APRIL 12, 1924, WLS began its policy of service and down to earth entertainment, as reflected in these 1924 news items. Dinner Bell Time, America's oldest farm service program—Homemaking programs—the one and only WLS National Barn Dance—market services—weather—WLS pioneered them all in 1924—continues them in 1949 . . . but all constantly improved to meet the growing needs of Midwest America.

1924—1949—25 years of service and entertainment

A Clear Channel Station

WLS

The Prairie Farmer Station

Chicago 7

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
You can't cover California's Bonanza Beeline without on-the-spot radio:

Missing out on a market is no joke, either. Especially if it's a market the size of Bonanza Beeline—where buying power amounts up to $3 3/4 Billion... and annual retail sales virtually equal Detroit's.

But you do miss out on the Beeline if you rely on an outside radio. Because Beeline people live in inland California and western Nevada—remote from coastal influence. Naturally they find their favorite listening on their own local stations.

Yes, to cover the Beeline you need on-the-spot radio. You need the five BEELINE stations. By using all five, you blanket the whole market. By using individual stations, you get top local coverage. Because each BEELINE station is a strong local favorite... located right in a major Beeline city.

SACRAMENTO, CALIFORNIA • PAUL K. BAYMER CO., National Representative

KFBK Sacramento (ABC) 50,000 watts 1530 kc.

KDH Reno (NBC) 300 watts 630 kc.

KERN Bakersfield (CBS) 1000 watts 1490 kc.

KWG Stockton (ABC) 250 watts 1230 kc.

KMJ Fresno (NBC) 200 watts 580 kc.
There's an easier way  
to sell New England merchants

Inadequate radio coverage is like giving a salesman so much territory to cover that he has to operate from a telephone booth.

Buying Yankee home-town stations is one way to have enough local salesmen always on the job to keep customers sold and dealers happy.

Yankee home-town stations spotted all over New England give you a ready-made sales force to cover all markets in this six-state area. They serve local merchants, banks, utilities and they have the audience for Yankee and Mutual programs that assures consumer attention for your message.

With Yankee you can tell your story to everybody in any given area. No blank spots in the map. You get complete penetration of every market everywhere.

Buy Yankee’s 24 home-town stations to have enough salesmen for the network job needed in New England.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
Closed Circuit

WITH VIEW toward tightening operations, NBC hopes to save about $1 million from current operating overhead, but not in programming or exploitation. During last several weeks budget meetings have been held in New York under chairmanship of Joe H. McConnell, v.p. in charge of finance of parent RCA, with department heads and owned and operated station managers called in to justify estimates.

REVISE that TV "unfreeze" schedule again and add new prospect. FCC Comr. George E. Sterling, taking over coordination of TV work, reportedly is shooting for FCC action by August. In view of necessary notice, hearings, etc., this would mean resumption of normal licensing about October or November at latest. If hearings are protracted, it could mean slats in new feature; Comr. Sterling hopes VHF-UHF actions can come simultaneously.

LOOK magazine, which stirred up kilocycle cauldron with recent blast by M. H. Aylesworth who predicted doomsday for "ear" radio in three days, intends to turn other cheek. Upcoming is an article, jointly authored by James Lawrence Fly, fiery former FCC chairman now practicing law in New York and Washington, and Edgar Kohak, ex-MBS president who is neatly handy with quill in his own right.

BOTH BMB and NAB headquarters last weekend exuded optimism on success of campaign to procure waivers from station subscribers on cancellation clause in BMB contract. As of Friday, 320 waivers from present subscribers were in hand on basis of initial letter solicitation and excluding new subscribers who had agreed to waivers. Second letter goes out this week in hope of lining up majority of 540 old subscribers.

WHILE ALL was relatively quiescent on FCC-Congress front last week following blast of Chairman Ed Johnson of Colorado against FCC, it's evident Senate committee head expects his allegations to be answered. He records excerpts from his charges for distribution among stations by anti-clear channel leaders and copies of complete talk were sent all broadcast stations by Interstate Commerce Commission. By Friday, 55 stations and individuals had written Sen. Johnson, mostly in commendation. FCC Chairman Coy conferred with him Thursday, presumably in connection with attack.

REPLACEMENT for Walter Winchell (ABC, Sundays 9-9:15 p.m.) on behalf of Kaiser-Frazer in defense of William Weintraub agency. Considering use of top-name guest stars (Crosby, Jolson, Hope, Burns & Allen, Berle, Sinatra, Tony Martin), to feature music, comedy or star's specialty. Replacement to be mid-July for seven weeks.

If President Truman nomi nates Commodore E. M. Webster for new seven-year term on FCC, as now seems likely, it will have un-

(Continued on page 82)

Upcoming

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 6-7: Florida Assn. of Broadcasters, Ponte Vedra Hotel, Jacksonville, Fla.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

(Bulletins on page 48)

500 NAB CONVENTION PLAN FOLLOWS 1949 PATTERN

DATES for NAB Engineering and Management Conferences in 1950 parallel 1949 program. Engineering meeting opens at Stevens Hotel, Chicago, Wednesday, April 12, with registration, followed by meetings Thursday, Friday and Saturday, according to present plans.

Management portion of convention opens with registration Sunday, April 16, with meetings scheduled Monday, Tuesday and Wednesday. Noon adjournment planned Wednesday. Exhibition of equipment and services planned April 13-18 inclusive. Banquet scheduled Tuesday night. Time of unaffiliated meeting not set.

ASCAP RE-ELECTS AHLERT

FRED E. AHLERT, composer, re-elected president of ASCAP at annual directors meeting. Other officers elected were Saul H. Borno, publisher, vice president; Otto A. Harbach, writer, vice president; George W. Meyer, composer, secretary; Louis Bernstein, publisher, treasurer; Donald Gray, publisher, assistant secretary; Frank H. Connor, publisher, assistant treasurer. Mr. Ahlert, first elected president last year, has been ASCAP board member since 1933. ASCAP membership now includes 2,041 writer members and 361 publisher members.

RUSSIAN-JAMMED VOICE BOOSTS MOSCOW SCHEDULE

STATE DEPT. stepped up Russian-language broadcast schedule to 24 hours daily, countering Russian jamming attempts last week on Voice of America programs. Soviet operations, utilizing an estimated 80 transmitters, had completely blacked out regular 1½-hour transmissions to Moscow area, as well as Voice transmitters at U. S. sources, engineers disclosed.

Transcriptions of regular programs to Moscow were continuously repeated throughout Thursday to elude jamming, Charles W. Thayer, chief of State's International Broadcasting Division, announced Friday. Additional transmitters were being taken to push through Russian Iron Curtain, with efforts partly successful, he said.

Business Briefly

MEEKER NAMED • WGKV Charleston, W. Va., NAB affiliate, has appointed Robert Meeker, Assoc., New York, as exclusive national sales representative, effective immediately.

UNION SPONSORS • Textile Workers Union of America (CIO) sponsoring From Where We Came on ABC May 14, 8:30-9 p.m., to mark union's tenth anniversary. Agency, Furner, Feiner & Co., New York.

DRAMA SERIES MOVES • Studio One, CBS-TV series, to be sponsored effective May 11 by Westinghouse Electric Corp. [CLOSED CIRCUIT, April 4]. Program moving from Sundays, 7-8 p.m. (twice monthly), to Wednesdays, 10-11 p.m. Agency, McCann-Erickson.
This Is Why

KRLD

Is Your Best Buy

1st Again

HOOPER RATINGS
FOR FEBRUARY
AND MARCH

Show

KRLD

has MORE listeners in
DALLAS than any other
station between:

50,000 Watts
DAY and NIGHT
Studios:
DALLAS
FORT WORTH

6:00 P. M. to 10:30 P. M.
8:00 A. M. to 12 NOON
SUNDAY, 12 NOON to 6:00 P. M.
SATURDAY (All Day) 8:00 A. M. to 6:00 P. M.

KRLD

The TIMES HERALD Station

TOTAL BMB DAY
692,670 Radio Families

THE BRAHAM COMPANY, Exclusive Representatives

TOTAL BMB NIGHT
842,560 Radio Families

BROADCASTING • Telecasting

May 2, 1949 • Page 5
A highly competitive product...
CHUNK-E-NUT PEANUT BUTTER
... in a highly competitive market,
Philadelphia, calls for power selling!
And we've given this valued sponsor
just that... for ELEVEN YEARS!
CHICAGO RADIO IS BETTER THAN EVER!

Yes... every day of the week... morning, noon or night... Chicago radio is increasing in value. Each time segment in 1948 was a better buy than in 1947 and '47 was better than '46.

Radio is reaching more customers, and reaching them for longer periods of time.

Yes... WGN is a better buy! WGN delivered 1,000 homes in 1948 for only 88 cents as compared with $1.11 in 1946.*

Here's the proof:

<table>
<thead>
<tr>
<th>% HOMES USING RADIO PER QUARTER HOUR*</th>
<th>1946</th>
<th>1947</th>
<th>1948</th>
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<tr>
<td>All Nights (6:00-11:00 PM)</td>
<td>36.1%</td>
<td>34.7%</td>
<td>37.3%</td>
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<tr>
<td>Sunday (6:00 AM-6:00 PM)</td>
<td>26.3</td>
<td>26.6</td>
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<td>Monday-Friday (6:00 AM-6:00 PM)</td>
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<td>24.7</td>
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<tr>
<td>Saturday (6:00 AM-6:00 PM)</td>
<td>21.4</td>
<td>24.2</td>
<td>24.7</td>
</tr>
</tbody>
</table>

*Data from Nielsen Radio Index

Good reasons why we say – Better buy radio... Better Buy WGN!

More people listen to WGN each week than any other Chicago station

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

Chicago 11
Illinois
56,000 Watts
720
MBS
On Your Dial
"Any advertiser can—and most advertisers should—use SPOT RADIO"
Goodyear Heels Aren't All the Same

Ask for Goodyear Heels By Name

Sound advice Mr. Goodyear - and here is more that's just as sound.

Markets Are Not All the Same
Choose the Ones You Want By Name.

And that's just what Goodyear and hundreds of other far-sighted national advertisers are doing. They use Spot Radio when and where and how they want it.

You, too, can adapt this most flexible form of powerful radio to your special requirements. Why not start now? Why not, as Goodyear says: "Step On It"!

Represented Nationally By
Edward Petry & Co., Inc.

New York • Chicago • Los Angeles
Detroit • St. Louis • San Francisco
Dallas • Atlanta • Boston

Spot Radio List

<table>
<thead>
<tr>
<th>Station</th>
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<td>Spokane</td>
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<td>NBC</td>
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<td>CBS</td>
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<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

The Yankee and Texas Quality Networks

Television

Atlanta___________WSB-TV
Baltimore_________WBAL-TV
Boston___________WNAC-TV
Buffalo___________WBEN-TV
Los Angeles________KFI-TV
Milwaukee_________WTMJ-TV
M'P'l's-St. Paul_KTSP-TV

Edward Petry and Co., Inc.
PROGRAMS which have both commercial value and international appeal perhaps leave little to be desired, but when public service features encompass these two qualities—the result is sure-fire and worthy of adoption. At least that’s the hope of Ernie Brevik, public service director of WDAY Fargo, N. D., originator and conductor of the annual “Parade of Pennies” drive for CARE.

Mr. Brevik, who chats informally with his listeners each weekday morning from 11 to 11:10 on topics of general interest, has spent a good deal of time since November 1947 interesting dial-tuners in “adopting” needy European families. He noted that adults were receiving assistance through various organizations and programs—but what about some of the underprivileged children, he asked himself? Especially with Christmas then approaching? The questions posed some problems, but in them lay the germ of an idea.

On his broadcasts, the WDAY director suggested that if each listener sent in “only a few pennies,” the pool would amount to quite a bit. The money was to be sent to CARE to buy food parcels for Europe’s undernourished children, he explained.

The response was immediate and astounding. Pennies—sugar sacks and boxes full—literally poured in from thousands of listeners, with contributions ranging from three cents to $30. The campaign (on this one show only) lasted two weeks, and when the money was counted, Mr. Brevik found he had collected nearly $1,700.

The money was sent to CARE with instructions that only European children were to derive benefits.

After Christmas “thank you” letters poured in from abroad—

(Continued on page 83)

On All Accounts

ALTHOUGH essentially an artist, Kai Jorgensen finds little time these days to draw anything except conclusions.

But that is the price an executive must pay, the chairman of the board of Hixon & Jorgensen Inc., Los Angeles, has discovered.

One of the most important jobs to come under his supervision is the Richfield Oil Corp. account, whose Richfield Reporter, now on ABC, is enjoying one of the longest single sponsored runs in radio.

With the agency on and off since 1937, Kai first joined as art director, when it was Hixon-O’Donnell. In 1941, deciding it would be nice to have his own art studio, he removed his easel to an office across the street in a building occupied by several other artists.

Five months later, when the United States went to war with Japan, he helped organize a voluntary camouflage unit from the group of artists to draw buildings engaged in war production and submitted it to the government. Impressed with the plan, the government offered him and the other artists jobs in the U.S. Engineers camouflage unit in Los Angeles, with Kai being made what he says was “chief camouflage.”

After 26 months of “landscaping” the sides and roofs of several airplane factories in Southern California, Kai left to join Lockheed Aircraft as catalog illustrator.

In 1947, after a short while there, he was back at Hixon-O’Donnell taking up his brush again as art director. Later that year he acquired the stock of G. K. Britenstein, then chairman of the board, becoming a principal in the agency. Upon the retirement the following year of Julian O’Donnell, Kai and Robert Hixon, president of the agency, purchased Mr. O’Donnell’s share, with the name being changed to Hixon & Jorgensen Inc.

Kai first greeted the world from Valley City, N. D. Before he had time to decide whether or not he liked it there he was whisked off, in diapers, to Spokane. After Spokane came Portland. And, before the family finally rooted in Los Angeles, the young Jorgensen had received his grammar school education in Berkeley, his high school diploma in Oakland, and a

(Continued on page 20)
For the WOWO "Home Forum," 13 is the answer! May 2 is the birthday date! And with each passing year, the WOWO "Home Forum's" Jane Weston becomes more and more familiar to women in the 59 Midwestern counties in WOWO's BMB area.

What an area this is, too! In Fort Wayne alone, there are well over 100,000 people... but that's only 5.8% of the area total. Many of the Forum's listeners are farm folk... representative of the progressive, ready-buying farm market. 70% of these farm homes are electrically equipped (national average: 46.3%). 35% of them have running water (national average: 28%). 58% have telephones (national average: 31.5%).

For information on the exceptional sales performance of the "Home Forum" program (1 to 1:30 PM Monday thru Friday) check with Paul Mills at WOWO, or with Free & Peters.
HOLLY SHIVELY
Executive Assistant Radio Director
RUTHRAUFF & RYAN
Chicago

With seventeen years background in radio, Miss Shively has been active in practically every phase of radio work. She handles all radio accounts in R & R's Chicago office. The Patrons, in the person of the William G. Rambeau rep, welcome you with a membership scroll and the deed to a tract of Patroonland.

SOON
50,000 Watts
Night and Day
Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY
PATROON BROADCASTING CO., ALBANY, N. Y.

ESTER G. BARROW, former account executive at Fuller & Smith & Ross, New York, joined Mazon Inc., New York, as an executive on the General Electric Electronics Department account. He will assist GE distributors and dealers in planning and preparation of radio and video advertising and promotion material.

B. R. GEYER, president and chairman of board of Geyer, Newell & Ganger Inc., New York, named vice-chairman of board of Advertising Research Foundation. H. M. Warren, a vice president of National Carbon Co., was elected chairman of board. Foundation is sponsored jointly by AAAA and AIAA.

THOMAS R. SANTACROCE, former merchandising director of Dancer-Fitzgerald-Sample, New York, joins Blow Co., New York. Mr. Santacroce was previously with Lever Bros. Co., as divisional sales manager for Pepsodent.

LLOYD PROSSER, formerly in media department of BBDO New York, joined agency's San Francisco office as media director on May 1.

RALPH GRADY, formerly production manager for Boone, Bugge, Tevis & Walden, San Francisco, joins production department of Brisacher, Wheeler & Staff, same city.


ROBERT E. KAHL, formerly with U. S. Dept. of Agriculture, joins research department of Young & Rubicam, New York. ALVYN G. SCHMALE, formerly director of sales and advertising for Honey Butter Products Corp., Ithaca, N. Y., joins agency's merchandising department. ROBERT SCHULER, previously head of his own organization, Lamplighter Productions, New York, joins agency as stage manager in radio department.

JACK R. SCHMUNK, formerly sales manager of WETS (TV) Cleveland, joins Ohio Adv. Agency Inc., Cleveland, as vice president and account executive.

FREDERICK R. RIGER, RALPH W. SHEEHY and KENNETH E. CHERNIN announce formation of Riger, Sheehy & Chernin Adv. at 355 Press Bldg., Binghamton, N. Y. Mr. Riger was formerly with Fred Wittner Adv., New York; Mr. Sheehy was advertising and public relations director of Binghamton division, Columbia Gas & Electric Corp., and Mr. Chernin was with William Weintraub Co., New York.

R. E. BARRINGER announces formation of RA-AD Assoc., Mills Bldg., San Francisco.

Mr. Schmunk

FRANK C. JACOBI, advertising and sales promotion manager for Horder's office supply firm in Chicago until his resignation March 16 opened his own advertising offices at 208 S. LaSalle St., Chicago.

WILLIAM F. WOLF, merchandising counselor, appointed manager of merchandising division of Brisacher, Wheeler & Staff Inc., New York office. Mr. Wolf was formerly executive secretary of National Food Brokers Assn., sales manager for Jergens-Woodbury, handled Johnson's Wax for The Western Agency, merchandising for BBDO.

ALICIA STEPHENS joins creative staff of Weightsman Inc., Philadelphia advertising agency. Miss Stephens was formerly editor of house organs and assistant director of public relations at General Tire & Rubber Co., Akron.

C. WENDELL MUECHER agency, Chicago, moved May 1 to new, larger offices in Lincoln Tower Bldg., 75 E. Wacker Dr. Space on the 22nd floor is being converted into an "intelligence center," where sales maps will reflect market conditions, and a "gadget room," where actual store shelf and counter conditions will be duplicated for measurement of packing and point-of-sale techniques.

JAMES A. FORSYTH, formerly publisher of Santa Barbara tourist publication, joins J. Walter Thompson Co., San Francisco, as account executive.

CARL F. SCHMIDT, formerly of advertising staff of Milwaukee Journal, joins Arthur Meyerhoff & Co., Milwaukee, as account executive.

GEORGE GALLATI of Needham, Louis & Brochby, Chicago, elected president of Chicago Headline Club, local chapter of Sigma Delta Chi, professional journalism fraternity.

ROCKLIN IRVING & Assoc., Chicago, moved to new offices at 32 W. Randolph St., phone: RANDolph 0-2524.

WARREN E. KRAFT, vice president and Seattle manager of Honig-Cooper Adv., elected president of Rotary Club of Seattle.

RAMSEY LEES, radio director of Ruthrauff & Ryan, Toronto, is in Hamilton Sanatorium. TRUDY JOHNSON is acting director of radio.
166,470 more Radio Homes now in our primary area!

Power jumps ten times! Radio Homes jump from 59,990 to 226,460!

Everything's up but the rates—in "The Louisiana Purchase." Same rates — 400% more Radio Homes.

And for the first time these additional 166,470 Radio Homes have full, primary NBC daytime programming.

Figure it any way — the new, powerful KTBS is the best radio buy. Truly—more than ever—"The Louisiana Purchase!"

**SHREVEPORT**

New York
Detroit
San Francisco
Boston

Chicago
St. Louis
Los Angeles
Atlanta

**KTBS**

**Radio Center**

**SHREVEPORT**

At these prices choice availabilities can't last long! Write or call today!

**NBC-TQN AFFILIATE**
Making mountains out of mole-hills is a desirable condition... when the mountains are markets and the mole-hills their relatively small components.

In Eastern Iowa, WMTland is a mountain of a market, made up of more than a thousand communities whose aggregate population is well over a million. Marble Rock is typical of these communities, small but significant, rich in buying power and loyal to WMT's exclusive CBS programming.

When you want to reach all the Marble Rocks in Eastern Iowa, tell WMT's prosperous audience and start your sales curve mountain-climbing. Ask the Katz man for full details.

---

**WMT makes big ones out of little ones in Marble Rock (IOWA)**

---

**Open Mike**

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

**Video Views**

EDITOR, BROADCASTING:

...I am with you when you say radio's horizons are unlimited. I am not foolish enough to think for a moment that the radio we knew yesterday or know today is the radio that will be with us tomorrow. There is an awful lot of hyperthyroid excitement in the ranks of my colleagues concerning the fact that so little is known about television. I think it would be a lot healthier if the gentlemen, including myself, devoted a lot of serious consideration to the time buying and programming problems that will confront us in radio as television becomes a vital factor in the true sense of the word... by that I mean, when its circulation becomes competitive.

I, being comparatively young chronologically, still do not lose sight of the fact that both radio and television are comparatively young advertising media. The future potential for both has yet to be discerned.

Charles Lewis
Director of Radio
Grey Advertising Agency
New York

**RIAS Expenditures**

EDITOR, BROADCASTING:

Recent news stories deplore the possible shutdown of RIAS, the American zone broadcasting station in Berlin. I point out that no American bureau can be responsible for the $4,500,000 in annual costs for the project. All are agreed on the value of American broadcasts from Berlin to Germans.

As an inmate of the American broadcasting industry for more than 20 years, I see no reason why RIAS cannot continue, but with certain changes. First, the expenditure of $4,500,000 to operate one radio station with 600 employees is mismanagement on a scale possible only under government bureaucracy. There is not a single station in the entire United States that spends that much money, nor employs 600 people, for its annual operation.

I do not know who directs RIAS, but I wonder if he has ever had the responsibility of operating an American station on its average income, be it a small 250 watt or a 50,000 watt! The average American station of this RIAS type will get by with from 60 to 100 workers. Its annual operating costs should not exceed $500,000 per year with liberal expenditures for programming.

I suggest the American broadcasters get a management committee together, fly them to Berlin, examine the situation, and report back to our industry on what is actually needed. Then let American broadcasters request the proper channels for the needed amount of support, and if necessary raise the funds in public subscriptions.

But stop up "Operation Rathole." To operate one radio station on $4,500,000 a year with 600 people is sheer mismanagement and economic folly. The job can be done with far less money and fewer people. Hundreds of American stations are doing an excellent job in their own communities, living on their income from advertisers... and paying heavy taxes to support such Berlin waste as is now evident in the RIAS matter.

S. A. Ciasler
Vice President
WKYW Louisville

**'Premiums Nuisance'**

EDITOR, BROADCASTING:

As one just disinterested following an avalanche of box tops and giveaway orders, I'd like to know what others in the radio industry think about handling sales premium offers...

...I think radio-promoted box-top premiums are more than a nuisance; I think they're generators of ill will, suspicion, dissatisfaction and gripes. And I think an advertiser who uses them is painting a picture on him as an unprofessional and crooked and staying in business.

Here are some samples:

1. An offer for a household item, an interest rate is 0% a year, if you swallowed the commercial copy. In came the box tops and the cash—a deluge of orders. A few days later a second deluge began—a deluge of complaints, about non-delivery, wrong delivey, wrong merchandise, wrong sizes, the works.

2. An offer of a piece of jewelry. "By return mail," the commercial copy read. Six weeks later our listeners are still wondering where their premium can be, who has squandered their money, now radio stations can be so crooked and stay in business...

...here's what I recommend:

First, before accepting the commercial copy, investigate the premium merchandise, make sure it's what the copy says it is, that a sufficient supply is on hand to take care of orders and that all steps necessary to immediate delivery have been completed.

Second, regardless of what the commercial copy says, send a receipt to the customer, thanking him in the station's name for the order, explaining that because of volume some delay in delivery should be expected and urging the...
SQUIRT Co., Beverly Hills (bottled soft drinks), May 7 extends half-hour weekly Kids from the Kids to KARM Fresno, Calif. Later this month firm will place program on KAYL Storm Lake, Iowa, and other mid-western markets. Program started April 16 on WHBC Canton, Ohio; WHAV Haverhill, Mass.; and April 23 on KSBO Sioux Falls, S. D. All contracts for 13 weeks. Agency: Harrington, Whitney & Hurst, Los Angeles.

THE TEXAS Co., New York, appoints Kudner Agency Inc., New York, to handle its Saturday afternoon ABC broadcasts of Metropolitan Opera, effective this fall with 1949-50 season.

LENN & FINK Corp., New York, has extended use of television to KTTV (TV) Los Angeles for Losol. Two commercials weekly scheduled. Firm has used video for past month on WNBT and WCBS-TV, both New York, twice weekly each. Agency: Lennen & Mitchell, New York.

SOS Co., Chicago (scouring pads), launches spot radio campaign in Northern California through McCann-Erickson, San Francisco.

ADMIRAL Corp. and PETER FOX BREWING Co. Chicago, sponsoring telecasts of 22 home games of Admiral Music Maids in National Professional Girls' Softball League for second year on WKB (TV) Chicago, Tuesday and Friday nights, respectively.


SECURITY FIRST National Bank of Los Angeles preparing two minute film for television on U. S. Savings Bonds. Firm will run film on undetermined number of Los Angeles TV stations about May 19 to coincide with U. S. Bond drive. Prints also to be given to government for distribution. Agency: Foote, Cone & Belding, Hollywood.


PACIFIC CAN Co., San Francisco, appoints Blow Co., same city, to handle campaign promoting sale of canned beer. Campaign starts June 1, and will run 10 weeks. Series of more than 235 radio spots on stations throughout area will be used. LES HANNAH is account executive.

DEAN MILK Co., Chicago, for Dean's Chocolate Dairy Drink, has started 13-week schedule of 20-second TV film spots on Chicago's four TV stations—WBBF, WNEE-TV, WNBM and WGN-TV. Spots will be expanded into other TV markets as distribution of the product increases. Radio commercials for Chicago and other major cities are also being considered. Agency: Morris F. Swaney Inc., Chicago. ROLAND BLAIR is account executive.

ACCENT SHOE Co., newest division of International Shoe Co., St. Louis, appoints Ollan Adv., same city, to handle advertising. New line of women's shoes has been released for the $8.95 field.

FORD DEALERS of Detroit purchased Baseball Scoreboard, new seven weekly program on WXYZ-TV Detroit (6:50-7 p.m. EST). Station announces this is first across-the-board show to be purchased on any ABC video station and first of its kind in Detroit area. Agency: J. Walter Thompson Co.


EICOR Inc., Chicago (rotary electrical appliances), appointed C. C. Fogy agency, same city, to handle advertising. Schedules will be drawn by end of May, and radio is being considered.

CARNATION Co., Los Angeles (Carnation Milk), preparing series of six one-minute commercial films for television as its first venture in TV. Churchill-Wexler Film Productions producing series.

M. JACKMAN & Sons, Los Angeles (men's clothing manufacturer), through Ted H. Factor Agency, that city, April 24 started quarter-hour weekly Harry Bassler Golf Clinic on KLAC-TV Los Angeles. Contract is for 13 weeks.

(Continued on page 75)
There are millions of WSM listeners, in a circle with many hundreds of miles radius. They are all kinds of people—urban, rural, rich and poor.

Pick any family, or any hundred families—and follow them to town. Watch them buy. Then check what they have bought against the list of WSM sponsors—and you'll see what we mean when we talk about the exceptional pulling power of WSM.

Then ask those families why they buy from the WSM list, why is it so definitely their shopping guide? The answer will be very simple. "We've been listening to WSM for a right long time, now, and we never have had cause to disbelieve anything we hear on it."

Is there, anywhere, a more powerful background for selling?
Open Mike
(Continued from page 14)

customer to notify us of non-deliveries.
I've experimented with this receipt technique in recent campaigns. It's worked. The volume of squawks has been cut down—on "non-delivery" at any rate.
Milo Ryan
Promotion Manager
KIRO Seattle

** Chicago FM Grows
EDITOR, BROADCASTING:
At least in Chicago, FM (please don't recall!) may be coming of age.

The latest count shows 14 FM stations in the city proper, with several more scattered through suburbs and outlying towns.

Most important evidence of the growing awareness of FM here is the sudden amenable disposition taken by most of the daily press. The Tribune and Herald-American are now listing FM stations in the same log as AM outlets, rather than in separate columns, as they were in the days heretofore.

Indeed, several FM stations receive more listings than a number of the independent AM's.

Other evidence in support of my belief is the increasing amount of publicity being gained by several indie FMers, chiefly the new-ownned WMOB, which made a terrific splash (exclusive of a full-page ad in the T-B-D) in the local press preceding its debut. WMOB has continued to win notice, due chiefly to what broadcasters here regard as the most aggressive and rewarding programming of any FM station yet to hit the air.

Yes, the future of FM looms considerably sunnier in Chicago, unquestionably one of the toughest radio towns anywhere.

Boris Breiger
Chicago

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Boris Breiger
Chicago

** 'Beamed Selling'
EDITOR, BROADCASTING:
In the midst of a promotion piece I was writing this week, for the County Tuberculosis Assoc. strange but amusing facet occurred to me.

The president of the health group, a local funeral director (Dakin Jones), asked me to write a short radio script that he could read concerning the activities of his group.

Wrote the piece. This made me a "ghost writer." Perhaps I am the only ghost writer for an undertaker!

Bill Niersbach
News Director
WKRV Richmond, Ind.

** Omitted 'Promotion'
EDITOR, BROADCASTING:
The paragraph in your issue of April 11th (page 14) about my appointment by WASK and WIMS is duly appreciated. I wouldn't be surprised, however, if you got the opposite reaction from Joe McGilvra and Don Cooke who are the station's sales reps.

You see, what the word "promotion" is omitted from the description of my service, it looks as though I had stolen some rep's account.

I am a national sales promotion representative. I do not supplant; I supplement the sales rep and the network salesman... .

Robert S. Keller
President
Robert S. Keller Inc.
New York

** Liked Issue
EDITOR, BROADCASTING:
... our congratulations on your outstanding Convention issue of BROADCASTING.

Towne Mills
Sales Promotion Manager
WCCO Minneapolis

**
milk through the use of broadcast advertising. The problems in selling milk would be defined and radio advertising suggested as one of the main answers to the problem. . . . This plan would provide the tools for bound selling on a mass production basis. It would give the local salesman the same quality of planned support enjoyed by the network president when he called on a multi-million dollar national account. The solution to successful selling is having the facts at hand.

All the important classifications for local business could be developed in a similar manner. . . . These presentations would be supplied on a fee basis by the existing transcription companies—new organizations set up for this specific purpose—or by the NAB.

Allen P. Solada
Local Salesmen
WHGB Harrisburg, Pa.

Book Promotion
EDITOR, BROADCASTING:

...I am sure you will find the following information very enlightening and in complete disagreement with the facts published in your April 11 issue . . . The point which I specifically consider inaccurate was the reference that one of our competitors was the most active book publisher in spot radio. Perhaps some of the following figures will justify my argument.

William H. Wise & Co. is using the CBS network on 65 stations, half-hour weekly, 10 minutes for 4 weeks over 39 stations.

ABC—14 weeks; 15 minutes 3 times weekly, and 15 minutes 2 times weekly.

WOR (New York), 15 minutes weekly for 8 weeks.

William H. Wise & Co. is using approximately 65 independent stations during their current campaign.

As you can readily see by the above schedule (our clients) William H. Wise & Co. is continuing to maintain leadership in the radio field in their category . . . has the largest list of outstanding successful radio selling books which enable them to stay on top time buys on stations all over the country for a longer period by switching from one book to another.

As pioneers in radio advertising . . . has always been and will continue to remain the most active book publisher using radio advertising.

Joe Gana
Vice President
Thompson & Allman Inc.
New York.

[Editor’s Note: In our April 11 issue, BROADCASTING, on the basis of information from Rorabauch’s report, stated that “Doubleday & Co. began the year as the most active publisher in spot radio.” The Wise Co. does not publish its spot activities and the information referred to in the letter was not available to Rorabauch and so was not mentioned in his report.]

Ready Reference
EDITOR, BROADCASTING:

...I was requested to find information on a moment’s notice and, naturally, I turned to BROADCASTING for the latest TV statistics.

Marvin H. Hult
Director of Promotion and Public Relations
WMDB Peoria, Ill.

Local TV Talent
EDITOR, BROADCASTING:

Flurry being caused by Aylesworth predictions of things to come, serves to remind us that many broadcasters are not unlike all businessmen—too preoccupied making money the old way to see what has rapidly become the obvious. TV is here! AM is certainly on the way out! AM radio unable to conquer this enemy, may profitably investigate the opportunities of joining with him.

Our how about LOCAL television? Biggest argument against successful independent TV operations—talent cost. And it is a great consideration, but not an impossible one. Local talent developed and used by small stations in AM and FM is still being accepted locally . . . and it will in TV, even if it is not the same talent. Forget that idea of Hollywood talent for your small station. Concentrate on LOCAL talent. It can be done with a lot of planning and with some present but nominal expenditure.

Small stations, looking to the future, are lining-up local talent well in advance of their inception as TV operators. Small stations can start by investigating . . . investigation of TV operations of successful stations . . . investigation of probable reception of TV in their respective areas . . . investigation of local talent possibilities.

Arthur Stanley, NYBA Program Director, WBOS Liberty, N. Y.

