and 278 in 1944. In 1946, the station aired 598 program hours and 721 in 1946. By the spring of 1948, WNBT's program schedule comprised 35 hours a week. This spring, 1949, it is up to 66 hours a week, with 125 individual programs being telecast.

On Feb. 12, 1946, the coaxial cable between New York and Washington was opened for video use.
with a pickup of the Lincoln’s Birthday ceremonies in Washington. The program was telescast simultaneously by WNBT, WCBS-TV (CBS) and WABD (DuMont), all New York. WCBS-TV and WABD, like WNBT, had begun operations shortly before the war and had carried on through the war years with limited program schedules. In 1948 they were joined by three more TV stations serving New York viewers—WJZ-TV, WPIX and WATV. The final station allocated to that metropolitan area, WOR-TV, is scheduled to begin operations this June.

With the extension of network facilities, by radio relay as well as coaxial cable, linking New York to Boston and Philadelphia in the East and to Chicago and St. Louis in the Midwest, WNBT now serves primarily as the originating station of NBC’s video network programs. It confines its purely local service to the hours of 8-4 p.m. and 6-7 p.m. on weekdays and 10 a.m. to noon on Sundays. Station has dropped baseball from its schedule this year so as not to interfere with its network programs.

“Television is here,” the DuMont advertisement declared in the last week of April in 1949. And with prophetic vision, it continued: “Sooner than you realize it will play a vital part in the life of the average American, enriching his daily opportunity to SEE and hear what’s going on in the world. Sooner than you realize—regular television schedules will include

**OLYMPUS MINSTRELS**

Here is entertainment that capitalizes on the new "look-at-me" technique... and captivates Sunday evening audiences of WLW-T. The troupe of twenty-five is complete with interlocutor, end men, soloists, quartet and 15-piece orchestra. With all of the sight and sound appeal of the old-time minstrel, this half-hour show is a natural for selling the WLW-T market.

**TELEVISION SCIENCE** course started by Seattle Local 184 of IATSE has won “exceptional” response, according J. H. Simpson, Local’s secretary.

**TV PROGRESS**

**Johnson Urges Action**

The government should “push forward a program” to assure for the public every development and improvement in television “as soon as possible” as well as to prevent “monopoly control” of transmission and reception equipment and program material, Sen. Edwin C. Johnson (D-Col.) declared in a telegram to Minneapolis Labor Review.

In reply to the newspaper’s request for a statement on television set purchases, Sen. Johnson, head of Senate Interstate & Foreign Commerce Committee, expressed views which appeared to be the calm before the storm on the Senate floor last Wednesday when he took FCC to task generally for its policies on radio and television and for alleged monopoly sympathies (see separate story).

“Commission and industry have been trumpeting for years that present 12 channels will not provide nationwide service,” he stated. “... Now idle upper frequencies will provide space for some additional 70 channels and make possible not only nationwide service but more independent operation by hundreds of individual owners rather than network control by a few corporations.”

**Warns Against Delay**

Warning that “delay in such matters plays into the hands of certain large interests in this industry,” Sen. Johnson contended that when ultra high frequencies are opened up and color is authorized, “billions of dollars now being invested by the people will be lost to them.” Switch would require major changes in today’s TV sets or replacement by entirely new sets, he asserted.

“Styles in television will change like Paris dictate women’s styles in clothes,” he said. “Commission’s reluctance to inform public fully and simply and their leisurely consideration of authorizing more channels and color is deplorable particularly when every informed person knows it must and will be done.”

Sen. Johnson termed it obvious that “after present lower channels and non-color has been exploited fully the change will be made and the second skimming of the cream will begin.”

He said it is “imperative that the government push forward a program to make certain not only that the public has every development and improvement in this great art as soon as possible but also that monopoly be prevented.”

**WGN-TV’s “Television Mystery Players” is:**

the **highest* rated local dramatic program in Chicago, and the third highest** rated dramatic show in **all** Chicago television.

... a top notch performance ... well worth considering when you plan your Chicago advertising campaign.

“Television Mystery Players” is currently available for your sponsorship. If you are looking for a high rated program ... a great family audience ... at an amazingly low cost this show will fill the bill.

Two different surveys show that there are only two higher rated dramatic shows (higher by a small margin) in Chicago—and these are both network originations costing ten times as much.
The CBC board, which held hearings on television at Ottawa April 7-9, stated that applicants at Toronto and Montreal should cooperate to build and operate a single station under one license for a trial period and until a newly appointed Royal commission recommends a permanent Canadian TV policy.

The position taken by the CBC board was based upon economic reasons, and, it was believed, also upon the fact that border allocation agreements with the U.S. still are to be finalized. The proposed changes in border allocations within the two countries and the tentative agreement itself met with heated opposition within the U.S. late summer when it was made public by the FCC [Broadcasting, July 12, 1948].

Completion of the negotiations appears to be chiefly dependent upon the U.S. and FCC at the present. Specifically, the border proposals are incorporated in the Commission's plan to reallocate television throughout the country, based on new engineering data, which has been under study for some time. Whatever revision in standards and allocations which the FCC decides upon in lifting the current "freeze" on TV grants would affect the border negotiations.

The CBC board forthrightly assured the present applicants that they would have priority if more independent stations were to be allocated one city. The board indicated that it felt commercial revenue possibilities were very slim at the present in Toronto and Montreal because there are few TV receivers in those areas.

The CBC board indicated it would not allow more than one independent and one government-owned CBC station in each city for the near future. CBC Chairman Dave Dunton at Toronto stated that the first CBC outlets would be operating by fall of 1948 at the latest and that certain independent stations might be telecasting before that time, dependent upon equipment availability.

Before the CBC board session, the independent Canadian broadcasters who have TV requests pending for Toronto and Montreal had met in those cities to consider the problem. They suggested to the CBC board that the policy of one independent TV outlet per city be changed so Canada would not lose any of the three channels assigned to Toronto and any of the five assigned to Montreal. While urging multiple grants, they did suggest to CBC that pooled facilities be allowed as an economy measure.

This suggestion was that the best transmitter site be picked in each city and one transmitter building and studio building be constructed to house jointly all facilities of the several stations.

The pending applicants which were heard by the CBC board include: CKOY and CFBF Toronto; CJKAC and CFCF Montreal; CHML Hamilton, CCLW Windsor-Detroit and Canadian Famous Players Corp., Toronto, having moving picture interests.

Meanwhile it also was reported that the Canadian musicians' union has intimated that it will require all television stations in that country to employ only Canadian musicians.

Sheraton Video

THE SHERATON and Penn-Sheraton Hotels, Philadelphia, are looking into the problem of installing TV sets or screens in rooms. A video system is being tested by which room sets would be attached to a central receiving unit. A closed circuit transmitter also would telecast menus, news of hotel events, conventions, etc.

WEPPING STATUE
WHEN Telecasts 'Miracle'

THE NOW famous crying statue of St. Anne wept for television cameras of WHEN Syracuse on Thursday, April 14, before an estimated 50,000 viewers in the Syracuse area. The statue is owned and operated by Meredith-Syracuse Television Corp. Shirley Ann Martin, Syracuse child, attracted nationwide attention when reports told of a seeming miracle—genuine tears coming from the eyes of a three-year-old statue head when the child kissed it.

Thronging, including reporters and photographers, whom the station asked to have scooped, jammed the studio and 450 people crowded the lounge to witness the telecast. More than 5,000 persons milling about the girl's house dispersed when they learned of the telecast, rushing for available receivers. Over 700 telephone calls flooded the station's switchboard with inquiries about the telecast and where folks could view the telecast. Some headed for the nearest bars, while sets in dealer's windows drew people ten-deep before them.

Aural radio also covered the event. Bob Ives, newscaster at WHAM, was credited with breaking the story on his newscast April 13. In addition to special coverage by all stations, WBL and two live reports to CBS, and NBC picked up a delayed broadcast from WSYR.

TACOMA VIDEO
Scripp's Plans Unchanged

DESPITE the suspension of the Tacoma Times, one of the two dailies in Tacoma, Wash., Broadcasting, April 4, plans of the Scripps League of Newspapers, former owner of the Times, for a Tacoma television station, are unchanged. J. G. Scripps has told co-owner B. F. Pendleton that the company publisher of the Coeur d'Alene (Ida.) Press and owner, through the Coeur d'Alene Broadcasting Co., of KVNI in that city and KNEW Spokane, is equal partner with KTBI Tacoma in Television Tacoma Inc., applicant for video Channel 4.

Burl Hagedon, who some weeks before the suspension of the Times became president of the Tacoma paper, remains as publisher of the Coeur d'Alene Press and co-owner of the company's d'Alene Broadcasting Co., Mr. Scripps said.

Meanwhile, H. J. Quilliam, president of KTBI, announced that two former Times writers have been added to the staff of the station. They are Burl McMurtrie, former Times columnist, who becomes KTBI news editor, and Julia Lee McDonald, formerly society editor of the paper, who will assume the same position at the station.

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Sure, Television's amazing
-and it's practical, too!

[TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE]
Once advertisers get a taste of CBS-TV impact, the word gets around fast. CBS-TV sponsors have multiplied six times over during the past 11 months. Today the total number of sponsors reaping rich benefits from CBS-TV's big and loyal audiences comes to 23, including many of the country's leading advertisers.

NOW OPERATING IN 31 MAJOR MARKETS
Membership To Get Official Sate

OFFICIAL slate of officers and directors for 1949-50 will be presented to membership of the American Television Society this Wednesday evening (April 27) at a meeting called for 7:30 p.m. at the Park Sheraton Hotel, New York. Meeting also will be called upon to act on proposals that ATS improve its financial position by increasing initiation fees and annual dues and by accepting sustaining memberships from commercial organizations. Aim of the increased revenue is to enable ATS to employ a full-time director of society affairs, to function under the guidance of the officers and board.

Nominees for ATS officers and directors for the coming year will be presented to the membership by Don McClure, television director, N. W. Ayers & Son, and chairman of the ATS nominating committee. Officers selected by the committee includes: President, David Hale Haipern, Owen & Chappell; vice president, Donald D. Hyndman, Eastman Kodak Co.; secretary, Reynolds R. Kraft, NBC; treasurer, Doug Day, Buchanan & Co.

Official nominees for directors are: Charles Durban, United States Rubber Co., retiring president; Ralph Austrian, Ralph Austrian, Inc.; Warren Caro, Theatre Guild Inc.; Emerson Yorke, Emerson Yorke Studio; Charles Allicoate, Film Daily; Jerry A. Dansig, CBS; Maurice E. Striby, AT&T; E. P. H.

ATS OFFICERS

The BMI license with television stations covers all performances both live and mechanical and whether by means of records, transcriptions, or film soundtrack.

It provides for the performance of BMI-licensed compositions without special clearance headaches.

The catalog of music licensed by BMI contains over one hundred thousand copyrighted titles ranging from folk music and be-hop to classical.

BMI offers to television film producers all the information and help they need in obtaining the right to record music on films from individual copyright proprietors.

BMI's television Service Department is headquarters for complete information on performing and other rights in the music of BMI, AMP, and the hundreds of publishers affiliated with BMI.
NETWORK-originated programming occupied about 60% of all sponsored air time on television in the month of March, increasing its dominance in the television picture. There were 57 shows on the four networks, sponsored by 49 national advertisers.

Since Jan. 1, 29 new network shows have gone on the air, ten of them in March. The N. C. Ral-baugh Co., publishers of the Report on Television Advertising, from which these figures are derived, exclude early morning and late evening time cost advertisers $818,196 in that month.

Among the newest TV sponsors are The Delta Mfg. Co., That's O'Keefe (ABC's six stations); Electric Auto-Lite Co., Suspense (CBS, 10 stations); Household Finance Corp., Backstage With Barry (CBS, 10 stations); Lincoln-Mercury Div. of Ford Motor Co., Toast of the Town (CBS, 15 stations); Miles Labs Inc., Quiz Kids (NBC, three stations); U. S. Rubber Co., Lucky Pulp (CBS, seven stations); and Wine Advisory Board, Dione Loose Cooking Program (CBS, five stations). Chesebrough Mfg. Co. also began Greatest Hits of the Century on NBC April 1.

Total network telecasts occupied 514 hours on all stations used during the sample week in March, according to figures derived from the Rap- baugh Report. In the corresponding February week, network programs totaled 401 hours.

Variety shows topped all other forms of network programming, with a total of 197 hours telecast. Next in frequency were children's programs with 88 hours; dramatic programs, 84 hours; and sports broadcasting, 704 hours.

Nearly all network programming was live. A total of 53% hours were on film, and 20 hours were a combination of live and film production. Sixty-six hours were remote sports broadcasting, mainly from Madison Square Garden, and the rest of the 544 hours were live production. Of course, in many instances, shows were kinescoped and shown later in cities not linked by coaxial cable.

By contrast, about 40% of local and spot programming was sports remote, about 25% live, and about 25% film. (See Table II for comparisons, and for total.)

Agencies

Top agencies in the network field were J. Walter Thompson, with six accounts using television, and Young & Rubicam, with the same number of TV accounts.

In spot television the following agencies had the largest number of accounts in March:

New York: BBDO, 6; Grey, 4; Ruthrauff & Ryan, 3; J. D. Tarcher, 3; J. Walter Thompson, 4; Young & Rubicam, 5. Philadelphia: Martin & Andrews, 3; Milwaukee: Stone-O'Halloran, 4; Chicago: Leo Burnett, 5; Ruthrauff & Ryan, 3; Arthur Meyerhoff, 3.

Overall TV in March

Total sponsored TV time in March, including local and spot network, was 803 hours and 48 minutes. Total expenditures were $2,086,144, according to the Rap- baugh estimates. There were 1,023 advertisers using video in the sample week early in March, and additional four network advertisers bought time in the month, bringing the March figure to 1,027 for all forms of advertising. There were 711 local advertisers and 267 spot advertisers.

Spot advertisers made a total of 656 separate insertions on the 55 TV stations. One hundred ninety four agencies were used in TV spot placements.

Of total sponsored time, 4.8% was bought in announcements, the remaining in programming of one type or another. This is about the same ratio that has applied for the past several months. Of course, as more network programming is presented, the percentage of local-re- tail and spot announcements has dropped in relation to the total (See Table III).

Leading TV Markets

Six markets have reached the 100-account level in March. New York, with six outlets and 178 ac- counts, is the leading market for TV. Next in order: Philadelphia, three stations, 149 accounts; Balti- more, three stations, 129 adver- tisers; Los Angeles, six outlets, 128 accounts; Washington, four sta- tions, 120 accounts; Detroit, three stations, 102 accounts. Detroit is a newcomer to the over-100 group (See Table IV).