WOLF Representation
EDITOR, BROADCASTING:

On page 82 of your April 18 issue you ran an article which several of our clients have misinterpreted to mean that station WOLF has changed national representatives. This is not the case. The Walker Co. will continue to represent station WOLF.

Our decision should not be construed as a reflection on Mr. Koste, [head of Independent Metropolitan Sales, see story page 28, April 25] whom we hardly know. It was made to continue a mutually profitable relationship with the Walker company. Our hope that the impression can be corrected springs from the fact that the agency inquiries may have been directed to the wrong firm.

T. S. Marshall
President, General Manager
WOLF Syracuse

Roslow to Speak
DR. SIDNEY ROSLOW, president of The Pulse Inc., will speak on “Who Owns Television Sets and What Do They Listen To?” at the May 5 monthly radio-television luncheon of the New York chapter, American Marketing Assn., at the Hotel Shelburne.

BROADCASTERS PROGRAM SYNDICATE
Success Story...

Each member station of the Broadcasters Program Syndicate pays one small weekly fee, receives the Syndicate’s entire program output. Aggregate fees already furnish you these network-caliber programs . . .

SERIES No. 1

“PAT O’BRIEN FROM HOLLYWOOD”

Award-winning 5-quarter-hour variety strip, starring radio’s beloved master story teller.

SERIES No. 2

“FRONTIER TOWN”

Radio’s first authentic-class A half-hour Western dramatic series. The Cimarron and Red River of radio.

SERIES No. 3

“The Adventures of FRANK RACE”

Half-hour mystery adventure featuring Hollywood’s most outstanding talent. On a par with the best network adventure thrillers.

Additional members mean additional funds to provide additional programs . . . without additional cost to you.
On All Accounts

(Continued from page 10)

fine and commercial art certificate from Otis Art Institute, Los Angeles.

Following art school graduation in 1926, Kai slid into the tile and marble business— for a good reason. It paid well. After studying the business for a year at night and working at it in the daytime, he gave it up for more interesting fields.

Oil fields, it turned out to be, for his next step in 1927 was to join Richfield Oil Co. of California in its display department at $80 a month. Enjoyment of his work made up for the meagerness of salary, however, for much of his job involved traveling up and down the coast of California setting up company displays at various fairs and exhibits.

For two years he remained in this work. And in 1929 two important things happened: (1) Kai Jorgensen was made manager of the display department; (2) the stock market crashed. Unfortunately the latter had a fatal effect on the former, and in 1930 Richfield closed its display department and Kai was again a free man.

For a short while thereafter he did free lance theatre lobby display, after which he joined Neal Rainbow Light (neon lighting) firm as a designer. In 1931 Richfield took him back into the fold again, this time to set up a one-man display department. While there he set up the first company house organ, The Flying Line, later changed to Richfield Dealer. He did layouts, art work and planned promotions for the sheet, among other things.

In 1937 he was transferred to the advertising department as art director. With abolishment of the department later that year, he left to join Hixon-O'Donnell.

Kai isn't too good at remembering dates, but he does remember 1928 and June. For in June 1928 he was married to Dorothy Tinker; and on two subsequent Junes his two sons were born—Kay, 18, and Chris, 12. The family lives in Glendale. Redecorating their home recently gave Kai an opportunity to literally brush up on his painting.

The father is particularly proud of his number one son, who seems to be following in his father's footsteps. For Kay won first prize this year for the Glendale float in the annual Rose Bowl parade and second prize for the past two years, entering the competition with professional artists. And with no help from father, Kai declares.

Eyes the Fairways

His present hobby is work; he says, though he is anxious to try out a nice new shiny set of golf clubs, before they get rusty.

In the club area he boasts membership in the Art Directors Club, of which he is past president; Los Angeles Advertising Club; Southern California Advertising Agencies Assn., and Los Angeles Athletic Club.

In considering his work, Kai feels that any success he may have attained or will attain has been due to the help of others along the way, for "only the efforts of a group can make for the success of an individual." Too many people forget that, he feels, attributing their success to their own efforts only.

BAKERY PROMOTION

WMBD Sparks Pecoria Drive

NINE-DAY baking industry promotion in Pecoria, Ill., resulted in increases of 1% to 27% in bakers' business, WMBD Pecoria reports. The campaign, outlined by the sales, promotion and merchandising staffs of WMBD, made heavy use of radio and also used other media.

The bakers purchased seven 10-minute programs and 18 15-word announcements on WMBD. A feature of the 10-minute shows was a contest for the best recipes illustrating new uses of baker's bread.

WMBD also promoted the "Buy It Baked" campaign on three of its regular programs, Man on the Street, Tiny Tot Party Time and Breakfast Party. Freshly baked pies and cakes were given away daily to contestants on these programs.

WMBD also suggested that allied industries tie in with the "Buy It Baked" drive and donate portions of their radio time to the campaign. Five WMBD advertisers cooperated, the station reports. One wholesaler donated 17 of his announcements on WMBD, and the Central Illinois Light Co. used eight announcements and two 100-word commercials to publicize the campaign.

Deadline for Papers

MAY 20 is the deadline for submission of papers for the 1949 National Electronics Conference to be held at the Edgewater Beach Hotel, Chicago, Sept. 26-28. Lloyd T. DeVore, Dept. of Electrical Engineering, U. of Illinois, chairman of the program committee, who made the announcement, said that authors should submit, with their papers, abbreviated versions for publicity purposes and a biographical sketch.
The Proof of Performance—is in its acceptance

Over 4,500 RCA "70-type" Turntables shipped to date

*This moderately priced transcription turntable has no superior—either in mechanical simplicity or in high-fidelity reproduction.

One heavy-duty synchronous motor provides the drive required for playback and recording. Mechanical filters and spring-clutch assembly completely isolate the platter and the fly-wheel from the motor—and assure even running and smooth starts and stops. A high-quality universal lightweight pick-up, with a diamond-point stylus, provides true reproduction—for either vertical or lateral recordings.

A hinged door on the metal cabinet makes everything easy to get at. There is ample space inside to house booster amplifiers and record-cueing amplifiers. There is also accommodation on top for an RCA 72-D (or 72-DX) Recording Attachment. And you will be able to handle the new records designed to play at 45 rpm—by means of a simple modification kit soon to be made available.

Save $131.50 on your new 70-D by ordering it under RCA's 90-day "Spot" Plan—before June 30, 1949. Call your RCA Broadcast Sales Engineer for immediate delivery. Or write Department 19 EA, RCA Engineering Products, Camden, New Jersey.

*Prices slightly higher outside continental U.S. A.

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

In Canada: RCA VICTOR Company Limited, Montreal
"MONKEY ADVERTISERS"?
NO SIR!

Advertisers who want results don't leap around from station-to-station in Cleveland. They stay on WHK where they reach the largest audience at the lowest (Network station) rates.

During the first week in April, one WHK advertiser used two program announcements to ask listeners if they wanted the program continued... 1894 replies in the same week demanded the program. So you see... in Cleveland there is a reason why...

THEY STAY ON
WHK

It's Mutual
By RUFUS CRATER

A STORM of complaints was brewing in broadcasting circles late last week as tentative CAA anten-
na-site standards were disclosed to a select industry group with a call for a conference to discuss them
Tuesday (May 3) with FCC representatives.

Observers almost unanimously protested that the proposed “cri-
teria,” not yet made public officially, would substantially limit television and FM due to the additional
antenna heights these services require, and in general would give aviation interests far more than adequate
protection.

They protested vigorously against what they called “too short
notice” for study of so “complex and complicated” a document. Some authorities felt weeks might need to be
examined them adequately and appraise all possible ramifications.

A movement was on foot to se-
cure postponement of the Tuesday
conference, but there was no imme-
diate indication whether it would be
successful.

Broadcasting representation at
the conference was understood to be
limited to NAB, the major net-
works, FMA and TBA. Several representa-
tives of aviation interests reportedly were invited.

It was assumed the standards
would not apply to existing anten-
tenna structures—but authorities
do point out that as now written they contain no such waiver.

FCC Comr. E. M. Webster, cir-
culating the proposals as the chairman
of the Interdepartmental Commit-
tee, said they represented a “co-
ordinated plan of aviation inter-
ests.”

If found acceptable by FCC, they
undoubtedly would be incorporated into the Commission’s rules. In
that event, Comr. Webster said, formal adoption would be preceded by
a hearing at which broadcasters
could air their views.

The proposed standards, in prep-
aration for more than a year, would impose no restrictions on an-
tennas less than 170 feet above ground “except in near proximity to
airports and approach areas,”

Comr. Webster noted in his letter of transmittal. Nor would there
be restrictions on those less than
500 feet above ground “except in
airrome and approach areas and

in a part of the airways system,”

he added.

Broadcast applications con-
templating antennas more than 500
feet high, however, would require
“special aeronautical study” re-
gardless of location. Special study
also would be necessary in the case
of antennas to be located in:

(1) The network of federal air-
ways where the tower construction
would require a raising of the
minimum altitude at which planes
are allowed to fly;

(2) Certain seacoast corridors to
major military bases;

(3) An area 10 miles square
centered on the radio facility used
for the final landing of aircraft;

(4) Airport and airport
approach areas.

Comr. Webster explained that,
under the proposal, “when an
application is made for a tower that
exceeds the limits of the criteria,
aviation studies will be made by a
committee of interested govern-
ment agencies along with the FCC
to determine whether or not an
exception in a particular case
would be in the public interest.”

He said the standards were di-
rected to four objectives: (1) To
define clearly the conditions under
which towers can be erected with-
out aeronautical study; (2) to
protect expanding aeronautical
operations; (3) to define require-
ments for painting and marking
towers; (4) to reduce the number of
applications which require aero-
nautical study.

Comr. Webster listed several
examples which would accrue to
applicants proposing towers less than
500 feet high.

First, he said, the standards
would show applicants where they
might erect towers without getting
aeronautical approval, thus speed-
ing the job of processing these
applications. Applicants also would
have the right to construct up to

500 feet on airways in (limited
areas) without submitting the pro-
posal for aeronautical study, he
continued, and the inconsistency of
treatment which arises under pres-
cent policy would be eliminated.

He also saw limitations resulting
from the plan: There would be
more rigid protection for airrome
and approach areas, and there
would be specific restrictions on
construction over 500 feet.

In instrument-approach areas a
100-foot limit would be placed on
the height of antennas located in the
first three miles out from the
runway. The limitation would in-
crease thereafter at the rate of 25
feet for each additional mile out to
10 miles but in no event would ex-
ceed 200 feet.

Further, antennas could not ex-
ceed 170 feet above the airport or
ground if located within three
miles around “larger” airports.

Beyond the three-mile range the

(Continued on page 80)

CHISEL SPLURGE

P.I.-kers Proposition Video

See editorial, page 44

SPRING has turned, as never before, the fancy of time chiselers and
P. I. purveyors to thoughts of radio. And, for the first time, the P. I.
marketers have embraced television.

Initial effort of the P. I. industry
to proposition TV stations came
and said Packard’s efforts to serve
radio news editors had culminated in “Golden Anniversary Report,”
described as “a news release cus-
tom tailored for radio in 14-minute
transcription form.” Script of the
disc was enclosed with the letter.

“Exclusive to Radio”

“Frankly, this is an experiment,”
Mr. Hitchcock wrote, adding that
much of the material is “exclusive
to radio.” The disc consists of 50th
birthday observations by Packard
officials.

Mr. Hitchcock said news releases
were being sent to newspapers. He
did not mention any use of paid
white space by the Packard Co.

In a typical reply to Packard,
Peter Schloss, president of WWSW
Pittsburgh, wrote:

“Our news editor does not con-
side the material to be legitimate

news, and referred it to our con-

(Continued on page 48)
Radio, Press Not TV Victims—Trammell

Neither newspapers nor radio will be knocked out by the growth of television, American Newspaper Publishers Ass'n. was told Wednesday at its 65th annual meeting at the Waldorf-Astoria Hotel, New York.

This assurance was given by Niles Trammell, president of NBC, who spoke on television, and by William C. Gittinger, vice president of CBS, who spoke for radio.

Their addresses were part of a session called "Space & Time in the Buyer's Market," conducted by ANPA's Bureau of Advertising.

The program marked a precedent in ANPA annals because it was the first time that newspapers' competitors for the advertising dollar ever shared so important a part of their agenda.

Held concomitantly with the ANPA sessions was a series of meetings of Associated Press, International News Service and United Press.

At the various meetings these points, important to radio, were made:
- All advertising revenues of all media have increased in the face of a competitive situation.
- Television is expected to increase its billings this year three times, to $25 million.
- Radio stations are becoming more widely accepted by newspapers as important to the economic well-being of wire services (see story page 32).
- Number of radio clients of the major wire services continues to increase so rapidly as to outdistance completely new newspaper clients.

At the Bureau of Advertising session, Mr. Trammell said television, far from being a competitor of newspapers, is in many respects the partner of newspapers. He explained that newspapers currently are the biggest block of TV station owners.

"We are currently sharing the losses and we'll be sharing the profits," Mr. Trammell told of the experiences of publishers who are operating NBC-affiliated television stations. One, telecasting 27 months, showed a total operating deficit of $350,000, is currently running $1,500 in the red per month, but expects to be in the black by the end of the year. Another, on the air since the end of 1947, has lost $266,000 to date, is currently dropping $11,000 monthly but expects to be in the black by September or November. A third station in the East is losing $15,000 a month but expects to put away the red ink by October or November. Still another, telecasting since March 1947, has suffered operating losses of $225,000, had a $400,000 deficit in April but hopes to reach the break-even point in April 1950.

Newspapers also have been profiting from radio and television advertising and in that respect are in a further partnership with radio, said Mr. Trammell. He told of one midwest publisher whose newspaper received $1,500,000 worth of national advertising via a paper inserted $241,000 for a TV station.

He reassured the publishers that television would not kill advertising business via the printed word. "It is doubtful that television will displace any medium that is really doing a good job," he said.

He cited radio as an example of how a competing medium influences expansion of the total advertising dollar. Radio advertising increased from $10,000,000 in 1928 to an estimated $350,000,000 in 1948 but during the same period newspapers advanced from $280,000,000 to $385,000,000 in national advertising and magazines from $177,000,000 to $462,000,000, he said.

Television's income last year was $3,750,000, amounting to one-third of total station operating expenses, he said but he estimated that in 1949 total sales will amount to $25,000,000.

As for the effectiveness of the selling job television can do, Mr. Trammell cited numerous examples of sales successes.

Television offers the advertiser "impact" to a degree never before achieved in advertising, he said.

Mr. Gittinger, who offered encouragement to broadcasters in the face of television competition, predicted that, far from dying, radio will continue to grow.

"It's quite possible," said the CBS vice president, "that radio may be blitzed temporarily in a market like New York; we are under the gun right now ... full-page ads day after day ... tremendous pressure ... tremendous set sales.

"But if that should happen, I believe that radio will soon come back and find its proper place, just as phonograph records did. You'll recall that they were blitzed when radio came.

"I believe that radio and television will develop together as complementary media, just as complementary as magazines and newspapers are—though even you can't read a magazine and a newspaper at the same time. But there's a time and a place for each."

The session on all media was kicked off by William A. Butler, publisher of the Holland (Mich.) Sentinel. He stated outright that "we of newspapers hasn't exactly been accused of being in love with our competitors."

"But I think we've got to admit that newspaper advertising today is a far more efficient instrument because newspapers have faced a very real and very powerful competition for the advertiser's dollar," he said. "A premature 'funeral oration' was read over magazines at the advent of the automobile, the motion pictures, radio and now television—yet magazines have now reached their all-time high mark, he added. Gross revenue from magazine readers in 1948 was $500 million against $150 million in 1929. In newspapers in 1929 $462 million against $197 million in 1929, he said.

Speaking for newspapers, Thomas W. Walker, president of the American Association of Newspaper Representatives, said that newspapers have lead all media in general advertising gains in 1947, 1948 and thus far in 1949. He declared that the newspaper comes into its own as an advertising medium when selling gets more competitive and "markets have to be conquered."

Harold S. Barnes, director of the Bureau of Advertising, stressed the value of newspapers as an advertising medium because their circulation can be purchased piecemeal, in markets where particular goods might have the greatest potential sales.

He asserted that in selling various media, too much emphasis was placed on how many people a medium reaches instead of on why people reach for the medium. He said among the newspaper publishers, there is a feeling because it has an unparalleled local flavor, thus is able to perform an important selling effort on the local...
SPOT, LOCAL GAINING

BY ROBERT LUCE

EVIDENCE THAT advertising men and station representatives are not unduly worried by current business conditions was found in the April BROADCASTING TRENDS Survey, the 19th in BROADCASTING's continuing study of executive opinion in radio and its allied arts.

Optimism prevailed in their estimates of 1949's spot and local time sales, although most felt there would be a barely perceptible drop in the networks' revenues for 1949.

On the ballot agency radio men and station representatives were asked to estimate the percent increase or decrease 1949's business would show compared with 1948. The mean of all of their individual estimates was that network business would drop 0.8% in 1949. (See Table 1.)

Those who answered the question were most cheerful about spot radio. Less than 20% felt that spot would show a decline, and the mean percent of all replies indicated that spot business would increase about 4.5% in 1949.

Local business, too, was judged healthy and growing. Agency men, many of them operating agencies handling local radio accounts, felt that local radio would turn a record 3.4% higher than in 1948.

If these predictions are accurate, radio's total net revenues would increase about $4 million in 1949, even though network totals would drop approximately $1 million.

SPOT'S "Impact"

Few agency men thought TV would have a measurable impact on radio in 1949. If it did have impact, they felt it would occur at the network level, and this may account for the lack of optimism where network business was involved.

The survey was remarkable, however, for its lack of comment on television where dollar revenues were concerned.

Advertising men were asked what they expected in network programming during the daytime and evening shows in this direction. Sixty percent thought dramatic shows would increase, and 62% thought audience participation shows would increase.

In 1949, evening network programming hours were divided 16.5% for news and commentators; 45.5% for variety; 12.5% popular music; 11.2% mystery drama; 11.2% plays; 10.5% audience participation; 10.6% situation comedy; 4.3% radio columnists, and 3.4% concert music.

Consensus of opinion was that stronger in the programming, popular music, mystery drama and concert music would remain in about the same proportion as formerly.

Agency men looked to automotive advertising to show the most increase in its budget for 1949. The long years of scarcity, they felt, made it relatively unnecessary for auto accounts to spend at top rates. Now that auto production has reached such a high level, and background music. They also predicted that there would be more audience participation shows in daytime, and less news and commentary. This last answer, of course, was qualified in many instances, with a reference to the international situation (Table III).

Those who judged radio's "impact" would be greatest felt the agencies would be presented with the task of doing "good music" for a "good music" network.
IN November 1931, Schuster's, Wisconsin's largest department store, bought its first radio show. It was a 15-minute program, "Billie The Brownie," scheduled to run for a five to six week period to help create interest in Schuster's annual Christmas parade. Eighteen years later Schuster's still runs the pre-Christmas "Billie The Brownie" programs.

"Billie The Brownie" was just the beginning—Schuster's initial radio schedule has been increased, however, to more than five and a half hours per day of radio programs to make Schuster's one of the largest department store users of radio in the country. In fact, Schuster's believes, according to all available information it's the largest user of radio programs in any single city in the country.

The story of Schuster's growth from one Christmas promotional program to a schedule of programs that run from 8:30 a.m. until 11 p.m. is logical. Radio has been successful for Schuster's and is being treated accordingly. The 1949 Schuster's radio schedule varies from women's programs to dramatic programs, news, oddities and mem-

Business of Broadcasting

nestic programs, from polkas to popular music.

This is the current schedule:

8:30-9 a.m. Mon.-Fri., Schuster's Morning Music, WMLO Milwaukee. Thirty minutes of light, popular music, weather forecasts.


10-11 a.m. Mon.-Fri., Schuster's Scrapbook, WEMP. Built to appeal to the "housewives" in Milwaukee. Each morning Bob Bramhall goes back into the Schuster's scrapbook to a bygone year to build a program around

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SERVICES 'BIDS
Agency to Be Named Soon

FOUR nationally-known advertising agencies, including the incumbent Gardner Advertising Co., are in the forefront of competition for the joint U. S. Army-Navy advertising account for the fiscal year 1950, it was learned last week. Final selection is expected to be announced jointly by Secretaries of the two branches early next week.

The account, entailing the services' recruiting activities in radio and other media, is currently handled by the Gardner agency, with the contract expiring June 30, end of the present military fiscal year.

Other agencies which reportedly made presentations are Ruthrauff & Ryan, N. W. Ayer & Son and the Caples Co. A total of 44 agencies were invited to submit bids, with 11 present at the initial conference April 12 and 13, it was understood. The field then was narrowed down to the present four.

Appropriations for the 1950 campaign are expected to be cut substantially on the basis of the military's requests for reductions, which still must act on budgets, it was pointed out. Authoritative Pentagon sources place the overall media appropriation at roughly $2,200,000. Allowing for all allotments to local Army service areas, the new amount is expected to approximate about $1,800,000 for a working national campaign, it was said.

$5 Million Now

The current overall sum is about $5 million with about $1 million, or 20%, going to local areas. Current total represents an increase over the previous fiscal period, it was pointed out. N. W. Ayer handled the account in 1947-1948.

Part of 1950's contemplated decrease may be restored, however, by incorporating the Navy and Coast Guard accounts under one lump appropriation, in view of the unification picture, it was learned. The Navy recruiting budget reportedly runs close to $1,200,000 for all media, and has been handled in the past by J. Walter Thompson Co., William Von Zehle & Co., handled the Coast Guard account.

Roberts Named

CHESTER ROBERTS, former account executive for William Lawrence Sloan Advertising, New York, has been appointed co-director of sales promotion for M. Nireberg Sons Inc., manufacturer of Lion of Troy shirts and sportswear. Mr. Roberts plans a stepped-up national campaign with dealer tie-in, using radio and television in various markets, with open-end announcements for local dealers.

WIBW AIR CRASH
Shipley, Marquardt
Are Killed

TWO WIBW WIBW-FM Topeka executives, Gene Shipley, farm service director, and K. G. (Pug) Marquardt, chief engineer, were killed when the WIBW single-motorored Beach Bonanza "Flying Rooster" crashed in a storm 15 miles north of Hutchinson, Kan., last Tuesday night. A third member of the party, Parry Reed, a farmer who lived near Reading, Kan., also was killed.

The party left Windom, Kan., 35 miles from Hutchinson, in the "Flying Rooster" at about 10:30 p.m. Tuesday after Mr. Shipley had given a talk before the Windom 4-H Club. Group had intended to stay at Hutchinson over night. The crash occurred a half hour later, but the wreckage was not found until 1:30 p.m. Wednesday, WIBW reported.

In Radio Since '22

Mr. Shipley, 49, a native of Stanwood, Iowa, had been in radio since 1922 and with WIBW as farm service director since 1939. In addition to his work with the station, Shipley was given the reporting and photography work for the Capper Publications. He is survived by his wife, Mrs. Bess Shipley of Topeka; a son, Eugene, of Los Angeles, and a daughter, Mrs. Frances Kimmons, St. Joseph, Mo.

Mr. Marquardt, 36, was born in Guthrie, Okla., and had been an amateur radio operator since he was 14 years old. He served as chief engineer for KCKN KCKN-FM Kansas City, as well as for WIBW WIBW-FM. He had joined the stations in August 1945. Recently he had supervised the installation of Transit Radio facilities in Topeka busses. While a student at the U. of Kansas, he had worked for WREN Lawrence and later was assistant chief engineer at WDAF Kansas City. He was pilot of the WIBW plane and was at the controls when the crash occurred. Surviving him are his wife, Mrs. Laura Skinner Marquardt, and a nine-year-old son, Kenneth.

Funeral services for both Mr. Marquardt and Mr. Shipley were held at Topeka Thursday. Mr. Marquardt was buried at Baldwin, Kan., and Mr. Shipley at Topeka.

Mr. Reed, 32, a member of the Flying Farmers of Kansas, is survived by his wife, Mrs. Alberta Reed, and two children, Philip, 5, and Nancy Jane, 3.

TBS EXPANDS
Signs 26 More Stations

TWENTY-SIX additional stations will be added to the TBS newly created Transmission Broadcasting System within the last 30 days, Ray Green, executive vice president, has announced. This brings the membership of the transmission network to 142.

Majority of the stations signed with TBS are now broadcasting at least two of the five shows supplied by the network, and more than 50% have sponsors for the "Hollywood's Open House" series, according to Mr. Green.

The 26 stations added to TBS membership are:

- WQXI Atlanta, Ga.; WBBQ Augusta, Ga.; KPMC Bakersfield, Calif.; WGBA Columbus, Ga.; WZDL Columbus, Ohio; WBAY Coral Gables, Fla.; WCVA Culpeper, Va.; WRZ Bao Claire, Wis.; KXOL Port Worth, Tex.; WLCX La Crosse, Wis.; WCMB Harrisburg, Pa.; WJFJ Lewiston, Pa.; KGIR Los Angeles; WOAY Oak Hill, W., Va.; KBL Oakland, Calif.; KFSD San Diego; KGNO San Jose, Calif.; KIVL Seattle; KJSD Sioux Falls, S. D.; KGW Stockton, Calif.; KOX Okemac, Ok.; WSSR Superior, Wis.; WLOR Torrington, Conn.; KBIZ Ottumwa, Iowa; WLNA Peckskill, N. Y.; WRBI Providence, R. I.

AFL RADIO PLAN
Year-Around Promotion Set

A YEAR-AROUND CAMPAIGN to promote the use of radio by AFL local unions was announced last week by officials of Labor's League for Political Education, AFL political wing established for the last general election campaign.

A series of six 15-minute transmitted forum programs, presenting members of Congress and AFL executives in discussions of current national issues, has been prepared to open the drive and is being used by 124 local stations, officials reported.

The radio department also is developing special programs for special areas, and is encouraging Congressmen to make weekly reports to their constituents via their local radio stations. The League is preparing wire recordings of statements by key Congressional figures and labor representatives which will be available for dubbing into those reports.

M. S. Novik, radio consultant for the League, explained that the campaign is built on lines similar to the "local-unions United" drive successfully carried out in support of President Truman and labor-endorsed local candidates during the 1948 campaign. These, however, were commercial. The programs he said, are "non-political, educational" and feature the local angle. On the transcribed series, for example, provision is made for local introduction of each program. The League will furnish a sample introduction which may be adapted locally. Arrangements for use of the transcriptions also are made by local union representatives, who are furnished with promotion and newspaper advertising material by the League.

Central labor bodies are being urged to contact representatives of their local stations to seek time for the presentations. Sample scripts are issued to show station officials the nature of the series.

The first two programs of the series deal with the Taft-Hartley Law, with Rep. Andrew J. Bie- miller (D-Wis.) and League Secretary-Treasurer George Meany appearing on one and Sen. Elbert Thomas (D-Utah) and AFL President William Green on the other. The third relates to social security, the fourth to housing, the fifth to foreign policy, and the sixth to the question "Is Congress Doing Its Job?"

In charge of the radio drive at the League's Washington headquarters are Al Hamilton, Paul Green, and Terry Honda. Joseph D. Keenan is director of the league.

Willard To Speak

A. D. WILLARD JR., executive vice president of the NAB, May 4 will address a luncheon meet- ing of the Mid-Continent and Chicago Federated Advertising Clubs in the Terrace Room of the Morrison Hotel.
DESPITE Sen. Edwin C. Johnson's blast about FCC "absenteeism" and "unfinished business," the Commission last week appeared to be proceeding unperturbed with its plans to send a 14-man delegation to the Paris International Telephone and Telegraph Conference, which convenes in mid-May.

The group is to include FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker as well as General Counsel Benedict P. Cottone and other key staff executives [Broadcasting, March 21]. They plan to go from Paris to London for another conference, which would keep them away until late August.

The list of recommended representatives which will be submitted to President Truman for approval was disclosed last week. Recommendation is usually tantamount to approval in such cases. The list includes 20 FCC and State Department representatives.

Chairman Coy is slated to go as chairman of the U.S. delegation, with Francis Colt de Wolf, chief of the State Department's Telecommunications Division, as vice chairman and Benjamin Dixon, also of the State Department, as secretary. The group will leave May 12.

The Paris conference is scheduled to last until July 14. Then the top delegations from both FCC and the State Department will go to London for meetings with British officials to renegotiate the Bermuda Telecommunications Agreement. These sessions are slated to start July 21 and wind up Aug. 13.

Despite contrary experience in other recent conferences, authorities were hopeful that both the Paris and London sessions could be completed on schedule. Plans for the Paris and London missions were laid long before Sen. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, accused FCC, among other charges, of absenteeism on an "alarming" scale [Broadcasting, April 25].

Sen. Johnson did not specifically suggest that FCC curtail its role in international affairs, but told Congress that "there is just one international conference after another." At other times he is known to have praised the quality of FCC representation at such sessions. He also told Congress that FCC faces "a mountain of unfinished business" which demands its undivided attention for months.

High on the list of "unfinished business" is the television problem - both VHF and UHF. Chairman Coy has dedicated the coordination and supervision of these studies to Comr. George E. Sterling, former chief engineer [Closed Circuit, April 18].

Although there is no likelihood of action before the FCC group leaves for Paris, it is assumed that the top members will be kept informed of progress, and it appears probable that the case will be ready for action at least by the time they return.

In the absence of the Chairman and Vice Chairman, authorities assumed that Comr. Rosel H. Hyde, as senior remaining member, will serve as acting chairman. He also has been a key figure in the clear-channel case - another high-priority piece of unfinished business.

Other major cases in the unfinished category are the Mayflower editorializing question; proposed rules outlawing giveaway programs; the question of networks representing affiliates for the sale of national spot advertising; proposed new rules on multiple ownership; the radio (particularly TV) qualifications of motion-picture producers and others involved in anti-trust decisions; the proposal to eliminate competitive bidding on station sales but to require local advertising of all basic applications and establish 90-day cut-off dates for mutually exclusive applications; and the proposal to let examiners' recommended decisions stand as the Commission's proposed decisions.

FCC and State Department representatives slated to attend the Paris conference are:

FCC-Chairman Coy; Assistant Chairman Walker; William J. Norfleet, chief accountant; Mr. Cottone; Harold J. Cohen, assistant general counsel in charge of Law Bureau's common Carrier Division; Marion H. Woodward, assistant chief engineer in charge of Common Carrier Division; Engineer Bureau's Robert E. Stromberg, assistant chief accountant; Jack Werner, assistant chief of Law Bureau's Common Carrier Division; John Russ, Engineer Bureau's John Lambert and Martin R. Haven, Accounting Bureau; Edward L. Clinkscales, Engineer Bureau; Lillian Canley and Johanna Oswald of the Chairman's office, secretary staff.

State Dept.'s Telecommunications Division: T. H. E. Neshill, assistant chief; Helen C. Kelly, special assistant to Mr. de Wolf; Benjamin Dixon; Virginia Siler and Hazel Briggs, secretarial staff.

**CBS EXECUTIVES AM-TV Realignment Announced**

Mr. Fineshriber Mr. Becker Mr. Grossman

EXECUTIVE realignments at CBS were announced last week by James M. Seward, vice president in charge of operations.

J. S. Becker, director of program operations, will expand his negotiations activities, handling all talent deals for television and radio, union

Former director of broadcast operations, Henry Grossman becomes director of plant and construction, continuing supervision of AM and TV technical and building operations.

Mr. Becker joined Columbia Artists Inc., then a CBS division, in 1934 as business manager and assistant director, becoming a vice president in 1940. Appointed assistant director of CBS operations in 1942, he was made associate director in 1946 and assumed his present post in January 1948.

Joining CBS in 1931 as a publicity writer, Mr. Fineshriber left to manage Carnegie Hall from 1934 to 1937, returning to the network as music program annotator and intermission speaker on the CBS Sunday afternoon concerts. Named head of the CBS music division in 1946, he was appointed director of短wave programs a year later, and in 1943 was named assistant director of broadcasts. He assumed his present capacity in 1947.

Mr. Grossman joined CBS as chief audio engineer in 1936, becoming Eastern Division manager a year later. He was named chief engineer for WABC (now WCBS) in 1945. In 1942 he became technical director of the network, and in 1947 was named assistant director of operations, taking over his present post in August 1948.

**RAZOR DRIVE: American Safety Plans Spots**

AMERICAN Safety Razor Corp., Brooklyn, on behalf of its Silver Star razor blades, made of a new metal, duridium, is launching an extensive advertising campaign. The radio portion is expected to start "well into the fall," after the "hot weather months."

The agency, Ruthrauff & Ryan Inc., expects to use some 7,300 radio spots during a concentrated period in cities across the country, covering all major markets. R&R has yet not started to buy time for the campaign, but it is understood that one-minute spots will be used.

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* * *

"It came with a letter applying for that disc jockey job we ran an ad on!"

Page 28 • May 2, 1949

BROADCASTING • Telecasting
In December, 1945, WHO began telling its listeners about the great need for clothes, medicine and food in Europe—told its listeners that by writing to WHO, they could get the actual names of needy families in Europe to whom relief packages could be sent. The results for the first four months were startling: Listeners in 39 states sent 22,500 packages to families in Norway, Holland and France!

Elated, WHO decided to continue the appeals for as long as the need existed, though a rapidly diminishing response was anticipated. Time proved otherwise. Instead of losing interest in the following three years, WHO listeners stepped up their rate of giving—have now sent more than 260,000 parcels to eight European countries!

What sort of star-studded program does WHO use for this European Relief Project? It’s “The Billboard,” a public-service program conducted by M. L. Nelsen, our News Department Editor, and heard three nights a week from 10:30 to 10:45!

Here is magnificent proof of WHO’s listener-acceptance.

It stands to reason that advertisers, too, benefit from all the things that make WHO the favorite station in Iowa Plus. Get the proof—write for your copy of the 1948 Iowa Radio Audience Survey.

WHO
for Iowa PLUS+

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
ATTENDING party celebrating premiere of cook book written by Jack Bailey, m.c. of MBS Queen for a Day, are (1 to r) Riley Jackson, Cecil & Partners; Johnny of sponsor Philip Morris; Mr. Bailey; G. S. Higi, vice president of A&P, host of event.

MAIL for booklet offered on The Railroad Hour on ABC is examined by Pres. William T. Faricy (r) and Vice Pres. Robert S. Henry of Am. of American Railroads, sponsor. Program last Monday won silver mike for excellence of performance and public service.

EMPLOYER sponsorship of trade union show began last month when Snyder Hat Stores Inc., Newark, N. J., started Turning Points on WNJB Newark. Irving Shone (l) Snyder pres., gets first disc of show from Matthew Wall, pres., Label Trades Dept., AFL.

TRYING to outwit each other on KNBH (TV) Hollywood Can You Picture This show are (1 to r) Jack Runyon, Bwol Co.; Sydney Geynor, Raymond Morgan Co.; Wayne Tiss, BBDO; Jerry Lawrence, show m.c.; Bob Ballin, Foote, Cone & Belding.

TOTAL of 60 years service to NBC is represented by these Washington executives. Marking anniversaries are (1 to r) Frank M. Russell, Washington vice president, 20 years; Gladys Murphy Borras, Mr. Russell's secretary, 20 years; William McAndrew, Washington gen. mgr., 10 years; James Saller, Washington research dir., 10 years.

VISITING FCC Chairman Wayne Coy (center) chats with Harwood Hall (r), Puerto Rico Broadcasters Assn. v.p., and Tomas Munis, PRBA pres., at party given for Mr. Coy by Rear Admiral Daniel Barry, 10th Naval Dist. Commandant, during FCC Chairman's recent Puerto Rico trip.

AFTER 24 years, Arthur Godfrey (center), CBS star, returned to Detroit last month to originate broadcast from WJR. In studios with him are Lawrence P. Fischer (l), recently named one of three WJR trustees, and Henry Wismer, WJR v.p. and gen. mgr.

INTRODUCING two unseen speakers at Minneapolis Ad Club is Merle S. Jones, WCCO Minneapolis gen. mgr. John J. Karol, CBS gen. sales mgr., and Jack Van Valkenburg, CBS v.p. in charge of TV, addressed club, via two-way long distance phone hook-up, on "Radio vs. TV."
“Okay, Louie, the coast is clear...”

One word from his partner and this catnipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time buyers ought to see what W·I·T·H can do for you in Baltimore. For just a little bit of money, you can produce big results.

W·I·T·H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W·I·T·H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.
Big Increase in Radio Members

GILLIN

APPPOINTMENT of John J. Gillin Jr., WOW Omaha, as chairman of the NAB Sales Managers Executive Committee completes membership of a new Broadcast Advertising Bureau (BAB) Executive Committee, policy group implementing the new industry-wide sales project (see committee story page 50).

Mr. Gillin automatically becomes a member of the BAB policy committee under the NAB board directive creating the sales organization. The policy committee will hold its first meeting May 11 in Washington. At that time it will go over plans to create an intensive sales operation matching those of newspaper advertising.

Mr. Gillin retired from the BAB board a year ago after more than a decade of service as director for District 10. He has been active in association affairs for nearly two decades. Other members of the BAB policy group are Robert Enoch, KTKO Oklahoma City, chairman; G. Richard Shafso, WIS Columbus, S. C.; Howard Land, WJJD-Chicago; Frank U. Fletcher, WARL-FM Arlington, Va.

While BAB has not formally supplanted NAB's Broadcast Advertising Department, planning activity continued last week under direction of Maurice B. Mitchell, department head and designated by the board to the BAB's director.

First of a series of conferences on the BAB project was held last week at NAB headquarters when managers of Washington TV stations discussed BAB objectives in a planning day. They came to Washington to find out that Washington is one of the older TV cities, with intensive coverage by four stations and a backlog of experience which should be helpful to BAB in its industrywide promotion.

They warned that TV should not miss the department store, as happened in the early days of AM broadcasting, and described the TV retail-potential as "tremendous." Among projects discussed was an overall TV presentation for use of stations, possibly on a self-supporting basis. A file of case histories will be developed. The TV officials urged that a study be made of manufacturers who have TV films for local use. Manufacturers will be encouraged to produce films for dealer or co-op sponsorship on television.

Taking part in the meeting were Kenneth H. Berkeley, WMAL-TV; Mahlon A. Glassock, WBNB; Walter Compton, WTTG, and William D. Murdock, WOIC. Attending for NAB were Mr. Mitchell; Charles A. Batson, assistant director of BAB, and Lee Hart, retail specialist.

Heads NAB Sales Managers Group

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OTHER members of the BAB policy committee, in addition to Mr. Gillin (1 to 9): Messrs. Shafso, Enoch (chairman), Lane and Fletcher.
During the 1948 baseball season WCPO had ratings like these. With additional games broadcast this season, WCPO's ratings will reach unprecedented "HIGHS".

**June 1948 Hooper Index**

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<th>WCPO</th>
<th>Network Station 'B'</th>
<th>Network Station 'C'</th>
<th>Network Station 'D'</th>
<th>Station 'E'</th>
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<td>18.5</td>
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Represented by THE BRANHAM CO.

**WCPO**
CINCINNATI'S NEWS STATION

**CINCINNATI'S POST**

Affiliated with the CINCINNATI POST
**COAX CHANNELS**

TWO new channels for video program transmission were added yesterday (May 1) to the coaxial cable service provided by AT&T between New York and Chicago. Service, inaugurated Jan. 12 with one TV channel in each direction, now provides three west-bound and one east-bound channel for the TV broadcasters. Two of the west-bound channels are available around the clock on a 24-hour schedule. The third west-bound channel is available for video use only after 6 p.m. Monday through Friday, but during the full 24 hours of Saturday and Sunday. The single east-bound channel is similarly limited to TV use after 6 p.m. Monday through Friday, but will be available at any time the other two days, permitting the networking of telecasts of outstanding Midwest sports events, for example, to eastern stations [BROADCASTING, April 11].

Expansion Plans

This increased service between the East and Midwest is another step in the expansion of the Bell System's TV network facilities which are expected to be more than doubled by the end of the year, when the channel miles will total some 8,000. "Channel miles," the actual mileage of TV channels available, should not be confused with "route miles," actual distance covered by coaxial cable and radio relay links. Between New York and Chicago, for instance, the channel mileage will be four times the route mileage as the single cable contains four channels open for TV service. Bell System's route mileage by the end of 1949 will total 3,250 miles, connecting 27 cities. With three west-bound channels now available from New York to Chicago for nighttime TV programs, most of the shows which have been broadcast live in the East, but repeated in the Midwest by kinescope recordings because of lack of network facilities for simultaneous broadcast, will go live to the Midwest as well. CBS, for example, is increasing its use of the New York-Chicago cable from 14% to 37% hours a week, to send Ford Theatre, Through the Crystal Ball, The Goldbergs, Arthur Godfrey and His Friends and other programs to the Midwest simultaneously with their East Coast telecasts.

DuMont network allocations of time on the New York-Chicago coaxial cable are up from 16% hours to 37½ hours a week, although all of the newly allocated time is not being used at present. AT&T's development of network facilities for video programs, together with new methods of telephony which have shortened the time it takes to put through long distance calls and which make it possible to dial out-of-city as well as local calls, are graphically shown in an exhibit at the company's New York headquarters. One part of the display features maps of present and planned TV networks. Another shows a cross-section of a coaxial cable, operation of which is explained by a guide. Across one end of the exhibit space is an operating model of the New-York-Chicago radio relay, plus models of the new type 200-foot relay towers that will be used in the prairie states where hill and mountain top locations are not available as in the East or Far West.

The display was originally set up for the enjoyment and instruction of AT&T stockholders at their annual meeting April 20. It shows them what use will be made of much of the $395 million the company is raising by a new bond issue authorized by the stockholders at their meeting—said to be the largest sum any company has ever attempted to obtain from investors at one time. The proceeds from this new issue of convertible bonds will increase to about $3 billion the amount AT&T has secured from investors since World War II to pay for new equipment necessary to meet the increased demand for telephone service since 1940.

Following the showing to stockholders, the exhibit has been opened to Bell System employees and others who may be interested. It will be continued in New York through next week. Subsequently it will be moved to other cities, according to present plans.

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**VIDEO VIEWS**

**Mintz Addresses Chicago Council**

THE TELEVISION receiver has supplanted the automobile as the American family's second most important property, according to an Admiral Corp. survey.

In an address Wednesday before the Chicago Television Council, Seymour Mintz' Admiral advertising manager, declared, "Next to a roof over his head, the average American wants a television set now."

"The video industry has accomplished in one year what the automobile manufacturers took 20 years to achieve," he said.

Mr. Mintz ridiculed the claims of a "worthy competitor" that its own line of television sets would be adaptable to UHF if, and when, the FCC makes allocations in the new band. Obviously referring to Zenith Radio Corp., he recalled that Admiral was "the first manufacturer to use a tuner system—with 12 strips." Admiral, he said, offered 100,000 TV sets to the public before "this competitor offered one."

"We don't know enough about UHF to anticipate what will take place after the new allocations are made," he said. "But we are certain that the VHF channels will remain forever. It is likely that UHF will be assigned to stations in intermediate cities like, for example, Waukegan, Ill., which is halfway between Chicago and Milwaukee."

"Taking another rap at Zenith, Mr. Mintz declared that "at no time will we have paid television in this country."

"Phonovision (which Zenith advocates) is not the American way," he said.

Noting a "gradual exodus of top ranking stars from Hollywood," he forecast that many of these "big names" would soon be on TV.

"We have licked the Hollywood bugaboo. The motion picture people now admit there is such a thing as television, and they realize they have to get on their toes to stop us," he asserted.

Mr. Mintz urged that TV time salesmen "talk viewers—not sets."

"Chicago's TV set total of 135,000 hardly compares with the Chicago Tribune's one-million circulation, but 750,000 viewers do compare with the Tribune's million readers," he said.

"Anticipating TV billings of $100 million in 1949, despite recent estimates of only $50 million, he called the roll of some of the larger video advertisers—General Electric with an appropriation of $1,600,000; General Motors (Chevrolet), $1,500,000; Philco, Texas Co., and Admiral Corp., $1 million each; Emerson Radio, $600,000; Motorola, $450,000; American Tobacco, $350,000; Sanka Coffee, $300,000.

He listed the following cost breakdowns on individual shows: Ford Theatre, $20,000; Philco Television Playhouse and Texaco show, $15,000 each; Toast of the Town, $7,000; Swift show, $4,500; and Colgate Theatre, and Procter & Gamble half film, half live show, $4,000 each.

**Gillette Television**

Citing Gillette's $140,000 to televise the World Series and $100,000 for the Louis-Walcott championship fight as tops for special events, he noted however that Gillette pays only $2,500 per event for the Madison Square Garden Friday night fights and that Atlantic Television Co., Chicago, pays only $1,000 to televise local wrestling matches there.

Of 350 firms specializing in producing television films, the most ambitious project is the 26-part TV (Continued on page 54)
Entertainment

Two hours of television film programming weekly for one station in each of 30 markets will be delivered starting in September if present plans crystallize, Hal Roach Sr. announced in Hollywood last week.

Ultimately, it is expected to provide each station with four and a half hours weekly, covering the entire range from comedy to drama. Although no formal agreements exist between him and Mr. Roach, he said that the top seven television cities are all set and details with remaining 23 are being worked out.

Cost to each station, he said, will be 50% down upon delivery and the remainder within 18 months.

Sales agency for Mr. Roach will be the William Morris Agency. Asked whether the firm had the sales personnel presently to do the job, he said Mr. Morris organization was in the process of taking over an existing sales and distribution organization which would be announced later. Heading operations for Mr. Roach is George Gruskin, West Coast radio and television head.

Ultimately, Mr. Roach said, "whether stations use film or live shows they will require the facilities of an organization like ours to originate programs for them. Until the cable is in all the way across the country, film must be used part of the time, he said, and when the cable is in it will be possible to produce live as well as film. Mr. Roach explained.

TV Film Series

Symphonies To Be Shown

Samuel Bronston, head of Samuel Bronston Productions of California, has completed production of 21 musical films in Rome, Italy. Series features the 100-piece Santa Cecilia Orchestra, directed by Jacques Rachmilovich, and was made as the initial step in a program to establish a television music library of 250 reels of classics performed by leading orchestras here and abroad.

Production of 21 additional reels will begin in Rome late this month, with arrangements already made to feature other European orchestras following the Rome series. Negotiations with two major video networks to handle the music library are said to be almost concluded. Films will also be released for theatrical and 16-mm distribution.

Directors of Television Fund, Chicago, have declared a dividend of seven cents a share; a distribution payable May 16 to shareholders of record May 8. Preceding payment was an initial dividend of 10 cents a share Feb. 16.

Film Report

Two firms, Teleplay Productions and Ace Pictures Inc., both of Hollywood, have been signed by General Television Enterprises Inc. to produce 26 television film subjects for Procter & Gamble, according to Gordon Levoy, GTE president.

Teleplay is headed by Frank Wabler, who will handle 13 of the 26 films. George Moskov and Lou Brandt, will turn out the other series of 13 films. Production is expected to get underway June 15, according to Mr. Levoy and the finished product is expected to be turned over to Procter & Gamble by mid-August for use in the Procter & Gamble Fireside Theatre via NBC eastern network starting in September.

TELE-SPORTS

By Larry Christopher

Television claimed attention at two sessions of the annual convention of American College Public Relations Assn. held April 26-30 in Washington.

Discussion of TV's impact on gate receipts at college athletic events highlighted Thursday morning panel session of university representatives and telecasters. That afternoon the subject of video's place in the future of higher education was discussed by network and station representatives. Prepared talk of FCC chairman Wayne Coy, who was unable to attend because of press of commission business, also was read.

Widely opposing views were expressed by the sports group panel which included Maryland U.'s Dean Gary F. Eppler, Southern Conference president; George Washington U. President Paul J. H. Fisk, Southern Conference vice president; Capt. Norton Pritchett, U. of Virginia director of athletics; Jimmy Gibbons, WMAL-TV Washington sports commentator; Bob Brandt, WHOI (TV) sports commentator, and Bob Considine, Hearst columnist and commentator on General Electric's Fred Waring Show (NBC, Thurs. 10:30-11 p.m.) Presiding over session was W. Henry Johnston, director of public relations for Harvard U. Athletic Assn.

TV Problems

Capt. Pritchett said TV presents three problems: It gets fans to the games without physical effort; it gets them there without expense for tickets and other things, and because of televised college sports, games not in large population centers "will be materially hurt." He further stated that those colleges now going into sports television will be doing an irreplaceable disservice to other institutions." Capt. Pritchett emphasized that all of the advantages gained from college sports telecasts now are on the side of the TV stations themselves.

Opposite view was taken by Mr. Considine who pointed out that TV could be a big sports booster through use of feature programming and scheduling during off seasons. Thus, he said, the sports community could be planned in advance of sports events to build interest for these events.

Dean Eppler suggested that a polling job needs to be done to see how the sports fan feels about television. He said two types of sports fans: those who loves the sport for itself, and who never would be lost from the on-scene audience; and the fan who goes to games for social reasons and might find TV more convenient under some circumstances like weather and distance.

Dean Eppler warned that colleges must pay more attention to making fans want to be present.

Gate Effects Are Noted

May 2, 1949 • Page 35
FIRST QUARTER progress reports on television indicate that 1949 will be a year characterized by steady gains in TV sponsorship, experimentation in TV programming, and gradual shift from red ink to black for many station operators.

Objective analysis of TV's record for the first quarter indicates that the growth is rapid, but still unbalanced and erratic in some respects.

Among its achievements in the 1949 first quarter are:
- An increase in sponsored spots, from 650 in December to 1,027 in March.
- Doubling of the number of sponsored hours of broadcast time since December.
- An increase of 14 in the number of commercially operated stations.
- An increase in set ownership of nearly 450,000 since Jan. 1.

All of these are remarkable achievements—made more so by the fact that 1948 was the first year of television progress—the first year in which commercial television was available in more than one or two major markets. Each of these bears further examination.

Time Sales

In February, for the first time, the N. C. Rorbaugh Co. issued its estimate of television time sales. At the end of March, the figure for 1949 network TV time sales had reached $1,732,584. For this amount, the networks telecast the astounding total of 544 hours of commercials. The stations sold 7 hours in the first week of March. Of this total, 349 hours were live programming. Talent costs for this amount of television programming would be hard to estimate. Certainly it is a figure higher than AM's cost for a similar amount of programming. For a half hour variety show, talent costs have run to $24,000 and perhaps higher.

The argument that TV sponsorship bosta will be too heavy a load for the local-retail merchant to carry is being shattered each month when reports come in from the 58 operating stations. In the first three months of the year these local advertisers are estimated to have spent $1,450,560 on television advertising. Most of it is, of course, in the form of announcements between network shows. But there are some 15-minute and half-hour programs which have been bought outright by the local advertisers.

Spot radio has started off at the top of the heap in TV. It's first quarter figure exceeds that of the network total. A sum estimated at $2,077,511 has been spent on TV by spot advertisers.

Only about 49 sponsored network shows are currently presented on television. This seems a small total compared to 429 AM shows which appeared on the networks in 1948. But 29 new shows have been added since the first of January, and new sponsorship for network TV is announced regularly.

These network sponsors read like the roster of America's biggest consumer goods manufacturers. With few exceptions network programming has been limited to advertisers of this stature. The average network advertiser spent $35,159 in this first quarter.

Hurdle for '49

And this is TV's hurdle for 1949. With the limited audience, it is not yet offering audiences per dollar to make its competition.

Spot television is different. Into this new medium have come many advertisers who have never used AM. Their products are advertised heavily where the makers were not usually among the AM buyers of time. Radio's standby spot advertisers, the automobile companies and distributors, the brew and wine companies, the food companies, are among the most frequent users of TV spots.

Locally all manner of accounts have been sold on the new medium. Radio and television dealers and automobile distributors and dealers are the most prominent advertisers in the local scene. Real estate companies, showing the house they want to sell; bankers, telling the viewer how his bank operates; service industries of all kinds, showing how they will service their customers—all of these have come to television in increasing numbers. Of the 1,027 sponsors of TV time, 711 were local advertisers in March.

Programming

Sponsored programs on television are, on the whole, live shows. This is true when network TV is included—but when the 349 hours of network live programming is taken out of the total it is discovered that live local sponsored programming is only 20% of the total, and that the bulk of sponsored local programming is sports broadcasting with film producers equal to live in the number of hours telecast.

There has been progress in this connection. In November live programming locally announced to be less than 36 hours in spot and local sponsorship per week. Four months later, in March, the weekly total had nearly doubled, and there was about 60 hours of live programming in the spot and local field.

Many of these increases are due to the fact that the number of stations has increased progressively with each reporting month. Most stations have come on the air with 15 to 25 accounts, depending upon their location and the competition they face from other stations. In June 1948 11 cities had television stations operating, and there were 20 competing stations. In March there were 30 cities with 55 television stations selling time.

Set ownership in some TV markets is still so low as to be prohibitive to many advertisers. One market with two stations has only 4,700 sets installed. By contrast, New York has six stations and an estimated 585,000 TV homes.

This is TV's first quarter 1949 record. It is a good one. But its facts are hard facts. As yet TV has a limited audience, and its sponsorship is limited. Its programming has been criticized, and its cost is high.

But each of these limitations faced radio in its earliest days. With set manufacturers working at a wartime production rate, the remaining three quarters of the year promise to be equally good ones for television.

WJZ-TV RATE

Increase Effective June 1

WJZ-TV New York, key ABC station, announced last week its first network and local rate increase since the station went on the air Aug. 10, 1948. Effective June 1, the new rate will be $1,500 per evening hour.

In announcing the increase, Murray Grabhorn, ABC vice president in charge of owned and operated stations and manager of WJZ-TV, said that all advertisers ordering time using the station prior to June 1 will be charged the new rate at the current $1,000 per evening hour rate. He also stated that with the exception of the presently quoted $200 one-time usage announcement rate for Class A time, all other TV rates on the station will be adjusted in proportion to the evening hour rate increase.

Berle 'Star of Year'

ELECTRIC ASSN. of Chicago announced late last month that Milton Berle has been named its television star of the year and his Texaco Star Theatre the 'TV program of the year.' With announcement of the selection went an invitation to Mr. Berle and his program to be featured daily at the Second Annual National Televising and Electrical Living Show at the Chicago Coliseum Sept. 30-Oct. 9. The award was given this year for the first time.
In Maryland, it's **WMAR-TV** for live programs

Whether televising the lively, unpredictable action of the baseball field, the unstudied performance of aspiring amateurs, or the practiced routines of studio professionals, WMAR-TV's programs get the nod in Baltimore for entertainment, for action, for service to the public.

Above are glimpses of four out of more than a score of local "live" shows that complement the network schedule of CBS Television over WMAR-TV each week. Top left: a director schools cast members in the WMAR-TV Playhouse; top right: awarding a prize to an Amateur Parade victor; lower left: rewarding a contest winner on the children's own show, *Television Playground*; and lower right: a scene during the *Johns Hopkins Science Review*, which explores the great laboratories of the Baltimore institution and explains the basic sciences to audiences wherever the CBS Television network spreads.

Other shows are devoted to the health, happiness and general interest of Baltimoreans. Health, for example, is a combined concern of WMAR-TV, the Baltimore Health Department and the medical profession, which create a weekly dramatization entitled, *Your Family Doctor*. Judge Joseph Kolodny, a logician and philosopher, promotes happiness in the "Court of Common Sense." Other viewer-tastes are served by telecasts of baseball, homemaking, wrestling, religious discussions, and by one of television's outstanding local shows, *The Sports Parade*, televised from 3:30 to 6:00 p.m. each weekday from WMAR-TV's studios.
CALIF. TAX
CALIFORNIA State Senate Business & Professions Committee last week approved a bill to levy a 5% tax on all payments for television rights made to boxing and wrestling promoters. The bill also would give the California Athletic Commission power to approve or disapprove all contracts negotiated between television stations and promoters, managers or fighters.

The Committee's action was vigorously opposed by the California State Broadcasters Assn., through Arthur Westlund, general manager of KRE Berkeley and president of the association.

Don Tompkins, general counsel of Don Lee Broadcasting System and vice president of CBA, also testified before the Committee in opposition to the bill.

Joseph Genahlea, secretary of the Athletic Commission, told the legislative group that his organization's feeling toward TV in San Francisco and the city would be subject to a BC to help support veteans' relief programs the same as gate receipts now are.

Mr. Westlund argued that the broadcasters of the state seriously question the legality of such a law. He said the bill, if passed, would give the Athletic Commission power to control contracts between television operators and fight promoters. The power to so regulate, he said, would rest solely with the federal government.

Mr. Genahlea told the committee that at the present time (without his organization's control) "ridiculous amounts" are being paid for television rights to fights and that gate receipts are falling off tremendously.

He cited the case of Hollywood Legion Stadium, which sold television rights to matches for $500 weekly and, he said, gate receipts since had dropped from $7,500 to $2,500.

Mr. Tatum held the bill "is probably unconstitutional and certainly undesirable." He contended that once an event is lawfully constituted in the eyes of the state body it then becomes a fit subject for treatment by any medium.

Mr. Westlund told Broadcasting Tuesday, "we believe we are "pulling his figures out of the air." Gate receipts in all entertainment fields are off generally throughout the state, he said. But this cannot be blamed on television. He cited instances where fight stadiums in the state are "packing them in" even though the matches are being telecast.

Referring to the $75 weekly paid Hollywood Legion Stadium, he said that 5% of this amount would add little to the fund for veteran relief programs mentioned in the Athletic Commission. So it seems obvious, he said, that the real reason for this bill is to give the commission power to regulate televisiion contracts as fighting.

The bill is being backed by the California Managers' Assn., which has been half-heartedly boycotting the Hollywood Legion ever since it signed for telecasts.

The Managers' Assn. would like to see television rights sold on a gate-receipt-guarantee basis, that is, with contracts under which television companies guaranteed to certain gate at each individual fight. The size of the gate guarantee would be determined by what the

(Taken on page 54)

TV INSTITUTE

MANY outstanding industry names are among those participating in the second annual Television Institute of the Screen Publicists Guild, starting May 26 in Hollywood.

Theme of the symposium is "Television Comes of Age." Sessions will be held once weekly for five consecutive weeks at 6000 Sunset Blvd.

Co-sponsoring series are Academy of Television Arts & Sciences, Television Film Producers Assn., Television Producers Assn., Society of Motion Picture Engineers and Hollywood council of Assn. of Broadcast Unions and Guilds.

Theme of the first session is "Management Problems in Television." Harry Lubeck, head of Don Lee Television, will be chair- man of a panel consisting of: Hal Buck, manager of NBC western network television operations; Paul Mowrey, ABC national television director; Harry Witt, general manager, KTTV (TV) Los Angeles.

Hal Roach Jr., executive producer of Roach-Beaudette Productions, will preside at June 2 session on "What Is the Outlook for Hollywood Labor in Television?" Panel Members: Sam Moore, western region vice president, Radio Writers Guild; Murray Bolin, vice president of Radio and Television Directors Guild; Ted Ellsworth, business representative of Motion Picture Costumers, Local 706, IATSE; James H. Brown, NABET legal counsel; Knox Manning, national vice president, AFRA; William T. Hurts, president, Screen Cartoonists Guild.

Sessions are open only to members of motion picture and radio unions and guilds. Further information on meetings can be obtained from the Screen Publicists Guild offices at 2700 N. Highland Ave, Hollywood.

5% Levy on Ring TV Sought

Hit for WKBN

LISTENERS of Youngstown, Ohio, take their baseball seriously as evidenced by recent action of the City Council. During a meeting of the council late last month, Councilman Steve Olenick asked the city law director to draw up a resolution commending WKBN Youngstown for carrying ABC's broadcast games of the Cleveland Indians and the Youngstown Athletics, according to a report from WKBN.

TV AWARDS

National Judging Planned

ACADEMY of Television Arts and Sciences, Hollywood, will present its first national awards for television achievement next January, it was announced last week.

Mal Boyd, public relations chairman for the academy and president of Television Producers Assn., Hollywood, also announced that the academy, whose membership has hitherto been confined to the West Coast, would immediately open its rolls to television interests in the rest of the country. Mr. Boyd made the announcement in New York where he was on business.

Six statuettes for television achievement will be presented for 1949. Only four awards were made for 1948. They were presented last January and were confided to programs and producers in the Los Angeles area. The two additional awards are for the best kinescoped program and the outstanding personality on kinescoped shows.

A seventh award, a plaque, will be given to a television station for "outstanding overall achievement in 1949."
FOLLOWING officers were elected at the first annual meeting of Independent Television Producers Assn.: Martin A. Gosch, Gosch Productions, president; Henry White, World-Video president, vice president; Nathan Rudich, director, Geilsborough Associates, treasurer; Irvin Sulds, president, Irvin Sulds Productions, treasurer. Five directors elected: Charles Basch Jr., president, Basch Radio & TV Productions; Justin Dupuy, director of Video Events; Oliver W. Nicoll, director, Radio Features of America; Arthur Ehrlich, Ehrlich-O'malley, and Regency Productions.

Mal Boyd, president, Television Producers Assoc., Hollywood, and Mr. Gosch made a joint statement announcing affiliation of the two organizations, to provide exchange of information. Mr. Boyd is to meet with committee of code of ethics with James Lawrence Pyle, legal counsel to ITPA. Meetings between ITPA and Authors League of America on foundation of Television Writers Guild have been held, ITPA revealed.

TV TUBE MAKING
Expansion Planned by GE

GENERAL ELECTRIC Co. will spend more than $1 million to provide for the addition of television picture tube manufacturing and engineering facilities at its Electronics Park plant, Syracuse, N. Y.

In making the announcement last week, Dr. W. R. G. Baker, GE vice president and general manager of firm's electronics department, said the new facilities will supplement similar operations at GE's Buffalo tube plant.

TV picture tube production is slated to start at Electronics Park in August, Dr. Baker said. The first tubes made will be the new GE 8½-inch metal cone type. The tubes give 50½% more area than 7-inch tubes now used in low-priced receivers and coast no more to build, Dr. Baker added.

NATIONAL BREWING
Adds to WMAR-TV Schedule

NATIONAL BREWING Co., Baltimore, is sponsoring the National Sports Parade, Monday through Friday, 4:56 p.m., Saturday 4:56 p.m., over WMAR-TV Baltimore. Addition of the new program, which started late last month, brings the firm's television sponsorship to eight and one-half hours weekly.

Other programs sponsored by National Brewing on WMAR-TV are the National Amateur Parade, half-hour Saturday show, and the weekly wrestling matches which run a minimum of one hour each Tuesday night. The daily afternoon show and the wrestling matches are sponsored in behalf of National Bohemian beer. The Saturday night show advertises National Premium beer.

TRUJILLO (t), member of ancient Toos (N.M.) Pueblo, inspects intricate mechanism of television camera after giving his talk "Hehe-Dance" as part of KOB-TV Albuquerque's half-hour telecast of Southwestern Indian tribal dances. Forty-five Indians in native costumes participated, station reports. Showing camera to Trujillo is Don Drennan, KOB-TV cameraman.

HORNUNG PLANS
Gets Racing TV, AM Rights

JACOB HORNUNG Brewing Co., Philadelphia, has acquired television rights to the Garden State Racing Assn.'s spring and fall meetings at Camden, N. J., and radio rights to the summer meeting of the Atlantic City Racing Assn.

Facilities of WFIL and WFL- TV Philadelphia will be used exclusively, executives of Hornung (Hornung beer and Londonderry ale) announced last week. Agency for Hornung is the Clements Co., Philadelphia.

Contract calls for daily telecasts from Garden State race track, Mon.-Fri., 4:15-4:45 p.m., and Sat., 3:45-4:30 p.m., May 30 and similar coverage of Garden State's Oct. 3-26 meeting, times to be announced later, plus daily radio coverage at approximately 4:30 p.m. from the Atlantic City track Aug. 11-Oct. 1.

TEACH SURGERY BY VIDEO
Would Shorten Instructions, Says Cheney

USE of television in teaching surgical techniques would appreciably shorten the time it takes to train a doctor, the Medical Film Institute of the Assn. of American Medical Colleges believes.

The Medical Film Institute, located in the New York Academy of Medicine, was formally opened last Thursday. At the opening ceremonies, Warren Cheney, executive officer, told assembled physicians and medical educators that television will be of immeasurable use to them.

Mr. Cheney envisioned a day when every medical school would own its own closed-circuit television system and use it to hasten instruction.

"Now," said Mr. Cheney, "every student must stand at a doctor's elbow to observe surgery and treat- ment. The process, viewed in terms of a mass of students, is very slow. "With television, however, entire classes could be instructed in a particular surgical technique at a single operation."

Television, particularly color and projection systems, has reached a state of development that warrants its serious consideration by medical schools, Mr. Cheney said.

Almost every medical school, said Mr. Cheney, contains a surgical amphitheatre intended to accommodate a large number of students watching an operation. But most of these amphitheatres have fallen into disuse, owing to the fact that students, viewing at a distance, are unable to observe details of the surgeon's work.

Large screen television would reverse this situation, Mr. Cheney said.

He said he felt that medical educators would become enthusiastic about the use of television as soon as they had seen it employed for instructional purposes. He said many were eagerly looking forward to the demonstration of color television of surgery to be presented by CBS at the Atlantic City convention of the American Medical Assn. next June.

WKY-TV SIGNAL
218 Miles Reported in Tests

WKY-TV Oklahoma City turned its transmitter on for the first time for engineering purposes on April 21. And despite the fact that test was unannounced, more than forty dealers and set owners reported picking up the signal. First point to report was Denning, Ark., 218 airline miles from Oklahoma City. Another reception was tele- graphed from Fort Worth, Tex., about 180 miles from the transmitter.

The signal was fed to the five-day superturnstile antenna mounted atop WKY's 968 foot tower through an 1,800 foot coaxial transmission line, which station believes is longest run in use by any station.

ENDS FREE TV RIGHTS

video outlets still denied veterans' rights

video outlets still denied veterans' rights

ABC

video outlets still denied veterans' rights

ABC
Yeah, but can he lift a sales curve?

(*for non-inflationary facts, see back page of insert*)
**SUNDAY**

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**EXPLANATORY:** Listings in order - there is no particular name of program, numbers of stations, and in some instances, network days are not given. To order your stations, refer to our radio guide issued by BROADCAST WEST COAST. The CBS will be announced.
Facts don’t count with a blowhard, but there is no disputing the plain fact that CBS advertisers win large, loyal audiences at the lowest cost in radio. Non-CBS advertisers can do likewise with such available CBS programs as Sing It Again which delivers each thousand families for under fifteen cents per average minute.