Best record for a single station market is held by Milwaukee with 85 accounts; next best single sta- tion record is Toledo, with 65 ac- counts.

Los Angeles has the most local- retail advertisers using television with 83. New York and Philadel- phia both have 56 local-retail adver- tisers, and Baltimore has 54.

Heaviest spot market is New York, with 72 of this type accounts on the six stations. Next ranking in spot advertising is Philadelphia with 44, and Detroit with 30 spot accounts.

New York, of course, leads in network insertions, having 48 in the sample week. Philadelphia and Baltimore and Washington had 47, and Boston, 41. In the Midwest the leading markets for sponsored network shows were Chicago, 55, Cleveland, 33, and Detroit, 37.

On the West Coast, Los Angeles carries 16 network shows, and Seattle 9. San Francisco's one outlet carries seven network shows.

The following markets showed a net gain in accounts of more than 20 from February to March: Cleve- land, 27; Detroit, 23; Buffalo, 22.

### Table I

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Network Hrs./Min.</th>
<th>Spot &amp; Local Hrs./Min.</th>
<th>Total Hrs./Min.</th>
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<tr>
<td>Audience Participation</td>
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<td>Children's Programs</td>
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<td>Dramatic</td>
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<td>Fashions</td>
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<td>Household &amp; Women's</td>
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<td>Music</td>
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<td>Quits</td>
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<td>Miscellaneous</td>
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<td>345:45</td>
<td>259:13</td>
<td>803:48</td>
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### Table II

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<td>Sports Remotes</td>
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### Table III

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### Table IV

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<th>Markers Covered</th>
<th>No. of Handicapped Networks</th>
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<th>February</th>
<th>Total Gain (Loss)</th>
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**NOTE**

These advertisers who bought both network and selective (spot) time are counted twice in the "Total" column. Those network advertisers spending more than one show in a given market are counted once in the "Network" column.
WSB-TV, Atlanta, will not break even in 1949...

Sales progress already this year has been most gratifying. Audience acceptance of our programs has been almost unanimous . . . and favorable.

But with or without assistance, we are pledged to a plan of establishing circulation in this market . . . and this can be done only by an outstanding programming job.

We will continue to plow back into improved program services all of the revenue and resources available to us.

Set sales in the Atlanta area reflect the soundness of this approach. We are not intrigued by any accounting legerdemain.

On WSB-TV Television is Sellovision—the best buy in the South today.

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.
JACKIE COOGAN has signed an agreement with Hardie Frieberg Television Enterprises, New York, to star in a motion picture quiz It's Your Song, which is slated for summer debut. Mel Diamond is doing the script. Raymond E. Nelson, television program producer, has completed an arrangement with Leland Shubert and J. J. Shubert, whereby more than 100 operettas which the Shuberts have presented on Broadway will be packaged for television. John Shubert, son of J. J., will be co-producer of the video series with Mr. Nelson. Operettas will soon be offered for sponsorship as one-hour TV package programs priced at $15,000 each. Samuel Bronston, head of Samuel Bronston Productions of California, has completed production of 21 musical films in Rome, Italy. Featuring 100-piece Santa Cecilia Orchestra, directed by Jacques Rachmilovich, group is initial step in planned 300 reels of classics. Production of 21 additional reels in Rome to begin late next month. One-minute film commercial produced by Hartley Productions, New York, for Beetle Jet Lighter, being tested on WPIX (TV) New York. Film spot contains open end of few seconds in which name of store carrying lighter will be mentioned. John A. Cairns, New York, is agency. Washington Video Productions Inc., which will produce sound and silent film commercials and film features for television, will open formally April 27 at 900 19th St. N.W., Washington. George F. Johnson, producer of NBC's Washington Newsreel, heads organization. Miss Bette A. Carroll, formerly of NBC and the Henry J. Kaufman Agency, will be partner and writer-producer. Distribution agreement was concluded April 19 between United Artists-TV and Ruby Films Corp., New York. John H. Mitchell, director of UA-TV, says the agreement will put up 1,000 video films on the market.

General Electric apportion division has ordered 26 spots, each running 26% seconds, for use on television and as movie trailers from John Sutherland Productions, Los Angeles. RKC Co., Batavia Creek, through N. W. Ayer, has produced a 15-second test commercial for Corn Soys as a test for possible exhibit in department store windows. John Sutherland Productions. Gene Lester Productions, Hollywood, preparing 13 untitled open-end television films for shows featuring booked interviews with Hollywood celebrities which will be sold to one station per market. Programs, stressing local angle, will show announcement from local station phoning Hollywood celebrity. Star will be shown in home surroundings. Length of film set at 12 minutes for 15-minute show but will be cut to any length station desires. Cost will be station's commercial time rate or two-thirds of its sustaining rate.

Impro Inc., Los Angeles, planning series of 13 one-hour television films to cost $40,000 each as soon as regional sponsors to help finance production can be signed. Series will be plays featuring many stars in rule chosen by them. Price will be based on number of sets in market and will range from $250 to $750 per showing. Film will be sold on yearly basis, the 13-week series to be repeated four times yearly. Series of quarter hour animated (Puppetoon) cartoons for television being produced by George Paul, Hollywood. Sponsor being sought for film series which will cost between $5,000 and $6,000 per film. Will be distributed by Edward Sherman Agency, Los Angeles.

Telefilm Inc., Hollywood, currently producing eight one-minute spots for Rancho Soups through Beattie Foot, New York. Expected completion of spots consisting of live action and animation will be May 23 for use in west Coast markets including Los Angeles, San Francisco, San Diego and Seattle. Half hour series of 13 programs known as Jackson and Jill being produced by Jerry Fairbanks Inc. for NBC. Price range undisclosed with sales to be handled by network for situation comedy. Goodyear Tire & Rubber Co., Akron, has had three one-minute spots, made for Lifeguard Tubo, consisting of live action and animation through N. W. Ayer. John Sutherland Productions, Los Angeles, is producing. Simms Messenger, Beverly Hills, has three new films for leasing. There Were Two Doctors is 20-minute documentary. Fix-Film's Search for New Chile deals with Yukon exploration. Third is 20-minute play The Road for San Pablo.


William L. Roach, United Artists legal counsel, heads committee which will plan the Television Film Clearance Bureau of the National Television Film Council. Legal phases of the project already been completed by Mr. Roach. Committee will be headed by Melvin L. Gold, NTFC president, includes: William Holland, president Hyperion Films Inc.; John Mitchell, sales manager, United Artists television department; Curt Lazzar, Film Equities Corp.; Paul White, operations vice president, Lion Television Pictures; Charles Basch, Basch Radio and Television Productions, president; Waldo Mayo, president, Mayo-Video; Ed Evans, director of film relations, WPIX (TV) New York; Andrew P. Jaeger, WABD (TV) New York, film director; Robert Paskow, WFTV (TV) Newark, film director; and Jerry Albert, United World Films advertising and public relations director. NTFCs first project, a standard exhibition contract, is now being printed for distribution and is available at group's office, 300 W. 57th St., New York.

Paramount Pictures Inc.'s director of technical operations, Richard Hodgson, speaks to National Television Film Council monthly dinner meeting Thursday, April 28, at New York's Brass Rail restaurant. Subject to be Paramount's theatre television system. Henry Morley, Dynamic Films president, is new chairman of National Television Films Council production committee, succeeding Jack Glenn who has been chairman. Mr. Glenn remains on committee with NFTC board chairman. Wilyis Cooper, director of the Quiet Please which is broadcast Sunday afternoons on ABC, will write, direct and appear personally in a new weekly series starting in June on the ABC TV network. Series will be called "Volume One Numbers One to Six" and will be half hour programs following the Quiet Please format. Wendell Williams, formerly with NBC Hollywood and San Francisco, has joined the sales staff of the Norman Wright Productions, Hollywood, maker of television and commercial films.

FOR creation of the highly successful Milton Berle television show, J. H. S. Ellis (1), president of Kudner Agency, received an award from the Fifth Annual City College of New York Radio-Television and Business Conference [.Broadcasting, April 4]. Making the presentation is Dr. John Gray Peatman, college's associate dean and awards chairman.
KBTV(TV) DALLAS

CONSTRUCTION

A 69- by 88-foot studio building for KBTV will be built on the 400 block of Harry Hines Blvd. on high ground northwest of downtown Dallas. The station, on Channel 6, will serve the Dallas-Fort Worth area.

A 377 -foot tower is being erected by International Derrick & Equipment Co., Dallas office. It will have an above-sea-level height of nearly 900 feet.

A $20,000 mobile Telerecruiser has been ordered from Allen B. DuMont Labs., Passaic N. J., for spot coverage of sports and news events. A DuMont representative, Lewis E. Pett, visited Dallas with a Telerecruiser to confer with Mr. Potter on the station's equipment needs.

The studio grounds will cover some 54,000 square feet and the building will contain 5,500 square feet, including a 20- by 30-foot studio.

TRANS-LUX POLICY

TV Effect Changes

ONLY one of the 14 Trans-Lux theatres is now adhering to its newsreel policy, the other 13 having abandoned news films for first-run and unusual features. Television is one of the principal reasons for the change in policy, it was said.

Norman W. Elson, vice president of the Trans-Lux Corp., said he did not envision any big-scale return to a newsreel policy even with development of theatre television. He said, however, the Trans-Lux theatres are in good position to use theatre television when it is ready because they already use rear projection. He looked upon newsreels via television as supplementary to the feature policy.

TV Bar Tax Action

A SENATE committee in the Pennsylvania State Legislature April 12 approved a House-passed bill which would eliminate taxation on television used in liquor establishments. The State Liquor Control Board has said that television is an amusement device and that taprooms, therefore, must have amusement permits for their use.

BILL WELSH, KTAL (TV), Los Angeles sportscaster and special events reporter, was honored at "Bill Welsh Night" given by the Patrician Club of Dallas at the Patrician Auditorium for aiding in increasing interest in ice-hockey games in California area.

Architect's drawing of KBTV Dallas.

RESORT SELLING

WATV Starts Weekly TV Show

FIRST in a series of weekly hour-long television feature shows originating from a resort hotel was scheduled for presentation last night (April 24) on WATV (TV) Newark, N. J.

The series, sponsored by American Shops, Newark, and featuring Yaphank home movies, is in the 10-11 p.m. Sunday spot. It originates at the Goldman Hotel, Pleasantdale, N. J., and the entertainers, besides Mr. Waters, include name acts appearing on weekends at the Goldman.

The hotel is responsible for supplying all the talent, an arrangement said to be the first of its kind in television. Producer of the series is Harry Goldman, operator of the hotel. Don Lane and his orchestra supply musical background.

RADIO-TV JOBS

Competition Keen—Besler

ALTHOUGH employment is increasing in radio and television, "there are relatively few job opportunities and the competition for those jobs is very keen," Max Besler, special assistant to the manager of the New York District Office of the Veterans Administration, said April 16 on the Straight Facts for Veterans program on WCBS New York.

Citing a report recently prepared for the Veterans Administration by the Bureau of Labor Statistics, Mr. Besler said that this situation is true for both program employees, announcers, writers, musicians, newsmen and technicians. He added that "the report says that technicians seem to be in the best position, especially if they have any experience in television."

Protelem

LATEST version of the Protelem projection television system will be offered to consumers soon, the North American Philips Co., New York, announced last week. The newest adaptation of the Protelem system, providing a 3 x 4-ft. TV picture, projected on a conventional home movie screen from a small cabinet containing a complete video receiver, was demonstrated recently by North American Philips.

TV IN LIBRARIES

Louisville Plans a Success

INSTALLATION of three television sets in the Louisville Free Public Library's main library and one in each of its ten branches in order to provide additional stimulus to community use of library facilities has proved to be "a sensational drawing card and an unexpectedly effective public service." The first announcement in a joint ad ran, "Television's Town Hall," in a recent issue of Library Journal.

"TV in the libraries was an instantaneous success and the crowds overflowed library facilities when the library added the TV sets to the equipment of its audio-visual department after WAVE inaugurated television last Nov. 24, the article states. Mr. Graham and Mr. Hodapp make these further observations: "In spite of the increased facilities needed for the convenience of the library's televisioners, the added attendance has greatly stimulated interest in and use of regular library services. Book circulation has increased markedly; the audio-visual department has vastly more films on loan; there has been a run on classical records and TV alks. . . . This growing library publicity is becoming significant as a force in affecting future programming on TV. . . ."

FELTIS TV VIEWS

Says Ad Patterns to Change

HUGH FELTIS, newly appointed general manager of KING Seattle, in his first public appearance since returning to the Pacific Northwest, Tuesday told the Seattle Advertising and Sales Club television will markedly change advertising patterns in every market where it appears.

"When television hits a home the pattern of sound radio listening changes overnight," he said, but added that "AM broadcasting as we know it will remain for our lifetimes at least." Mr. Feltis cited vast areas where video will never be seen and will never disturb sound broadcasting. (KRCB-TV is now the only video outlet operating in Seattle but KING has one of six applications for remaining three channels before FCC). Referring to BMB experience Mr. Feltis disclosed KING plans to experiment in what he called home-made research and suggested the ad club pioneer in Seattle, adding with grin that he would not serve on committee.

Among significant trends Mr. Feltis noted television hit New York ten years ago "like a windstorm" but observed he does not feel the same hysteria in Seattle as New York or Chicago.

TALENT UNIONS

Paid Officers Brought Back

PAID officers and counsel of talent unions are being brought back into the committee planning to form one big television union, it was learned last week.

The paid executives and counsel were invited from the committee, composed of presidents and members of each of the key unions in the Associated Artists and Artists Multi-union efforts to merge some of the organizations failed. It was then thought that better progress could be made without them.

Apparent efforts to reach an agreement have now progressed so far that it was thought advisable to bring the paid union technicians back. Late last week it was believed that a new and permanent union to be called the "Pour A's Television Authority" was closer to realization than ever before.

Cincinnati Telepulse

MONTHLY Telepulse reports by The Pulse Inc. will be issued for the Cincinnati metropolitan district, beginning in May. The fourth such district to be serviced by Telepulse reports, Cincinnati's markets will be surveyed and quarter hour TV ratings will be quoted for an entire week from 12 noon to 12 midnight. Quarter hour ratings will be based on 100 TV homes.

TELECASTING
EDWARD LLOYD
Named Nielsen Exec. V.P.

DR. EDWARD L. LLOYD, managing director of the A. C. Nielsen Co. Ltd. in Great Britain, has been named executive vice president of the Chicago research firm, President Arthur Nielsen announced last week.