CBS — where 99 million people gather every week!
This ultra modern transmitter is engineered to save you money

... and we are not referring to initial investment, though both the Collins 21B (5 kw) and 21L (10 kw) AM transmitters are very competitively priced in their respective power classes.

We are speaking of maintenance cost, month after month, year after year. That is where the saving mounts up.

The 5 kw 21B is designed and constructed as a conservatively rated 10 kw transmitter, minus the additional 892R power tube and associated parts needed to convert for 10 kw operation. The factor of safety is so great that the possibility of failure in any circuit approaches the vanishing point.

In addition, a newly designed, highly efficient differential relay, working in conjunction with the transmitter's recycling system, acts as a positive protective device in the final amplifier circuit.

This one device can save you many hundreds of dollars in the cost of tube and component replacements, and outage credits to sponsors.

When you convert to the 21L for 10 kw operation, you lose none of your original investment. No major component replacements are necessary. And you lose no air time.

These are examples of many advantages gained by choosing the Collins 21B/21L. For more complete information, write us for a fully illustrated bulletin describing this equipment.
two are always better than one

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has only one broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways
...you can publicize your talent both ways
...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.
Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved so strong that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both
Editorial

Man Bites Mike

NEWSMEN were in convention last week and over the preceding week-end. Editors, publishers and circulators had their respective sessions in Washington and New York.

Radio did not figure prominently on the formal agenda. But there’s no escape from the obvious fact that it was on the minds of the men responsible for newspaper lineage, and that it erupted as a prime topic in the closed sessions.

The fundamental question of press freedom and its interrelation with radio’s freedom had its first public airing before the Washington sessions of the American Society of Newspaper Editors. It was raised with such force and vigor by NAB President Justin Miller that spontaneous debate developed for the text of his remarks. It is in this area—talking man-to-man to a professional audience—that Judge Miller is at his best.

But broadcasters should be reminded if they didn’t take note of the really significant, if unheralded propaganda line of news competitors. They are capitalizing on the confusion existing in radio—confusion stemming from the errant statements of the4
disc, and each standing” between our nations. This to warra
radio the American
THIS IS

Bottled in Bottles

RADIO is thick-skinned. It has had to be to ward off the brick bats of competitors, dogooders, bafeul bureaucrats and pettifogging politicians.

It may be for the same reason that when bouquets are tossed radio usually isn’t there—by invitation.

Take the April 19 Treasury dinner to honor national volunteers of the U. S. Savings Bond drive (remember when they were war bonds?). The speakers’ table was adorned by the presence of President Truman, Secretary Snyder and other government brass, plus: Three boiled-shirt representatives of banking, two of advertising, one labor, one outdoor advertising, one movie, one women’s groups, one schools, one music, one radio, and one TV. Radio (i.e., stations, AM, FM and TV, networks, sponsors, agencies, talent, musicians, etc.) has done something more than its proverbial part on every bond drive since radio learned to talk. Indeed, it has bailed out most of them when quotas lagged, improving home-stretch campaigns without regard to commercial commitments. At the time, the stories were told. Why not on April 19?

Unofficial estimates credit radio with the lion’s share of the total contributions in all campaigns. Credit, it is claimed, that those officials who could attest to this have been gaggled by what might be described as top level fear that “other interests” would be offended. Or is it that radio’s help is taken for granted, while these “other interests” are romantically uncongenial?

Radio doesn’t begrudge the obesiance paid these other media, for the cause is great and the contributions magnanimous. Radio doesn’t look for kudos; it simply has the facts to tell and the facts speak for themselves. All of the media people remember the fat salvage issue—wherein the soap people got the fat and radio the can.

For radio to hide its light under a bushel (as it does all too often) is one thing. It’s quite another, however, to have the beneficiaries of radio’s innate modesty not only toss on their own bushel, but hermetically seal it.

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radio the American
THIS IS

Our Respects To—

HAROLD ARTHUR SAFFORD

A T WLS Chicago, they call him program director, but almost everyone in midwest radio knows Harold Arthur Safford as a gallopin’ high-shoe.

Mr. Safford rarely walks. He joined WLS 23 years ago and, with the exception of four years with Sears, Roebuck & Co., its founders, has never ceased hustling for the Midwest’s greatest radio station. In addition to the WLS program department, he has worked as announcer, emcee, news director and sales manager—and, more than once, has played an instrumental part in the successful launching of a new radio station.

Music and dramatics were Mr. Safford’s forte at Aberdeen, S. D., high school, and when, as a sophomore, he added writing for the Aberdeen Daily American to his list of talents, he became a radio natural. Mr. Safford was 28, however, before he took up broadcasting. He was too good a newspaperman to desert the Fourth Estate—that was, until one Edgar L. Bill started working on him.

Mr. Bill, first director of WLS and now president of WMBD Peoria, landed his man in 1925 when Mr. Safford, then managing editor of the Sioux Falls (S.D.) Argus-Leader, visited Chicago to purchase some syndicated features for his paper. “Safford, as Mr. Safford is affectionately called by his associates, has remained in and around WLS ever since.

Born in Winons, Minn., on the banks of the Mississippi, he moved to Manila at the age of five when his father was appointed Super-intendent of Malls for the Philippines. As a schoolboy, he learned to speak the Islands’ native Tagalog, as well as Spanish. As a schoolboy, he learned to speak the Islands’ native Tagalog, as well as Spanish. He swells with pride when he recalls he was in Manila when the Japs won the Russo-Japanese War by turning the Russian fleet past Corregidor and into Manila Harbor.

After six years, the Saffords returned to Minnesota, settling in St. Paul. Not until they had moved to the smaller city of Aberdeen, however, did Harold find his niche as writer-actor-musician. He appeared in high school plays, wrote sports and features for the local paper, and fiddled in a dance band. At 16, he was directing orchestras in vaudeville and legitimate theatres. He also arranged mood music for “silent” movie shows. During this period, he gave Nature two brass as well as percussion instruments.

Mr. Safford went to college—but not for long. First romance, then war intervened. Toward the close of his freshman year at (Continued on page 48)

BROADCASTING • Telematching

Page 44 • May 2, 1949
"Music in the best sense," wrote the poet Goethe, "does not require novelty: nay, the older it is, and the more we are accustomed to it, the greater the effect."

Here is the secret of the hold WQXR and WQXR-FM have on more than half a million New York families... a hold so tight, no other station can reach them so persuasively. These families love good things as they love good music... and can afford to buy them, too. That's why advertisers cultivate them as the most desirable part of this biggest and richest of all markets. May we introduce you to them?

WQXR
AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES
South Dakota State College, he eloped with a co-ed named Mabel Chapnell (she will have been his wife 32 years next May 9) — so Harold went to work. He became telegraph editor, then city editor, of the Aberdeen American. Several months later, when the United States entered World War I, he enlisted in the Infantry and was sent to Jefferson Barracks. When work got around that he had a musical and theatrical background, he was placed in charge of all camp shows and made director of musical activities at the barracks canteen.

After the war, Mr. Safford returned to his Aberdeen newspaper job, working as musical director of the Orpheum Theatre on the site. He wielded the baton for many famous Orpheum Circuit vaudeville stars of the day. Soon, however, Mr. Safford got a chance to join the editorial staff of the Sioux Falls Argus-Leader, largest newspaper in South Dakota, so he decided to get all his journalism. He was named "m.e." at the age of 23, and was given considerable national publicity as one of the youngest managing editors in the land.

It was toward the end of a five-year stretch at this post that he met Mr. Bill in Chicago and a few weeks later, back in Sioux Falls, Mr. Safford had a phone call from Mr. Bill offering him a job as WLS publicity director.

He literally galloped into prominence in Chicago radio during his first few months at WLS. Thrice daily, he raced from the station's Sherman Hotel studios to the old Chicago Journal editorial rooms, six blocks away, to pick up news bulletins. Back in the studios, he breathlessly put the news on the air. He had it figured out mathematically that it was faster to pick up "drop copy" from the Journal than to take bulletins over the phone.

Horn Dance Emcee

Mr. Safford soon became chief announcer of WLS, and was the second emcee of the famous WLS National Barn Dance program. He took over after the departure of George Hay, "The Solemn Old Judge." He later was "Captain" of the original Showboat program, which also was to become an outstanding network show. He developed Bradley Kincaid, American folk songster known as "The Mountain Boy"; discovered Luther Oasbrink, "The Arkansas Woodchopper"; and assisted in developing such WLS National Barn Dance artists as Uncle Ezra, Lulu Belle and Snuff, the Hoosier Hot Shots, Louise Massey and the Westerners, Red Foley, Pat Buttram, and Rex Allen. In the early days the Barn Dance was on the air from 7 p.m. until 2 or 3 o'clock the next morning, with the time depending on how long the staff could "take it." Under Mr. Safford's direction, WLS scored a radio first in 1928 by relaying a program from a plane to a boat in the Sherman Hotel studios. He once supervised coverage of a midwest tornado for three days and three nights. He was one of the first announcers for inaugurating WLS market reports direct from the Chicago Livestock Yards, as well as broadcasts of Chicago area International Livestock Exposition. He has been active in the development of WLS coverage of the Illinois, Indiana, Wisconsin state fairs down through the years.

In addition to spending four years as regional advertising manager of Sears, Roebuck's central division, and later assistant operating superintendent, Mr. Safford set up program operations for Sears at KMBC Kansas City. He often made "trouble shooting" trips for Burridge D. Burler to KOY Phoenix, KTUC Tucson and KSUN Douglas-Bisbee, Ariz., when the late owner of WLS actively supervised these properties. During 18 months of the recent war, he managed KOY while its manager, Jack "Cap" Riley, was in the service.

Although he doesn't look it, Mr. Safford is a grandfather. His best daughter, Betty, wife of the Rev. Earl Kernahan of Rosemead, Calif., has two daughters. His son, Bill, is an accountant for Fox West Coast Theatres, Los Angeles; a second daughter, Kathie Lou, is married to John McConnell, high school coach at Washington, Iowa; and the baby of the family, Genevieve, 19, is a sophomore at Illinois Normal College.

Mr. Safford tells this tale concerning why his name isn't Stafford — "which most people call me anyway"! In Staffordfordshire, England, lived an ancestor named W. L. Stafford. But another W. L. Stafford lived in the same town, and the two used to get their mail mixed up. So Harold's generous forebear cancelled his "t." Strange as it may seem, most of Harold Safford's career has been spent with an organization whose name bears the initials of not only his father, William Luke Safford, but also of his early forefather, W. L. Safford.

"Crime Does Not . . ."

GRAPHIC illustration that crime does not pay has been brought home to an entire high school student body and other listeners—through the efforts of KWHO Bremham, Tex. When Rocky Yannuzzi, former New Jersey boxer, reportedly was arrested after a tough boxing match, station took its tape recorder to the jail cell and recorded his confession for airing on KWHO an hour later. Recording was then played to Bremham high school students at school's request.

"Knock on Any Pearson Door!"

WE INVITE YOUR EXAMINATION OF THE MOST CONCLUSIVE AREA SURVEY MADE IN THIS TERRITORY IN 1949. IT IS AN EXAMPLE OF STATION DOMINANCE AND ACCEPTANCE RARELY SEEN IN THESE DAYS OF INCREASED COMPETITION.

THE 17 PAGE REPORT CLEARLY SHOWS THE POWER OF KEL0 PROGRAMMING AND EQUALLY IMPORTANT WHERE AND HOW YOU CAN CONSISTENTLY AND SUCCESSFULLY CONTACT YOUR CLIENT'S CUSTOMERS AT LOWEST COST PER PERSON.

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.
showing a large microphone and noting that the product is "As Advertised On Schuster's Parade of Famous Brands, Heard Daily On Leading Milwaukee Radio Station." Displayed around the entire schedule are also used.

5. In-Store Meetings. Regular meetings are held with members of Schuster's Special Promotions Unit, their agency's radio department, divisional managers and buyers for all of the departments at Schuster's having products promoted on Schuster's shows. Copies of all scripts are sent to buyers for each of the departments when the commercial or script concern their products.

The preparation, production and merchandising of the Schuster programs takes the full or part-time work of a store-agency staff. The Schuster special promotions director and publicity director plan radio activities. The overall promotion is supervised by the advertising manager and store displays are handled by Schuster's display manager.

Two members of the radio department of The Cramer-Krauss Co., Schuster's agency, work on the programs full time. Other members of the agency's radio, copy, executive and merchandising staff also participate in phases of the program.

The rapid growth of television in the Milwaukee market has not decreased Schuster's interest in radio. The television activity has been in addition to straight radio. Schuster's has marched into television with an aggressive schedule that over the past year has included a special live Christmas show, film programs and spot shows. As a scheduled feature, Schuster's is running 16-minute film commercials a week on WTMJ-TV Milwaukee and the number is due to be increased shortly to 20 or more.

WHCU-FM Feeds RRN

WHCU-FM Ithaca, N. Y., last Monday became the key station of the Rural Radio FM Network as WVFC-FM Newfield, N. Y., ceased operations, according to Michael R. Hann, general manager of WHCU-AM-FM. WHCU-FM now feeds the FM network and carries the complete RRN program schedule from 6:30 a.m. sign-on to the RRN sign-off at 7:30 p.m. Merger plans are being prepared for FCC approval whereby the FM network operation will be jointly undertaken by Cornell U., WHCU-FM owner, and Rural Radio Foundation [Broadcasting, Feb. 28, March 7].

JOE BERNARD, general manager of KOMA Oklahoma City, added in mapping the radio's role in state's Bond drive which got under way May 6.

**NATIONAL NIELSEN-RATINGS TOP PROGRAMS**

(TOTAL U. S.; INCL. SMALL-TOWN, FARM AND URBAN HOMES)—and including TELEPHONE and NON-TELEPHONE HOMES)

<table>
<thead>
<tr>
<th>Current</th>
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<tr>
<td>EVENING, ONCE-A-WEEK</td>
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<tr>
<td>Program</td>
<td>Homes</td>
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<td>-----------------</td>
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</tr>
<tr>
<td>1</td>
<td>Lux Radio Theatre</td>
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<td>2</td>
<td>Godfrey's Talent Scouts</td>
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<td>3</td>
<td>Fibber McGee &amp; Molly</td>
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<td>4</td>
<td>My Friend Irma</td>
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<td>5</td>
<td>Jack Benny</td>
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<td>6</td>
<td>Walter Winchell</td>
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<td>7</td>
<td>Bob Hope</td>
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<td>Amos 'n Andy</td>
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<td>9</td>
<td>The Blue Network</td>
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<td>10</td>
<td>People Are Funny</td>
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<td>11</td>
<td>Sallie Stewart</td>
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<td>12</td>
<td>Mr. Keen</td>
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<td>13</td>
<td>Mr. District Attorney</td>
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<td>14</td>
<td>Mr. and Mrs. North</td>
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<td>15</td>
<td>Adventures of Don Pardo</td>
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<td>16</td>
<td>This Is Your FBI</td>
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<td>17</td>
<td>Gene Austin Show</td>
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<tr>
<td>18</td>
<td>Fibber McGee and Molly</td>
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<tr>
<td>19</td>
<td>The Music Show (4th Qtr.)</td>
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<td>20</td>
<td>Big Story</td>
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EVENING, MULTI-WEEKLY

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<tr>
<td>1</td>
<td>Lone Ranger</td>
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<tr>
<td>2</td>
<td>Beulah Show</td>
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<td>3</td>
<td>Counter-Spy</td>
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**WEEDAY**

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<tr>
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<tbody>
<tr>
<td>1</td>
<td>Arthur Godfrey (Lipp, &amp; Myers)</td>
</tr>
<tr>
<td>2</td>
<td>When a Girl Marries</td>
</tr>
<tr>
<td>3</td>
<td>Young Widders (Barnes)</td>
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<td>4</td>
<td>Mr. Parkinson (CBS)</td>
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<td>5</td>
<td>Stella Dallas</td>
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<td>6</td>
<td>Right to Happiness</td>
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<td>7</td>
<td>Barretta Will</td>
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<td>8</td>
<td>Our Gay Sunday</td>
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<td>9</td>
<td>Pappers Young Family</td>
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<td>10</td>
<td>Wendy Warren</td>
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<td>11</td>
<td>Good Time Light</td>
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<td>12</td>
<td>Big Sister</td>
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<tr>
<td>13</td>
<td>Arthur Godfrey (Gold Seal)</td>
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<td>14</td>
<td>Rosemary</td>
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**DAY, SATURDAY**

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<tr>
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<tbody>
<tr>
<td>1</td>
<td>Armstrong Theatre</td>
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<tr>
<td>2</td>
<td>Stars Over Hollywood</td>
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<tr>
<td>3</td>
<td>General Electric Station</td>
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**DAY, SUNDAY**

<table>
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<tr>
<th>Current</th>
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<tbody>
<tr>
<td>1</td>
<td>Quick as a Flash</td>
</tr>
<tr>
<td>2</td>
<td>House of Mystery</td>
</tr>
<tr>
<td>3</td>
<td>House of Mystery</td>
</tr>
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**POLK CASE**

CBS Airs Report

DESPITE the convictions by a Greek court of three Communists accused in the murder of George Polk, CBS News, which, believes the whole truth of the crime has not been told.

In a report on the Polk case broadcast by CBS last Wednesday evening, correspondents who were on the scene described it as an "unfinished story."

Winston Burdett, who has been in Greece during the prosecution of the three accused, two of whom were tried in absentia, said the investigation should go on. "The whole truth about Polk's death has not yet been told," Mr. Burdett said.

"Perhaps it cannot be for a long time in a country ridden by civil war, but the investigation should continue if the Polk case is to reach a detailed and complete solution. This is an unfinished story."

**MAGNECord Tape**

MAGNECord INC., Chicago, manufacturer of recording equipment and magnetic tape, is supplying Mutual headquarters in New York with equipment for use in delayed broadcasts during the 32 weeks of daylight savings time. Magnecord Inc. was incorrectly identified in the April 28 issue of Broadcasting.

**WGLN HONORED**

In Fresh Air Fund Campaign

WGLN Glens Falls, N. Y., last Tuesday received the 1948 Friendly Town radio citation from the New York Herald Tribune Fresh Air Fund. The award is made annually to the station which most effectively supports the local campaign for sending needy children to the country through the fund.


On the judging committee were: Miles Trammell, NBC president; Mark Woods, ABC president; Edgar Kobak, MBS consultant; CBS Vice President Howard Meighan, and Dr. John Gray Peatman, of City College of New York, chairman of the National Committee on Radio and Television Awards.

Material for judging was submitted by stations in the 13-state Friendly Town area which indicated the extent of their efforts in behalf of the fund.

**FOR SALE**

This transmitter is now operating at WKBK and will be available May 15, 1949 when WKBK switches to its new equipment.

**TELEVISION TRANSITIOMER**

sound and picture, now operating channel 4, Chicago. Power output 4kw. Includes RCA 3 bay superturnstile antenna, 600 feet 1½ air core, low-knee self-supporting two-hundred foot tower, water cooling equipment. Excellent condition. Ready to operate immediately on any low band channel. All reasonable offers considered.

**WRITE OR WIRE JOHN H. MITCHELL**

BROADCASTING TELEVISION THEATER

CHICAGO

May 2, 1949 • Page 47
boring, manufacture or distribution of rayon products has a stake in this program, for greater knowledge results in increased consumer satisfaction with rayon merchandise.

On the final page of its brochure, American Viscose reproduces statements about rayon's advantages as broadcast on a number of stations. It winds up with this statement: "Avico's educational news service reaches national and local networks. During 1948 an average of over four radio programs each day included material based on Avico news service scripts. By the end of the year approximately 1,600 broadcasts on rayon resulted from this service."

The first serious attempt of P. I. peddlers to crash television was made by Warrington C. Wedeman, product consultant engineer, of 241 Central Ave., Orange, N. J. The firm's letterhead lists such services as research, design, development and production.

A. E. Mitchell, writing as secretary-treasurer of Wademan Industries, invited WTMJ-TV Milwaukee to offer its viewers "Scrubbies", retailing for $1 per pair. This "household necessity," he explains, is used "by college girls and business women, show people and traveling women, housewives everywhere, Navy men, children in camp, etc." Scrubbies are described as about 8 inches in diameter and ½ inch thick and "a pair should be in every bathroom, every kitchen and every laundry."

Getting down to business, the letter makes this proposal: "We would like you to have Scrubbies demonstrated through television on a commission basis in which the purchasers mail their money and orders to your station, and you deduct your percentage and turn the remainder over to us. It is immaterial to us whether your office or ours takes care of mailing the merchandise to the customers."

The Canadian transmission offered a sharp answer from Julian F. Skinnell, operations manager of WBLR Lebanon, Pa. Acceptance of these programs "is tantamount to the station's own admission that its facilities are of no value," Mr. Skinnell wrote Rupert Lucas, public relations counsel handling the series for the Canadian government.

In the AM field a sudden surge of P. I. offers has appeared. One of them inferred that NAB had abandoned its opposition to P. I. business. This brought a statement from Victor C. Diehm, general manager of WAZL Hazelton, Pa., that he had talked to A. D. Willard Jr., NAB executive vice president, and Maurice B. Mitchell, director of broadcast advertising. Both said they had made no statement showing a change in the NAB policy.

Mr. Diehm's views were expressed in a letter to Robert E. Barringer, RA-AD Assoc., Mills Bros., San Francisco.

NAB has received many complaints from stations that Artwil Co., 22 W. 48th St., New York, has approached with direct mail solicitation. The agency writes that it specializes in mail order and does "considerable advertising in newspapers and magazines." As to radio, however, it reports that clients are interested in using radio and we understand you will work on a P. I. basis. The statement is made to many stations strictly to avoid this type of unethical advertising.

Marathon Commission

A marathon commission deal is proposed to stations by Consumers Wholesale Co., distributors, factory representatives and mail order, 298 Harrison Ave., Nashville. C. L. Furr, of the company's advertising department, offers a series of advertising aids to radio stations: oven and following with a can set, stainless steel flatware and then a cold pack canner as the canning season arrives. The company will pay $1.00 on $.95 orders and $1 on $.93.95 orders.

Another household item, the "revolutionary Presto Gun," is offered by Kitchen Economy Inc., 184 10th St., Oakland, Calif. The run sells for $5.95. Of this the station gets only $1.00, exceptionally low for P. I. business.

S. Tessler, sales manager for the company, suggests stations "use either three 10 or 15-minute periods each day to fully cover your potential. After a week or two of results, we can ascertain which locations are doing the job and concentrate our efforts on that period."

Harold S. Schwartz & Assoc., 1277 Loyola Ave., Chicago, offers a lure: they claim that one 50 kw station in Texas earned $18,800 in the last six months as a result of their package a $1.00 photo enlargement that pays 50 cents per inquiry. The photo offer is made on behalf of Hollywood Film Studios, according to a letter by Harold S. Schwartz. Continuity and literature are provided, along with a 10-minute disc "cut by Randy Blake of the Supertime Frolic, WJJD Chicago, if you would care to use it."

"One of the most spectacular sales promotions in radio history" is proposed by Marvel Sales Corp., 13 E. 41st St., New York 17. The firm markets Little Marvel Electric Water Heater, selling for $4.98, with the station getting $2 per sale on a per-order basis. The company "will buy time if your station will guarantee orders on the same pro-rata basis."

Southern Products Co., P. O. Box 372, Vidalia, offers stations 40 cents for each sale of "Three big full pound loaves of Tolly's Peanut Cream Loaf of only $1.98 plus actual postage charges."

Purchases of the candy will learn how to get a set of dishes or camera as a gift.

THIRTEEN CANADIAN recorded programs with Hollywood stars and a Canadian actress, Giselle, will be distributed, starting next week at 500 U. S. stations, to "inspire better understanding between Canada and the United States." Rupert Lucas, Canadian producer, formerly of J. Walter Thompson Co., Hollywood, has just returned to Toronto after completing arrangements in Hollywood. Mr. Lucas told BROADCASTING that the series is being recorded in Hollywood by C. P. MacGregor, and will go free to any U. S. stations wanting to carry it.

With the exception of about five stations, most stations carrying the marathon, 12-noon program, will be small market and low power outlets. Each station will receive a plaque with a crest of Canada, inscribed "Canadian acknowledgement, (name of station)."

The series, Mr. Lucas stated, is strictly a goodwill proposition, with no tourist message included, and is written to show how the two countries are another, and why Canada is economically short of U. S. dollars. It is being produced indirectly by the Canadian government through the International Service of the Canadian Broadcasting Corp. There is no tie-up with the Canadian government's Travel Bureau, which is buying much space in U. S. publications, Mr. Lucas said.

Artists taking part in the series include Jack Benny, Bob Hope, Eddie Cantor, Ozzie & Harriet, Burns and Allen, Greer Garson, Ronald Colman, Robert Marshall, Ray Milland, Helen Hayes and Koussevitzky and the Boston Symphony Orchestra.

GOODWILL SERIES

Canada To Offer Free Shows


TMBER 16-18: RMA 26th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.

TMBER 19: Southern California AAAA meeting, Los Angeles.

TMBER 20: AFRA Ball, Hotel Astor, New York.


TMBER 28-JUNE 1: Advertising Federation of America 45th annual convention, Hollywood, T. M.

JUNE 3: Kentucky Broadcasters Assn., Lexington.

JUNE 11-13: Canadian Assn. of Broadcasters Convention, Algoma Hotel, St. Andrews-by-the-Sea, N. B.

JUNE 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

JULY 7: Radio Broadcasters Assn. of U. of Notre Dame. South Bend, Ind.


SEP. 14-15: Wisconsin Assn. and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Motor City Hotel, Three Lakes, Wis.


SEP. 29-Oct. 9: Second Annual National Television and Electrical Living Convention, Cobo Hall, Chicago.


Progress...

The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 10 times what it was in 1940. There's just no limit to the potential of the Southwest market than 5000 Watt KROD, key station of the KROD Network, CBS regional outlet, far-west link of the Lone Star Chain.

KROD
EL PASO, TEXAS

Page 48 • May 2, 1949

Broadcasting • Telecasting
TIME COSTS
Too High, ANPA Claims
(ANPA story page 21)

ADVERTISERS are re-evaluating radio programs in favor of newspapers because of the rising costs of using the airwaves, newspaper publishers were told Thursday afternoon in a presentation by American Assn. of Newspaper Representatives.

The presentation was made as part of the "Newspaper Week" round of activities held in conjunction with American Newspaper Publishers Assn. meeting in New York. The presentation holds that "Newspaper efficiency once again looms up as the sharpest, keenest device for making every advertising dollar work." It was prepared primarily to sell advertisers in the food fields.

Its primary argument against radio is that the increase of stations has chopped up the radio audience, thereby increasing the advertiser's costs. It admits television is a medium of "tremendous potential impact but as yet has served only to further divide radio.

Says the presentation:

There has been an increase of more than 1,000 radio stations, more than 100% more stations today than in 1941. This has divided, chopped up the radio-listening audience, and as these stations have multiplied, the cost to the advertiser has risen into what many manufacturers regard the field of diminishing returns.

It is too early to appraise the cost and coverage of television because that medium is still in the development phase. It is admittedly a medium of tremendous potential impact but as yet of severe limitations—48% of the homes in this country are as yet unequipped with television. Television's chief effect thus far has been further to reduce the effectiveness of radio, further to divide the radio audience and consequently further to increase the dilemma of the food manufacturer who finds himself with large commitments in radio programs.

Newspapers have been better able to cope with higher operating costs and have found additional means of getting the necessary revenues to help meet these costs, with the result that newspaper milline rates today are only 15% more than they were in 1945, and are actually less than they were in 1939.

Happy Family

LOCAL elections in Charlotte, N. C., are being covered by four Charlotte stations under a cooperative plan. WSOC WAYS WIST (FM) and WBT have set up jointly shared radio election headquarters in the Criminal Court room of the County Court House. In addition to radio coverage from this room, a large bulletin board is maintained for posting returns. Advertisements run in local papers invite the public to come to the Court House "to keep their radio tuned to one of the four stations." Newspapers also have publicized the joint effort of the stations, according to J. R. Covington, WBT promotion manager. "In fact," Mr. Covington reported, "we're just one big happy family."

DEAN LANDFEE, emcee of Voice of Iowa over WMT Cedar Rapids, received multitude of hard boiled eggs when he offered prize to designer of best decorated Easter egg. Winning egg was large "Carmen Miranda".

RIGHT ANSWER
Brings Manager Many Gifts

AT LEAST one station manager has finally learned how it feels to be on the receiving end of a giveaway show.

Henry A. Sullivan received the windfall by giving the right answer to a proposal by the Inter City Advertising Co. of North Carolina that he manage the company's WKIX Columbia, S. C.

Mr. Sullivan and his wife, Frances, thought they had become the winners of a giveaway show when showered with gifts upon his departure from WDSC Dillon, N. C., which Mr. Sullivan had managed for two years. Among the presentations were a gold Hamilton watch from the WDSC owners, a brief case from staff members, silverware from Mrs. Sullivan's bridge club and variety of smaller gifts. In addition, they were feted at many parties and dinners given by staff members, the bridge club and the Men's Bible Class of the Methodist church of which Mr. Sullivan was president.

After graduation from Atlantic Christian College he became a part time announcer and bookkeeper on WUTM Wilson, N. C., then program director of WBIG Greensboro—then manager of WDSC.

Inter City, owned by G. W. Dowdy, B. T. Whitmire, H. H. Thoms and J. H. Doughton, is composed of WKIX, WAYS Charlotte and WCOG Greensboro.

JOHN B. ROBERTS, director of Temple U. Radio Workshop, announced that WHRC Haverford College and WVIL Villanova College have joined The Philadelphia Inquirer Collegiate Network. They began network operations the week of April 25.

The Branham Network

THE BRANHAM COMPANY

May 2, 1949 * Page 49
**AM vs. TV**

RELATIVE impact of a TV and an AM broadcast may be gauged by the Original Amateur Hour, sponsored by R. Lorillard Co. for Old Gold cigarettes on the DuMont Television Network, Sunday, 8 p.m., and on ABC (AM), Wednesday, 8-9 p.m. Program salaries and viewers to vote for their favorite acts by phoning the station they are tuned to. In New York, which has 555,000 TV sets in the metropolitan area, it compared with 3,700,000 AM sets (according to NBC estimates), the telecast outpulls the AM broadcast appreciably in the city telephone votes, according to Lennen & Mitchell Inc., New York, Old Gold agency.

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**AFCC ELECTS**

GLENN D. GILLETT, veteran Washington consulting radio engineer, was elected president of the Assn. of Federal Communications Consulting Engineers at the organization’s first annual meeting last week. He succeeds C. M. Jansky Jr., who was elected to head the AFCCE last fall upon its formal organization [Broadcasting, Nov. 22, 1948].

Andrew R. Ring was elected vice president, succeeding Mr. Gillett.

Mr. Ring

George C. Davis was named secretary and James C. McIntosh treasurer. Mr. Ring was secretary and Mr. Davis treasurer.

Mr. Davis

**Mr. Lohnes and Mr. McIntosh**

were named to two-year posts on the organization’s executive committee to fill vacancies left by retirement of Mr. Jansky and John Creutz. Continuing to serve for another year are Frank G. Kear and Joseph A. Chambers. All officers are automatically members of the executive committee.

Mr. Gillett stated that steps are under way to secure recognition for consulting engineering as a profession from the District of Columbia. He also indicated that the association plans to undertake cooperative studies of basic engineering problems and to seek simplification and betterment of FCC engineering standards.

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**Mr. Lohnes**

Initial steps toward organization of AFCCE were taken about a year ago [Broadcasting, May 3, 1948]. Formal organization occurred last fall, when constitution, by-laws and canons of ethics were adopted. Active and associate memberships are open to all qualified communications engineers whose work brings them within the scope of FCC.

During the past year considerable effort has been put into formulation of the strict code of ethics to guide the professional conduct of association members. These cover professional life in general, the older members of the profession who were regularly and easily available in Washington, was the intent of the entire founding group that all other engineers with standing and adequate experience in the field should become the association and will want and needs the benefit of the experience of all those in our efforts to raise the standards of the profession. We have been particularly grateful by the strong support and endorsement we have received from the major networks. The top broadcast engineers becoming associate members of the organization directly concerned with the technical problems and performance of the engineers practicing in work with the networks.

It is hoped that through conference and communication with the FCC and its engineers that we can work towards simplifying but better engineering standards in the regulation of the industry. The association will work to establish national studies of basic engineering problems which better fundamental data may be available to the industry to permit the most effective and orderly development of the art.

**Mr. Davis**

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**Shortwave Bill**

HOUSE Foreign Affairs Committee last Tuesday reported favorably a bill authorizing transfer of certain government-owned international shortwave facilities from Reconstruction Finance Corp. to State Dept. The measure, involving an administrative transfer dealing with land rents, was reported without amendments and placed on the House calendar. It is expected to be considered today.

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**CORRESPONDENT**

My wife used to darn my socks, do the laundry, clean up the house and have dinner ready on time. She was a real helpmate. Now she just sits and listens to KXOK all day long. Either KXOK goes off the air, or I’m giving my wife the air... naming KXOK as correspondent.