Dr. Lloyd, who was recently named vice chairman of the Great Britain and Australia Nielsen concerns, will be responsible for all operations abroad, including extension of marketing research services to new countries.

Dr. Lloyd worked as chief of the Market Data section of the Bureau of Foreign and Domestic Commerce in Washington before joining the Nielsen company in 1938. He lives in Oxford, England. He returned recently from Australia, where he established the food and drug index services offered by the firm.

Voice Jobs Open

STATE Dept.'s Voice of America has job openings for radio broadcast technicians with civil service ratings of CAP-5 through CAP-13, paying from $2,974 through $7,452 annually. Particulars about examinations for the jobs may be had from the executive secretary, Board of Inter-States Service Examiners, Dept. of State, 250 West 57th St., New York 19, N. Y.

Voice Services Offered

Operations abroad, including extensions of voice services offered in yellowed newspaper clippings as “President Lincoln’s personal spy,” collapsed on the 21st floor of the CBS building as he waited, with other members of Tuesday’s cast, for an elevator. He was pronounced dead by Dr. Jack Nelson, CBS physician.

N. Y. MANAGERS
Hold Organizational Meet

NEW YORK Radio Station Managers Committee met last Monday and decided to form an organization to meet on a regular basis and act on problems of common interest in New York. Eldon A. Park, general manager of WINS, chairman of the committee, was empowered to send out a letter to all station managers in the entire metropolitan area to alert their participation. Among problems which will concern the committee at first are the channelizing of public service drives, music and labor matters. Norman Boggs, WMCA, president at the meeting for Mr. Park, who could not attend because of illness. Others who attended: G. Richard Swift, director, WCBS; Richard Connell, personnel director, WOR; Charles Brown, assistant manager, WHOM; K. T. Murphy, business manager, WNEW; Joseph N. Neel, general manager, WOJ; Henry Greenfield, general manager, WEDU; William L. Moore, general manager, WBNX; John H. Hope, president, and Norman S. Mcgee, vice president, WQXR, and Herman M. Dees, general manager, WJZ.

WOLFE CHAIRMAN
Heads Mich. AAAA Council

RALPH L. WOLFE, president of Wolfe-Jickling Conkey Inc., has been elected chairman of the Michigan Council of the American Assn. of Advertising Agencies for the fiscal year 1949-50 according to an announcement by the council. Other officers elected include: John L. McGuigg, vice president of Geyer, Newell & Ganger, vice chairman; Frank W. Townshend, vice president, McCann-Erickson, secretary-treasurer; Willard S. French, Brooke, Smith, French & Dorrance, and Henry G. Little, executive vice president of Campbell-Ewald Co., and retiring chairman, were elected governors of the council.

Management

JOSEPH L. MERKLE, formerly with NBC’s station relations department, has been appointed station relations manager of DuMont Television Network, a new post. He had been with NBC for 12 years.

JOHN CARRINGTON, who has been commercial manager of WORD and WDXY(FM) Spartanburg, N. C., has been appointed station manager. He succeeds JOHN W. KIRKPATRICK, who resigned to become manager of WOOG Montgomery, Ala. (Broadcasting, April 4).

J. W. PARRIS Jr., has been appointed commercial manager.

WALTER HAASE, station manager of WDRY Hartford, Conn., has been named chairman of Greater Hartford Fund Drive Review Council, which investigates and reports on any fund appeal in area.

JACK S. YOUNTS, president and general manager of WEED Southern Pines, N. C., and Mrs. Younts, program and promotion manager, are parents of a girl, Sandra Louise, born April 18.

N.B.C’s MacVANE
Named President of ARNA

JOHN MacVANE, NBC news analyst, has been elected president of the Assn. of Radio News Analysts. Other officers named include: chairman of the executive committee—H. V. Kaitenborn, NBC; executive committee members—Bill Henry, MBS; Ned Calmer, CBS and Richard C. Hotlitz, CBS; vice presidents—John Daly, CBS; and William S. Hillman, MBS; treasurer—Cecil Brown, MBS; assistant treasurer—Quincy Howe, CBS; secretary—George Hamilton Combs, WMGM New York, and assistant secretary—Thomas J. Hamilton, WQXR New York.

ARNA’s purpose is the maintenance of professional standards in news analysis, and the representation of its members in matters affecting those standards.

Kobak Named

EDGAR KOBAK, retiring MBS president, has been elected a director-at-large of The Advertising Council. Mr. Kobak, who served as a sponsor member of the council during 1945-46, was elected a director, representing radio, the following year. He has served on the board ever since. He was vice chairman of the Industries Relations Committee during 1947 and a member of last year’s council Promotion Committee.
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<td>JANSKY &amp; BAILEY</td>
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<td></td>
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<td>2414 ADAMS W. ABRAM, N. W.</td>
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26 Years' Experience in Radio Engineering
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There is no substitute for experience
GLENN D. GILLET
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501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
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CONSU TING RADIO ENGINEERS

BROADCASTING • Te lecasting

April 25, 1949 • Page 69
CHUCK CROSBY, sports director of WCOP Boston since 1946, has been assigned to become assistant sports director of CBS-TV.

BARBARA FROST, formerly with ABC press department, has joined WOR New York as news editor.

THOMAS C. FLYNN, formerly WOR trade news editor, has been appointed news editor of WOR-TV, scheduled to begin operations March 31. WALTER V. BENNETT Jr., formerly WOR news editor, has assumed Mr. Flynn's previous post as trade news editor.

BILL PLATT, formerly with KOCY Oklahoma City, has joined WBBZ Pocata, Okla., as sports director.

HOWARD HOLSCHUH has joined news staff of KNBC San Francisco.

JAMES P. FOLEY, formerly on news staff of KECA Los Angeles, has been appointed news editor of KGO San Francisco.

RAY OWENS, new director of WFRL Syracuse, N. Y., is the father of a boy, Ray Jr.

AGRICULTURE
Maps Plans for RFDs, IER

PLANS covering radio and television discussions for both the Radio Farm Division and county extension offices in Washington and agricultural workshop sessions at the Institute for Education by Radio at Columbus, Ohio, were announced last week by Agriculture Department's information office.

The two events are dovetailed, with RFDs gathering in Washington May 2-4 just prior to IER's meeting, which is slated for May 5-8.

Open house program includes a congressional session arranged for visiting farm broadcasters by National Assn. of Radio Farm Directors, and a Wednesday session on "Project 255 Moves Ahead," dealing with the department's television project. Tom Noone and Maynard Speece, USDA TV information specialists, will speak.

Radio workshops at Columbus are set for May 6 and 7, with an RDF meeting scheduled on the latter for Saturday morning. Friday session will be devoted to discussion of video, experience reports and kinescopes. Special recordings are to be featured in a Saturday clinic.

Canadian Set Permits

INCREASE of 116,317 in number of receiving set licenses was reported last week by Canada's Dept. of Transport Radio Division. Total issued in fiscal 1948-49 to March 31 was reported 2,051,563. Total licenses issued for same period last year was 1,932,236. Province of Ontario reported largest number of licenses with 703,374.

GIVEAWAYS
Proposals of FCC Discussed By 'Stanford Law Review'

FCC WILL EXCEED its authority under any of its proposed anti-giveaway rules [BROADCASTING, Aug. 9, 1948], the Stanford Law Review concludes in its April issue.

In an 11-page study of the problem, the Review concludes that legislation is needed to "lay down a general standard to guide the Commission in regard to its authority over program content." The article continues:

Any standard established should not permit the Commission to substitute its judgment for that of the radio audience, except in cases clearly detrimental to the public safety or morals. The proposed lottery regulations seem to strike at programs not properly within this exception.

It was pointed out that in 1940 FCC referred several programs to the Justice Dept. for prosecution under the lottery laws. The Attorney General advised against prosecution. Yet at least some of these programs "would clearly come within the Commission's interpretation of the same statute" as indicated by its proposed rules, the Review declared.

It was felt "there would be a substantial basis for contesting the Commission's action as a form of censorship and a violation of Sec. 326 of the Communications Act."

The article said the "most vulnerable part" of FCC's proposed rules is their concept of "consideration:"

The prevailing view, a valuable consideration in the interpretation of the statute, is required before the lottery exemptions in the Federal Communications Act will be honored. The Review concluded that there is "substantial possibility that the new lottery regulations have misinterpreted" the lottery law.

But if they are enacted, it was felt, "they would appear to offer an opportunity to put in issue [by court test] the authority of the Commission over program content."

Rules' Specifications

The proposed rules, currently under consideration by FCC after oral argument in which most industry spokesmen protested their enactment [BROADCASTING, Oct. 25, 1948], would specify the tests to be applied in deciding whether a program violates the law against lotteries.

It would be considered a violation if the winner's selection depends in any way upon lot or chance, and if the winner or winners must do any of the following: (1) furnish money or thing of value; (2) promote as a product of the lottery; (3) be a sponsor; (4) be a sponsor; (5) answer a question correctly, if aid is given on a telephone or answer a question correctly, if aid is given on a telephone or write a letter if contents or substance of conversation or letter are broadcast.

HITCH YOUR SELLING TO A STAR

Star salesman in this whole locality is hard-hitting WAIL, the station with more listeners and more influence.

WINSTON-SALEM, North Carolina

Representatives: Avery-Knodell, Inc.
NEW commercial show, Flight International, has been launched by KYSM San Mateo, Calif. Broadcast from San Francisco International Airport, program features interviews with passengers, pilots and various operation personnel at airport. Euclid Candy Co. (Lavette, Red Cap candy bars) is sponsoring program—its first use of radio in Northern California since 1943.

**Happiness Exchange**

BEGINNING May 1, "Big Joe" Rosenfield, who says he's the "happiest man in the world," will conduct Big Joe's Happiness Exchange on WOR New York seven mornings a week. Show will feature recorded music, contests and telephone conversations with listeners who phone studio. Mr. Rosenfield will conduct a crutch exchange for disabled persons, and a rocking chair supply for elderly men and women as part of program.

**Growth of the Mind**

LIVES of two boys, traced since day of their birth, is subject of WNRB Norristown, Pa.'s Growth of the Mind program. Series shows influence of home, parents, family members, friends and school life on their lives. Each week some prominent guest speaker is featured and gives brief talk on a related field. Many psychiatrists have been featured.

**Quiz Show in Reverse**

ON weekday Julie 'n' Johnny show on WTAG Worcester, Mass., a board of musical experts are featured who try to answer questions sent in by listeners. On April 14 M.C. Julie Chase received a question with 11 folded pieces of mystery papers with numbers on them. Experts picked numbers at random, answering questions thereon, until fourth one opened said: "The expert picking this number gets a bushel of pears in August." By end of question, experts had also netted pure bred German shepherd puppy, box of homemade fudge and quartet of theatre tickets.

**Blogging Racing**

FAMOUS racing classic B. A. A. Marathon which is always held on Patriot's Day, was telecast April 19 by WNAV-TV Boston for the first time. Program started at 1:30 p.m. on Tuesday, about an hour before the winner was expected to cross finish line. Program was sponsored by the National Co. of Malden (Mass.), manufacturer of National Television Receivers and radio communication equipment.

**Doughnut Time**

NEW afternoon audience participation show, Doughnuts at Doc's, originating from Doc Higgenson's restaurant in Crossville, III., debuted over WROY this month. Restaurant is filled daily with birthday parties, lodges and various organizations desiring to participate in the interviews and music, and to compete for daily prizes. Show is aired Mon.-Fri., 2-3:30 p.m., and is sponsored by Kurfees Paints, Westinghouse Appliances and H. L. RudoIph Hardware Inc. of Crossville. WROY believes this is the first program of its kind emanating from a small farm village and beamed at metropolitan centers.

**The Pick of THE NEW HITS!**

on special "DJ" platters*

**TEX**

Old Fashioned Song
Tulsa
DJ-684

**SAMMY**

KAYE
A Chapter In My Life
Called Mary
Kiss Me Sweet
DJ-685

**BUDDY**

MORENO
How It Lies
Honey Bun
DJ-686

**JOHNNY**

And THE THREE BLAZERS
Blue For What I've Never Had
DJ-687

**RCA VICTOR RECORDS**

**THE PICK OF THE NEW HITS!**

**RCA VICTOR RECORDS**

**THE PICK OF THE NEW HITS!**

**BROADCASTING • Telecasting**

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**RCA VICTOR RECORDS**

**THE PICK OF THE NEW HITS!**

**RCA VICTOR RECORDS**

**THE PICK OF THE NEW HITS!**

**BROADCASTING • Telecasting**
REN T LAW

Radio's Education Job
Lauded by O'Brien

RADIO did an outstanding job in helping landlords, tenants and veterans understand their rights and obligations under the Housing and Rent Act of 1948, John T. O'Brien, director of information for the Office of Housing Expenditure, told Broadcasting last week.

The medium is continuing to do a great public service, he said, in explaining the changes in the 1940 law. Mr. O'Brien estimated that at least 3,500 hours of local station time was donated last year for this purpose. No estimate has been made of the amount of announcements and national and regional network shows which were in addition to the local station efforts.

Although there were no enforcement provisions in the 1948 law, Mr. O'Brien indicated that the magnificent job done by radio in reiterating the rent regulations for both tenants and landlords helped tremendously in maintaining a high degree of compliance with the Act.

"Even the 3,500-hour estimate for radio time given the 1948 law is low, if anything," Mr. O'Brien stated, "because when that law went into effect there were several changes over the 1947 law. Many stations added more time, as they now are doing and we don't have reliable estimates for the extra coverage." He said the OHE figure is based on the average of the last several months of the 1948 law, which expired March 31, when 330 stations carried five or fifteen minute broadcasts once weekly for a total of more than 47 hours every seven days.

He guessed that with spots and network shows added in the total contribution would run 5,000 hours. Mr. O'Brien further complemented the efforts of the television stations, pointing out that since the first of the year there have been a number of local TV shows as well as network.

Mr. O'Brien also expressed thanks for the many letters he received complimenting the quality of program material sent to stations by the OHE radio division.

VICKIE HUBBARD, former continuity writer at WNMP Evanston, Ill., has been appointed continuity editor for Hal Tate Productions, Chicago.

Feature of the Week
(Continued from page 17)

periods so that Mr. Smith's relative could be cared for.

The problem impressed Mr. Smith and the money to Hale Bon- durant, WJBC manager, to see what could be done. The station agreed to turn over a 15-minute period Monday through Friday, with Mr. Smith at the piano, a telephone installation in the studio, two announcers and Wally Rubens of the sales department, to handle pledges.

The program was called Iron Lung Sq.-It May Be for You. The need for a second iron lung was ex- pected to listeners and contribu- tions were solicited. Listeners were invited to request musical selections and at the same time make pledges to the fund.

Bob Mesklik and Wendell Porter, staff announcers, handled requests and, as an added feature, Al Grabs, member of a local band, acted as the musical cash register, ringing up each pledge on a cowbell as it was phoned in.

The goal was $2,000. All but $50 had been pledged on Friday at the end of the third week—3½ hours of broadcasting. The following Monday's mail contributions brought the total to $2,125. The auditing committee, composed of prominent women of the community, including Mrs. Mark Hayes, wife of Bloomington's mayor, de- cided that the extra money should be retained to cover freight and an extra attachment that could be used with iron lung #2.

Announcement was made that if that the goal had been reached and no more money was needed. But, the station reports, contributions continued to roll in. These were returned to the senders with the suggestion that they might give the money to two current campa- gins—the Red Cross and the Cancer Fund.


WSNY CASE

Receivership Motion Denied

MOTION for a temporary receiver for WSNY Syracuse, N.Y., has been denied by Justice John Alex- ander of the New York State Super- comte Court, WSNY announced last week. Leader of the group which had asked for the receivership is George P. Nelson, former vice president and director of the station.

The Nelson group brought action against Western Gateway Broad- casting Corp., WSNY licensee; Winslow Leighton, WSNY presi- dent and general manager, and others, charging that Mr. Leighton had taken over control of the station illegally.

Latest decision, WSNY said, means that operation of the station remains in the hands of Mr. Leigh- ton and other directors elected at the last annual meeting of Western Gateway stockholders.

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved hooperatings as high as 27.4.

Advertisers and stations— we have a new and even better sales plan! Ask about it!
On All Accounts
(Continued from page 17)
widely. As a result, Norine worked as a reporter for daily papers in Michigan and Ohio, eventually becoming a city editor. In Toledo she advised the lovelorn, started all kinds of stories and settled down to a normality which included such off-hour entertainment as playing rummey with four murderers (one a Toledoan) until 8 a.m. in the desolate cell of a small-town Indiana jail. She was their phantom come to life, as the quartet listened avidly to WLIW Cincinnati's Moon River — the No. 1 outlet for her poetry. (She still writes for it and Sammy Kaye's Sunday Serenade).

It was also in Toledo that she married Perry Freeman, a newspaper colleague. The event remains historic in local journalistic annals because the matron-of-honor, another lover-lover advisor, tripped over a cuspidor in her haste to kiss the bridegroom. (The apparatus was in the court house press room.)

Perry, one of two sons, is a corporal with the Army of Occupation in Germany. He hopes to join the Army Air Force. Richard was killed on a Japanese prison ship off the Philippines after surviving the Bataan and Corregidor campaigns. Mr. Freeman died of pneumonia in 1956.

Moved to Cincinnati
Norine dipped into radio for the first time with a music and poetry show on WSPD Toledo, using her own poems. Later, while on the Concentric service, she narrated and produced a woman's news show and a second music-poetry program. Two of her serials, published by the paper, were adapted for air on WCPO Cincinnati. Each ran 15 weeks. At that time she was president of the Ohio Newspaper Women's Assn. and housewifey to three dogs, four black rabbits, a turtle, a parrot and Willie, a groundhog, who indulged his passion for dry onions despite streams of tears. She also made futile attempts to lure Falu, favorite dog of Mr. and Mrs. F. D. R., to her hearthstone. She and the former President met several times in Cincinnati to discuss the merits of milk produced by Jerseys.

In 1944 Mrs. Freeman went to New York to become account executive for Earle Ferris (radio features), where she handled publicity for Metropolitan Opera stars. Movie stars, including Jane Russell, were on her roster a year later when she joined Carl Byoir & Assoc. as assistant — and then radio director. Still carrying on her extra-curricular writing and art work, she also took vocal lessons. These were supervised by sling-shooting, with pebbles aimed at a parrot in the next apartment who warbled full-scale imitations during her practice sessions.

Norine left Carl Byoir to work as vice president of I. L. Chamberlain Inc., New York publicity and public relations firm, where she planned and organized the national good-will tour of Prince Aboloreza Pahlavi, brother of the Shah of Iran, and worked on other international accounts that kept her hopping cabs between Manhattan and UN Security Council sessions at Lake Success. Last year, after setting up her own publicity office in Chicago and working on one of Doner's accounts, she was offered the task of opening the agency's first publicity and public relations department. Her attempt to direct business simultaneously in both offices failed because of a "ridiculous time limitation" (only 24 hours in the day), and she closed her own firm. Last fall she was named radio and television director of the Doner agency.

Handles Atlantic Account
Although she supervises two small accounts (Baby Sitters Inc. and Allied Inventory Corp.), Mrs. Freeman's thoughts and deeds channel into TV. Her major video account is Atlantic Brewing Co., maker of Tavern Pale Beer, which inaugurated Chicago's first TV beauty contest. The show, for which viewers nominate and vote on entrants, is telecast during intermission of Thursday night wrestling matches on WGN-TV, Chicago Tribune station. After the third contest more than 19,000 mail votes were tabbed.

Norine's poetry production has slackened, her chefs make are lonely, she seldom paints and she still has half her lakefront apartment to fill with Chinese modern furniture. Problems resultant from television are the reason, along with a jangling phone. Chicago's male eligibles are applying en masse for baby sitting jobs, still in hopes that at least some of the babies are the contest models.

LINDENWOOD
Radio Conference Planned
OVER 550 delegates from universities, colleges, high schools and civic groups are expected to attend Lindenwood College's third annual radio conference, to be held at St. Charles, Mo., Friday (broadcasting, March 21). Meeting will be generally devoted to radio, "The Fifth Estate," as a communication medium.

Judith Waller, public service director at NBC Central Division and one of radio's pioneers, will be a guest of the conference and speak at a morning session. She is the author of the book Radio, The Fifth Estate. That topic also will be explored in an evening panel session, to include Dr. Samuel Johnson, news commentator, KXOK St. Louis; Alfred Brandt, assistant news editor, KXOK St. Louis; David Sherfin, School of Journalism, U. of Missouri, in charge of 137 newspapers, and Charles C. Clayton, St. Louis Globe-Democrat.

Radio production techniques are to be demonstrated at an afternoon session by Ted Wescott, director at KS2 KSD-TV St. Louis. Program also calls for inspection of KGLC, college's radio station used as a laboratory for the radio department. Station is managed and operated by students of classes in script writing, announcing, production, sales and management.

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE
IN JACKSON,
MISSISSIPPI

When you buy WJDX, you get the big 10 years' growth of the Jackson market at low 39 rates. Just to give you an idea — the market Jackson's per capita buying income has gained since 1939.

19 YEARS' LEADERSHIP
Represented Nationally
by the
George P. Hollingbery Co.

COMMR. MORTIMER W. LOEWI,
director of DuMont Television Network, is selling his seat on New York Stock Exchange, according to the Exchange's April 12 bulletin. Commdr. Loewi has been an Exchange member since 1917.

April 25, 1949 • Page 73
Applications Continued:

AM—1460 kc
WDQW Norfolk, Va.—CP change from 1410 k. D to 1420 k. from 200 w. unlim. Change studio to Portsmouth, Va.

Modification of CP

KJMI-FM Fresno, Calif.—Mod. CP new FM station for extension of completion date.

KVAC-FM Los Angeles—Same.

KDCO-FM Detroit—Same.

KRMN-FM Sheboygan, Wis.—Same.

WLIT Columbus, Ohio—Same.

WLOK-FM Lima, Ohio—Same.

WGDR Richmond, Va.—Same.

WWW-J FM Wheeling, W. Va.—Same.

WITC-FM Madison, Wis.—Same.

WEMP-FM Milwaukee—Same.

WUSA Washington, D. C.—CP new FM station to change ERP from 3 kw to 350 w. ant. from 300 ft. to 30 ft. above their terrain.

WHFM Rochester, N. Y.—Mod. CP changes in new FM station for extension of completion date.

WHYN Rochester, N. Y.—Mod. CP new commercial TV station to change ERP from 2.8 kw vis., 1.1 kw aur. to 3.81 kw vis., 1.8 kw aur.

WTVN Columbus, Ohio—Mod. CP new commercial TV station to change ERP from 14.3 kw vis., 9 kw aur. to 6.9 kw vis., 3.24 kw aur.

KNNR Los Angeles—Mod. CP new commercial TV station to change ERP from 15 kw vis., 5 kw aur. to 25.2 kw vis., 13.34 kw aur.

April 19 Decisions...

DOCKET CASE ACTIONS

AM—1380 kc

Announced proposed decision looking toward grant of application of Beek & Kothl for new station at Ashland, Ohio—1400 kc 500 w. unlim. and denial of following applications for same facilities at cities indicated:

Mount Vernon: Besty Corp., M. Vernon, Ohio; Mount Besty Corp.; Newark, Ohio; The Zanesville Besty Co., Zanesville, Ohio.

AM—1320 kc


April 19 Applications...

ACCEPTED FOR FILING

AM—1460 kc

KFVD Los Angeles—CP to change from 1000 ke 5 kw unlim. to 1000 ke 10 kw unlim. limited N to KDKA.

License for CP

KWOE Clio, Ohio—License to cover CP new AM station.

Modification of CP

KCBS San Francisco, Calif.—Mod. CP new AM station change frequency etc. for extension of completion date.

Assignment of License

KDBA Orovile, Calif.—Assignment of license from Dan L. Beebe, Floyd A. Sparks and Betty Clark Sparks, partners, to Dan L. Beebe, Floyd A. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr. d/b/a the Orovile Mercury Co.

KCBN San Bernardino, Calif.—Assignment of license from Woodrow Miller to Kais Binkley West.

Modification of CP

KCGO-FM Mason City, Iowa—Mod. CP evidence in new FM station for extension of completion date.

License for CP

WMCA-FM New York—License to cover CP new FM station.

Modification of CP

WOR-AM New York—Mod. CP new commercial TV station for extension of completion date.

Assignment of License

WJBK-AM Detroit—Same.

WBEN-AM Buffalo, N. Y.—CP new commercial TV station AMENDED to change ERP from 15 kw vis. to 15.2 kw vis.

License for CP

WPDB-TV Jacksonville, Fla.—Mod. CP new commercial TV station to change ERP from 19.4 kw vis. 10 kw aur. to 18.5 kw vis. 9.2 kw aur. and change trans. and studio locations.

TV—184-182 mce

Cowles Besty Co., Des Moines—CP new commercial TV station AMENDED to change ERP from 12.75 kw vis. 20.5 kw aur. to 14.5 kw vis. 14.95 kw aur.

TENDERED FOR FILING

AM—1430 kc

KFVD Los Angeles—CP change from 1000 ke 5 kw unlim. to 1000 ke 10 kw unlim. limited N to KDKA.

Assignment of License

KLAC Los Angeles—Assignment of License from Warner Bros. Pictures Inc. to KLAC Inc.

KWHO Sheridan, Wyo.—Assignment of license from R. E. Clark, Jack C. B. Reamer, Jim Carroll and Donald E. Tannehill.

Transfer of Control

KMPG-TV San Antonio—Transfer of control of KMPC from reestablishment to three trustees by G. A. Richards of legal title to and voting rights in 28.64% of stock.

KWR-A-AM-FM Detriment—Reassignment of control by Mr. and Mrs. G. A. Richards through transfer of three trustees of legal title to and voting rights in 28.64% of stock owned by Mr. Richards.

WGAR Cleveland—Transfer of control through relinquishment to three trustees by G. A. Richards of legal title to and voting right in 71.64% of stock.

AM DELETION

AM—930 kc

KROM Rosedale, Md.—Same.

AM—1610 kc

DELETED February 14, 1949 from AM new station 330 kw 5 kw unlim.

FM DELETION

WHRD-AM James R. Moss Jr., Tuscaloosa, Ala.—Same.

WKRK-TV FM Station for Tuscaloosa, Ala.—Same.

KAFU-FM Shenandoah, Iowa—Same.

KHRE-AM Port Arthur College, Port Arthur, Tex.—Same.

April 20 Applications...

ACCEPTED FOR FILING

AM—1290 kc

KFOX Arkansas City, Kan.—CP...

Technical

NORMAN KAY has been appointed studio field engineer for KGO-TV, San Francisco, formerly with WENW(TV) Cleveland, and before that was television equipment designer for RCA, Camden, N. J.

PHILIP CLARK has joined engineering staff of WFBF Syracuse, as control operator. He is a graduate of Taylor Instrument Co., Rochester, N. Y.

GENERAL ELECTRIC Co., Lighting and Rectifier Divisions, Schenectady, N. Y., has announced new high-voltage selenium rectifier cell designed to permit use of smaller stack to achieve the same wattage output. New cell can be used in rectifier stacks for installations where space is limited. Such stack will not be required to operate continuously 24 hours daily for long periods. Tube Division of GE has also announced new beam power amplifier tube, 19BC-G, designed for operation at high surge plate voltages for short periods.

GENERAL RADIO Co., Cambridge, Mass., has announced new Type 1552-A Stroboscope for stroboscopic observations at relatively low light levels.

SUPERIOR ELECTRIC Co., Bristol, Conn., has announced new, small automatic voltage regulator, rated at 2 kw output. Listed as National Type EM 4102, regulator is electromechanical in operation, consists of several electrically-powered variable transformer controlled by specially-designed electronic detector.

"FM can save a lot of set manufacturers," Edgar Kobak, then president of MB5, tells the luncheon meeting of the FM Assn. Clinic (Broadcasting, April 4). Over 157 advertising, broadcasting and station representatives heard Mr. Kobak as he addressed the meeting in the Hotel Commodore, New York.

change from 1 kw D to 100 w N 1 kw.

D. change hours from D to un.

License for CP

WUSA Washington, D. C.—License to cover CP new AM station and to specify studio site as insurance exchange Bidg.

KWEB Sheboygan, Wis.—License to cover CP change frequency, increase power etc.

Assignment of License

WEUS Eustis, Fla.—Assignment of license from C. Harold Ferron, E. L. Ferrar, Harvey K. Glass, K. J. Schneider and Frank W. Stebbins d/b/a Lake County Bosts. to Paul Hunter.

Transfer of Control

KMPG-AM—Transfer of control to Harry J. Klinkler, Lawrence P. Fisher and Dr. John A. Haggan. Trustees through transfer of legal title and voting rights to 28.64% of stock by G. A. Richards.