Irate Husband

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Dear Irate:

Don’t blame your wife. Hundreds of thousands of women are in love with our daytime programming. KXOK’s daytime Hooper listening index has increased three years in a row. Any John Blair representative will make a good witness for you.

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**NAB BOARD**

Committees Are Named

NAMES of NAB directors serving on the board’s standing committees were announced last week by NAB President Justin Miller. The reconstituted committees will serve until the next convention.

Directors also were named to serve as liaison members of NAB executive committees. Appointment of association members to the executive committees have not ye been made other than naming of John J. Gillin Jr., WOW Omaha, as chairman of the Combined Sales, Managers & Small Market Stations Executive Committee. Final decision has not been reached on the form this combined group will take under NAB’s new Broadcast Advertising Bureau setup (see B&I story page 25).

Board standing committees:


**CONVENTION LAW AND POLICY**: Howard Lane, WJJD Chicago, chairman; James B. Hens, WLB Cincinnati, Charles C. Cary, WMFD Peoria, Ill.

**FINANCE**: John F. McMeern, KVSM Manhattan, N. Y.; chairman; Clyde W. Rembert, KRDL Dallas, William B. Johnson, WPTQ Fort Lauderdale, Fla.; Harold E. Fellows, WEEI Boston, H. R. Spence, KXOK Aberdeen, WASH.

**MEMBERSHIP**: Gilmore N. Nunn, WLAP Lexington, Ky., chairman; H. W. Slavicek, WMF Memphis; Merril Lenn, WLW Cincinnati; Joseph E. Foley, WMBD Peoria, Ill.

Association directors named as board liaison members of the NAB’s standing committees were:

**EMPLOYE-EMPLOYER RELATIONS**: Gilmore N. Nunn, WLAP Lexington, Ky.; Harry Bannister, WWJ Detroit

**ENGINEERING**: Frank Shafio, WIS Columbia, S. C.; Merritt Lindsey, WSBO Decatur, Ill.; Everett L. Dillard, KOZY Kansas City; Frank U. Fletcher, WALT Fort Worth, Va.

**LEGISLATIVE**: Clair R. McColough, WCAI Chicago; Vilhjalmur Nunn, WLAP Lexington, Ky.

**PUBLIC RELATIONS**: Campbell Arnow, WTM Norfolk; H. W. Slavicek, WMF Memphis

**PROGRAM EXECUTIVE**: Harold E. Fellows, WEEI Boston, George D. Coleman, WGBI Scranton, Pa.

**PUBLIC RELATION EXECUTIVE**: William B. Quarton, WTX Cedar Rapids, la; Kenyon Brown, KWFT Wichita Falls, Tex.

**SALES MANAGERS AND SMALL MARKET STATIONS**: John F. McMeern, KVSM Manhattan, N. Y.; Robert D. Enns, KXOK Oklahoma City, Okla.

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**XXOK, St. Louis**

630 on your dial

Mr. Creutz

Mr. McNary

were made to the FCC in reference to standards concerning the computation of field strength distribution.

While of necessity the size of the organizing group had to be limited to

Mr. Lohnes

Mr. McIntosh

relations with the public, clients and employers, as well as relations with other engineers.

Mr. Gillett’s statement in full:

The aim of the association this year will be to build on the foundation which has been so carefully laid during the last year. Much of the attention of necessity has been devoted to the organization of the association and the formulation of its by-laws. Thus the constitution and by-laws were drawn up and adopted after much consideration and discussion.

After further study the Canons of Ethics and the requirements for members were formulated and adopted together with the letter and spirit of the organization.

Steps have been taken and are under way to secure from the District of Columbia government the recognition that the practice of consulting engineers is a profession. Presentations

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Page 50 • May 2, 1949

Broadcasting • Televest
2. SHRIMP FLEET at Morgan City, La. The waters here produce the largest shrimp found anywhere in the world. Over 4½ million pounds were processed in Morgan City last year. Flourishing seafood industries of the Deep South are still another reason why WWL-land is ahead of the national average in increased income, increased buying power, and general prosperity.

The greatest selling power in the South's greatest city

50,000 WATTS  CLEAR CHANNEL  CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.

1. "MADEWOOD", at Napoleonville, La. This beautiful plantation home is one of the showplaces of the South. Erected over 100 years ago by Thomas Pugh near storied Bayou Lafourche in southern Louisiana.

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

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.
AP, UP, INS
(Continued from page 82)

In little more than 12 months, 30 such associations have been formed covering 59 states, the District of Columbia and Alaska, the board reported.

The board also reported that during 1948 radio made enormous expansion in AP roles—far out-running newspapers. Radio membership in the U. S. increased from 4,560 to 5,900. In the newspaper field, although 14 afternoon, one morning and three Sunday papers were admitted to membership, total membership went only from 1,707 to 1,785—the single increase being the end result of consolidations and other changes.

In an announcement later, Mr. Gramlich brought the total radio membership to 1,010. He reported radio clients now outnumber AP newspaper clients in 10 states and in the District of Columbia. The states are Alabama, Georgia, Louisiana, Maine, Maryland, North Carolina, Mississippi, Oregon, Utah and Wyoming.

Robert McLean was reelected president of the Associated Press.

Two new vice presidents also were named by the board: James M. Cox Jr. of the Dayton Daily News and president of WHIO Dayton, and Robert B. Choate of the Boston Herald, who is president of WHDH Boston. Mr. Cox, who was named first vice president, suc-
ceeded E. M. Dealey, Dallas (Tex.) Morning News, who is president of WFAA Dallas. Mr. Choate, second vice president, succeeded Buell W. Hudson, Woosocket (R. I.) Call. Executive officers re-elected were: Kent Cooper, executive director; Frank J. Starzel, general manager; Lloyd Stratton, secretary, and Robert Booth, treasurer.

Five men were re-elected to the board of directors and a sixth was elected for the first time. All six are with newspapers which have station affiliations. Those names were:

- James E. Chappell, Birmingham Age-Herald and WSBN Birmingham
- Paul Bellamy, Cleveland Plain Dealer and WHK Cleveland
- J. R. Knowland, Oakland (Calif.) Tribune and KKL Oakland
- O. S. Warden, Great Falls (Mont.) Tribune and KMON Great Falls
- B. M. McKelvey, Washington (D. C.) Sunday Star and WML Washington. Mr. McKelvey was the newly added board member.

INS Reports Gains
INS, which also held meetings during the week, reported impressive gains during the year. Seymour Berkson, vice president and general manager, said domestic and foreign clients increased—157 newspapers having been added and 49 radio stations and 29 television stations.

"In the television field itself," he said, "our growth since Jan 1, 1948, has been phenomenal. We now serve 45 of the 50 existing television stations with one or more of our news elements. Television news material reaches 30 out of 36 television market areas.

"These television news packages consist of daily and weekly newsreels produced in collaboration with Telenews Productions, daily news photo packages produced by our picture affiliate, International News Photos, and newspaper and page printer news bulletin service produced by our news staff. We are the only news agency to date to provide such comprehensive news coverage for television stations. We have pioneered in this field since early in 1946.

"Praises Newsmen"
Mr. Berkson also reported on the accomplishments of many INS newsmen. Among them, he singled out Ed Stein, INP television editor, for his "brilliant creative work" in devising the format for Camera Headlines, now being telecast over DuMont network.

UP in its series of business meetings reported it is now serving more than 1,200 stations. That is exclusive of television clients or FM station operators in conjunction with AM station clients. The total of all clients is 3,214, UP reported.

Phil Newson, radio news manager, said regional service on the UP's domestic radio wires has been expanded to the point where virtually every state now has its own wire for some five and a half hours each day. The wire carries 22 regular daily and weekly features, aside from scripts of particular tininess.

Mr. Newson further reported that the number of types of sponsors of the regular features again increased in 1948. A survey in 1946 showed 77 different types of sponsors; in 1947 there were 115, last year 178, he said.

STATE DEPT.
Changes Proposed in Bills
CONGRESS last week took action on twin House and Senate legislation designed to concentrate greater responsibility in the hands of State Dept.'s assistant secretary for public affairs, dealing with information and education, and other similar related posts—and strengthen the top command.

The Senate Foreign Affairs Committee on Tuesday reported to the Senate a bill (S 1704) which it unanimously favored in committee April 19. Meanwhile, the House committee conducted hearings on a similar measure. Purpose of each is, broadly, to improve and strengthen State organization.

The Senate proposal, in effect, would increase the number of assistant secretaries from six to ten, as well as the state house, and centralize in the State Secretary's authority for conduct of foreign affairs now vested in subordinates.

BROADCASTING, Telecasting

BASEBALL
Interstate Commerce Views
BROADCASTS and telecasts of baseball games do not bring the sport into the field of interstate commerce, organized baseball told Federal District Court in New York last week.

The claim was made in answer to Danny Gardella's $300,000 damage suit resulting from his suspension for organizing baseball for jumping to the Mexican League. The former New York Giants outfielder claimed baseball is in interstate commerce, and therefore subject to anti-trust laws, by virtue of broadcasts and telecasts [BROADCASTING, Feb. 14].

Broadcasting and telecasting are included and "in no way necessary for, or a part of, the giving of baseball exhibitions," the defendants declared. They are the Giants, Baseball Commissioner A. B. Chandler, President Ford C. Frick of the National League, President William Harridge of the American League, and President George M. Trautman of the minors' National Association of Professional Baseball Leagues.

The Federal District Court has been instructed to determine whether the baseball games by radio or television suggests the sport into interstate commerce. The instruction came from the New York Circuit Court of Appeals in the Gardella case.

The prevailing Supreme Court decision on baseball's status under the anti-trust law was handed down down in 1922, before the day of baseball broadcasts and tele-
casts. It held that baseball is not in interstate commerce. Spokes-
men for organized baseball say they will take the Gardella case to the Supreme Court if necessary.

Meanwhile, the Justice Dept. for some time has been studying baseball practices with respect to radio and television rights, to determine whether a full-scale anti-trust investigation should be launched. The decision on the sport's interstate commerce status would be control-
ing in that connection. There also are two pending House bills, of-shoots of the Gardella and similar cases, which would exempt all organ-
izations of professional sports from anti-trust prosecution by holding that they are not in interstate commerce [BROADCASTING, April 18].

RGW Contract
CONTRACT for freelance scripters between Radio Writers Guild and agencies, package producers and sponsors was to be 85 pages long last week—with the agreement still in the revision mill. First draft of the document was put together by Amin M. Fisher, management chairman. Illness of RGW counsel has delayed comple-
tion of the pact for several weeks.
639 TYPE CARDIOIDS ARE BETTER FOR AM-FM-TV

BETTER Front to Back Discrimination
BETTER Signal to Noise Ratio
BETTER Frequency Response

The popular Western Electric Cardioids deliver quality performance — are attractive in appearance. The 639A offers three pick-up patterns, the 639B provides six. They are ideal for any pick-up assignment in AM, FM or TV. For immediate delivery, get in touch with your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Western Electric

serialisation of Gen. Eisenhower's Crusade in Europe at $15,000 per installment or $250,000 for the series. He estimated that 2,500,000 people see and hear Admiral's Broadway Review.

"This is only one of the top television shows. Certainly, TV programming can't be too bad if over 20 million people view 10 television shows," he said. He pointed out that Admiral's further confidence in TV by its recent contract to jointly sponsor Stop the Music with Old Gold cigarettes beginning May 5.

He noted that, contrary to general opinion, there is strong evidence to prove that much of the money going into TV sponsorship is new money. He recalled that NBC has reported 40% of its television time has been bought by NBC-AM advertisers without taking any money from their appropriations, and 60% of the time has been bought by new advertisers.

"Undoubtedly, in two or three years, television will be in definite competition without the advertising dollar, but as far as radio is concerned, I would like to make this statement—radio will continue for many years to come, if for no other reason than because of the fact that 1948 radio sponsors spent a whopping $550 million."

Mr. Mintz noted that the January total of 727 advertisers had swelled to 1,147 as of March 1.

**ANPA**

(Continued from page 24)

level where most retailing is done, he said.

At sessions Thursday, which were closed, many matters of interest to broadcasters were covered.

Fred Schlipin of the St. Cloud (Minn.) Star, president of KFAM St. Cloud, advised newspaper publishers to go slow about embarking on radio projects.

Last year, all radio-owning newspapers represented at the convention said they had made money with them. This year, of 28 asked if their stations were making money, only 14 said they were.

Granston Williams, general manager of the St. Louis Post-Dispatch, who chaired the meeting for reporters, said a canvass indicated a general opinion that radio would be "on the rocks" in three years. That opinion was expressed by publishers who cited the large number of stations and the advent of television as the reasons for their views.

At these closed meetings, publishers were unanimous in agreeing that the great hope for the newspapers was radio—broadcasters helped sharpen the public's appetite for detailed stories in newspapers—thus radio newscasts helped to sell more newspapers.

**Video Views**

(Continued from page 34)

**ED NEIBLING (1), newscaster at KTUL Tulsa, is shown as he prepared to leave for Brussels to attend the Fourth World Congress of Junior Chamber International, which opened last month. Mr. Neibling, one of two Oklahoma representatives in the 150-member U. S. delegation, is a director of the Tulsa Junior Chamber. His transcribed interviews and railroad communting are being broadcast by KTUL. Pictured with Mr. Neibling is an airline pilot.**

**Calif. Tax**

(Continued from page 38)

promoter thought the gate should draw, subject to Athletic Commission approval.

This would be a strictly unworkable and unsound way of doing business, the broadcasters say.

Mr. Westlund said it was difficult to say at this time what chance the proposed bill has of passing the State Legislature. On the day it was approved by the committee, he said, only five committee members were present and it was considered only briefly together with a heavy schedule of other bills. There has been too little discussion about the bill among legislators generally to have any clear idea of their feelings on the matter, he stated.

But you can rest assured, he said, that the California broadcasters will see that it is considered fully before it comes up for a vote by the two houses of the Legislature.

**Rail Communications**

HEARINGS have been slated by House Interstate & Foreign Commerce Committee for May 17 on legislation that would require certain railroad carriers to install and maintain communications systems. The measure (HR 978), authored by Rep. Robert Crosier (D-Oio), House Interstate chief, would amend the Interstate Commerce Act. Another bill, to be considered in the same hearing, would also include the communications clause, but is directed generally toward promotion of safety for employees and travelers. Systems would cover such devices as radio, telegraph, telephone, etc.

**Film Report**

(Continued from page 35)

(CST) on WENR-TV (ABC). . .

Eight 30-second spots ordered by Leo Burnett Agency, Chicago, for the Brown Shoe Co. (Roblee shoes for men made in white and red) and below-the-knee shots exclusive. Series shows a bride and groom walking out of the church into a waiting car, a weary couple talking for an apartment, picnickers and a shuffling man finding a $50 bill, each for showed by the comment "Wouldn't you like to be in IRS shoes?" . . . Atlas has also completed optical stand one-minute commercials for Grain Belt Beer, Minneapolis, through United Videogram, and Fehr Beer, Louisville. Former, a package of 12, will be telecast locally during the baseball season. Group of six for Fehr will be shown in Louisville.

Douglas Productions, Chicago, has contracted with Olan Advertising to film highlights of Chicago Cubs home games for a 15-minute spot, "Cubs TV," which will be sponsored by the Chicago Metropolitan Ford Dealers on WGN-TV, same city. Agency is packaging the program. . . . First showing on Douglas' schedule, it will be shown, along with commercials for the Chicago Hudson Dealers Assn., takes place tonight (Monday) on WBKB during sponsorship of dealers' wrestling matches. Shots of varying length will be captured in the western suburbs with cars in action on the highway and in showrooms. . . . Malcolm Howard, the live, on location commercial for the Ambrosia Brewing Co. (Nectar beer), sponsor of National Girls' professional baseball league games on WENR-TV Chicago.

Live-action dramas of the "home-baking" Ballantine, Campbell-Cahill, Louisville, Obelisk biscuit will be released by . . . Campbell-Cahill will be presented to the L. A. L. to Henri, Hurst & McDonald before the end of May. The series features one-minute spots. . . . Campbell-Cahill, Chicago, is producer of two 20-second Dean Milk Co. commercials, featuring Dean's Children's Drink, for Morris F. Swaney, same city. Each features children in live action, with a child's voice over opening and closing product animation. Each opens with a question mark which pinwheels into the background to be replaced by a full-screen size view of the product can. Jim Campbell does voice-over narration. Closing is a simple motion animation, with the cans moving from a straight line into a pyramid. The top can changes position and a glass appropriate to catch the liquid as it falls. . . .

Richard Hodgson, director of technical operations for Paramount Pictures Inc., spoke at last Thursday's dinner meeting of the National Television Film Council Inc. New York. Mr. Hodgson discussed the "Paramount Theatre TV System," whereby video image is photographed from the tube, processed and projected on the theatre screen within about one minute. His talk was accompanied by demonstration of the process.

**NBC CHARITABLE**

**Gives Ed Morrow Big Play**

IN A FIT of charitable programming, planned or accidental, a large piece of the 15-minute broadcast carried by NBC from the Peabody Awards presentation April 21 was devoted to the acceptance of an award by Edward R. Murrow, one of the most distinguished performers of CBS [BROADCASTING, April 25].

NBC and ABC each carried 15-minute programs from the KDKA Radio Executives Club meeting at which the awards were made. ABC's spot, from 1:15 to 1:30 p.m., included the four awards won by it and NBC's entry by KDKA and WRIR Savannah.

On the NBC broadcast, from 1:45 to 2 p.m., only two of the four awards won by NBC were presented, some five minutes of the show were occupied by Mr. Murrow's prize. Awards were presented to the other two—KNBC San Francisco and the University of Arkansas—one point when the presentation ceremonies were not being broadcast.

**CREDIT RELAXED**

May Stimulate Set Sales

STIMULUS to sale of higher-priced broadcast receivers and television sets is seen in relaxing of the Federal Radio Board regulations covering installment buying. Bond Goddess, executive vice president of Radio Mfrs. Assn., said extension of the installment period from 21 months to two years will help sale of higher-priced radio sets.

Effective April 27, the board's Regulation W was amended to cut the down payment on higher-priced radios, other household appliances and furniture from a minimum of 15% to 20%. Radios and other goods costing less than $125 were not affected by the limitations of Regulation W. In the past the exemption applied to items under $50.

Explaining the action, Thomas B. McCabe, Reserve Board chairman, said most of the items affected are now in supply at prices more favorable to the consumer than was the case a year ago. The board had reduced down payments from 20% to 15% last March 1, at the same time extending maturities from 15-18 to 21 months.

CFO'S Owen Sound, Ont., was to have opened new studios on April 20.
sports events. This must be done by making them more colorful and spectacular than ever before, he said.

Mr. Gibbons related that boxing and baseball had not suffered poor gate receipts in Washington because of television coverage of those events. He emphasized that college authorities must "stop being guided by feelings and fears and start being guided by facts." Mr. Gibbons said he knew of no sport in the Washington area which has suffered yet because of TV.

Mr. Farrington, however, said he believed TV would hurt George Washington's grid events because it is a minor football school. He stated television will be a poor business deal for schools of this class until television stations can "lay it on the line to compensate for those who stay away" from sports events.

Good Games Attract

Mr. Brundige stressed that good sports events will never be hurt by television and pointed out that it is the quality of the game that will count. He recalled the exceptional turnout when Maryland U. played North Carolina in Washington last Nov. 18 despite the fact that the game was televised locally and in addition two other TV outlets were telecasting network football games.

The WOAC sports commentator reminded the group it must not forget that television is here to stay. He warned that any good TV program is as good as the time at a local game, whether telecast or not, the local game will have to meet the competition.

In the floor discussion that followed, Joseph Lahrman, director of publicity for the U. of Pennsylvania when games were first telecast from Franklin Field and now publicity director for the National Football League, commented that some of the professional teams do not know if TV is hurting or helping their gates. He said no definite survey has been made to date.

He recalled there once had been worries over the effect radio would have on games, but that games always were sell outs.

The afternoon session, devoted to "Television in the Future of Higher Education," featured talks by Charles F. Underhill, CBS director of television programs; Caroline Burke, NBC television supervisor for public affairs in education; Mr. Underhill; and Mr. Cochrane, program director of WMAR-TV Baltimore. Earl Minderman, assistant to FCC Chairman Coy, read the chairman's address. Presiding was Lynn Pooler, acting director of public relations, The Johns Hopkins U., Baltimore.

Comr. Coy's talk said television will go "a long way to correct one of the major weaknesses of our educational methods—the failure to relate education to life." Television, he said, will stimulate "a new interest in all other sources of information—in the schools, in books, magazines, newspapers."

Comr. Coy's message pointed out that the responsibility rests with broadcasters and educators. Broadcasters, using public-owned frequencies, have been asked by Congress to use these facilities for the public interest and to accord non-profit organizations sufficient time. Educators must learn how to use TV effectively and work with broadcasters to develop programs suitable for adult education "which must be aired at a good listening time."

The FCC chairman in his message said he hoped "some of the better-financed universities would start thinking seriously of building their own television stations." Mr. Minderman, in reply to questions on this point, said FCC has not yet provided for educational, non-commercial video stations. He also said that Comr. Coy has estimated that UIFF stations would be operating in 1960.

Mr. Underhill told the group "television will be a tremendous medium for education" but that as it becomes a mass medium it may be difficult to supply the needs of many small and varied groups. He said TV's most far reaching job in education would be done by indirect television, such as direct "education" programs may be successful. The direct approach is easy, he said, but it doesn't always attract and hold the audience. He pointed out that good advertising is educational in many ways.

Mr. Cochrane discussed in detail what he would do about television if he were a college president. He urged educators to take care of all students, to have to offer first. Possibilities in programming for new stations were related and Mr. Cochrane urged college officials to get to know their local television people early.

Aural Record Cited

Miss Burke pointed out the excellent job aural radio has done in both the direct and indirect education field. She commented on TV's potential for adding sight to sound and said that television programming to be effective should be "doing and not just showing."

Television also came before the ACBRA convention in other instances last week. W. Lowell Treaster, Michigan State College, who is the association's director of media activities, stated that a new project has been started to gather "television experiences from colleges and universities and make this new outlet. He said it is hoped the information will be useful for all schools planning to sponsor television broadcasts."

Edward P. Vonderlieth, ACBRA secretary-treasurer, reported that grants for the lay-out of stadium television booths, which were prepared last year by NBC in cooperation with an ACBRA sports committee, are now available upon request.

Blue Chip Programs at penny-ante prices!

Let's face it! With live-talent program costs soaring...with television cutting into radio budgets...with advertisers everywhere tightening belts, you've got to offer your prospect more than airtight. You've got to pitch him a sharp idea...open his eyes to a real sales opportunity, if you want him to reach for his pen.

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

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

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

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

Mail this coupon today, for the new 1949 FREE demonstration discs—full details.
IER SESSIONS

CC-FOUNDERS of the Institute for Education by Radio—Dr. W. W. Charter, professor emeritus of Ohio State, U.'s Bureau of Educational Research, and Congresswoman Frances Payne Bolton of Ohio—will be given life memberships in the IER at its annual convention which opens next Thursday and runs four days in Columbus, Ohio. The first such conference at Ohio State in Columbus was launched by Dr. Charters in June 1930. In the early stages of the group's growth, financial support was extended by the Payne Fund, New York, of which Mrs. Bolton was founder and director. She died 1953 after the work of the fund in founding the Ohio School of the Air and the Rocky Mountain Radio Council.

Dr. Marian E. Hatcher, vice president of the university and chairman of its 75th anniversary committee, will serve as toastmaster at the annual banquet Sunday afternoon. John B. Fullen, executive secretary of the Ohio State U. Assn., will outline "Seventy-Five Years of Educational Service," and a musical program will be furnished by the Columbus Boychoir School, directed by Herbert Huffman. Dr. Charters and Mrs. Bolton will receive the memberships at the dinner, climax of the four-day event.

Dallas W. Smythe, U. of Illinois Institute of Communications Research, has been added to the group which will appear at the general television session Friday night. The following morning, David Penn, special correspondent with the State Dept.'s International Broadcasting Division, and George Vosco, UNESCO Mass Communications staff in Paris, will lead discussion at the general international meeting.

Panel Participants

The panel will include also Norman Luker and Pierre Crenese, North American directors of the BBC and ABC, respectively [BROADCASTING, April 25], Ira Dilworth, general supervisor of CBC International Service, and William C. Wickers, midwest director of the Netherlands Information Bureau. Kenneth Bartlett, Syracuse U. radio director, will officiate as discussion leader of each of the four general sessions. This was suggested by the National Advisory Committee to encourage wider audience participation and confine discussion to a discussion of Edward Stashoff, assistant program manager at WPIX (TV) New York, and Irv Tunic, freelance network writer, who will conduct panels on television production and writing, with Adele B. Tunic of WNYE New York, as co-chairman. Panelists will be Henry S. White, president of WOR, New York, president of the Television Producers Assn., California; Robert Emery, DuMont producer, and Clark Jones, WVT (TV) New York director.

The Thursday afternoon ex com, honoring newcomers to the convention, will show a jeep studio in operation through facilities of USDA assistant director of information for radio and television, will feature Maynard Speece, the department's TV specialist, in "Our Second Annual Look at Television." Mr. Speece is scheduled to show a kinescope recording of the department's Project 855. Panelists representing land grant colleges, consumer interests and radio farm directors will explain "What I Think TV Can Do For Us.

A local farm broadcaster and an Ohio county agent will outline the content of local farm-home shows and audience response Friday afternoon. Dick Coeh, radio farm director of WKRC Cincinnati, will moderate. A Saturday session will stress problems of using institutional copy. Wallace Kadderly, radio farm director of KGW Portland, Ore., will conduct discussion, and Mr. Gapen will take charge of an analysis of recordings of program elements.

LEADOFF speaker at Ohio State U.'s 19th annual Institute for Education by Radio, beginning Thursday, is FCC Chairman Wayne Coy (1) [BROADCASTING, April 25]. Two IER co-founder ex-officio life memberships (see story this page) at final dinner are Dr. W. W. Charters (center), professor emeritus at university's Bureau of Educational Research, and Congresswoman Frances Payne Bolton of Ohio, who also will be cited during conference for work of the Payne Fund in founding Ohio School of the Air and Rocky Mountain Radio Council.

ATS MEET

Lack of Members Attending Stops Official Action

MEETING of American Television Society last Wednesday evening at New York's Hotel Park Sheraton was thrown into a turmoil when it learned that a majority vote of all members was required to adopt amendments to the by-laws, chief purpose of the meeting. Speaking for the by-laws committee, Max Chopnick, attorney, also told the group that the 35 members present lacked by more than 50 the 25% of the total ATS membership needed to hold a meeting of record. Of necessity, action on proposals to increase initiation fees and annual dues, to drop the student associate membership category and to initiate a new class of sustaining memberships for companies interested in television, was postponed until the next ATS meeting. This will be held at the Park Sheraton at 8 p.m. May 26. To insure a quorum attendance of ATS, as President Charles Durban, U. S. Rubber Co., put it, for a frank and full discussion of the organization's present shortcomings and the changes needed to establish it as a truly valuable service to workers in the various phases of TV. "It's this coming year or never," was the gist of the speakers who pointed out that Radio and Television Executives Club and New York is considering a change in name to Radio and Television Executives Club and may well become the parent group of the video workers unless ATS provides the intelligent, aggressive leadership that is needed.

Although the present by-laws call for a close of nominations at the first meeting in April, Mr. Durban ruled that in accordance with previous practice nominations for officers and directors would be accepted up to and at the May 26 meeting, by petition signed by 10 or more members in good standing. Nominees of the official slate [BROADCASTING, April 25] already have been challenged by petitions nominating Mr. Caro for vice president; Ernest Mark of DuMont for treasurer; Harold Barrie of DuMont; George Shupert, Paramount Pictures, and Mr. Braunfeld as directors.

NETWORK RADIO

Better Buy Than TV—Nielsen

DESPITE the hue and cry concerning the inroads of television, network radio has become a better bargain. A. C. Nielsen, head of his own research firm, advised the Hollywood Ad Club, April 25. Dollarwise, in the period from January 1947 to January 1949, Mr. Nielsen said that the cost of network radio had been reduced from $1.87 per thousand listeners to $1.78 per thousand. And this, he reported, by dropping listening by face of tele's vigorous growth.

Furthermore, he said that television must avoid radio's inaccurate research methods. "Shun percentage ratings in television," he said, "because you can't sell goods to percentages. . .only to homes and families. He added that "TV testing in vintage programs discriminates against radio because they are applicable to only a small number of homes."
CLOSER cooperation among printed and broadcast media and broadcasting in resisting efforts of government officials to break down constitutional protection of free speech is expected at the Washington convention of the American Society of Newspaper Editors [Broadcasting, April 25].

All ASNE members will receive a copy of the address by NAB President Justin Miller, following suggestion made by ASNE members at the conclusion of his delineation of the problems facing all media. Judge Miller warned editors of the governmental influences threatening freedom of the press.

Newspapers unwittingly are encouraging federal regulation when they argue that broadcasters enjoy a government subsidy, therefore lacking First Amendment protection, he said. "If editors support this contention, then they are definitely digging a grave for the free press," Judge Miller cautioned.

"Broadcasters enjoy no subsidy. They have licenses to transport in interstate commerce over channels which, legally speaking, resemble the channels of navigable streams. But the Supreme Court has said that the press enjoys a real subsidy in the second class mail privilege. Whether you agree or not, the point is that if and when the strong-government boys move in on you, they can cite chapter and verse from Supreme Court decisions and from your own editorial statements to support the proposition that subsidization justifies a controlled press."

Stirred Lively Discussion

Judge Miller's plain warning stirred a lively floor discussion among the editors, covering both international and national aspects. The NAB president recalled that this country has been badly out-manuevered at the Atlantic City and Mexico City conferences, with other nations lined up against the United States.

"The consistent attitude has been, up to the last couple of years, to give away everything that had to do with private broadcasting," he said in answer to comment. "Our striped-pants boys like to be good friends with the striped-pants boys of the other countries. It isn't socially correct to be concerned in or interested in protecting private enterprise media of communication; therefore, we give them away and, by so doing, we are in a better position to bargain with them about other things that are important to the State Dept. and the FCC."

"In the last couple of years we have begun to have a voice. The fact that your president and I are members on the FCC will be helpful. We are getting some wedges into the State Dept.'s thinking and this continued process I am using of needling on the FCC is getting some results."

"If we don't work, we will be washed out before we find out what has happened to American free media."

Answering a query by McClellan van der Veer, Birmingham News, Judge Miller said radio stations keep records of performance, but voiced a wish that a plan of making these records widely available could be worked out.

Garzon Observation

When A. Garzon, of La Prensa, observed that radio is in its infancy and lacks the sense of responsibility that marks newspapers, Judge Miller said he had been informed "that the same techniques used effectively in connection with BBC are used effectively in respect to the press of England through the control of newsprint. You might be interested in following that up in a country that does not have the constitutional provision we have."

Joint newspaper-radio ownership brings realization of the problem to newspaper executives, Judge Miller said, in a reply to W. W. Ward, of the Beaumont Journal. He reiterated his warning that Congress could easily expand the power the Postmaster General has over newspapers, through the second class privilege, and added that when newspapers print by facsimile they will "come squarely under FCC control. Once you concede that licensing for any purpose forfeits freedom of the press and speech, you are sunk."

Officers Elected

ASNE elected B. M. McKelway, Washington Star (WMAL) as president, succeeding Erwin D. Cameron, Christian Science Monitor. Other officers elected were Dwight Young, Dayton Journal, first vice president; Alexander F. Jones, Washington Post (WTOP), second vice president; Wright Bryan, Atlanta Journal (WSB), secretary; Dwight Perrin, Syracuse Herald-Journal (WSYR), treasurer.

In taking final action on resolutions, the society tabled a proposal to persuade the judiciary to admit press photographers to court proceedings. Mr. Mckelway suggesting the problem should be handled on the local level. Among resolutions adopted was one urging all newspapers and news agencies to furnish the State Dept. with the news required for its foreign information program. The president was authorized to name a committee to study the problems of advance news releases. Interferences with operation of the press such as that in Argentina was deplored and the ASNE board action in fighting the Baltimore Gag rule was endorsed.

Erection details of 250'-0" Self Supporting Tower for WLSI, Pikesville, Kentucky. Erection by Furr & Edwards - 209 Cherry St., Rome, Ga.

STAINLESS, INC.
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SLOAN AWARDS

CBS, NBC, Six Stations Get Honors

PRESENTATION of the first Alfred P. Sloan Radio Awards for Highway Safety, for both commercial and sustaining shows, was made to two networks and six stations at a dinner and broadcast from the Waldorf-Astoria, New York, last Monday evening.

CBS won the network commercial plaque for "No Escape," one of the weekly Suspense series shows sponsored by Electric Auto-Lite Co. The sponsor was given a citation.

NBC was awarded the network honors for sustaining programs for its "Death on a Weekend," watch featured Jinx Falkenburg and Tex McCrary.

Commercial awards went to the following stations, which were presented with plaques, and the following sponsors, which were presented with citations:


Clear Channel Category—WFDF Flint, for Singing Cop, sponsored by Haddy Bros., automobile shoppers food markets.

Sustaining awards went to the following:

Local Station Category—WJTN Jamestown, for Driver of the Week.

Regional Station Category—WWJ Detroit, for an all-around program on safety via dramatizations, give-aways, safety contests, children's features and programs for pedestrians.