WGAR Cleveland—Transfer of control to Harry J. Klinkler, Lawrence P. Fisher and Dr. John A. Haggan. Trustees through transfer of legal title and voting rights to 71.64% of stock from G. A. Richards.

Modification of CP

KRTV Dallas—Mod. CP new commercial TV station to change ERP from 21 kw vis. 15 kw aur. to 27.1 kw vis. 12.4 kw aur.

TENDERED FOR FILING

Transfer Control

KWHK H recourse—Transfer of stock owned by C. L. Burd, R. L.

(Continued on page 81)

In Altoona, Pa., It's

ROY F. THOMPSON

and

WRTA

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

Represented by ROBERT MERKER ASSOCIATES
THE GOLDEN RULE, St. Paul department store, has signed with WMIN St. Paul-Minneapolis for 11 half-hours, plus 27 one-minute spots a week, Cramer-Krausselt Co., Milwaukee, store's agency, announced last Monday.

The 26-week contract, effective May 1, is the first step in the store's campaign, which may eventually reach 15 or 18 hours a week in the twin cities area, the agency stated. Other programs on one or more additional stations are to be started in June or July.

Schedule will be used to promote national brand merchandise, storewide events and featured services. The WMIN broadcasts include a half-hour Melody Lane show, Monday through Saturday; Guests and Requests, half hour Monday through Thursday and on Saturday; four spots daily, Monday through Thursday; five spots on Friday and six on Saturday.

Cramer-Krausselt also handles the account of Alden-Dominion Electrohome Co., the new department store, which is sponsoring five and a half hours a day on five Milwaukee stations.

CARRIER CURRENT
FCC Proposes Rule Changes
CLASSIFICATION and restrictions of presently unlicensed carrier current broadcast stations, radio control and other devices which generate radio frequency electromagnetic fields are set forth by FCC in proposed changes of Commission rules.

Purpose of the rules clarification is to provide for the operation of such devices without the likelihood of objectionable interference to established radio services and, to obtain information on the nature of such devices presently being operated. Comments on the proposals are invited to be filed at FCC by June 1.

Two categories of devices to be considered are incidental radiation devices and restricted radiation devices.

FCC proposes that no low power broadcasting such as a campus "wired-wireless" or carrier current stations be permitted on any frequency other than in the band 655-1605 kc, and then only in accordance with the Commission's rules governing standard broadcast services. These rules may be amended to provide for such low power operations. It is expected they may be licensed similarly to the present low power FM stations which educational interests may operate.

Up to 42% Savings on your Recording Costs!
By The Sensational New COLUMBIA Microgroove Method
See How You Save!
*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.

CALL, WRITE, WIRE FOR FULL DETAILS!
Columbia Transcriptions
A Division of Columbia Records, Inc. @
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Los Angeles: New York: Chicago:
8723 Alden Drive 799 Seventh Avenue 210 North Michigan Ave.
Broadway 2-2795 Circle 5-7300 Whitehall 6000

Ad.
WLS Digs Into Old Files—It's 25th Anniversary Time

Popular pastime at WLS recently has been searching yellowed files for picture-story material for a special 25th Anniversary issue of the fan magazine the station published in the late thirties. Known as "Stand By," the 16-page weekly had a paid circulation of 100,000.

Pictures bring back memories of early Barn Dance acts, Dinnerbell Time, Homemakers' Hour, market broadcasts and other entertainment and service features that go back the full 25 years. Total printing of 75,000 is divided, 34,000 to retailers and wholesalers, 40,000 to listeners sending in ten cents. Stories cover outstanding services rendered through the years, famous acts still with the station and others gone on to Hollywood and network fame.

Same research brought out facts for inclusion in half a dozen special programs on the station's actual 25th birthday, April 12, 1949, and the special Silver Anniversary WLS National Barn Dance, with three full shows at the Eighth Street Theater, April 23.

Stressed throughout was the 25 years of close listener-contact and continuous service to Midwest America.
PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10¢ each, minimum 25¢. Classified display 30¢ per word, minimum 100¢. All other classifications 25¢ per word—$4 minimum. No charge for blank number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Box 78a, BROADCASTING.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted
Managerial
Manager. Southwest fulltime network affiliate, smaller market. Good opportunity for someone interested in selling—be responsible for entire operation. Send resume to Box 77a, BROADCASTING.

Salesman for one kilowatt station in major market. Great Lakes region. Salary and commission open to right man. Box 80a, BROADCASTING.

Opportunity for right man interested in becoming manager of 250 watt going station, to take over program, do some announcing and handle matters of general nature in small station. Should be acquainted with network program. Congenial associates, pleasant surroundings, salary $90 per month. Apply with resume and salary requirements immediately, to Box 77a, BROADCASTING.

Salesmen
Permanent sales position open for time sales representative in large city. Salary open, commission on sales. Opportunity for advancement. Box 89a, BROADCASTING.

Famous radio personality needs a fulltime manager. Has large coast to coast audience. Box 88a, BROADCASTING.

Anuncios
Experienced announcer with first class temperament, Emphasis on announcing. Top 1000 watt station in Detroit, Michigan. Must have car, Phone, Deafness, Ohio and California experience. Contact immediately. Control experience beneficial. Box 89a, BROADCASTING.

Chief engineer who can do same announcing. Excellent future with progressive station. Box 83a, BROADCASTING.

Engineer—First class ticket, experienced or inexperienced to be added to complement of 500 watt daytime station in West Texas. Average less than 60 hours per week. Guarantee top salary for right man. Write Manager, KJEF, Lamesa, Texas.

Wanted. Experienced, qualified, combination engineer—announcers, to handle fulltime sales newscasts. One to be chief engineer. Second position to handle fulltime Radio Station KYOU. Uvalde, Texas.

Wanted—Highly qualified engineer and announcer to complete staff of all five kilowatt directional stations in same city, one directional, one day and one night. Definitely prefer person who additionally has good announcing voice. Ability to take limited announcing. Top salary and opportunity with alert growing organization. Located in California’s Grand Canyon Valley. Contact present announcer and manager, Lincoln Dollar, KXOA, Sacramento, Calif.

Wanted—Engineer for AM-FM network affiliate, WFWC, Fayetteville, North Carolina.

Engineer capable of lighting announcing and technical work for daytime station. Excellent opportunity. Salary negotiable. Reply Manager, WFOY, St. Augustine.

Production—Programming, others
Wanted—Experienced copywriter-announcer by western 500 watt CBS affiliate. Box 40, BROADCASTING.

We need a man or woman to handle all phases of new network affiliated station in our state soon. Our city is in the progressive west coast, our market, a full time independent. We are looking for a person who is interested in seeing the station grow and willing to give the right man a chance to develop into a very fine opportunity if he is willing to offer. Box 80a, BROADCASTING.

Newscaster & editor, prefer man biography. Good copy writer and fine broadcasting background. Will be given full responsibilities for a fulltime news work affiliated station in midwest city. Salary commensurate with ability. Include with application and audition transcription, recent photograph and complete resume of experiences plus recent paycheck. Box 78a, BROADCASTING.

Wanted—Combination program director and engineer for top 1000 watt Texas station. Write giving full particulars as to your experience and to air first letter. Box 80a, BROADCASTING.

Program director wanted for 250 watt progressive station in state university city. Experience necessary. Send resume and references for right man starting at $250 monthly. Box 83a, BROADCASTING.

Continuity man—Here’s where punch pays off. Long established 1000 watt station desires continuity man for experienced “box” commercial writing and sporadic voiceover. Send qualifications, sample copy and photo. Reply. Box 81a, BROADCASTING.

Situations Wanted
Managerial
Successful manager—Ten years management experience, desires to manage all departments. Dependable candidate, college graduate. Box 81a, BROADCASTING.

Situation—Ten years management experience, desires to manage all departments. Dependable candidate, college graduate. Box 81a, BROADCASTING.

Wanted—Ten years sales experience, college graduate, desires management position in New England state. Box 84a, BROADCASTING.

Combination engineer-announcers wanted for one kilowatt station in New England state. Box 84a, BROADCASTING.

Classified Advertisements
Situations Wanted (Cont’d)

Situations Wanted (Cont’d)

12 years experience in rural, urban and mixed markets. Veteran, three college degrees. Serving as station manager, production manager and independent operation. Has successful executive ability. Has contact in every market. Box 87a, BROADCASTING.

Man 47, exceptionally qualified to manage radio station. Has years of experience with station in town not less than 300. Needs larger market plus opportunity earn considerable more through advertising. If interested please address Box 82a, BROADCASTING.

Manager—Assistant program manager-director wants management prefer competitive position. Needs man with proven results something. With eight years radio experience, can create bigger sales, good will, etc. Top references. Bonus feature—Agency accounts. Box 85a, BROADCASTING.

Executive—Management and/or sales now available. Last five years in sales underwritten, general manager and sole salesman. Nthe account at once. Box 82a, BROADCASTING.

General-commercial manager for 12,000 watt station. Excellent opportunity. Top sales position with top everything. Box 82a, BROADCASTING.

General-commercial manager for 12,000 watt station. Experience in top sales position, plus constructing and reorganizing sales and going sales results and excellent program director and sales manager. Desire smaller market. Box 82a, BROADCASTING.

Successful in the black market Bloomington, Indiana. Young, energetic, enthusiastic. Strongest references. Will work on probationary position. Radio Technique. Box 82a, BROADCASTING.

Like local programming. Age 25. Marry not radio. Box 84a, BROADCASTING.

To Copy’s 34% in the red station own station. Prefer a responsible manager who likes to make money—important. This is the position there. Box 85a, BROADCASTING.

Salesman—20 years experience in merchandise and advertising. Available in May. Box 80a, BROADCASTING.

Situations Wanted (Cont’d)

Situations Wanted (Cont’d)

Your man ever a tree? This man isn’t. Young, single, veteran. Trained all phases of radio, two college degrees, involved in all sports, special events. Able to turn out top copy. Has excellent organization, control, and independent operation. Graduate leading announcement director, WYTS, Yonkers, N. Y. Cannot handle frozen, dependable, no floater or bottle chaser. Creative and enthusiastic, not as important as opportunity. Available anytime on request. Box 85a, BROADCASTING.

Announcer—35, married. Dependent with some experience in network affiliated position. Please go on record for opportunity. Send references. Box 81a, BROADCASTING.

Play-by-play sports announcer has five years experience have done all phases of sports announcing. Former employed as play-by-play director of 5 kw network station. Will consider eastern or western position. Box 81a, BROADCASTING.

Announcer—veteran, young, single. Trained School of Radio Technique, Radio City. Will travel. Disc available. Box 80a, BROADCASTING.

Disc jockey, young, music, write copy. Consider all midwestern opportunities. Box 81a, BROADCASTING.

Announcer—Program director, experienced all phases, college graduate. Dick, photo. Box 82a, BROADCASTING.

Announcer, disc jockey, newscaster. Ace news, sports, special features man. Good voice, attractive personality, experience on small sound position in eastern market. Prefer fulltime job. Box 82a, BROADCASTING.

Recent graduate of radio broadcasting school seeking work. Presently living in Detroit, Single. 28. Money secondary to opportunity. Will work with whatever public address system work. Box 83a, BROADCASTING.

Announcer—Fifteen years radio experience, all power stations. NBC staff announcer. Excellent character. Has broadcast announcement, Major prize winning, and presently on Hit Davis award 1943. News, comedy, sport, etc—what have you? Sales, program director, production experience on fifty kilowatts. Sober, industrious, independent. Presently manages 250 watt local channel but want to get into network or affiliation service. Market available June 1st. Box 87a, BROADCASTING.

Sports announcer. Experienced. Can offer play-by-play or any sports daily or weekly, from original music, to no music, no script. Also service and voice copy. Box 84a, BROADCASTING.

Disc jockey looking for the right job. Has experience in both sports and writing background. Details of what you want on resume. Box 84a, BROADCASTING.

Combination announcer, continuity, full knowledge console operation. Long experience. On any air. Will work on original music or no music, any script or no script. Photo on request. Anywhere in U. S. Box 84a, BROADCASTING.

Announcer—Capable, experienced, deejays. Staff, East preferred. Box 84a, BROADCASTING.

Experienced sportscaster. Play-by-play baseball. Staff, East preferred. Box 84a, BROADCASTING.

General announcer, excellent news, three years experience, independents. Produces, records, very deep voice, very good disc jockey. Single, 36, references, travel. Box 80a, BROADCASTING.

Announcer—Two year general broadcasting experience. Willing worker. Will travel. Box 81a, BROADCASTING.

Announcer, single, 34, veteran. Thoroughly trained in leading Chicago radio station. Significant name in broadcasting. Has done progressive Michigan station or surrounding areas. Has references, travel. Request Box 85a, BROADCASTING.
Situations Wanted (Cont'd)

2% years announcer, writer, program director and production experience. Washington, D.C. University degree in station or College, with emphasis on production and journalism. Will work for production and announcing abilities. Presently employed as program director. Box 857a, BROADCASTING.

Experienced announcer employed, works upper midwest. Single. References. Box 860a, BROADCASTING.

Play-by-play announcer available. Can work any city. Single. Box 862a, BROADCASTING.

Announcer--Single, 24, 5 kw experience, unexcelled radio hockey. Available in two weeks. Box 863a, BROADCASTING.

Play-by-play announcer, experienced in all phases of sports; college, high school and minor league. Double as staff announcer. Have disc about and present football and baseball. Will work for top pay. Box 850a, BROADCASTING.

Announcer--Experienced, for summer replacement. June 1, to September 23. Experienced copywriter. Now teaching college radio production. Travel, disc. Box 889a, BROADCASTING.

Announcer, young veteran, good delivery, operate console, versatile, ambitious. ANYWHERE. No expense. No matter how far. Box 877a, BROADCASTING.

Announcer--Experienced all phases. Excellent opportunity to work for stock and advance on announcing staff. Excellent working conditions. Small company, not essential. Disc, photo. Presently employed AM-FM. Box 889a, BROADCASTING.

Sports announcer, ten years play-by-play. Outstanding talk show. Box 890a, BROADCASTING.

Experienced sportscaster. Including play-by-play baseball. Prefer east coast. Prefer early or northeast location. Will work for location. First one dozen weeks. Box 892a, BROADCASTING.

Announcer--Presently employed. Desires advancement with large program. Box 893a, BROADCASTING.


Announcer, available immediately. Vet, 25, good voice. Can operate console. Desires position in Boston. Photo and disc on request. Box 894a, BROADCASTING.