Clear Channel Category—KOMA Oklahoma City**, for "safety" safety via top programs with same technique used to sell goods.

Honorable mentions went to two regional stations—KONI Portland, Oregon, and WNAQ Yankton, S. D.

More important one in the future.

Off the air, Kenneth G. Bartlett, dean of University College, Syracuse U., and director of the Syracuse Radio Workshop, spoke for the jury of awards, of which he was chairman. He said that in more than 20 years of service as a judge in radio awards, he had never before filled the role in a contest in which stations had pursued so many different approaches in promoting a theme. He said the judges had considerable difficulty in selecting the winners from the more than 50 entrants. Other judges were: Sidney Williams, National Safety Council; Mrs. J. L. Blair Buck, for General Federation of Women's Clubs; George E. Keneipp, for the state and local officials, National Highway Safety Committee; Harold P. Jackson, for National Committee for Traffic Safety.

Among other speakers were Pyke Johnson, president of the Automotive Safety Foundation and Harry Bannister, general manager of WWJ.

TOP network Alfred P. Sloan Radio Award for a sponsored show on highway safety, won by CBS, is accepted by Howard S. Meighan (II), CBS vice president and general manager. Mr. Sloan (center) also presents a citation to Dan Kelly, representing the winning show's sponsor, Electric Auto-Lite Co.

OTHERS receiving Alfred P. Sloan Radio Awards include: Left photo—Harry Bannister, general manager of WWJ; Detroit, accepting for his station; second photo—Sterling Fisher, NBC manager of public affairs and education department, accepting for NBC; third photo—Lester Lindow (II), general manager of WWJ Flint, Mich., and Elmer Knopf, program director, for WFDF; right photo—Robert R. Tincher, general manager of WNAQ Yankton, S. D.

SCHNEIDER Officially Named for UNESCO

APPOINTMENT of Douglas H. Schneider, chief of public affairs overseas program staff in the State Dept., as mass communications director for UNESCO was officially confirmed by the State Dept. last Thursday. He assumed his duties effective May 1 (yesterday) and plans to leave May 15 for Paris, where he will headquarter [Broadcasting, April 25].

Mr. Schneider was European news editor and program director for World Wide Broadcasting Foundation at WRUL, Boston shortwave station in 1940. He joined OWI during the war and later, in 1948 and 1944, had charge of UN radio operation in the Mediterranean theatre comprising North African and Italian network stations. After the war he served in the control division of German information with responsibility for radio, films, press and publications. In November 1945 he was transferred to the American Embassy in Paris and placed in charge of educational exchange, cultural and information programs.
Survey Shows Radio Could Reach More

U. S. RADIO fails to reach more than one-third of its potential morning audience, according to an extensive survey conducted by the Bureau of Applied Social Research of Columbia U.

The survey, supervised by Dr. Helen Dinerman, a research associate, will be incorporated in a book to be published soon by Harper & Bros. The book will contain other studies in communications research.

Listening habits of 3,500 women in New York, Chicago and Kansas City were studied. The results showed that slightly less than one-third of the women constitute the "story audience," the regular listeners to serials; about one-third

'BELL-RINGER'

KWHK, Sponsor Stir School

DON BELL, commentator at KWHK Hutchinson, Kan., and his new sponsor Carey Salt Co. unwittingly upset the equilibrium of the city school's social science course.

It all happened when the sponsor decided to shift Mr. Bell's news program from 2 p.m. to the noon hour in order to pick up a larger regional audience. After the first commentary in the new time slot, students avalanched into the auditorium with letters, teachers telephoned — and even the parents got in on the demonstration. The schools had been using Mr. Bell's comments in their current event studies. Came 2 p.m. and another news program — but no Mr. Bell.

The students prevailed upon the teacher to appeal the time change. The KWHK management, with Gene Minor as general manager, weighed the protests in the light of its public service record and Mr. Bell's words: "If these future citizens of America think enough of me to invite me into their classroom... we're not going to let them down." The sponsor agreed thoroughly.

KWHK then invited the children to the studio and held a ceremony in which the superintendent of schools, the high school principal and teacher took part. Mr. Bell presented the class with a Sound Mirror tape recorder which now enables the students to record the program at the new time and play it back in the favored 2 p.m. spot.

Mr. Bell won the Headliners' Award for radio reporting from Manila at the time of the Pearl Harbor attack. He was a prisoner of war for several years. A former news editor for MBS, New York, Mr. Bell served one year as Washington correspondent, then went to Hutchinson.

CHICAGO FM
Organizational Meet Set

ORGANIZATIONAL meeting of a Chicago area FM association was called Wednesday by Ralph J. Wood Jr., manager of WMOR Chicago, for representatives of 21 local FM outlets.

Steering committee chosen to work out details on FM promotion include Edward Wheeler, manager of WEAW Evanston; Bernard Jacobs, manager, WOAK Chicago; Ted Leitzell, manager, WEFM (Zenith) Chicago; Walter Meyers, chief engineer, WFMF Chicago, and Mr. Wood. Committee members will select ways to sell FM and FM receivers, and plan to set up a survey of FM listening habits for the area.

Mr. Wood pointed out in his invitation to all local FM officials that more than 250,000 FM sets are operating in and around Chicago, and that 12,500 are sold each month.

Other stations represented: WGNB (Chicago Tribune), WXRT Chicago, WFJL (Lewis College of Science and Technology), WMBI (Moody Bible Institute) and WRCK Brookfield.
ABC BILLINGS
Gross Up in First Quarter
GROSS billings from ABC regional and network radio operations hit their highest peak to date during the first quarter of 1949. Total is reported as $12,135,005 compared with the previous all-high total of $11,857,494 for the first quarter three months of 1948.

New network radio business amounting to $750,402 and television sales by ABC-TV of $784,585 also were reported by Fred Throver, ABC vice president in charge of sales. Report was sent in a booklet to clients and agencies detailing new network business and ABC-TV spot sales, as well as improvement and expansion of radio and television facilities.

WBBC Names Garner
APPOINTMENT of E. Eldon Garner as vice president and general manager of WBBC Flint, Mich., was announced by the station last week. Mr. Garner, formerly assistant general manager and commercial manager, replaces Robert L. Balfour, who has resigned to join Forjoe & Co., national representatives. Mr. Balfour will be stationed at Forjoe's Chicago office. Simultaneously with his new appointment at WBBC, Mr. Garner was elected a member of the Board of Education of the Flint public schools.

RADIO NEWS
'Short Course' Announced
"SHORT Course" in radio news will be held June 25 by the School of Journalism, Kent State U., Kent, Ohio. Titled the First Annual Conference of Radio News Editors, the meeting will be held in McGilvery Hall, on the campus. The university holds nationally known short courses in press photography and public relations. Arthur C. Stringer, NAB staff director, will open the conference with a talk, "Raising the Sight of News Directors." Paul Gingeber, Columbus attorney, will discuss legal aspects of news broadcasting. Robert T. Mason, WMRN Marion, Ohio, will discuss "The Importance of News in Programming." Charles Day, president of Ohio Assn. of Radio News Editors, will speak on use of the station newsroom. TV news session is being arranged. Eugene Carr, radio director of the Brush-Moore newspapers, will speak on Radio Newspaper Affiliates: Cooperation or Competition?" A banquet will wind up the short course.

HENRY MORGAN
Summer Show Announced
HENRY MORGAN has landed a sponsor for his NBC comedy show for the summer, at least, when he replaces Duffy's Tavern (Bristol-Myers Co.) starting July 8. The Henry Morgan Show will then be heard in "Duffy's" slot Wednesday 9-9:30 p.m.

Mr. Morgan will have a month's vacation before pinch-hitting for "Duffy," due to the NBC Symphony, under sponsorship of U. S. Steel, moving into his current Sunday, 8:30-9 p.m. time period on June 12. Agency for Bristol-Myers is Young & Rubicam Inc., New York. The U. S. Steel agency is BBDO, New York and Pittsburgh.

Ullman Sales

CAN YOU USE A ROTARY SWITCH WITH . . .
- A tamper-proof rotor arm (patented)
- Extra long life
- Low and uniform contact resistance
- Minimum thermal noise
- High resistance to leakage
- Trouble-free operation

Consult the Daven Company on your switch requirements. A complete line of standard switches is offered; contact our Engi- neering Department for special switch problems. Write for Bulletin SW-1, Dept. BD-3 for complete information on standard switches.

WCOP STORIES
Cop Two Beats in Boston
TWO news beats—one involving a possible strike and the other dealing with the pyramid club craze—have been reported by WCOP Bos- ton, with each drawing tremendous listener response.

When the station's newsroom learned of an impending strike by the Retail Dry Goods Clerks Union against a major downtown Boston store, it confirmed the report with the local and aired the information on its 11 p.m. news program April 9. Police called in a meeting to know more about the strike story.

WCOP followed up the next day with more news on negotiations, which availed the strike, and fed it to the wire services, which in turn carried it on the radio wires. The newspapers ignored the story, according to WCOP, and the station was credited with the news beat covering more than 12 hours.

Last March the ABC outlet started airing, on newcasts, all the information it could get on pyramid clubs. The programs drew gratifying listener response. According to Ron Cochran, WCOP news and special events director, "The more we talked about it the more people called, and the more people called, the more we talked about it . . . we had a whale by the tail and we held on for a long ride . . ."

The news department then got statements from police officials, state tax commissioner, telephone company heads and others. After two and a half days, WCOP gave the story to the wire services, and one of the newpapers followed through with a page-three item using material previously gathered by the station's news staff. Toward the end of the month, Boston papers featured banner headlines about the pyramid club craze.

By taking the initiative, WCOP reports the story paid off handsomely in publicity and audience promotion, as well as in profes- sional credit from wire service and newspaper offices. Highlight of the campaign took place at a payoff—a party where WCOP had set up a recorder to interview winners arriving with "fists full of money," according to Mr. Cochran.

Clintion B. De Soto
CLINTON B. DE SOTO, 37, technical editor of Institute of Radio Engineers since April 1, 1949, died suddenly at his Astoria, N. Y., home on April 27. Mr. De Soto was born in Oshkosh, Wis., in 1912, attended U. of Wisconsin School of Journalism. Surviving are his wife, Louisa Dresser De Soto, and children by a former marriage.
THACKREY DEAL
Warners Contract Extended

CONTRACT for Mrs. Dorothy Thackrey's sale of KFYA San Francisco and KLAC and KLAC-TV Los Angeles to Warner Brothers for $1,045,000, due to expire May 1, has been extended by her to Aug. 1 under an option provision in the contract, spokesmen said last week.

FCC action on the sale is being held up until the Commission completes its study of the qualifications of motion picture producers and other firms involved in anti-trust cases, including Warners. But the contract will expire by its own terms Aug. 1 if FCC has failed to act by that time, authorities reported.

Meanwhile Warner Brothers, owner of KFWB Los Angeles, has completed arrangements for resale of KLAC to Ralph Atllass for $405,000, contingent upon FCC approval of its acquisition of the Thackrey properties (Broadcasting, March 21, April 18). Under FCC's duopoly rule Warner ownership of two stations in the same city would be prohibited.

AVCO STOCK
Firm Registers New Issue

STOCK totaling 387,041 shares, which would be held for issuance to firm's officers was filed in a registration statement filed by Avco Mfg. Corp., New York, with Securities and Exchange Commission last week. Avco said proceeds of the sale would be used to increase working capital.

The shares of 3 par value common stock would be reserved for officers and supervisory executives under the company's stock option plan or any other options taken on when Avco acquires assets of American Central Mfg. Co., a former subsidiary. Option prices range from $6.75 to $8.69 a share.

To Start Radio Course

PROVIDENCE Bible Institute, which owns WPTL Providence, R. I., has scheduled its first 25-week radio course to start Sept. 14. Peter Kirk, station manager and free lance writer, will direct the educational program. Class sessions will concentrate on the history of broadcasting and radio fundamentals in the fall quarter; on special economics in the spring term. Classes will be conducted in the station studios.

Paging Mr. Pearl

DRIVING through Richmond, Va., on their return from a Florida vacation, Bert Pearl, m. of the Mutual co-op, The Happy Gang, and a companion, Max Sanders of Toronto, came to an abrupt stop. Their car crashed into the side of a city bus carrying a bright red and white dash card announcing that The Happy Gang could be heard on WLEE, Richmond MBS outlet. The bus driver got Mr. Pearl's autograph, and Messrs. Pearl and Sanders got a big welcome at the WLEE studios.

HOLMES AWARD

Goes to Margot Mallary

MARGOT MALLARY, advertising manager of Cole of California, was the winner of the Frances Holmes Achievement Award presented by the Los Angeles Advertising Women's Club for the most outstanding advertising woman in Southern California. Award was made at presentation dinner last Friday, April 29, at Hollywood Roosevelt Hotel.

In addition to the highest award, Miss Mallary also received "Lula" awards for two other categories, best copy and best direct mail. Reginald Gardiner, actor, was m. of the entertainment program; Esther Williams, actress, presented awards. Presiding at dinner was Mary Elizabeth Atlee, president of the Women's Ad Club.


CANCER AUCTION
WBAL-AM-TV Give Facilities

A MAMMOTH all-day radio and television auction was to be held Saturday by WBAL WBAL-TV Baltimore as the climax to the $235,000 American Cancer Society's (Maryland division) campaign.

Thousands of dollars worth of merchandise, including four 1949 automobiles, dozen foodstuffs and clothing, went on sale to the highest bidder that morning. All proceeds went to the cancer fund. The articles were shown on television and described on radio, WBAL-TV devoted its entire teletas schedule to the auction. Station planned to go off the air around midnight. Radio personnel and public figures served as auctioneers.

Value of broadcast time and services of persons taking part amounted to between $75,000 and $100,000 alone, according to estimates by George P. Mahoney Jr., campaign chairman, WBAL WBAL-TV donated facilities for the event.

$5.07 saved a contract
...and a man's business

Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were 1100 miles away, but Air Express delivered the 15-lb. package at 3 A.M. - 8 hours after pick-up. Cost, only $5.07. Air Express now used regularly, keeps down inventory, improves customer service by early delivery.

Facts on low Air Express rates

17-lb. carton of bearing aids goes 900 miles for $4.70.
12 lb. of table delicacies goes 600 miles for $2.53.
(Same day delivery in both cases if you ship early)

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.
**LEGISLATION**

Whether the House Interstate & Foreign Commerce subcommittee will act on pending radio measures in this session may be decided before May 15, Chairman George Sadowski (D-Mich.) said last week.

Rep. Sadowski indicated he would call an executive meeting after completion of present non-radio hearings to sift current and "more controversial" legislation for possible consideration. He said no specific radio measure had priority now, but that subcommittee members would have final say. The meeting would be held sometime between May 10 and 15.

No Special Priority

No special priority was attached to the explosive Sheppard bill, notwithstanding Sen. Ed. Johnson's anti-monopoly blast in the Senate a fortnight ago. That legislation (HR 2410), introduced by Rep. Harry Sheppard (D-Calif.), would prohibit station ownership by networks and radio manufacturers. Earlier Rep. Sadowski indicated it was unlikely any action would be taken in this session [Broadcasting, April 18].

Full Committee Chairmen Robert Cramer said there is no desire to press for early consideration of the bill—although not until after the committee has finished its other assignments.

There have been indications in some quarters that the House group is reluctant to act on controversial matters and would prefer to pass the initiative to its Senate counterpart, headed by Sen. Johnson, for any lengthy study of the legislation (HR group)

To Await Senate

In some cases, the House committee already has hinted it would not take any action on measures similar to pending Senate bills until the latter chamber paves the way. Among these is the Ramsey bill (HR 4004), patterned after Sen. Johnson's measure (S 491), to break down clear channels and maintain the power ceiling at 50 kw. Senate action may depend, in turn, on FCC's long-awaited decision in the clear channel case.

Other measures to be screened by the House subcommittee include two Lemke bills—one (HR 65) to allocate a section of the 50 mc frequency band to FM, the other (HR 856) to provide for court tests of FCC decisions which contain scientific or technical errors. Here, the likelihood of action now appears negligible.

**Action in Radio Uncertain**

**SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!**

Record Your Programs By The Sensational New

**COLUMBIA**

 Carp MICROGROOVE METHOD

More For Your Money!

* 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. (80)


As the leading radio school of the world, the Broadcasting Institute of America has prepared a series of 15 lectures which will familiarize the individual with basic radio principles and techniques.

The course is based on three basic principles.

1. The listener must be able to understand what he is hearing.
2. The listener must be able to receive what he is hearing.
3. The listener must be able to reproduce what he is hearing.

The course is open to radio and television students of any age.

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JOHN REYNOLDS, formerly Don Lee Hollywood account executive, has transferred to KTSL (TV) Hollywood sales staff as assistant to BOB ROAG, KTSL general sales manager.

PAUL J. GEOFFREY, formerly with WHJ, Hempstead, L. I., and WGBH Freeport, L. I., has been appointed Alaska sales manager by Pan American Broadcasting Co., station representative in New York.

ROBERT L. HURNS has joined WRFD Worthington, Ohio, as national sales manager. He was formerly manager of Chicago office of Rural Radio Co.

JOHN M. FOUTS, formerly assistant sales manager of WHT New Bern, N. C., has been appointed commercial manager for WLRF, CP holder at New Albany, Ind.

ROBERT BALFOUR, former manager of WBBC Flint, Mich., has been appointed sales manager of Chicago-Midwest division of Forjoe & Co., national station representative.

ROBERT L. BROCKMAN has joined sales department of KSTL St. Louis. He was formerly sales manager of KWGD(FM) St. Louis.

ROSS McCREATH, formerly of radio department of Spitzer & Mills Ltd., Toronto, advertising agency, has joined All-Canada Radio Facilities Ltd., Toronto, station representative firm.

JACK BRAY, announcer at WHWH Warren, Ohio, has moved to station’s sales staff.

RALPH McKINNEY, CBS-TV sales staff, is the father of a boy, Michael.

Feature of the Week (Continued from page 10)

pathetic but heart-warming letters, some of which Mr. Brevik read over the air to prove his point: Contributions, even a few pennies, can mean a lot to starving children.

Thus encouraged by the results, the WDAY public service director decided to extend their money efforts into the Christmas season. It ran two weeks. Again the response was amazing: $2,025.

Early this year, Mr. Brevik hit on the idea of giving his listeners a first hand report from Europe, and they have more than paid for their money. He arranged with CARE to have one of its representatives on the scene in Normandy when a block of packages arrived. The representative telephoned Mr. Brevik who recorded the conversation for playback on his program.

French press coverage set off a long chain of publicity for Mr. Brevik and WDAY. From that country he received newspapers and found his picture staring at him in the front of them. To top it off, dozens of photographs taken at delivery points flooded his office.

At this point Mr. Brevik’s worthy brain child seemed to be gathering momentum. CARE and the American Foundation for the Overseas Blind, who will benefit from this year’s drive, feel that if such a program proved so effective in the Northwest, other stations might be interested in using it. Accordingly, they invited him to New York to discuss such possibilities. Returning home, Mr. Brevik attended the NAB Convention in Chicago where he met Dr. Fair, NAB program director. The idea also captured the enthusiasm of Mr. Fair. As a result, Mr. Brevik has been asked to attend the NAB Program Clinic in June to tell other stations about it.

CARE is sending Mr. Brevik to Europe this summer as one of its public relations personnel. He intends to survey actual needs of children and report directly to his listeners during 1949’s “Parade of Pennies” campaign.

SMITH, SHORE

Sign New P&G Contracts

PROCER & GAMBLE, Cincinnati, through Dancer-Fitzgerald-Sample Inc., has signed Jack Smith for a new long-term agreement in connection with his CBS across-the-board program. In addition, Dinah Shore, who joined the four-year-old show last January, has been signed a long term contract for appearances on the Tuesday, Wednesday and Thursday programs. Other feminine vocalists will be featured on the remaining two days of the week.

According to the agency, such long-range programming plans are evidence of P&G’s conviction that “radio is here to stay for a considerable time.”

P&G REPLY

Tallulah Tube Unrelated To Tallulah, Actress

to Tallulah Bankhead’s suit over a Tallulah Shampoo jingle saying the famed actress had worked herself into a million dollar lather for nothing.

The soap company said no dirt was intended by the verses over CBS and NBC which the actress contended were copyrighted with a tube of Prell. In fact, P & G said, it wasn’t even thinking of her when it jingled: “I’m Tallulah, the tube of Prell . . . all you’ve got to do is take me home and squeeze me.”

P & G pointed out, perhaps regretfully, that Tallulah, the tube, bears resemblance to Tallulah, the actress, and grounds for confusion were indeed dim.

Anyway, it was further stated, the name Tallulah is in the public domain and there are all sorts of things so named. Among them, the soap company observed, are a telephone, a tank, a spring water, a town, a school, a lodge, a paper product, a postoffice, a soft drink and a railroad station.

It was also pointed out that Miss Bankhead herself was named after her grandmother, who was herself named after a “well known river, waterfall or park in the states of Georgia.”

With all the Tallulas round about, P & G further observed, Miss Bankhead should have been no more offended than were all the Elises of the world by the personification of “Elise, the Cow.”

Murphy Named by AWB

DORIS MURPHY has been named Iowa State Chair- man of the Assn. of Women Broad- casters, according to an announce- ment last week by Anne Hayes, chairman of the 10th District of AWB. Miss Mur- phy is currently chief at KMA Sh e n a n d o a h, Iowa. The AWB 10th District covers Iowa, Missouri and Ne- braska.

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April 22 Applications

ACCEPTED FOR FILING

Assignment of License
KLAC Los Angeles—Assignment of license from Warner Bros. Pictures Inc. to KLAC Inc.

Transfer of Control
WKBW and WHFA New Britain, Conn.—Assignment of control of New Britain B&G, Co., permitted, by Julian Greens and Beulah L. Gross.

Modification of CP
WTOI Oklahoma City—Transfer of control of Skinner B&G, Co., licensee, through issuance of additional stock to several of present stockholders.

AM—1190 kc
KLJF Oak Cliff, Tex.—CP new AM station to change from 1190 kc to 1190 kc effective May 15, 1949; to 1210 kc to 1210 kc 10 kw to-1 kw; 0 D.

WEXT Milwaukee—CP change from 1310 kc to 1310 kc, 1 kw to 1 kw, 0 D.

Assignment of License
KWWO Sheridan, Wyo.—Assignment of license from E. S. Carroll to Jim Carroll and Donald E. Tamplain.

WNLQ-FM New London, Conn.—Mod. CP new FM station for extension of completion date.

WWMR Washington, D.C.—Same.

WCFL Chicago—Same.

antenna
cond.-conditional
D-day
LS-local sunset
N-night
mod.-modification
aur.-aural
trans.-transmitter
vis.-visual
un.-unlimited hours
SSA-special service authorization
CG-conditional grant

April 26 Applications

ACCEPTED FOR FILING

Modification of CP
KTMS Santa Barbara, Calif.—Mod. CP increase power etc., for extension completion date.

WKSX New Castle, Pa.—Same.

KYM Yuma, Ariz.—Same.

Transfer of Control
KWKH Huston, Tex.—Transfer of stock owned by J. B. E. B. Russ and L. R. Cooper to John R. Richard, Varn Minar and Frank Fee to KWHK B&G Co. to James E. Murray.

License
WWEZ New Orleans—License for CP for new FM station at Washington, D.C.

KOSA Odessa, Tex.—License for CP for new FM station at Washington, D.C.

KKE-FM Berkeley, Calif.—License for CP new FM station.

KGO-FM San Francisco—Same.

WKCM Columbus, Ohio—Same.

WMMY-TV Detroit, Mich.—Same.

Assignment of License
KSTI Breckenridge, Tex.—Assignment of license from Robert W. Chapman and Max O'Connell 2/4 to Stephens County B&G Co. to Stephens County B&G Co., Inc.

AM—1440 kc
WVLY Ludvigsburg, Mo.—Assignment of license from D. O. Faige to Playeau B&G Co. AMENDED re distribution of stock.

AM—1410 kc
KBBM Austin, Tex.—Mod. license change from 1410 kc 10 kw D to 1410 kc 250 w 100 w-un.

Modification CP
KXZV-FM Houston—Mod. CP new FM station for extension of completion date.

WGTX-FM Wilson, N.C.—Same.

WNJR New York—Same.

WBGA Schenectady, N.Y.—Same.

(Continued on page 66)
Various pros by Assn. has completed plans are largely end notes descriptions announcer, 10:80 aired Dahl of Arrowhead Virginia's first WHLB SPRING'S at Van Beuren Program entire stand. Final ter, APPLE aired Saturday mornings N. U. Y. R. programs, Winchester's from across roof Minnesota.

News of is single program for will be conducted by three. First few programs will cover course etiquette, description and use of various clubs and facts every golfer should know about game. Ralph Allinger, WPAS sports director, will moderate series, which will be aired Mondays and Fridays, 8:30 - 8:45 p.m.

"You Can Be a Star" WEEKLY talent hunt package, You Can Be a Star, owned and encased by Mort Nusbaum and broadcast by WHAM Rochester, N. Y., has been renewed for an additional 26 weeks by its sponsor, Union Outfitting Co. Series now includes road show unit, with personal appearances scheduled for upper New York State. Mr. Nusbaum conducts this show in addition to his daily three hour morning stint on WHAM.

Quiz Show TAKING format of Information Please in reverse, KYW Philadelphia's new program, Fountain of Facts pits expert Alfred Morley against a panel of three. Panel asks questions and Mr. Morley, without rehearsal, gives extemporaneous answers. Listeners are invited to submit questions on any subject; for each query used writer receives $2. Twenty-five dollar Security Bond is awarded to writer of any question that Mr. Morley fails to answer. Fountain of Facts is prepared and produced by John Stilli.

'WAAM Sportsroom' WAAM (TV) Baltimore's WAAM Sportsroom offers latest information on racing results, baseball scores, etc., as well as entertainment and interviews with prominent figures. Minimum of seven sets are used, including miniature race track on which races are shown as they are being run, night club setting, living room, scoreboard showing latest results, press box set, and background used by stars of show, Tommy Dukehart and Joel Cohan.

'Harvin's Television Amateurs' JOINT sponsorship by Marvin's, Credit Inc., and by the Emerson Radio and Television Corp. of WTTG (TV) Washington's Harvin's Television Amateurs began when program debuted April 26. Show originates on stage of Howard Theatre in Washington, which is permanent television facilities have been installed. Hal Jackson, Washington disc jockey, will appear. In addition to amateurs, Mr. Jackson will have celebrity from entertainment world as his guest. Contract for program was placed through Kiss, Erhardt & Merrick, Washington.

'Miracle Field Day' WORZ Orlando, Fla., was on hand for every minute when "Miracle Field Day" was celebrated in Central Florida by U. S. Soil Conservation Service. Day began at dawn and by dusk Service had produced miracle complete farm.

Eric Comes to Cleveland START of Eric Railroad service into Cleveland's Union Terminal was telecast by WEWS (TV) Cleveland. Telecast was on film, and showed Cleveland Mayor Thomas A. Burke driving golden spike which completed his $1,000,000 terminal link, as well as ceremonies marking entrance into terminal of Eric's all-Diesel passenger trains.

Health Message FACILITIES of three of the four major networks—ABC, NBC, CBS—were utilized by the Democratic National Committee between April 22 and 27 to explain high points of President Truman's National Health Message to the public. Broadcasts included comments from members of Congress. NBC Commentator Leif Eid interviewed Sen. James A. Murphy (D-Mass.) April 22 from 10:45 to 11 p.m. EST, with Rep. John D. Dingell (D-Mich.) appearing the following night on ABC from 7:30 to 7:45 p.m. Mutual gave over its 10:45 -11 p.m. period last Wednesday to Rep. Andrew D. Bie- miller (D-Wis.) and officials of the AFL and National Farmers' Union.

State's Heritage SERIES of weekly broadcasts telling interesting story of founding and growth of Commonwealth of Massachusetts has been inaugurated by WNNH and WPMR (FM) New Bedford, Mass. To illustrate program, series of enlarged reproductions of historical State documents are being exhibited in Public Library.
STAFF announcers had median earnings of $4,400 in 1947, with the artists' pay trend generally upward, according to a survey of radio artists in 15 cities conducted by the U. S. Bureau of Labor Statistics in cooperation with AFRA. First results of the study indicated a rising employment level in radio [BROADCASTING, March 14, 11].

Freelance announcers, on the other hand, were found to average $9,800 in 1947, the bureau found, with one out of four earning over $17,000.

Actors averaged $3,100 during the year, low earnings of freelancers bringing down the level. Singers' earnings averaged $5,800, according to the bureau. Sound effects men averaged $5,000 for the year.

Earnings of radio performers have a "tremendous range," the bureau found. Pay of actors and singers varied widely, with a much narrower spread among staff announcers and sound effects artists.

Variation also was found by the bureau as between different cities of the highest scales prevailing in New York, Los Angeles and Chicago. Highest earnings for actors were in New York and Chicago. Singers did best in Los Angeles, with announcers faring best in New York.

The bureau's figures represent gross pay, before deduction of any expenses such as agents' commissions, telephone service, clothing and entertainment. In all, 3,742 artists were covered. Cities include these 15 areas: New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland (Ore.), Washington, Cleveland, Minneapolis and Kansas City.

The study was prepared by Helen Wood and Raymond D. Larson, of the bureau's Occupational Outlook Branch. A third report will show artists' earnings from all fields of work and the final one will contain more comprehensive data on the subjects covered by the first three sections along with facts on artists' work experience, education and training.

The following table shows radio-performer earnings of artists reporting earnings mainly or solely from this source in 1947:

<table>
<thead>
<tr>
<th>Occupation and City</th>
<th>Number of</th>
<th>1 out of 4</th>
<th>1 out of 2</th>
<th>1 out of 4</th>
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<tr>
<td>STAFF ANNOUNCERS</td>
<td>594</td>
<td>$3,300</td>
<td>$4,400</td>
<td>$6,400</td>
</tr>
<tr>
<td>New York</td>
<td>69</td>
<td>4,900</td>
<td>7,100</td>
<td>11,200</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>79</td>
<td>3,300</td>
<td>4,900</td>
<td>8,400</td>
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<tr>
<td>Chicago</td>
<td>42</td>
<td>4,400</td>
<td>6,500</td>
<td>9,500</td>
</tr>
<tr>
<td>Other Cities</td>
<td>404</td>
<td>3,100</td>
<td>4,100</td>
<td>6,200</td>
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<tr>
<td>FREELANCE ANNOUNCERS</td>
<td>172</td>
<td>4,400</td>
<td>9,800</td>
<td>17,200</td>
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<tr>
<td>All cities</td>
<td>102</td>
<td>12,500</td>
<td>17,000</td>
<td>27,500</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>52</td>
<td>5,600</td>
<td>11,000</td>
<td>18,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>55</td>
<td>5,200</td>
<td>10,000</td>
<td>18,000</td>
</tr>
<tr>
<td>Other Cities</td>
<td>30</td>
<td>2,500</td>
<td>4,200</td>
<td>6,300</td>
</tr>
<tr>
<td>SINGERS</td>
<td>272</td>
<td>1,900</td>
<td>3,800</td>
<td>6,900</td>
</tr>
<tr>
<td>All cities</td>
<td>275</td>
<td>2,900</td>
<td>5,900</td>
<td>10,700</td>
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<tr>
<td>New York</td>
<td>105</td>
<td>2,400</td>
<td>4,900</td>
<td>8,700</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>71</td>
<td>2,400</td>
<td>4,900</td>
<td>8,700</td>
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<tr>
<td>Chicago</td>
<td>42</td>
<td>2,400</td>
<td>4,900</td>
<td>8,700</td>
</tr>
<tr>
<td>Other Cities</td>
<td>99</td>
<td>900</td>
<td>2,700</td>
<td>4,300</td>
</tr>
<tr>
<td>ACTORS</td>
<td>785</td>
<td>900</td>
<td>3,100</td>
<td>9,100</td>
</tr>
<tr>
<td>All cities</td>
<td>395</td>
<td>1,200</td>
<td>3,500</td>
<td>10,200</td>
</tr>
<tr>
<td>New York</td>
<td>228</td>
<td>1,100</td>
<td>3,500</td>
<td>10,200</td>
</tr>
<tr>
<td>Chicago</td>
<td>57</td>
<td>1,300</td>
<td>3,900</td>
<td>10,200</td>
</tr>
<tr>
<td>Other Cities</td>
<td>104</td>
<td>700</td>
<td>2,200</td>
<td>5,500</td>
</tr>
<tr>
<td>SOUND EFFECTS ARTISTS</td>
<td>460</td>
<td>3,800</td>
<td>5,000</td>
<td>6,200</td>
</tr>
</tbody>
</table>

1 Earnings rounded to nearest $100. Detailed tabulations on yearly earnings will be included in the final report on the survey and are available upon request.

2 Includes a few artists who did not report the city where they were employed.

3 Too few cases to warrant calculation of separate figures.

4 Less than $500.


Evelyn Walmsley Named

EVELYN WALMSLEY, of McKee & Albright, is the new president of the Advertising Media Forum of Philadelphia. Other officers elected were N. C. Doughty, N. W. Ayer & Son president; R. T. O'Reilly, N. W. Ayer, secretary, and D. B. Arnold, Gray & Rodgers, treasurer. Elected board chairman was Solis Canston, Solis C. Cantor Agency, and program chairman, L. D. Farnath, N. W. Ayer. Guest speakers and group discussions at monthly meetings of the Forum cover radio and television timebuying, spacebuying in newspapers, magazines and trade papers. The AMP, formed in 1945, has one or more representatives from 21 of Philadelphia's leading agencies.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address and Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Broadcasting Porter, Washington, D.C. A/Rooms 2414, Member AFCC</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Commercial RUSSELL, 319 BOND BLDG. DI. 1319, Washington, D.C., Member AFCC</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>John H. MAY, 1422 F ST., N. W., Kollag Bldg., Washington, D.C., REpublic 3904, Member AFCC</td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>Andrew Corporation Consulting Radio Engineers, 365 E. 75th St., Triangle 4400, CHICAGO 19, ILLINOIS</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Chambers &amp; Garrison, 1519 Connecticut Avenue, WASHINGTON 6, D.C., Michigan 2261, Member AFCC</td>
</tr>
<tr>
<td>WILLIAM E. BINDS, JR.</td>
<td>John Creutz, 319 BOND BLDG., REPUBLIC 2151, WASHINGTON, D.C., Member AFCC</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Nathan WILLIAMS, Allocation &amp; Field Engineering, 820 13th St., N.W., Telephone 8073, Washington 5, D.C.</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;, Washington 5, D.C.</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>&quot;Radio Engineering Consultant&quot;, 1820 Jefferson Place, N.W., Washington 6, D.C.</td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>&quot;Consulting Radio Engineers&quot;, 4125 Monroe Street, Toledo 6, OHIO</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111, Washington 4, D.C., Member AFCC</td>
</tr>
<tr>
<td>GAUTNEY, BAY &amp; PRICE</td>
<td>George P. ADAIR, Consulting Radio Engineer, 826-28 Landers Bldg.—Ph. 3621, Springfield, Missouri</td>
</tr>
<tr>
<td>FRANK H. MCINTOSH</td>
<td>1023 CONNECTICUT AV., N.W., WASHINGTON 6, D.C., Member AFCC</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>William J. FOSS, Inc. Formerly Colton &amp; Foss, Inc., 927 13th ST., N.W., Republic 3883, WASHINGTON 6, D.C.</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Philip Merryman &amp; Associates • Heatherdell Road • ARDSLEY, N. Y. • Dobbs Ferry 3-5733, RADIO CONSULTANTS</td>
</tr>
<tr>
<td>SILLMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS, 1011 New Hampshire Ave., RE 6446, Washington, D.C.</td>
</tr>
</tbody>
</table>
Help Wanted

Manager
Sales manager for one kilowatt station in New England state. Salary commission open to right man. Box 839a, BROADCASTING.

Experienced announcer wanted to go with station to 10 nearest $4,000 and become manager of one of the largest small southern town, also delivers station into major microcosm market. Post Office Box 3608, Columbia 8, S. C.

Salem
we received numerous responses to our recent classified ad seeking a topnotch salesman, as a result of which we now have a very large number of candidates. If you need Harten Daniel, General Manager, WJIR, Bluefield, Va., which is a real co-operator. Create sales ideas where only hard selling succeeds. Can eliminate all but the best. Please write for directions to WJIR Box 1758, BROADCASTING.

WANTED: Experienced announcer with 10 years experience to join new kilowatt daytime station. Give details of present salary. Box 839a, BROADCASTING.

Combination salesman-announcer for two hundred watt fifty watt station in prosperous city, with all facilities. Must be capable of selling salesmanship. Required will be given full details in first letter giving references, also must have excellent reputation. Box 889a, BROADCASTING.

Alert radio account executive with success in Detroit station. Must be willing to work hard and learn fast. Position offers 15% commission on all business. Box 250a, BROADCASTING.

Real salesman, personable, conscientious, reliable. Good opportunity to get into big time without high pressure. KXVH, in the Heart of the Rockies, Salida, Colorado.


Salesmen—1 kW network affiliate has immediate opening for steady man for local accounts. Excellent opportunity. NVST, 426, Long Beach, and good prospect list. Vacancy due to lady getting marriage. Considering all references, complete information, picture and references WPFD, Flint, Michigan.

Announced

Wanted—Excellent salesman-announcer for 1 kW independent. Accent on box, and please send disc. Box 942a, BROADCASTING.

Announcer-engineer for progressive 250 watt midwest network station. Will pay $1.70 per hour for 40 hours to right man. Schedule calls for 46 hours or week. Send full references. Box 942a, BROADCASTING. Permanent.

Need two announcers with first class background for WJRB, Green Bay, Wisc., and WRNW, KANA, Ames, Iowa. Qualifications same for both stations. Good opportunities for good men. Send full references to WRNW, WDC, Green Bay, Wisc.

Announced—Engineer-announcer with accent on announcing. Also one experi-
enced announcer. Southeast Georgia stations, pleasant working conditions. WRGN, Wadi, Savannah, Georgia.

Announced—Excellent opportunity for good disc jockey, good voice, who likes to work at radio. Excellent working conditions, including housing and shore guidance, education, marital status and excellent working conditions. Send disc photo to Station WSSW, Pittsburgh, Pennsylvania.

Combination engineer-announcer wanted for one kilowatt station in New England state. Box 846a, BROADCASTING.

Technical

Newscaster & editor, prefer man be

Production-Programming, others

Seattle Times, Seattle, Washington.

WANTED—Excellent opportunity for good disc jockey, who likes to work at radio. Excellent working conditions, including housing and shore guidance, education, marital status and excellent working conditions. Send disc photo to Station WSSW, Pittsburgh, Pennsylvania.

Wanted—Engineer-announcer with accent on announcing. Also one experi-
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Announced—Excellent opportunity for good disc jockey, good voice, who likes to work at radio. Excellent working conditions, including housing and shore guidance, education, marital status and excellent working conditions. Send disc photo to Station WSSW, Pittsburgh, Pennsylvania.

Help Wanted (Cont'd)

First class broadcast engineer capable of handling any phase of techniques. Good salary and opportunity to serve national network. Ref. Station KAMC, Waco, Texas. Box 899a, BROADCASTING.

Radio engineers desiring to travel. Will consider men both with and without previous experience. Throughout the United States. Good prospects, chance to travel. Offering positions. Must have 10 years technical experience. Not including military training, be 28 years of age, have automobile operator's license. Send complete references and personal photograph. Box 815a, BROADCASTING.

Wanted—Engineer with or without previous experience for 1000 watt day- time station. Box 870a, BROADCASTING.

Chief engineer wanted for new kW station in southern city. Must be capable of sale of complete equipment and making transmitting and studio equipment. If you are of good character, experience and can put the station on the air, offer an excellent salary. Future $150 weekly. Can pro-

Help Wanted (Cont’d)

Copywriter, experienced and willing to travel. Radio Technicolor, NBC Radio City, Will travel. Disc available. Box 842a, BROADCASTING.

Experienced commercial writer available. Send samples and background. Box 730a, BROADCASTING.

Executive secretary, preferably from broadcasting, experienced in advertising. F. H. Ford, KENT, MBS af-

Situations Wanted

Manager

Man 47, exceptionally qualified to man-

BROADCASTING.

BROADCASTING.

BROADCASTING.

BROADCASTING.

BROADCASTING.

BROADCASTING.
Situations Wanted (Cont'd)

Announcer—Well versed in all forms of studio routine. Good athletic background. From Chico, Ca. Experience play-by-play. Disc available. Any time for good opportunity. Box 855a, BROADCASTING.

Announcer—Young, single, some experience school station. Would like to travel. Box 859a, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstanding talent. Box 862a, BROADCASTING.

Dependable, staff announcer, 27, married, pleasant personality. Good top in special events and spots. Box 864a, BROADCASTING.


Yes, single announcer, recent graduate of leading radio school, lacks commercial experience. Desires opening in Southeast. Prefer Mississippi or New England. Box 871a, BROADCASTING.


Competent announcer. Experience, College education. Bob Millisor, 804 W. 111th North, Kansas City, Mo.

Experienced announcer, continuity writer wants permanent position. Operates control board, knows script. Stars, shows, special events. J. B. Richardson, 711 N. Raymond Ave., Pasadena, California.


University of Florida radio speech graduate definitely interested in radio. Inexperienced. No bad habits to undo. College graduate. Address, Stanley Turegano, 5011 Prytania St., New Orleans, Louisiana.

... KRGB received excellent results from a classified ad in BROADCASTING. Fun, we cover the two announcers. We cancel the remainder of the favorable response of the first...” Dick Watkins. Assistant Manager.

Technical

Construction chief engineer—Construct radio station or chief of established station. Seven years radio, five in broadcast engineering. Highest degrees and extensive experience. Morale salary $85.00. Box 516a, BROADCASTING.

Engineer now employed desires change with possibility TV. Thoroughly experienced. Excellent references. Box 516a, BROADCASTING.

Announcer—Age 31, married, veteran, sober, conscientious, hard worker. Construct station or chief of established station. CRE 10 years experience. Reference, Fred RAND. Box 855a, BROADCASTING.

Engineer—1st phone, employed. married, have car. Desire above Maryland. Reply Box 868a, BROADCASTING.

Engineer—15 months experience transmission. Presently employed. Require notice. Box 888a, BROADCASTING.

Situations Wanted (Cont’d)

Chief engineer desires change, seven years radio experience. Experienced in construction, operation and maintenance. Sober, conscientious, efficient references. Box 903a, BROADCASTING.

Chief engineer 250 or 1 kw preferred, some experience with all phasesof stations operation especially continent. Installation, supervision. Prefer anywhere. Box 912a, BROADCASTING.

Technician—first phone, 26, married. Ex-Marine, Desires change. Nine years experience in AM, FM transmitter operation, studio control, remote and recording, TV studio and transmitter operation. Five years experience, highest degree. Best references. Box 914a, BROADCASTING.

Experienced engineer—18 years AM, FM construction and maintenance. Experienced in AM-FM. Prefer Wisconsin, Illinois, Indiana, Southeast. Box 916a, BROADCASTING.

Operator—with first class telephone and second class license. Experience of working with 250 watt station. Employed as chief engineer for past six years. Desires similar opportunity. Box 917a, BROADCASTING.

Chief engineer, Experienced. Will travel. Married. Presently employed as chief engineer for stations 250 watts. Box 935a, BROADCASTING.

Veteran, 26, married. Desire permanent position in southern Oklahoma. Ten years radio experience. Excellent references. Experienced in construction, maintenance, and operation. Box 937a, BROADCASTING.

Help! Have lst class radio phone. Am long on ambition, alertness, youth, but short of experience. Are you looking for something more than just hard work—an affair of hours. Technical training a necessity. Box 942a, BROADCASTING.

Help! lst class radio phone. Am long on ambition, alertness, youth, but short of experience. Are you looking for something more than just hard work—an affair of hours. Technical training a necessity. Box 942a, BROADCASTING.

Holder lst phone, single, will travel, Desires employment with good background. Box 957a, BROADCASTING.

Chief engineer—Fully experienced in construction, maintenance, and operation. Have of AM-FM and wants position anywhere in west. If you have CP, can build Deardorff installations. Post in any station. Married, no children. Have car, good references. Mail reply, Box 961a, BROADCASTING.

Operator—continuity writer, lst class phone. Wants work as straight operator. Pick up show or willing to write. Box 986a, BROADCASTING.

Engineer—first phone, 14 years experience, desires employment. Will work in any section. Has all required equipment. Will travel. Box 989a, BROADCASTING.

Editor—2nd phone, 28, married. Experienced in all phases of AM-FM operation. Will do anything. Available one month. Box 991a, BROADCASTING.

First phone engineer, recent graduate from radio school desires position with broadcast station. Experience with public address and television. Will work in any section. Box 992a, BROADCASTING.

Chief engineer—Age 31, married, veteran, sober, conscientious, hard worker. Construct station or chief of established station. CRE 10 years experience. Reference, Fred RAND. Box 855a, BROADCASTING.

Chief engineer—Age 31, married, veteran, sober, conscientious, hard worker. Construct station or chief of established station. CRE 10 years experience. Reference, Fred RAND. Box 855a, BROADCASTING.
Help Wanted

SALESMEN

Time Salesman Wanted. 35 year old midwestern regional CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not high pressure. He is experienced in solid selling and servicing. He will have the advice and assistance of an experienced program staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, we offer you an unusual opportunity with better than average compensation. Write or wire your qualifications and references and an interview will be arranged. Address Walter Reithardt, Station WLTAD, WLTAD-FM, Quincy, Illinois.

Production-Programming, others

WANTED: Salesmen regularly called on broadcasters. We have profitable sidelines. Write details of your experience, territory you cover. A good man can add a $100.00 a month to his income with very little effort. Write Cook, RADIO SERVICE, 874 N. Duke Street, Lancaster, Penn.

WANTED

STATION MANAGERS!

Need trained personnel?

BROADCASTERS!

Want a refresher course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N.W.
Washington 10, D. C.
Residence and Correspondence School

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3338-16th St., N.W.
Washington 10, D. C.

Please send information concerning:
☐ Correspondence
☐ Residence Courses.

Name:

Address:

City:

State:

SCHOOLS

Schools (Cont'd)

F. C. C. LICENCE COURSE

Accelerated Training
You are prepared for 1ST CLASS PHONE (FCC) LICENCE in 4 to 6 weeks.

Practical Instruction
Classes and training conducted directly in New York City radio stations.

Arrangements for Quarters

Write or Phone

CAMBRIDGE

School of Radio Broadcasting

220 W. 42nd St., New York, N.Y.
Phone WI 7-0038

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL.

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly.

All replies strictly confidential.

Box 905, Broadcasting

SCHOOL RADIO

U. of Neb. Uses KFAB Time

PLANS of the U. of Nebraska to enter educational FM broadcasting have been held up because of lack of funds for a transmitter. The university radio department is equipped with studio, control room and other facilities, but the missing link has been the transmitter.

Solution to the problem came last month when the university completed arrangements with KBAB-FM Omaha for an hour and 15 minutes of broadcasting daily. An announcement of the arrangement was made by William C. Dempsey, acting director of radio at the college. The KBAB-FM time, coupled with the time already provided by KOLN, Lincoln AM outlet, gives the university students a block of an hour and a half for local broadcasting daily, Mr. Dempsey reports.

“We feel that a block of time is essential in proper radio training,” he said, “since it provides the pressure of the real radio station. Most anyone can produce a show once or twice a semester, but an hour and a half every day in the week takes work.”

Students, working under the direction of the radio department faculty, produce, engineer, write and perform all of the broadcasts. A station staff has been set up with students appointed to the various positions.

SCHOOLS

SCHOOLS, INC.

CENTRAL RADIO AND TELEVISION SCHOOLS, INC.

17th and Wyandotte Streets
Kansas City, Missouri

Florida Network Station

- Top exclusive market
- Well operated — profitable
- Excellent network affiliation
- Realistic price for quick action

Price $75,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVE

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldgs.
Sterling 4341-C

DALLAS
Philip D. Darrow
Tower Petroleum Bldgs.

SAN FRANCISCO
Ray N. Hamilton
Russ Bldg.
Exbrook 2-5672

FOR SALE—One Gates coaxial amplifier MGS453 $75.00—two Shure microphones 233BE $49.00. One UTC line microphone $95.00. One RCA 53D microphone $75.00. Two cabinet mounted Jensen speakers CM7-15 $40.00 each. One Montgomery Ward half-30 speaker $35.00. Two RCA 885 speakers with 300 watt transformers $125.00 each. One RCA line speaker KR81 $140.00. Three RCA 1100 watt FMC transmitter $125.00 each. Two RCA monitor amplifiers 24AC $100.00 each. One RCA linearity $35.00. Two RCA LC401 monitoring speakers and cabinet plus fiber unit $250.00. Two Allen Lancing amplifiers A134 $350.00 each. Two Turner U806 microphones $15.00 each. One UTC transformer or L600 $25.00. Two Allen Lancing dual type microphones $39.00 each. F.B. Pottsville. Contact WFAA, Pottsville, Pennsylvania.

For Sale

Florida Network Station

- Top exclusive market
- Well operated — profitable
- Excellent network affiliation
- Realistic price for quick action

Price $75,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVE

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DALLAS
Philip D. Darrow
Tower Petroleum Bldgs.

SAN FRANCISCO
Ray N. Hamilton
Russ Bldg.
Exbrook 2-5672
REBROADCAST PLAN
Designed to Offset Audience Loss to TV—Poller

REBROADCAST of nighttime network programs the first day of the week is proposed by Lou Poller, WPWA-Chester, Pa., as a means of offsetting loss of audience to television.

"A continuing loss in audience is certain to bring either cancellations of costly network programs, demands for reduced time charges, or an expansion of audiences," according to Mr. Poller. "The competition between two of the major networks for Sunday night name shows under their own recognition of this condition.

REPUBLICAN RADIO
CBS Advisors Meet

BOARD of consultants for the CBS Sunday morning Church of the Air series, last Monday unanimously endorsed the network's policy of retaining for the time being, the old-time radio groups who, while making positive statements of faith, do not attack believers' of others. The annual breakfast meeting, held at CBS headquarters, also approved the Church of the Air practice of working with separate denominations rather than with associations in allocating times.

The group learned that CBS is currently studying means of adapting television techniques to radio air time, rather than simply telecasting church sermons. Isabel Redman of the CBS-TV public affairs staff, and producer of Lamp Unto My Feet, network's Sunday afternoon series showing religious-school children learning their lessons, announced that a new religion program is being prepared for the summer season.

Board members proposed several ideas for religious radio programs, which will be considered by the CBS staff.


Non-members of the board present were: Dr. Middle Davis, of the Jewish Theological Seminary. Dr. Theodore Savage, charter member of the Board of Consultants, succeeded during the afternoon by Dr. Griswold. Mr. Charles H. Hirsch, acting chairman of the National Radio Commission of the Southern Baptist Convention.

The following officers of the committee were: Vice President Davidson Taylor; Robert G. Jones, director of education and opinion broadcasts; Leon Levine, director of education; Edith M. Brink, assistant to Mr. Schindel; Donald Macab, executive director of public affairs; Elmo Inman, director of religious broadcasts; and Miss Redman.

TED KENNY (r), chief engineer at KDKA Pittsburgh, advises Father Joseph A. Lauritis, public relations director of Duquesneo U., on construction plans for the Pittsburgh school's FM station, WDQU. Station, now under construction, will operate on Channel 207 (89.3 mc) with 10 w. Studios and control room will be on the second floor of the university's administration building.

WU BALL CASE
FCC Probe Is Postponed

FCC INQUIRY INTO Western Union's rates and practices for base-ball play-by-play service was postponed last week from May 9 to May 17 at request of WIND Chicago.

The investigation, which is to inquire into WU's past policy as well as charges and regulations under the new tariff which went into effect April 18, was ordered by the Commission in mid-April. The hearing was ordered coincident with denial of a petition filed by WIND in opposition to the then proposed new rates [Broadcasting, April 18].

WIND alleged that certain provisions of the new rate was discriminatory to radio stations and asked that the provisions be suspended. WIND further asked that WU be required to show cause why it should not be eliminated.

The new rate calls for payment of $2 per game by each station using the service in addition to the regular fee paid by the originating station subscriber. WIND in its opposition said this charge was discriminatory since newspapers and press associations relay the information to non-subscribers at no extra fee.

FCC's hearing order pointed out that under the old tariff a subscriber station was not permitted to network the service to non-subscribers and that it wished to investigate reports that WU had allowed such retransmital in certain instances. FCC indicated that this waiving of certain provisions of the old tariff may have constituted violations of the Communications Act.

The Commission order specified that Hearing Examiner Elizabeth C. Smith would preside at the inquiry.

BROADCASTING • Telecasting

OKLAHOMA STATION
Highly Profitable Network Affiliation Exclusive
$120,000

CALIFORNIA STATION
Full Time Well Equipped Exclusive
$80,000

SMALL PROPERTIES DIVISION
THE SMITH DAVIS CORPORATION

Smith Davis. President Albert Zugsmith. Exec. Vice-Pres. 317 South Sixteenth Street Phone Kingsley 6-1132 Philadelphia 2, Pa.

IM McMillen has rejoined station WIND in Detroit, as news editor. He formerly held that post at station, but had resigned to work in Baltimore.

BOB TERRY, St. Louis sports announcer, has resigned from station WATE. He will feature sports scores and stories on 1:30-6:30 p.m. program of that station.

CHARLOTTE SLIFE, assistant to news editor of KROS Clinton, Iowa, has resigned. No future plans were announced.

EVERETT MITCHELL, NBC farm commentator, will receive honorary degree of Doctor of Letters from Carthage College, Carthage, Ilh., on June 6. This marks first time in school's history that an honorary LL.D has been awarded to person outside field of education. It was reported.

LUCILLE HASTINGS, on newsroom staff of KXL Denver, received first place award for radio script "Colorado Speaks," and first in news program category for excellence of a radio newscast, in competition conducted by Colorado Press Women.

JACK BRICKHOUSE, sports service manager for WGN-TV Chicago, is father of a girl. Mr. Brickhouse is heard on WGN's Final Weekend Sports Review Saturdays.

KWSC Pullman, Wash., provided coverage and management which involved death of five men last month. Station also sent special events staff to cover earthquake which hit state.

WBUY-FM OPENS
Outlet Duplicates AM Shows

WBUY-FM Lexington, N. C., took the air late last month on Channel 232 (94.3 mc) with effective radiated power of 100 w. The FM outlet duplicates all programs of its AM affiliate WBUY.

Stations are owned by Omar and Greeley Hilton. C. Robert Ray is general manager. WBUY-AM is a fulltime outlet, operating on 1450 kc with 250 w.
WMT FARM DAY
July 29 Set by Worcester

FOURTH annual National Farm Field Day, sponsored by WMT Cedar Rapids, Iowa, will be held July 29 at Delaware County Fairgrounds, Chuck Worcester, station's farm service director, has announced. Farm organizations also are assisting in sponsorship of the huge one-day farm show, which annually attracts over 40,000.

Theme of this year's event is "Farm and Home Storage," a topic termed by many as the "greatest immediate pressing problem in agriculture." Highlights will be a $1 million display of new farm equipment, the annual WMT gadget contest and entertainment featuring station's radio stars. Dozens of exhibits will be used to explain and demonstrate storage step by step. Fairgrounds are 40 miles from Cedar Rapids.

AFRA Ball
FOR first time in AFRA Ball history, this year's affair, to be held at New York's Hotel Astor May 29, will include a brief revue about radio, presenting the humorous side of the business from the actor's standpoint. Proceeds from the ball, which also will present numerous stars in headline acts, will be used to send New York delegates to the AFRA Convention in August.

A 1 1/2 BILLION DOLLAR MARKET spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "rope" will bring you all the facts, as well as current availabilities. Write today.

JOHNNY ROWHER, formerly of program staff of KROS Clinton, Iowa, has joined KCOG Center ville, Iowa, as program director.

RAYMOND P. POTTS, formerly doing radio work for American Legion department of Indiana, has joined WLRF under construction in New Albany, Ind., as head of programming.

FRANK FARRELL has joined announcing staff of WTM Cleveland.

BOB WATSON, formerly of WCAP Ashbury Park, N. J., has joined WYOS Liberty, N. Y., as announcer-engineer.

WILLIAM D. GREGORY, formerly with WELP South Boston, Va., has joined WRXO Roxboro, N. C., as program director.

EARL STEELE, former announcer at CBS New York, KMOX St. Louis and KLAC Hollywood, has joined WCCO Minneapolis announcing staff. Mr. Steele's wife, SALLY FOSTER, is currently singing on station, and has her own program.

LEWIS LANE, founder of NBC's music research section, has resigned to devote his full time to teaching and lecturing. He joined NBC in 1929.

WILLIAM E. MERIDETH, WPRD Worthington, Ohio, program director, has resigned to accept position as information specialist with U. S. Occupation Forces Far East, in Japan. He will be assigned to Japanese Radio Network as director of public service programs.

JOHN L. HUTCHINSON, WBRN-TV Buffalo, N. Y., producer, and Jean Ashley Kimball, have announced their marriage.

WILL DOUGHERTY, program director of WHHJ Warren, Ohio, has been appointed to head all radio programs and publicity for 9th District American Legion convention to be held in Warren June 29.

GEORGE DYORAK, chief announcer at KFI Los Angeles, is the father of a girl, Charlene.

TOM MARSHALL of WNJR Newark, N. J., is the father of a girl, Georgia Pauline.

ROBERT HAFTER, formerly freelance screen writer, has joined KNX Columbia Pacific Network, Hollywood.

Quaal Registration
WARD QAAL, director of Clear Channel Broadcasting Service, has filed notice of his recent CBSS appointment with the Secretary of the Senate. Mr. Quaal, who temporarily assumed director's duties during Louis Ruppel's illness, had originally registered Feb. 21 on a temporary basis under Sec. 305 (a) of the Lobbying Act. The CBSS head gave his annual salary as $13,000 compared to $225 per week he received in an acting capacity.

as producer. Prior to his screen writing, Mr. Hafter was with CBS as executive producer.

HULL YOUNGBLOOD has joined announcing staff of WOAI-TV San Antonio, Tex.

HALD LAWRENCE, formerly with WTOP Washington, has joined WCAU Philadelphia announcing staff as summer replacement.

ELINOR LEE, director of community service for WTOP Washington, has been appointed to serve on executive committee of Assn. of Women Broadcasters.

JERRY SPERLING, formerly with KFRO Longview, Tex., as special events man and sportscaster, has joined KALB Alexandria, La., where he is doing production and M. C. work, and special events.

ROGER KRUPP, former announcer with ABC, NBC and CBS, has joined WBAY Coral Gables, Fla., where he will conduct disc show and do newscasts.

JOHN BROOKMAN, HUGH MERRY MIX and WALLACE R. JACKSON have been added to NBC Central Division's program staff as assistant AM production directors for daylight savings time operations.

JAMES RAYMOND, former staff organist and musical producer at WXYZ Detroit, has joined production staff of WGN Chicago. He is a former writer and announcer.

DOBROLE NICOLLS has been named director of special events at WPIL (FM) Providence, R. I. Her former work as continuity supervisor has been taken over by SHIRLEY WHITE.

ROBERT J. BODDEN, program director of KROS Clinton, Iowa, for past two years, has resigned. He has announced no future plans.

JANET GILLESPIE has joined WHHI Warren, Ohio, as continuity writer.

LIQUOR ADS
House Group Gets Petition

PETITIONS containing nearly 300 signatures were referred to the House Interstate & Foreign Commerce Committee last week in support of a pending bill to outlaw advertisement of alcoholic beverages on radio and television broadcasts. The petitions were from Women's Christian Temperance Unions in sections of Delaware.

Despite perennial support of the measure, introduced last February by Rep. Joseph Bryson (D-S.C.), there appeared little likelihood last week it would be considered by the FCC-FTC-SEC subcommittee in the near future, according to House sources. The legislation (HR 2428) prohibits transportation in interstate commerce of advertisements of all alcoholic beverages, including beer and wine, under penalty of a fine between $100 and $1,000 and/or six months to a year imprisonment. Specifically, it would extend the penalty to advertisers in radio, newspapers and other periodicals, as well as to station operators themselves.

COCONINO CO.
Flagstaff Outlet Denied

APPLICATION of Coconino Broadcasting Co., Flagstaff, Ariz., for new AM station on 600 kc with 1 kw fulltime, was denied by the FCC in default.

The Commission's order pointed out that the firm had failed to appear at the scheduled hearing in March and that the Coconino counsel resigned from the case three days before the hearing because the firm failed to supply necessary information he had requested. FCC reported the firm had informed the attorney by telephone before his resignation that it was not sure it wished to proceed further. Coconino originally filed its request in early 1947.

KATHERINE F. LENROOT, chief of Children's Bureau, Federal Security Agency, will discuss the objectives of this year's Child Health Day, on today's (May 2) ABC Ted Malone program.

THE EARLY BIRD CATCHES THE WORM,
But...
Early or late or in-between
in Memphis, it's

WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
580 Kilocycles
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
BROADCASTING • Telecasting

Page 72 • May 2, 1949
FCC Giveaway Approach ‘Dubious’—Marks

CRUSADE by WBBR Buffalo's Georgie Walker to eliminate luxury taxes is gaining momentum in the Buffalo area. Station reports Reps. Chester C. Geeguard (D-N.Y.) and William L. Pfeiffer (R-N.Y.) have sent word to Mr. Walker, WBBR disc jockey, that they are in favor of his drive and will support a bill introduced in Congress to banish the luxury taxes. Mr. Walker started his campaign early last month on T.N.T. Show, aired Monday through Saturday, 7-10 a.m.

FCC's proposed move against giveaway programs [BROADCASTING, Aug. 9, 1948] should more logically be based on the ground that these shows do not serve public interest, rather than the dubious ground” that an arbitrary and capricious FCC actions appears to be a reasonable safeguard against administrative abuse of power, Mr. Marks asserts. Thus far, he notes, “the actions of the FCC have been regarded by the courts and the public as being within the realm of reasonable discretion.” He continues:

If a similar exercise of administrative discretion results in1948 in Radio giveaway as contrary to public interest, certainly the courts would give great weight to the administrative experience to which the Commission has referred in interpreting public interest, convenience, and necessity.

Mr. Marks feels that “a sizable segment” of listeners object to “the low level of entertainment which these [gimpy] shows provide,” despite their generally high Hoop-erations. He notes that the industry itself, through the NAB Code, is on record against programs designed to “buy” audiences. But, he adds, because the Code “cannot be enforced by legal sanction, it appears that voluntary industry action will not solve the problem.”

Voice Personnel
STATE DEPT.'s International Broadcasting Division has moved some of its Washington radio and television equipment to Sarasota, Fla., for public relations and media advice programs. He writes:

Careful consideration must be given to the argument that the label (fortune-telling, etc.) each [gives] an element of fraud on the public, while giveaways can at worst be classed as “poor entertainment.” “An attempt to buy the audience,” or “leading to family discord and encouragement of gambling.”

If FCC decides that giveaways are contrary to public interest, the article says, “this decision can also be based upon the argument that giveaway programs consist of the same elements which have led legislators in past to prohibit gambling activities.” Although the money giveaway shows may not meet the tailored description of a lottery in the traditional sense, certainly the same appeal is made to the human desire to get something for nothing.”

The right of the courts to reverse

CENSUS MEASURE
House Gets Non-Radio Bill
LEGISLATION directing a national census of housing in 1950, as part of the population inquiry of the decennial census, has been reported to the House with amendments by the Post Office and Civil Service Committee. The bill (HR 2203) provides for statistics on number, geographical distribution and characteristics of housing units, but does not include provision for AM-FM TV sets under utilities and equipment.

A separate bill, authorizing census of broadcast receiving sets and authored by Rep. James Dolliver (R-Iowa), was introduced last January but still pending in the same committee, with no prospect of early action. AM-FM TV sets would be included as part of the 1950 and subsequent decennial census, to provide data on the number and geographical distribution of sets in the U.S. NAB has already urged inclusion of the question of radio ownership in any 1950 census bill [BROADCASTING, April 4].

FINDIN' IT HARD TO DECIDE (Ky.)?
If you're wavering and vacillating about buying radio coverage in Decide (Ky.), better stop your conflict and choose with WAVE!

WAVE made up its mind, long ago, to throw everything we've got at the Louisville Trading Area. We broadcast exclusively to that Louisville area, but we do give you our station's greatest metropolitan area, where the standard of living is 46% higher than in the rest of the State.

So don't get schizophrenic from indecision. Get decisive, and get results, with WAVE!
MISSOURI HONORS
For Davis, Knight, Johnson

ELMER DAVIS, ABC commentator; John S. Knight, head of the Knight radio and newspaper interests, and Alfonso Johnson, executive secretary of the Southwestern Advertisers Agencies, will receive individual awards for distinguished service in journalism from the U. of Missouri next Friday.

Similar awards will go to the Memphis Commercial Appeal, published by the Memphis Publishing Co., licensee of WMC Memphis; and to the Saturday Evening Post.

Mr. Johnson’s citation reads as follows: “In recognition of his many services to education for journalism, and in training in the advertising field; his career as a high-minded and altruistic journalist, advertising executive, and citizen, his continuing loyalty to his Alma Mater, who, in turn, is happy to honor him.”

The Commercial Appeal is to be honored “for its long and proud history as a courageous newspaper...” its notable record of public service in its Plant, engineering, business man, advertising executive, and citizen efforts, and day out, a good newspaper.”

COMMUNICATIONS
Senate Study Meet Held

PROBLEMS of American international and domestic record communications companies, and need for legislation that would permit consolidation of duplicated equipment, were discussed by a group of company officials and Senators Ernest W. McFarland (D-Ariz.) in Washington April 22.

Mr. McFarland, chairman of a Senate Interstate & Foreign Commerce subcommittee on radio, telegraph and telephone, said the conference was an attempt to determine what steps could be taken to possible study in that field. He had indicated that telephone matters probably would command the subcommittee’s initial consideration (and to date) but said he was willing to work with the conference representatives to confer among themselves with a view to further discussion with Senator McFarland.

Due to “urgent” legislative business in Congress, however, another conference in the near future was held unlikely.