Young ex GI with some experience would like announcing or copywriting job with small market station. Will send disc, sample copy, and reference if desired. Write or wire Box Milltown, Wisc.


Competent announcer, Experience College education. Bob Millier, 804 E. 35th St., Kansas City, Missouri. BROADCASTING.

Versatile announcer, 23, well versed, sportscasting, newscasting, commercial master. Host of local show, morning, evening. Will work anywhere. Box 897a, BROADCASTING.

Situations Wanted (Cont'd)

Married engineer 15 kw FM now available. Likes southeast. Requires hours for family. Excellent contacts, excellent knowledge of equipment, permanent right job, reference. Prefer living on job. No car. Box 814a, BROADCASTING.

Experienced combination man available May 10. First phone, experienced DJ, versatile, excellent newscaster. No sports. Single. Will sell. We want you, what have you to offer. Box 826a, BROADCASTING.

Available--Two good radio men. Engineer and announcer. We're releasing the first and will get the second. Good. We want them to connect. Box 827a, BROADCASTING.

Engineer now employed as chief, first phone, active ham, single combination man wants position in west coast or upper midwest. Box 828a, BROADCASTING.

Girl writer, announcer, experienced in all phases of broadcasting. Will locate West preferred. Box 829a, BROADCASTING.

Radio news director available. New news director midwest city. Formerly chief engineer. Familiar in all phases of commercial radio and TV. Speech instructor, family man. Box 832a, BROADCASTING.

Situations Wanted (Cont'd)

Education and public service director employed as director of radio, television and program system at present, college degree in educational radio, experienced in all phases of commercial radio and TV, speech instructor, family man. Box 835a, BROADCASTING.

Engineer--35 years old, married, ten years experience. Desires position in Midwest. Box 836a, BROADCASTING.

Program director, producer, announcer, ten years experience. Desires eastern position, midwest or east. Box 838a, BROADCASTING.

producer-anouncer with six years experience. Desires position in Midwest or east. Married and conciliates. Available. Box 840a, BROADCASTING.

Situations Wanted (Cont'd)

For Sale

Stations

For Sale--Well established, profitable combination AM and FM station in exclusive and prosperous 50,000 population area. Excellent location, beautiful surroundings. Ideal opportunity. Box 70a, BROADCASTING.

For Sale--Well established independent station midway market. Will finance. Box 71a, BROADCASTING.

Control of 1000 watt daytime station Newport, R. I. Exclusively serving community. Desires larger station. $10,100. Information advanced only those who appear personally. WRJN.

Equipment, etc.

For Sale--10IC Federal field strength meter plus TV aerial monitor, 731A General Radio modulation counter and address box. Box 744a, BROADCASTING.

New complete 250 watt transmitter. Transistorized. Supplies oscillator crystal for your frequency, plus set of Simpson model 41s signal generator. Box 814a, BROADCASTING.

For Sale. New RCA equipment in Corporation 891 E. 41st St., Chicago. Line equalizer $156.00, one 76-164H speech input console with power supply $1600.00, eight RA-1A preamplifiers $350.00, one RA preamplifier $40.00, all FOB Pocatello, Idaho. One Austin transistor over loading transformer 3 kw $2400.00, three 3 kw and one 1 kw output transformer. One 1 kw audio amplifier. One $600.00 copper wire, soft drawn, 25 cents per foot. One $15.00 Deuterium lamp, new and unused. Available anywhere. Donald A. Nelson, General Manager, West End Radio, Syracuse, New York.

For Sale--All used but good condition. RME-45 receiver purchasable. $350.00. Also Jansons 15 kw power amplifier, $75.00. Federal 10IC field strength meter and power supply, $150.00. VHF transmitter 1200 megacycles, variable frequency. Box 1931A, BROADCASTING.


Wanted to Buy

Wanted--One kilowatt AM transmitter capable of 1000 watts output. Desires unit complete complete package, used. 250 watt AM broadcast equipment including transmitter, modulator, antenna, tower and associated accessories. Must be in excellent condition. Write or wire Box 860a, BROADCASTING.

Wanted--Complete tank circuit package, used 1000 watt AM broadcast transmitter, including frequency, modulator, tower, etc. 75 kw power amplifier also desired. Write or wire Bob Smith, Employment Service, Employment Bureau, 126B South Main St., Florence, Mass.

Equipment--Wanted--Complete receiver. 25 kw generator, 3 phase, 220 volt. With Bakelite or porcelain case. Electric or automatic dehydrator, house type 15 kw. Also desired: (1) Type 55B1, 15 kw. 8% output with latest equipment. (2) Type 15S1, 15 kw. 5% output with latest equipment. (3) Type 15S2, 15 kw. 5% output with latest equipment. (4) Type 15S3, 15 kw. 2% output with latest equipment. Any or all. Donald A. Nelson, General Manager, West End Radio, Syracuse, New York.

For Sale--Large, automatic, adjustable condenser microphone, 27 volt. New or used. $150.00. Will not take less. For Sale--Any or all radio equipment. Ask fair price. J. Frank Kral, Radio Sales, New York.

For Sale--Wanted. Absolutely all crystal. Supplies oscillator crystal for your frequency, plus set of Simpson model 41s signal generator. Box 814a, BROADCASTING.

Television

Television transmitter engineer. Experienced maintenance, operation, installation, supervision and repair and radio and television experience. Excellent AM, FM background and presently employed in TV and FM field. Desires position as chief or chief newscaster. Minimum $5000. Available in a few weeks. Box 888a, BROADCASTING.

Engineer, 1st class radio telephone operator license. Married, veteran, age 22. Hope to apply principles studied during last month at University Radio Television Institute, Omaha, Nebraska. John House, 2483 S. 29th St., Kansas City, Missouri. Box 1945, BROADCASTING.

Transmitter operator, experienced, active amateur, veteran, married. Desires position as program director or announcer at station with FM. Frank Daly, 628 Euclid St., Salem, Ohio.

Production-Programming, others

Program or operations manager -- Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Program director available same or comparable position eastern metropolitan station. Excellent operation. Over seven years experience. Top references. Box 745a, BROADCASTING.


Continuity director. Wants full responsibility. Advancement opportunities. Strong engineering background knack. Box 716a, BROADCASTING.

Special events and newscaster available September 1st to 5 kw or better stations. Call J. & S, telephone 57239. Must be able to commensurate with exceptional voice and ability. Box 946a, BROADCASTING.

See full listing for additional stations.

WANTED--Engineer--Excellent professional background in the radio field. Has four years experience as chief engineer, and five years television, program production and studio background. Desires studio or network. Must have references. Full particulars on request. Box 853a, BROADCASTING.


Technical

Construction chief engineer--Construct radio station. Desires upper midwest, west coast. Seven years radio. Live in broadcast. Slides, photo, letter salary $55.00. Box 816a, BROADCASTING.

Engineer 1st phone, 2nd telegraph, amature licenses. Recent radio school graduate. Good man. Single. Will travel. Box 818a, BROADCASTING.

Holder 1st phone. single with car. Six months electronic school. Will travel. Box 817a, BROADCASTING.

Iowa, middle

Experienced announcer. Will work for top pay. Box 850a, BROADCASTING.

THE PERIODICALS

Situations Wanted (Cont'd)

Situations Wanted (Cont'd)
GROUNDBOUND Computing Method Change Adopted by FCC

METHOD devised by BBC's H. L. Kirke to compute ground-bound field intensity contours when a signal traverses a path having varied ground conductivities has been adopted by standards. The Commission called for proposals by the Commission last fall, the new method has received favorable comment in general from the consulting engineering fraternity, FCC said [BROADCASTING, Oct. 4, 1948]. The change involves revision of Annex I of Section I of the FCC standards and is effective May 16.

The Commission stated that the new method of calculating ground-bound wave signal intensity is not based "on a rigorous mathematical formula, but is, however, a simple formula which will give a solution to the problem with a very high degree of accuracy." The FCC added that "with full knowledge of its shortcomings" it is believed the rule "will be a satisfactory administrative tool.

The standards were amended by the Commission as follows:

(a) The title of Annex I of Section I which reads: "Reference from Groundwave Signals" is deleted and the following, substituted: "Groundwave Signals.

(b) The fourth paragraph of Annex I of Section I which reads: "If an interfering signal traverses an area in which more than one ground conductivity is given . . ." is deleted with its associated footnote 14 and the following substituted:

Whatever signal traverses a path over which different conductivities are known to exist or are given by the map, the value of the groundwave field intensity contour shall be determined by the equivalent distance method. Reasonably accurate results may be expected in determining field intensities at a distance from the antenna by application of the equivalent distance method to the unattenuated field of the antenna, the various ground conductivities and the location of discontinuities are known. This method considers a wave to be propagated across a given conductivity according to the curve for a homogeneous earth of the second conductivity the equivalent distance of the point from the transmitter changes abruptly but the field intensity does not. From a point just inside the second region the transmitter appears to be at a point where there is a change for a homogeneous earth of the second conductivity the field intensity equals the value that occurred just across the boundary in the first region. Thus the equivalent distance from the receiving point to the first region may be either greater or less than the actual distance. An imaginary transmitter is considered to exist at that equivalent distance. The technique is not to be used as a means of evaluating the signal to ground conductivity by the analysis of measured data. The technique for use to be determined is given in Section 2 of these Standards.

An example of the use of the equivalent distance method suppose on a frequency of 1000 kc an unattenuated field of 100 mV/m at one mile is radiated and that over a path having a conductivity of 16 x 10^-14 e.m.u. for a distance of 15 miles, 5 x 10^-14 e.m.u. for next 30 miles, 4 x 10^-14 e.m.u. thereafter. It is desired to determine the distance to the 5.5 mV/m and 0.005 mV/m contours. By the use of the approximate curve for a conductivity of 5 X 10^-14 e.m.u. it is 11 miles. Continuing on the propagation curve for the second conductivity the 0.5 mV/m contour is determined to be at a distance of 27.9 miles from the imaginary transmitter. Since the imaginary transmitter was 4 miles nearer (15-11 miles) to the 0.5 mV/m contour, the distance from the contour to the actual transmitter is 23.9 miles. The distance to the 0.005 mV/m contour is determined by continuing on the propagation curve for the second conductivity (15 X 10^-14 e.m.u.) at which point the field is read to be 0.030 mV/m. At this point the conductivity changes to 15 X 10^-14 e.m.u. and from this curve the equivalent distance is determined to be 58 miles which is 27 miles more distant than would obtain had a conductivity of 5 X 10^-14 e.m.u. prevailed. Using now the curve for the conductivity of 15 X 10^-14 e.m.u. the 0.025 mV/m contour is determined to be at an equivalent distance of 172 miles. Since the imaginary transmitter was considered to be 4 miles closer at the first boundary than 27.9 miles at the second boundary the net effect is to move the boundary farther by 23 miles (27-4 miles) more distant than the actual field is. It is obvious that the actual distance to the 0.025 mV/m contour is determined to be 196 miles (172+23 miles).

AIDS CANCER DRIVE
WPWA Gives Day to Project

WPWA Chester, Pa., cancelled all of its commercial commitments April 15 and devoted the day to soliciting funds for the Delaware County chapter of the American Cancer Society. Bill Haley and his Western Aces were featured from 6 a.m. to signoff, according to Lou Polk, WPWA's director.

The clergy, civic leaders and members of the medical profession and service organizations participated, both on the air and in the solicitation work. Listeners were invited to bring their contributions to the station and to be interviewed on the air, as well as to help solicit funds.

WPWA is a 1 kw daytime independent on 1560 kc.

Regional--San Joaquin Valley, California

The rich San Joaquin Valley has proven success for radio and newspaper owners for the past many years. Here is approximately the cost of establishing it. It has made money from its inception even though owners were inexperienced in the business. Reason for success, overall owners have invested in much larger business. Needs the capital. Excellent opportunity to enlarge facilities, enlarge income and profit. Price $85,000.00. Terms cash.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS
PHILADELPHIA, D.A: J. W. Blackburn, Public Relations Director 4541-2 Central 1177
DALLAS, Texas: J. W. Blackburn, Public Relations Director 3641-3
SAN FRANCISCO, Cal.: J. W. Blackburn, Public Relations Director 4541-2, E. 2-3672
The first thing we ought to have in mind is an increase in, and not a reduction in, the cost of advertising,” he said. “We ought to do it because at the buyers’ market needs is an expansion of demand.”

Mr. Flanagan also decreed what he considered flagellation of station operators at the recent NAB Convention by “bureaucrats, economists, and employees of trade associations.”

“The poor station owners were lectured at, called down, bawled out, berated, disinflated, threatened, their early demise predicted if they ran AM stations, and their bankruptcy predicted if they ran TV stations,” he said.

He predicted despite the exciting pitch battle” at the Chicago NAB Convention, which he said took place between television and AM radio, that sound radio will remain ahead of television for many years.

Mr. Attreebery

ELLISS ATTREBBERRY, manager of KCKN Kansas City since 1986, has announced his resignation. He started his radio career in 1982 with Herb Holli- ter at WLBF Kansas City. Mr. Holli- ter sold the station to Capper Publications in 1985 and the call letters were changed to KCKN. Mr. Attreebery has remained as manager of KCKN since that time. An active civic leader in Kansas City, Mr. Attreebery serves on the board of governors of the Safety Council and is a member of various civic clubs. His future plans have not been announced.
PIN BALL WINNERS
Stevenson Takes Playboy

PLAYBOY car donated for Trans-
scription to John Ding Smyth. Pin-
ball competition at the NAB Conven-
tion was won by Fred Stov-
erson, manager of KGRH Fayette-
ville (Tenn.).

Second place winners among
NAB members who competed for
high scores in the game are Ben
Hoberman, WDET-MI Detroit;
Aubrey Jackson, KGNC Annar-
rillo; Harry Goldman, WROW Al-
bany; Miss H. H. Hopkinson, NBC
New York. A fourth was scheduled
to be selected in playoffs. They
received personalized signs.

Miniature cameras went to third
and fourth place winners: Ed Mul-
linax, WLAG La Grange, Ga.;
Manny Martell, KVIX Moorhead,
Minn.; (a third to be announced);
and David Potter, WNAE Warren,
Pa.; Len Nasman, WFMM Youngst-
ton, Ohio; Frank Convell, KCIL
Houma, La.; J. G. Umer, KGBK
State College, Pa.; John J. Garrett,
WCBC Anderson, Ind.; Galen Gil-
bert, KGKR Long Beach, Calif.;
Robert Thomas Jr., WOAY Oak
Hill, W. Va.; Vic Diehm, WAZL
Fla., Ark., Pa. One is to be an-
ounced.

FAB Convention
ALBERT N. HALVERSTADT,
manager of the radio and media
department, Froster & Gamble Co.,
directs the assistant direc-
tor of NAB Broadcast Advertising
Dept., will address the Friday
afternoon session of the Florida
Assn. of Broadcasters annual con-
vention in Jacksonville. Conven-
tion will be held at the Ponte Ved-
a Hotel May 4 and 5. Friday morn-
ing will be devoted to FAB busi-
ness, and a banquet is scheduled
for Friday evening. On agenda
for Saturday morning are election
of officers and a talk by Ken Bal-
lunger. Hotel reservations for the
convention are to be made with
Ted Chapeau, WMBR Jacksonville,
acting secretary-treasurer of FAB.
WRDW AUGUSTA
Sold to Radio Augusta

WRDW AUGUSTA, Ga., has been sold to Radio Augusta Inc., according to W. Ray Ringson, company treasurer. The deal, said to involve $175,000, is subject to FCC approval.

Purchaser is a new Richmond County, Ga., corporation, headed by Ernest D. Black, Macon, president; Allen M. Woodall, Columbus, and Emmett McKenzie, Macon, vice presidents; Charles Pittman, Macon, secretary; and Mr. Ringson, treasurer. Mr. Ringson will also be general manager.

Messrs. Black and McKenzie own WOIL, the ABC outlet in Macon, and, in addition, Mr. Black is president of WCOS Columbia, S. C. (ABC), and vice president of WDBA Columbus, Ga. (ABC). Mr. Woodall is president of WDKA Columbus and vice president of WCOS Columbia. He also is immediate past president of the Georgia Assn. of Broadcasters, chairman of the 1949 U. of Georgia Radio Institute, and has just been elected to the board of directors of NAB.

Mr. McKenzie is president of WBML and vice president of WCOS, and Mr. Pittman is general manager of WBML and secretary-treasurer of WCOS. WRDW Augusta, established in 1930 and the city’s first 5 kw station, will continue its affiliation with CBS, Mr. Ringson said.

CUBAN OUTLETS
Two Changes, One Deleted

CHANGES in assignments of two Cuban Class II stations have been reported by FCC following notification by Cuba under provisions of the North American Regional Broadcasting Agreement. Another Class II station has been reported deleted.

CMBC rancho Boyeros, Havana, in October is to switch from 1 kw to 740 kw with 4 kw fulltime, directional. CMMC Regla, Havana, that time is to switch from 2 kw on 1200 kw to 740 kw with 10 kw fulltime, directional. Station authorization reported deleted was CMKT La Maya, Oriente, 250 w fulltime on 1520 kc.

INDEPENDENTS’ meeting group at the NAB Chicago Convention fortnight ago included (1 to r) Ralph N. Weil, WOV New York; Carl Burkland, Radio Sales; Linea Nelson, J. Walter Thompson Co.; Joseph A. Beecher, WAGY Silver Spring, Md.; Maurice Mitchell, NAB.

COLLEGE ASSN.
For Professional Radio Education Organized

A “UNIVERSITY Association for Professional Radio Education,” an organization of 15 colleges and universities offering four-year professional training in broadcasting, was given permanent status and an official name during the NAB Convention.

The association, which had functioned under a provisional NAB status for nearly a year, is the result of education-industry conferences over a period of several years looking toward upgrading the calibre of professional radio education on the college level. It was promoted by NAB’s educational standards committee.

The following colleges and universities are charter members:

Baylor, Boston, Northwestern, Syracuse, Temple and Texas, Michigan State, Alabama, Denver, Miami, Oklahoma, Southern California, Tulsa, College of the Pacific and Texas College of Mines.

Russell Porter, U. of Denver, was named president; Donley Pederson, Northwestern U., vice president; Tom Rishworth, U. of Texas, secretary, and William Sener, U. of Southern California, treasurer. Ralph Hardy and Judith Waller of NAB’s educational standards committee were named to serve on an 11-man board of directors, along with the officers and the following group:

Leo Martin, U. of Alabama; Armand Hunter, Temple U.; Kenneth Bartlett, Syracuse U.; Ben Heneke, U. of Tulsa, and John Bichman, Baylor U.

A final revision of the organization’s constitution and membership standards was completed in three days of sessions, highlighted by a series of open meetings for all directors of college professional radio training programs. Members stressed the fact that the association is not an “accrediting” organization for radio training programs of other colleges.

“Associate” memberships were set up for colleges whose academic or radio education patterns are materially different from those of active members, but who have signified their interest in the objectives of the organization.

MRS. ROOSEVELT
To Get Human Rights Award

MRS. ELEANOR ROOSEVELT, wife of the former President, who is heard over ABC with her daughter, Anna Roosevelt Boettiger, in a series of interest to women, will be one of several recipients of awards from the Women’s National Press Club May 14 in Washington. Presentations will be made at the club’s annual dinner and stunt party at Hotel Statler.

Mrs. Roosevelt will receive the club’s “Woman of the Year” award for her work in 1948 as chairman of the United Nations Human Rights Commission. Some observers give the former First Lady major credit for the creation of the World Charter for Human Rights.

GAB INSTITUTE
Opens May 12 at U. of Ga.

FOURTH annual Georgia Radio Institute will be held May 12-14 at the Henry W. Grady School of Journalism, U. of Georgia, Athens, it was announced last week. A dinner featuring an address by Gov. Herman Talmadge will open the Institute, which is sponsored by the Georgia Assn. of Broadcasters. Hosts for the dinner will be WGAU and WPRC Athens. Plans for the institute are being arranged by a committee headed by Allen M. Woodall, owner and manager of WDKA Columbus, and former GAB president. Other committee members include John Fulton of WGST Atlanta and GAB president; Lewis Doster, WGAU; R. W. Ringman, WRDW Augusta; Marcus Bartlett, WSB Atlanta; Harben Daniel, WSAS Savannah; Edwin Millinax, WLAG LaGrange and WSAC Columbus; Fred Scott, WKTG Thomsonville; Charles W. Pittman, WBML Macon, and Dean John E. Drewry, Henry W. Grady School of Journalism, ex-officio.

Program of the institute will include luncheons, dinners, discussion groups and addresses by several persons prominent in the broadcasting industry, the announcement stated.

TELECASTING

The Newsweekly of Radio-TV

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The Sweetest Music
This Side of Heaven is
THE CASH REGISTER BELL!

Ring the bell on sales in Memphis through

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10,000 WATTS DAY
6,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

BROADCASTING • Telecasting
E. O'HEARN, former sales manager of KORX Springfield, Mo., has joined Radio-Television Publicity Corp., Chicago, as district manager in Missouri, Kansas, Iowa and Nebraska. E. M. (Bill) MALONE, sales manager, will open West Coast office for firm May 1. He will headquartered in San Jose, Calif.

TELEWAYS RADIO PRODUCTIONS Inc., Hollywood, has announced production of Hymne of the World, transcribed series, featuring John Charles Thomas and The King's Men. Air Arts Inc. is preparing transcriptions. Series has been contracted for by ten stations.

AMERICAN FEDERATION OF RADIO ARTISTS, Washington-Baltimore Local, has distributed a radio-television directory of those cities. Information includes stations, agencies, advertisers, station personnel, casting directory and several articles on the industry.

Equipment

HAROLD HEINDEL, chief engineer of Andrea Radio Corp., Long Island City, N.Y., has been appointed secretary of corporation.

PAUL L. PALMERTON, comptroller of Western Electric Co., purchasing and traffic division, has been appointed acting director of public relations.

Mr. Sherwood

Mr. Sherwood has been named television promotional manager of Admiral Corp., Chicago, with responsibility for conducting TV sales training programs for distributors in cooperation with regional sales managers. He formerly supervised Admiral account at Crubben & Eger, Chicago, where he was television director.

WALTER E. PEEK Inc., Indianapolis, has been formed for manufacture of television antennas. New product of firm is Tele-Tape indoor antenna which may be concealed under rugs, on baseboards, etc., by means of adhesive backed metallic tape.

AMERICAN NATIONAL DISTRIBUTING Inc., New York, has organised for distribution of Wagner-Nichols micro-disc recorder in Metropolitan New York and northern New Jersey, Cincinnati, Chicago, Cleveland, Buffalo and Rochester. Officers of new firm are EDWIN SCHUEING, president; Louis MALONE, comptroller; Harry seed, treasurer, and Jack FERGUSON, manager.

ALLEN B. DuMONT Labs., Clifton N.J., has announced reduction in prices of its 12 and 12 inch cathode-ray TV tubes to $64.75 and $77.50, respectively.

WESTERN-CHICAGO Corp. has released seven-inch record changer that will play both RCA and Columbia discs. "Duo-Seven" includes velocity trip, three-second cycle change, controlled tone-arm performance and non-record slipage.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

To Tour RCA Labs

A DELEGATION of some 250 NBC New York employees will travel to Princeton, N. J., Wednesday afternoon, April 27, for a tour of the RCA Labs. RCA spokesmen stated that the trip is one of a series of "family parties" designed to familiarize employees of the various RCA divisions with overall activities of the company. They emphasized dealer rumors that this tour would be the occasion for unveiling of a perfected system of color television, reporting that work on color TV was still very much in the laboratory stage.

FARNSWORTH

Suits To Stop Sale Dismissed

SUITS to stop the sale of Farnsworth Television & Radio Corp. to International Telephone & Telegraph Corp. failed last week when New York Supreme Court Justice Bernard Botein dismissed stockholders' actions brought by Harry Hecht and Robert Kenny, the latter former Attorney General of California.

Justice Botein saw no conspiracy to defraud in the proposed transfer. He also asserted that there was no hint Farnsworth officers or directors would derive personal profit from the sale. He said he was not passing on whether or not the terms of the sale were adequate compensation, but noted that Farnsworth had entered negotiations with IT&T stripped of a good bargaining asset—a competing alternative. He also noted that the company lost $10,000,000 in the last four years and was currently losing $10,000 daily.

In Fort Wayne, Ind., a meeting of stockholders to pass on the proposed transfer was postponed for the second time to acquaint stockholders with the New York decision. New date for the stockholders' meeting is this Wednesday (April 27).

ASDJ EXPANSION

Seeks Broadcaster Affiliates

AMERICAN Society of Disc Jockeys, in its current efforts to expand from a fraternal type organization into a full-scale trade association, is seeking to obtain broadcasters' participation as affiliate members. Sam Picciani, executive secretary, said the association would serve as a clearing house for information as to how the disc jockey could be used to increase station revenue.

ASDJ recently began an organizational campaign to set up regional administrations throughout the country. It has sought volunteers among disc jockeys to head regional set-ups and currently has 27 out of a proposed 75 areas organized. Mr. Picciani said ASDJ's headquarters are in New York.
RELIGIOUS RADIO

E. R. BERTERMANN, a producer of the Lutheran Hour, was elected president of the National Religious Broadcasters meeting in annual convention at Chicago’s Congress Hotel April 19-22.

Radio panels Wednesday and Thursday morning were conducted by the Rev. Theodore Elsner, retiring president, who broadcasts on WBBG Philadelphia and WCFL Chicago.

Robert Saudek, ABC’s vice president in charge of public relations, outlined Wednesday “Ten Commandments” for religious broadcasters to follow.

They are: “Don’t make enemies in your audience, all faiths live in glass houses, don’t steal (quotations) without giving due credit, improve each minute, brevity is the soul of radio sermons, don’t be a Peter Pan—he never grew up, stay out of political controversies on the air, strive to improve shows constantly, soprano do not necessarily make music, and don’t keep talking when the audience has left.”

Miss Elsie Dick, MBS director of religious broadcasting, warned NRJ members that “listeners are not your congregation.” Emphasizing that only clarity and delivery show sincerity, she added that many sermons are understandable “even to people who go to church and certainly to those who don’t.”

“Radio has offered ministers a great opportunity to attract non-churchgoers. It doesn’t take the church’s place, but it does inspire persons to come to church.” She advocated programming which stresses practical application of faith in daily living.

Robert Hudson, CBS education director who spoke Thursday morning, suggested that religious broadcasters use the new method of making classical historical events current; that they recognize the medium as a point-to-point means of communication, and that broadcasting and telecasting be used to create a receptivity for subsequent action. He recommended working with a central idea and building around it rather than diversifying subject matter.

Final address was given by Dr. Sherman P. Lawton, radio director at the U. of Oklahoma. He outlined methods and results of AM research in religious programming. Explaining that 5% of radio is devoted to religious shows, he added that one of 63 church councils in the U. S. use the medium.

Dr. Lawton concluded that NRJ men should determine the character of the audience; vary types of shows and utilize professional production techniques.

After the seminar, winners in the transecd program competition for the year were announced. Best all-around show was Light and Life, followed by Haven of Rest and Sermon in Songs. First prize in the new technique class was Quipriximation, while best local shows included Musically Yours, Windows of the World and Mission Militant. Three firsts were awarded to WPTL (FM) Providence, R. I., year-old station, for its Musically Yours, Story Lady (children’s) and Mountain Climbers (youth).

FM DELETIONS

Eleven More Drop

ELEVEN more FM authorizations have been deleted by the FCC, bringing the total number of dropouts since the first of the year to 67 [BROADCASTING, April 4]. Ten of those deleted hold construction permits and one a conditional grant.

Four of the ten which automatically forfeited their permits through failure to proceed were: W J R D - F M Tuscaloosa, Ala.; K F N F - F M Shenandoah, Iowa; KPAC-FM Port Arthur, Tex., and KCBD-FM Lubbock, Tex.

WSAR-FM Fall River, Mass., requested cancellation after being on interm operation without acquiring a satisfactory FM audience.

Viewed in this and the rapid month-to-month growth of television, it did not seem economically feasible to continue, FCC said. W FYE Miami, Fla., withdrew because York L, Wilson, chief owner, wishes to devote attention to radio and television interests in Richmond, Va., FCC said.

WKPB Knoxville, Tenn., stated in its request for cancellation that although it has been on the air with temporary authorization, no time has been offered for sale due to its limited audience.

WMMJ Peoria, III., said it has been unable to complete negotiations with the Pearson Transportation Co. for establishment of a FM prior to expiration of its permit. Station will apply for reinstatement as soon as feasible.

Details of FM deletions follow:


K W D 2 St. Louis—Globe-Democrat Pub. Co., CP, April 12. Company has purchased stock in KWR-AM-FM in same city and intends to cooperate fully in development of these stations and proposed TV station.

W M N J - F M Peoria, Ill.—Mid-State Broadcasting Co., CP, April 9. Unable to complete negotiations for FM prior to expiration of permit.


W F Y E (FM) Miami, Fl.—Tropical Broadcasting Co., CP, April 18. Other radio and television interests.


W S A R - F M Fall River, Mass.—Fall River Broadcasting Co., Inc., CP, April 18. Lack of listener interest in FM and rapid growth of television.


KPAC-FM Port Arthur, Tex.—Port Arthur College, CP, April 15. Forfeited.

A. S. ABELL CO.

Gets Commercial License

EIGHTH commercial television license was granted by FCC last week to WMAR-TV Baltimore, owned by A. S. Abell Co. Facilities covered are Channel 2 (64-60 mc) with effective radiated power of 16 kw visual, 10 kw aural and antenna height above average terrain of 408.

WMAR-TV was first granted construction permit by the Commission in 1947 and commenced operations in October of that year. A. S. Abell Co., publisher of the Baltimore Sunpapers, also was owner and operator of AM and FM stations there but the AM was subsequently given up [BROADCASTING, Nov. 29, 1948]. Former FCC Comm. E. K. Jett is vice president of Abell and director of radio.

KFNF MOVE

Opposed by KJSK

OPPOSITION to the proposed move of KFNF Shenandoah, Iowa, to Lincoln, Neb., has been filed with FCC by KJSK Columbus, Neb., stating that “KFNF proposes to advance itself by injury to KJSK.” A hearing is requested.

KFNF, assigned 1 kw day, 500 w night on 920 kc, also seeks to boost its power on that frequency to 6 kw fulltime using directional antenna. The KJSK is assigned 1 kw daytime on 900 kc.

Attention Subscribers—

Mailing of the 1949 YEARBOOK

has been completed

EVERY BROADCASTING subscriber on our books as of April 1 has received the 550-page 1949 Yearbook.

Effective April 2, the 1950 Yearbook (to be published next January) will be included with each new BROADCASTING subscription or renewal processed during the next 12 months.

YEARLY SUBSCRIPTION

52 weekly issues and 1950 Yearbook—$7.00

NOTE: A limited supply of 1949 Yearbooks is now available at $5.00 per copy.

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CHICAGO 2, ILLINOIS

Page 84 • April 25, 1949
Peabody
(Continued from page 27)
casting. Davidson Taylor, CBS vice president and director of public
affairs, said CBS refuses to work with the group because it promotes infor-
mation programs, an enorm-
ous advance in adult education.
Children's Program—"Howdy Doody" (NBC)—This puppet show has
devised a formula that is frequently educational, never frightening, and
offensive, and invariably baled with rap-
ture by children themselves.
Promotion of International Under-
standing—(CBS)—Special reference to
Larry Lasueur, "Metro From Lake Suc-
cess." Between the Dark and Day-
light," in action. "Cruade for
Children." "At Others See Us," and
"An American Abroad." To CBS for
its work in the promotion of interna-
tional understanding.
In the radio field, similar groupings were set up by NBC, station,
and program directors.
Broadcasters of the Mountain and Plain states join forces for new
activity during the 1948 bliz-
rard: They distinguished them-
selves by rendering highly important
service to the many isolated com-
munities, according to Dr. William H. Smiley, chairman of the com-
mittee.
"For this distinguished serv-
Ice, in this emergency radio sta-
tions of the Mountain and Plain
states are to be strongly com-
mented," said Dr. Smiley.

The National Association of Broadcasters is setting the pace for
better and better public service,
according to William H. Smiley.

The NAB's Public Service Com-
mittee has authorized the
formation of the Mountain
and Plain States Public
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Booths in the Fair—Booths in the world's fairs provide a
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At Deadline...

PROPOSED 540 KC LIMIT DEFENDED BY FCC

FCC SIGNIFIED its belief Friday that proposed limitation on 540 kc [BROADCASTING, April 15] serves to immobilize the use of this new broadcast channel in this country (also see page 29).

Statement was in answer to charge made earlier by NAB [BROADCASTING, March 21]. NAB claimed 540 kc could be put to little effective use under proposed limitations, which would set 1 kw power ceiling and prohibit use altogether within 25 miles of 224 specified military installations.

FCC statement was in connection with proposals for Fourth Inter-American Radio Conference and Region 2 Conference which open in Washington today (Monday). FCC reiterated that only service allocations, not specific frequency uses, will be considered.

With respect to NAB plea that mobile frequencies be kept free from both domestic and international allocations, FCC termed it "b Combination of this service before it as background for the inter-American proposal and plans to consider these comments further in connection with preparation of a frequency assignment plan."

TV SET RECORD IN MARCH; AM UP, FM DOWN FOR MONTH

TV set production by Radio Mfrs. Assn. members totaled 182,681 in five work weeks of March compared to 118,938 in February and 141,286 in March 1947. All-time, monthly and quarterly records. First quarter output was 422,537 TV sets, 3.4 times that of first quarter in 1948. Highest previous monthly TV record was 161,179 sets produced last December.

Production of AM-FM sets (not including FM tuners in some TV models) totaled 71,216 in March compared to 98,969 in February and 147,789 in January. Quarterly total was 317,977, 2.9 times that of first quarter in 1948. AM set production increased to 607,570 in March compared to 496,631 in February and 541,900 in January. Quarter's total was 1,068,141, 2.6 times that of first quarter in 1948.

AM-FM set output of all sets in March was 801,147 compared to 716,538 in February and 830,871 in January, with 2,408,556 for the first quarter compared to 4,372,596 in the first quarter of 1948.

WNJR SIGNS AFRA PACT

WNJR Newark has signed contract with AFRA station announced Friday, bringing all city's stations in union fold. Two-year contract, effective March 15, provides approximately 10% wage increase with base pay and minimum guarantees lumped together. Harry Goodwin, WNJR general manager, and George Heller, AFRA national executive secretary, signed pact.

TELEVISION'S INROADS

ALL MEDIA will suffer from television's incursions on the available advertising dollar, with newspapers feeling video's inroads least, according to Harold V. Manzer, president, Newspaper Advertising Executives Assn. In address before National Newspaper Publication Assn.'s 19th convention in New York, Mr. Manzer noted large-scale promotional "war" currently waged by radio, newspapers, magazines and television, which he termed a "lusty competitor."

LIMITED ROLE FOR MOVIES IN TV INDUSTRY URGED

QUESTION whether motion picture companies should be required to limit TV activities to production and distribution of program material was raised before FCC Friday in brief by four non-movie TV applicants.

Referring to FCC's current study of qualifications of major film producers and others, referred to labor of having violated anti-trust laws, they said "the television industry is in active danger of becoming subject to the same restrictive forces that have warped the growth" of film industry.

FCC should not "permit an illegal pattern to grow up in television broadcasting" by granting TV stations to motion picture companies, "thus combining in a new medium exhibition and distribution," FCC was told.

Brief was filed in opposition to 30th Century-Fox Film Corp.'s request for declaratory ruling on whether movie films are disqualified because of anti-trust decisions [BROADCASTING, March 14]. 20th Century is TV applicant in Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Four rivals of 20th Century submitted brief: Broadcasting Metropolitan Television Co.; Television California (San Francisco); KING Seattle, and KCNO Kansas City. It was filed by Washington law firm of Haley, McKenna & Wilkinson.

They claimed only possible function of declaratory rulings would be to "explain the provisions of the Communications Act to Fox's counsel. Film companies are not barred by Communications Act, brief said, but FCC could conclude that licensing them would violate public interest. Even so, it was noted, they would be entitled to hearing. Most effective approach would be to act on case-to-case basis, brief maintained.

KOHLER HEADS VOICE

FOY D. KOHLER, American charge d'affaires in Moscow, will return to U. S. to take charge of Voice of America broadcasts to foreign countries. Most of these broadcasts are intended to penetrate the iron curtain. Mr. Kohler has been chief of State Dept. Internationa! Broadcast Division, succeeding Charles W. Thayer who becomes first secretary at U. S. Embassy in Athens.

NEW SECURITY RULING

REVISED security ruling made public Friday by Defense Secretary Louis Johnson's office provides civilian contractors must get approval from office before making public any information on military items they are manufacturing. Retired service officers required to submit military articles for review prior to publication. Reserve and national guard personnel must submit articles based on facts obtained through postwar training.

KELLY JOINS WMAL

CHARLES L. KELLY, formerly with WNW Washington, appointed director of programming for WMAL WMAL-TV WMAL-FM, Evening Star stations in Washington, Kenneth Berkeley, vice president and general manager, announced Friday. He succeeds George W. Simpson, director effective May 2, replacing Fred Shaw, resigned [CLOSED CIRCUIT, March 21]. Mr. Kelly was named WNW program manager in July 1948, and previously served with WTTG (TV) Washington and DuMont operations in New York.

AT&T LIMIT ON COAXIAL CABLE DRAWS PROTEST

ARRANGEMENTS limiting use of AT&T coaxial cables for network television originating points being made which will channelize system to Chicago [BROADCASTING, April 15] are being protested by National Assn. of Broadcast Unions & Guilds in letter to FCC Chairman Wayne Coy. Letter, released Friday, said decision was "arbitrary and capricious and was made solely in the interests of monop- olistic control. It asked for FCC probe.

AIBG said it had hoped Midwest talent would be enabled to compete with talent in eastern TV centers, but noted that under present plans there could be no network origin- ation before 6 p.m. on weekends, Saturdays and Sundays. Time allocations on New York-Chicago channels, effective May 1, were worked out after lengthy discussions betwee- n representatives of TV networks and AT&T.

KGO-TV (ABC) San Francisco reports good reception of its test patterns as far away as Reno, Nev., about 220 miles. Station will begin regular programming May 5 as fourth ABC owned and operated video outlet.

Closed Circuit

(Continued from page 4)

which should mean minimum of new production.

APPROPOS reports that WLJN, New York independent, will be transferred by Dorothy Schiff Thackrey to syndicate headed by Morris Novik, New York radio consultant, latter states: "These rumors have been going on for years. This is just another one."

WITH SPECIAL DEAL for one program already bagged, KPIX (TV) San Francisco President Wesley L. Dum has CBS-TV affiliation in his pocket and CBS, its San Francisco TV application caught in freeze, thereby has Bay Area outlet in office. KPIX Manager Philip G. Lasky took contract home from New York; it is regular affiliation pact, cancellable by either on three-month notice. If Mr. Lummis signs, CBS will start shipping kinescope recordings.

In any event, arrangements completed for KPIX to carry films of General Electric's "Fred Waring Show," which GE wanted to reach San Francisco market.

THAT legal row over music copyright contract in South Dakota may have more sinister implications that $470 suit indicates. Legalities see chance of wholesale cancellations should court uphold station's charge contract is void due to coercion, lack of mutuality and failure to provide catalog (see page 28).

EVEN WITHOUT Sen. Johnson's blast about legal staff's domination of FCC, Commissioners were looking for means whereby each could get independent legal assistance on tough problems. Many were inclined to be satisfied by assigning legal assistant to each Commissioner, but there's some thought of setting up independent office to counsel personally with any Commis- sioner who needs legal advice on specific cases.

ONE PROPOSAL FCC itself has advanced but which has been collecting dust since last August might offer solution to this problem, or at least improve matters to some extent. That plan is for FCC to ask examiners' recommended decisions stand as Commission's proposed decisions. Job of re- vising examiners' recommendations now en- gresses five who could be freed, at least partially, for other duties.

Page 86 • April 25, 1949
"SALLY BAKER" NAMED NEW KMBC-KFRM HOME ECONOMIST

Sally Baker, new director for KMBC's nationally famous "Happy Kitchen" program, is Home Economist. Especially prominent in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

Miss Baker's first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT, and later did the same type of work on KSPI, Stillwater, Oklahoma, in addition to special events work in 4-H Club and women's club activities.

Miss Baker conducts Kansas City's "Food Scout" program, a daily fresh fruit and vegetable news service direct from the market. "Food Scout" is sponsored by Taystee Bread. "Happy Kitchen" is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women's program is "Happy Home," conducted by KMBC's nationally famous Caroline Ellis, Jr., also is a co-sponsorship feature, three programs per week of which are sponsored by Colanees.

A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women's homemaker programs. Especially prominent among the station's "alumnae" in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

"Team" Has Record Stock Feed Schedule

Stock feed advertisers desire to reach the most number of farm homes in the great Kansas City Primary Trade area. And this group of advertisers, probably more than any other classification of farm accounts, proves just how The KMBC-KFRM Team, beyond any other advertising media, has won their confidence in economically and effectively reaching the farm homes of the territory.

KMBC-KFRM currently broadcast thirty-seven programs and farm service features weekly for stock feeds alone! This is certain proof of the ability of The KMBC-KFRM Team to economically and effectively reach the millions living in Kansas City's Primary Trade area.

The six advertisers in this classification sponsor five different types of informational and entertainment features, which include "Farm Counselor" and "Feed Lot Chats," with Phil Evans; "Livestock Markets" with Bob Riley, "Your Farm and Ours," with Ken Parsons, and "Lazy River Boys," hillbilly entertainment act.

The last two named shows are on KFRM only, since their sponsor specifically wanted Kansas coverage, and no Missouri distribution.

10th Federal Reserve District Report Shows Tremendous Business Volume

KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States—and quite rightfully known as the "Bread Basket" of America. Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMBC-KFRM Team, serving Kansas City's primary trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The type of business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, 1948 wheat production in the district was 36 percent of the total national yield. The State of Kansas, lying wholly within in the KMBC-KFRM coverage area, produced 231 million bushels of wheat, or 18 percent of the national total.

Winter wheat acreage in Kansas this year will reach 15,805,000 acres, or an increase of 68 percent over 1939.

In pointing out the national importance of the Kansas City livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.50 per hundred in Kansas City—the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMBC-KFRM Team showed a 10 per cent increase in farm land prices.

The 10th District produced 10 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached 9 billion dollars, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMBC-KFRM Team.

That's why we say The KMBC-KFRM Team serves one of the richest areas in America . . . including 3,970,000 people in the Kansas City Primary Trade area—1,198,740 radio homes, with a purchasing power of $4,793,017,000, serving 202 counties in 8 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area.

KMBC-KFRM Sports Head Has Busy Schedule

Sam Molen, sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sports casts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIB Basketball tourney, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Sporting News award as the outstanding sports broadcaster in the Middle West.
A powerful force . . . a potent market. This is a combination that makes advertising dollars produce results.
This is the combination you get when you buy KTSA, the voice of CBS in South Texas.
Taylor-Borloff can show you why. Call them.

KTSA
5,000 WATTS  550 kc. CBS  SAN ANTONIO, TEXAS