KMBK Kansas City, Mo., carried special broadcast of Kansas City Chamber of Commerce testimonial luncheon for aviation industry.
SALE OF KOWH, Omaha independent, and its FM affiliate, KOAD, by the World Pub. Co. (Omaha World-Herald) to Mid-Continent Broadcasting Co., a newly-formed company headed by Robert H. Storz, Omaha businessman, was consummated last week subject to customary FCC approval. Transfer application, to be filed with FCC within a fortnight, is expected to fetch a sales price in the neighborhood of $100,000.

Mr. Storz is vice president and a director of an Omaha brewery, in which he holds 20% interest. He holds 60% in Mid-Continent and is president and director of the corporation. His son, Todd, former local sales manager of KPAB, Omaha, holds 40% of the broadcasting corporation and is vice president and secretary and would become general manager of the station.

The transfer applications are being drawn by Francis X. McDonough of Dow, Lohnes & Albertson, who was in Omaha last week. The applications will specify the present staffs of the stations will remain unchanged under the projected new ownership, with B. C. Corrigan continuing as station manager under the Junior Storz.

KOWH was founded in 1922 as WAAW and was acquired by the World Pub. Co. in 1939. The station operates on 660 kc with 500 w daytime. KOAD began operation in 1948 on Channel 225 (82.9 mc) with 70 kw. Book value of the properties, it is understood, is in the neighborhood of $250,000.

BUDGET BILLS

House Hearings Deferred

DATES for hearings on two House-passed bills—one covering appropriations for State and Justice Dept. budgets for independent offices—have been deferred by the Senate Appropriations Committee. Hearings originally were planned for last week.

The former bill, involving funds for State’s Voice of America broadcasts, may be considered sometime next week, with date for a hearing expected to be set this Wednesday or Thursday. No consideration has been given to the other measure, which includes appropriations for several independent agencies, among them FCC and FTC. Latter measure provides for increases in commissioners’ salaries from $10,000 to $12,000 [BROADCASTING, April 18].

NEW BUSINESS

(Continued from page 15)

ALBERS MILLING Co., Seattle (Friskies canned dog food), April 20 started three-weekly sponsorship of Elmer Peterson Newsmasts on 12 NBC Western stations. Contract is for 42 weeks.

GRUNTAL & Co., New York stock exchange member, sponsoring series of Italian language programs on WHOM New York, offered “in the public interest” to enlighten foreign-language listeners on stock market operations.

SANTA CLARA COUNTY MEDICAL SOCIETY appoints Benet Hanau & Assoc., San Jose, Calif., to handle advertising. Radio will be used.

NETWORK ACCOUNTS • • •

JOE LOWE Corp., New York (Popsicles, frozen confection), contracted for first network sponsorship of CBS-TV Lucky Pup, puppet show. Firm to sponsor Monday broadcasts in 28 cities, coast to coast, effective today, May 2. Program, sponsored oni the same date.

PAL BLADE Co., New York, through Al Paul Lefton Co., New York, May 8 starts sponsorship of The Story of the Week on ABC-TV. Five-minute video film of news highlights of week is scheduled for Thursdays, 9:25-9:30 p.m., and is set to follow projected Time Inc. sponsorship of Crusade in Europe [BROADCASTING, April 15] expected to start on same date.

BONAFILE MILLS Inc., New York, replaces its Step Me If You’re Heard show this April 29th on NBC-TV with show starring comedian Benny Rubin. Agency: S. R. Leon & Son, New York.

LUTHERAN LAYMEN’S LEAGUE, St. Louis, contemplating half-hour telecast of its MBS Lutheran Hour on CBS next fall. Decision expected at summer convention in California.

TONI Co., Chicago, chose That Wonderful Man, original situation comedy show for its CBS-TV slot this Thurs., 9:30 p.m. EST. Program, originating in New York June 2, will be produced by Charles Irving of Charles Irving Productions, New York, who handles firm’s AM show on CBS, This Is Nora Drake, and supervised by Roger Pryor, head of Route, Cone & Helding, also New York. Plan is to develop a male star with appeal for women customers of Toni’s permanent and shampoo. Firm is conducting talent search for the star, who need not have a “name.”

PURE OIL Co., Chicago, renews its news program on NBC (Mon.-Fri., 6:45-7 p.m.) for 55 weeks. When new schedule begins today (May 21), company will enter its 16th year of sponsorship on network. Agency: Leo Burnett Co., Chicago.

WILLARD BROWN

Named to New GF Post

WILLARD P. BROWN Jr., former assistant to the production manager in the Maxwell House division, has been appointed assistant to Howard M. Chapin, director of advertising, General Foods Corp.

Mr. Brown, who joined GF in 1942, served two years with the Franklin Baker division. Later he was head of the methods and standards department of Maxwell House in Hoboken, becoming assistant to the production manager in 1947. Before joining GF he was with the Royce Chemical Co. and the Frosted Food Sales Corp.

Mr. Brown replaces Benjamin K. Grogan, who has been promoted to sales and advertising assistant, Walter Baker division, Dorchester, Mass. Mr. Grogan was formerly assistant advertising manager of the Post Cereal division. Replacing Mr. Brown is Charles Overbeck, who has temporarily transferred from the present job as assistant plant manager at Maxwell House.

CAB CONVENTION

Stress Sales at June Meet

EMPHASIS on selling the medium will have a place at most panel discussions to be held during the 15th annual meeting of the Canadian Assn. of Broadcasters, June 13-16, at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B. Tentative agenda includes various panels on selling the radio medium, selling

In Milwaukee's

One of America's Great Independent

May 2, 1949 • Page 75
ANTI-CLEAR BILL
Would Threaten Rural Service, Quaal Says

RESIDENTS of rural areas and small towns face "a loss or serious impairment" of their radio service unless action is taken to defeat current legislation pending in Congress, Ward Quaal, newly-appointed director of Clear Channel Broadcasting Service, has declared.

Mr. Quaal's observations were contained in an article written for the Morning Journal, Marquette, Mich., and drew the endorsement of Rep. John B. Bennett (R-Mich.), member of Interstate & Foreign Commerce Committee now studying the measure (H. 491). Congressman Bennett inserted the piece in the Congressional Record three days after Mr. Quaal assumed his new post. He had been acting director to CCBS.

"Farmers have failed to give more than passing notice to a U. S. Senate bill which, if it became law, would deprive them of much of the service they presently receive," Mr. Quaal observed. He referred to explosive legislation authored by Sen. Edwin C. Johnson (D-Col.), who heads the committee.

Citing FCC Chairman Wayne Corl's statement last January that "some 20 millions of ... people have never had adequate radio service," Mr. Quaal asserted the "only effective way to remedy this de-fect" is by "retaining ... and permitting, indeed requiring, clear channel stations to increase their power so as to provide the sort of signal that is necessary for improved service." He termed the term "harmless" the "latent dangers inherent in the bill, which would require duplication of stations on clear channels, would be interference leading to deterioration of remote area service, and limitation of power to 50 kw., "thus foreclosing any reasonable possibility of improving the present inadequate service," according to the CCBS director.

Operation by Mexican stations in excess of 50 kw and a breakdown of U. S. clear channels would "sacrifice the exclusive use of ours to other North American nations," Mr. Quaal stated.

AT&T STATEMENT
Debentures To be Offered

REGISTRATION statement covering $400 million worth of debentures to be offered to capital stockholders of American Telephone & Telegraph Co., New York, has been filed with Securities and Exchange Commission. Company would offer them at $100 for each $100 principal amount, with stockholders entitled to subscribe to one for six shares of capital stock held on May 6. Offering will not be underwritten, according to the statement.

AT&T said proceeds of the sale will be used for advances to subsidiaries and associated companies; for additions and improvements to its telephone plant; for purchase of stock offered for subscription, and for general corporate purposes. Debentures are convertible into capital stock at $130 per share from Sept. 1, 1949, to June 19, 1961, and $140 thereafter. Initial redemption price of debentures is 105% of principal amount plus interest.

Storecasting Deal

STORECASTING is expected to invade Pittsburgh very shortly, with negotiations in progress between Storecast Corp., New York, the city's FM stations and 125 stores representing three chain organizations. Deal is expected to close very shortly and detailed announcement will be forthcoming.

Only station saturating rich Western Washington market!

CBS
SEATTLE
TACOMA

THE PIONEER
50,000 WATT STATION OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Page 75 * May 2, 1949

Electronic Book
Zworykin, Ramberg Authors


THIS new volume replaces the second edition of Photocells and Their Application, written in 1934 by Dr. V. K. Zworykin, RCA director of electronic research and vice president and technical consultant, and Dr. E. G. Ramberg, research physicist at RCA Labs Division, Princeton, N.J. The purpose of this book, as of the older book, the preface states, "is to familiarize the reader with the properties, preparation and use of photocell devices," and to furnish data on the latest developments in the field, including the image tube and electronic TV. The book is divided into two equal parts. The first 11 chapters deal with the principles and preparation of photosensitive devices, and the remainder of the book with their application. Television and facsimile receive individual attention as direct outgrowths of the photoelectric cell. Each chapter contains devoted exclusively to these media and other chapters touching on the subject.

Burton Phones Clancy

DUBLIN, Ireland, has many families by the name of Clancy, but Bob Burton, WEEK Peoria disc jockeys, had difficulty reaching any of them (via teleprinter recorder connector) April 18. The occasion was the birth of the Republic of Ireland, and Mr. Burton thought he heard the "Clancy Lowered the Boom" record on his That Burton Thing show, trying to establish the first Clancy in the Dublin phonebook. One Clancy had moved, another wasn't at home. On the third try, Mr. Burton reached Basil Clancy, a publisher, who said he'd never heard "Clancy Lowered the Boom" but would be happy to print a story about Mr. Burton's call.

Fred A. Palmer Co.
Columbus, Ohio

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(20 years experience)

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- SALES PROMOTION

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Telephone—Worthington 2-7346
Promotion

ELMITT EASTCOTT, program director of KGFI Los Angeles for past two years, has joined ABC Western Division as director of broadcast promotion, serving under NORMAN NELSON, promotion manager.

JOHN VIBA, formerly copy contact man for Abbott Kimball Co., Los Angeles, has joined KTTV (TV) Hollywood as promotion director. With Abbott Kimball Co. he worked on the Capital Records and Capitol Transcriptions account as well as Packard Bell radio. As joining the agency in May 1948, he had operated his own agency for 18 months.

SUE CLARK CHADWICK, publicist on NBC Truth or Consequences, is the mother of a boy.

ROBERT PATT, advertising and sales promotion manager for WCBS New York, is the father of a girl, Christy.

Write Your Own Commercials
LISTENERS to Ruth Welles York, is Johnager.

NORMAN NELSON, Western Pa. conjunction with its Standard of FIRST and program, offer commercials.

ELMITT EASTCOTT, Los Angeles, was joined KGFJ

SCHEDULE

PORTLAND, BROADCASTING

An Audience

 ailments

Satisfaction Pays
BELIEVING that satisfied client is best salesman, Robert S. Keller Inc., sales promotion firm, has issued new promotion piece featuring letterheads of its station clients and inviting those interested to “check with our stations — they know!” Front panel features photos of Mr. Keller’s clients, written suggestions, “Don’t take my word for it — I’m prejudiced.” Back panel lists the several sales advantages available on a “handshake retainer-fee basis.”

MBS Fact-Finder
FOUR-page MBS folder titled “Hunting for facts that will help you — get more for your advertising money!” outlines facts about network’s facilities, coverage, distribution of power, programs and its “flexibility in special marketing problems.” Folder is illustrated in cartoonist fashion.

Viewed in Comfort
NEW twist for covering baseball occurred when KPIX (TV) San Francisco invited “Bucky” Walker, baseball writer for San Francisco News, to cover first game of season — “and the first game to be televised in Northern California.” An armchair, beer and cigars were placed for his comfort, before a receiver. Mr. Walker’s talk included one-column halftime of himself before receiver, under full page banner: “Video Proves News to Armchair Baseball Strategists.”

WPILN ‘Newscast’
VOLUME I of the WPILN (FM) Providence, R. I. Newscast has been mailed to more than 30,000 persons in the area. The four-page mimeographed sheet, containing station news items and personality notes, will be mailed monthly.

“Student Day”
STUDENTS took over WVOI Liberty, N. Y., on April 19 when station inaugurated its first “Student Day.” They broadcast from sign-on until midnight. Students were selected by competitive auditions, and sponsors were notified of WVOI new “staff.” Success of its first “Student Day” has prompted WVOI to offer similar opportunities in succeeding weeks to other major communities in its primary broadcast area.

CKNW Salutes Newfoundland
CKNW New Westminster, B. C., has developed a promotion piece around entry of CKNW into the Dominion of Canada. Piece includes envelope bearing first issue stamp commemorating the event and continuous Elliott-Haynes survey showing CKNW as “still second station in Vancouver.”
4-A ELECTIONS

Eleven Local Chapters Name Officers

OFFICERS and governors have been elected at 11 local chapters of the American Assn. of Advertising Agencies and were announced last week by AAAA headquarters, New York. New officers of the group’s six sections were announced last week. [Broadcasting, April 25].

Other governors: C. L. Green-wood of Knox Reeves Advertising Inc., St. Paul; Sibley of Olinstead & Foley, Minneapolis.


Other governors: Dan White of Dan White & Assoc., El Paso; Harold Halsell of Erwin, Wasey & Co. of the South, Oklahoma City; J. B. Wilkinson of Wilkinson, Schwietz & Tips Inc., Houston; another governor to be elected.


Other governors: Harry Burton of McCann-Erickson Inc., Port-land; Wayne Leland of House & Leland, Portland.

NORTHERN CALIFORNIA CHAPTER: Chairman: Henry Krieger of Honig-Cooper Co., San Francisco; vice chairman, Ford Sites of Fote, Cone & Belding, San Francisco; secretary-treasurer, Ross Ryder of Ryder & Ingram Ltd., Oakland.


SOUTHERN CALIFORNIA CHAPTER: Chairman: Gene Duckwall of Fote, Cone & Belding, Los Angeles; vice chairman, Robert B. Shirley of J. Walter Thomp-son Co., Los Angeles; secretary-treasurer, Charles John Hawkins of Barnes Chas Co., Los An-g eles.

Other governors: Gayb Little of Little & Co., Los Angeles; Charles Levitt of Smalley, Levitt & Smith Inc., Los Angeles.

CBA CONVENTION

July Meet at South Bend

THIRD annual convention of the Catholic Broadcasters Assn. will be held July 29-30 at the U. of Notre Dame, South Bend, Ind., Rt. Rev. Msgr. Francis X. Sallaway, CBA chairman, announced last week.

Broadcasters from the U. S. and Canada will attend the convention.

Opening session will be held Fri-day, July 29, and Saturday will be devoted to panel and work-shops on problems faced by Catholi-ces producing their own religious programs. High priority will go to dramatic programming, according to Msgr. Sallaway, with television running a close second. Represent-atives from commercial radio will assist with the workshop, Msgr. Sallaway said, along with outstand-ing broadcasters in the Catholic field. CBA headquarters are in Wil-mington, Del., P. O. Box 1573.

GOOD NEIGHBOR

WKNA Turns Award Into Sale

AN ABC promotion gimmick—the Good Neighbor Award on Break-fast in Hollywood—was built into a city-wide observance last month by WKNA Charleston, W. Va. Prom-otion held much publicity for the station and the sale of the ABC co-op program in that market, WKNA reports.

Some ten phones of the All-city’s audience are in Charleston, collected over $107,000 for a relief fund to provide for families of seven firemen killed in a March fire disaster, WKNA decided the project would have some recognition.

The station contacted Carl Webster Pierce, producer of Breakfast in Hollywood, and suggested that the civic action mar-til the program’s Good Neighbor Award. Mr. Pierce agreed. WKNA Promotion Man-ager Jim van Sickie arranged with the West Virginia Safety and Health Council to co-sponsor a city-wide memorial service and Mayor R. Carl Andrews proclaimed the day Fire and Accident Memorial Day.

WKNA promoted the event on the air, in the local papers and at public meetings. Award was pre-sented to the mayor and governor at special ceremonies, which WKNA broadcast from a local au-ditorium. As a result of the event, the Bluefield Supply Co., West Vir-ginia distributor of Hotpoint appli-ances, signed with WKNA to sponsor Breakfast in Hollywood in that area.

KEITH KERBY

Leaving KSFO-KPIX June 1

KEITH KERBY, program director of KSFO and KPIX (TV) San Francisco, resigned in connection with As-sociated Broadcasters, licensee, for the past 12 years, will resign effec-tive June 1. He plans to go into production and marketing of tele-vision package shows.

Bill Baldwin, announcer, actor, writer and special features direc-tor at KSFO-KPIX, also plans to resign on that date, leaving for Hollywood to handle both radio and movie work.

Mr. Kerby went to KSFO from KOIN Portland in 1937. He worked as an announcer and special events man until 1939 when Associated Broadcasters bought KROW Oak-land and transferred him there as assistant manager. During the war he covered the Pacific for ABC, and returning to the states, joined KGO San Francisco as actor and announcer. In 1944, Mr. Kerby re-tumed to his program director pos-tion. Last December, when KPIX began operation, he assumed duties covering radio and television pro-ductions.

It’s No Bull!

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

WMGW


Catholic Broadcasters

MIDDLE Atlantic regional meeting of Catholic Broadcasters was held April 30 at Seton Hall College, South Orange, N.J. Program was devoted to talks and discussions of religion in radio. Joseph P. Keat-ing, assistant commercial program supervisor of MBS, spoke on "Religious Broadcasts and the Net-works."
WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

**Corny?**

WIBW The Voice of Kansas in Topeka

**BROADCASTING • Telecasting**

**OFFICIALS of WHO Des Moines, which celebrated its 25th anniversary April 10 are (1 to r): William D. Wegner, secretary; D. D. Palmer, vice president-treasurer; Col. W. J. Palmer, executive vice president; Paul A. Loyet, vice president and resident manager; Dr. Herbert Hender, board member.**

**Milestones**

- WHO Des Moines, which celebrated its silver anniversary on April 10, is one of radio's pioneer stations. Station was established in 1924 by Bankers Life Co., a life insurance firm, with power of 500 w on 670 kc. Power was increased to 50 kw in 1933 and frequency was changed to 1040 kc in 1941. In 1939 Central Broadcasting Co., Col. B. J. Palmer, president, became owner and operator of WHO. Station's first regularly scheduled broadcast was made April 10, 1924. WHO organized one of the first farm service departments in 1936. It has more than 60 employees who have been with station more than 10 years. In 1948 WHO-AM went on air, and WHO-TV is now in advanced planning stage. WHO has been active in all public service programs including war effort, European aid, and sponsorship of plowing matches and soil conservation field days.

- WBEN-TV Buffalo, N. Y., is planning special variety program in conjunction with its first anniversary May 14.

- John Ademy, associate editor and newscaster on WCAO Baltimore, is now in third year of broadcasting Studebaker News.

- WSUI, U. of Iowa's station at Iowa City, celebrates its 50th year of scheduled broadcasting. Highlight of event will be open house May 6 and 7.

- George Graves, horticultural authority, began his fifth year on WOCP Boston April 24.

**CBC Economy**

**DRASTIC ECONOMIES are in view for Canadian Broadcasting Corp., according to statement of Lord of Governors chairman, A. D. Dunton, at Toronto, that CBC hasn't enough money to give adequate service on a national basis. Speaking at the Arts Council of Canada on April 21, Mr. Dunton stated that CBC will have to slash its services severely unless more money is provided. He stated that the $2.50 a year license for radio homes is not enough. Last year CBC paid $1,300,000 direct to Canadians for creative work. To keep up that pace, CBC would need listener license fee of $7.50 per radio home to provide three national programs (instead of present two) with French language equivalents. He said television would multiply CBC financial problems five times.**

**WLS(AM) Chicago**

May 2, 1949 • Page 79
FCC Actions

April 28 Applications

ACCEPTED FOR FILING

AM-1270 kc

KBND Bend, Ore.—CP change from 1270 to 1270 kc, w. 1 kw. to w. 1 kw.

DA-W

AM-560 kc

WSPA Shawnee, Okla.—CP to change from 560 to 560 kc to 560 to 560 kc. w.

DA-W

AM-1280 kc

WYhe County, Tenn.—New CP to change from 1280 kc to 1280 kc, w. 1 kw. to w. 1 kw.

DA-N

WHFM Memphis, Tenn.—New CP to change to 890 kc, w. 1 kw. to w. 1 kw.

DA-W

WNYT New Orleans, La.—New CP to change from 650 kc to 650 kc, w. 1 kw. to w.

DA-W

TENDERED FOR FILING

AM-1450 kc

WJMR New Lenox, Ill.—CP Change from 1450 to 1450 kc, w. 1 kw.

AM-1600 kc

WYED Minneapolis, Minn.—CP to change from 1600 kc to 1600 kc, w. 1 kw.

APPLICATIONS DISMISSED

AM-710 kc

AM-1580 kc

KSBN Snowdon Radio Enterprises, Inland, Wash.—New CP to change from 1580 kc to 1580 kc, w. 1 kw.

AM-1100 kc

KDXJ Snowdon Radio Enterprises, Jennings, La.—DELETED April 28

AM-940 kc

KCUI Snowdon Radio Enterprises, Medford, Tex.—DELETED April 28

SUMMARY TO APRIL 28

Class

Summary of Authorization, Applications, New Station Requests, Ownership

On Air Licensed

Admissions 1,985

FM Stations 72

TV Stations 59

* on air

APPLICABLE CP

APPLICATIONS

AM-450 kc

WJMR New Lenox, Ill.—CP Change from 990 kc to 990 kc.

AM-1260 kc

WYED Minneapolis, Minn.—CP to change from 1260 kc to 1260 kc.

APPLICATIONS DISMISSED

AM-710 kc

AM-1580 kc

KDSN Snowdon Radio Enterprises, Inland, Wash.—New CP to change from 1580 kc to 1580 kc.

AM-1100 kc

KDXJ Snowdon Radio Enterprises, Jennings, La.—DELETED April 28

AM-940 kc

KCUI Snowdon Radio Enterprises, Medford, Tex.—DELETED April 28

Corrections

APPLICATION OF John W. Bolker for a new CP station at Charlotte Amalie, Virgin Islands, is for 160 kc, full time, on 160 kc, instead of daytime only as incorrectly reported in Broadcasting, April 18, 23. Also, new AM application for new CP at Omaha under the name of Oneota Broadcasting Co., is for 630 kc, full time, and no CP is as yet announced. N. 166.

PHILLIPS H. LORD production, Country Spy, sponsored by Pepsi-Cola on ABC, received Magazine Digs award "for providing good entertainment and effective public service."

Box Score

CAA Brews Storm

(Continued from page 28)

maximum would increase at the rate of 100 feet for each mile, up to the 500-foot maximum height.

In addition to those fixed-height limitations, certain "planes" and "shapes" would be established. These would not be permitted to extend above these aerodynamic approval. These limitations, Comm. Webster said, are "restrictive and economic... limitations... except in the immediate vicinity of the airport."

Some industry spokesmen were particularly disturbed by a section of the proposed standards which they construed to impose substantial limits on towers within seven to eight miles of any airport which may be used." In instrument landings, they felt, more time should have been allowed.

If the proposals are enacted into law, under this provision, be classified as one which "may" be so used.

Robert V. Howard, NAB's director of engineering, declined to discuss the proposals Friday, declaring they were too involved and complex to permit comment without further study.

Need More Time

Others felt industry would not be able to gauge the full effects of the proposals without applying them to sample cities and sample problems—a tedious task for which they felt more time should have been allowed.

In his letter, Comm. Webster described current policy on clearance of towers and tower sites as "unrealistic." The policy, he explained, is to study the aerodynamic effects if (1) the tower will exceed an overall height of 150 feet above ground level, or (2) if the antenna is located within 100 feet of the boundary of a landing area and will exceed an overall height of five feet above ground for each 50 feet of distance to the nearest boundary of the landing area.

He noted that television and FM frequencies require higher towers for adequate coverage and that thus it has been "almost impossible" to an applicant to select a site without prior study of the aeronautical features.

The problem of getting CAA approval for a tower site has long been plagued and delayed broadcasters. Charges of inconsistency have been raised frequently against the CAA. The advisability of making suitable regulations as one of the issues in hearing cases was put to FCC in a recent proceeding, as yet undecided, while the problem also is due to be aired in forthcoming hearings relating to KQO Denver and WOR New York.

LIBEL and SLANDER

Invasion of Privacy

Plaintiff-Copyright-Infringement

For the wise Broadcaster

OUR PATented POLICY provides adequate protection

Surprisingly inexpensive

CARRIED WITHOUT

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Kansas City, Missouri

Page 80 • May 2, 1949
FOURTH Inter-American Radio Conference swung quickly into action last week at Havana, Cuba. The U.S. Washington as delegates from 22 countries gathered to work out allocations of frequencies between 10 and 4000 kc.

The FIAR session is combined with the International Telecommunication Union's Region 2 Conference because the same delegates and overlapped week. The opening plenary session was held Monday afternoon for FIAR-Region 2. In a spirit of exceptional unanimity the delegates quickly dispelled with the preliminaries of electing officers, approving agendas, organizing committees and naming arbriters and other matters. By completing in a few hours what some international conferences require weeks to accomplish, the session was prepared to begin committee work the following morning. Progress was so rapid and the meeting completed by mid-June, it is estimated.

Harmony theme was keynoted by James E. Webb, Under-Secretary of State, who said the "world has come to expect from this Hemicphere the encouraging spectacle of efficient collaboration leading to concrete achievements in the field of communication. The sentiment was echoed in behalf of visiting delegates by Col. Helio Costa, chief of the Brazilian delegation.

However, despite the warm feelings expressed at the outset, certain of the various countries have been at odds particularly over standard broadcast matters and it is felt these will be major obstacles to overcome when they arise. Although much of the broadcast policy will fall to those revising the North American Regional Broadcast agreement, one issue to be met will be use of 540 kc [BROADCASTING, Feb. 28]. The U.S. has made proposal of limited use of 540 kc while Mexico and Canada already employ the facility.

Other Problems

Other touchy problems reported to possibly cause some friction concern differences of tropical broadcasters and common carriers and whether to re-establish the Inter-American Radio Office, now in Havana.

General the FIAR-Region 2 conference proposes to revise the previous Inter-American radio conventions and regulations within the framework of the Universal Declaration of 1947. Resolutions also are to be considered pertaining to compilation of national station lists and to submission to the Special Administrative Conference called for October 17 in Geneva [BROADCASTING, April 18]. The SAC will prepare the first edition of the International Frequency List.

The three previous Inter-American

BROADCASTING • Telecasting

Unanimity Exceptional

WWJ CHANGES

Mr. Walbridge Mr. Betteridge Mr. Parmalee Mr. DeGroot

Walbridge and Parmalee Among Four Promoted

APPOINTMENTS of Willard Walbridge as general sales manager of WWJ WWJ-FM WWJ-TV Detroit and Wendell Parmalee as sales manager of WWJ and WWJ-FM were announced last week by Harry Bannister, general manager of the Detroit News stations.

Mr. Walbridge, sales manager of WWJ-TV since 1946, succeeds Harry Betteridge, who announced his resignation effective May 15 [BROADCASTING, April 28]. Mr. Betteridge is resigning to become a partner in the William I. Dannem Inc., Detroit advertising agency.

The firm will hereoforth be known as Dannem & Betteridge Inc.

Mr. Parmalee was formerly assistant sales manager of WWJ and WWJ-FM.

Mr. Parmalee joined WWJ in 1935 as local salesman, advancing to eastern representative in 1936 and to assistant sales manager two years later. In 1939 he joined George P. Hullingbery Co., national representative firm. He returned to WWJ in 1941 and was named assistant sales manager, a post which he held until his new appointment as general manager.

Two other appointments also were announced by Mr. Bannister last week. Don DeGroot, formerly station manager of WTAC Flint, Mich., was named program manager of WWJ and WWJ-FM, succeeding Stanley Swales, who was appointed night manager of the AM-FM-TV operations.

MAULSBY NAMED

CBS Manager of Broadcasts

GERALD F. MAULSBY, for the past year CBS assistant director of special services, has been named manager of broadcasts for the network. He assumes the principal duties formerly performed by William H. Fineshriber, Jr., newly appointed director of operations (see story page 28).

Mr. Maulsbly joined CBS in 1934 in what is now the network operations division; his beginning was as division director in 1939 and assistant to the director of broadcasts in 1942.

In March 1943 he joined the Office of War Information serving in its broadcasting activities in London. In 1944 he was assigned to psychological warfare division of SHAPE and to the chief of the radio information section. He later went to Germany as chief of the radio section of information control division of USFET. There he headed German broadcasting in the American zone.

Returning from overseas in May 1946, Mr. Maulsbly was named assistant to the director of public affairs, becoming assistant director in 1948.

May 2, 1949 • Page 81
At Deadline...

RENEWALS GRANTED 24 STATIONS BY FCC

RENEWALS of license granted by FCC Friday to 24 AM stations and licenses of 17 other outlets extended on temporary basis.

KSFQ San Francisco, whose license was asked not to be renewed by atheist Robert H. Scott for its failure to give him time to answer religious questions, was given a regular period without mention of Scott petition [Broadcasting, April 25]. Clean slate similarly given WMC and WREC Memphis by FCC, despite undenounced petition of complaint by Barney B. Taylor alleging equal time not given to answer broadcast on racial segregation.

License of WMT Cedar Rapids placed on temporary extension until Sept. 1 pending "receipt of requested information." WQUA Moline, III, has filed complaint charging WMT with inducing CBS not to affiliate with WQUA [Broadcasting, April 4]. Temporary extensions also given Westinghouse Radio Station Inc. developmental stations W10XWA-B-C-D-E and General Electric Co.'s WX500 to Sept. 1 pending station qualifications in light of Jan. 19 decision in U. S. District Court of New Jersey in U. S. v. General Electric et al., anti-trust suit.

RENEWALS granted by FCC:

For regular period—KSFQ San Francisco; WMC and WREC Memphis. For period ending May 1—KSFQ Washington; WPPC Sharon, Pa.; KLD Los Angeles; KLZ Denver; WJAC San Juan, P. R.; WWOP Dothan, Ala.; WNWX Westfield, N. J.; WTMJ Milwaukee; WSYR Syracuse; KECA Los Angeles; KGMD San Francisco; KLAL Houston; KGBO Reno; KTSB San Antonio; WGMW New York; WJLB Detroit; WRUN Miami; WJCN Kansas City; KLKK Portland; WTVV Toledo; WRKO Norfolk; WJXL Las Vegas; WJZZ Boston; WJZJ Gainesville; GA. vs. WJSJ Winston-Salem. N. C.: WVLK Valdosta.

Temporary license extensions granted:

For 30 days—WJCB New Orleans. For period ending Sept. 1—WHTY LaCrosse, Wis.; KVIT Seattle; WMCA New York; WMT Cedar Rapids; KNOK Haiku, Calif.; KFAR Fairbanks, Alaska; KEN Anchorage, Alaska; KCSJ Pueblo, Col.; WIBC Indianapolis; WJZ San Francisco; KYNA Madison; Ark.; WVNY Newark, N. J.; KXXK Colby, Kans.; WCHS Charleston, W. Va.; WPOX Jackson ville; Fla.; WROL Knoxville, Tenn.; WQVW Wash ington, D. C.; KSHQ Spokane, Wash.; KXTO Billings, Mont.; WQZZ Rockford; WJW Cleveland.

Memphis dispute arose in January 1948 when Mr. Taylor asked time to answer broadcast of Mayor Pleasant's argument for segregation of Negroes in public schools and to welcome Freedom Train. AVC refused offer of time equal only to that portion of mayor's talk on controversy. FCC letter to stations April 14 asked more data and future policy plans, stating: "It doesn't appear from the following that the station has presented a well-rounded treatment of the subject affording a fair opportunity for the presentation of all sides of the controversy."

McDERMOTT PROMOTED

TOM McDermott, radio production supervisor at Benton & Bowles, New York, promoted to assistant to Walter Craig, vice president in charge of radio and television. Mr. McDermott will direct all radio productions for agency. Ralph S. Butler Jr., formerly with Willard Pictures, joined Benton & Bowles as a radio director.

RCA CUTS TUBE PRICES

RCA Tube Dept. announced Friday $200 reduction in price to stations of its 561 power triode for 50 kw AM transmitters. New price, effective today (May 2), is $1,225. Prices of several tubes introduced today are: 9C22, 891-R, 892-R, 5592 and 889-R.

KGA ASKS 50 KW ON WBZ'S 1030 KC CHANNEL

KGA Spokane, Wash., petitioned FCC Friday for special service authorization to operate with 50 kw for regular period on which WBZ Boston is only fulltime station. KGA, ABC outlet, is now on 1510 kc with 50 kw.

Petition noted that 1030 kc is technically 1-B channel but is being used as L-A since KOB Albuquerque, although assigned to that frequency, is and for years has been operating on 770 kc which is also interference on WBZ. Failure to use 1030 kc fully is "manifest violation" of FCC Rules, KGA contended.

Station claimed Pacific Northwest is "most logical location" for ultimate additional use of 1030 kc, as "no other station...is able to protect both WBZ and KGA in event KOB is returned to 1030 kc, KGA continued, promising in return to protect KOB. Use of nighttime directional by KGA will protect WBZ adequately, station said. Operation on 1030 kc, KGA asserted, will permit service to areas not reached by present 1510 kc operation, to 4-6,000 persons who receive no nighttime service from any station and 21,893 who receive none at night.

FALL-WINTER RATINGS ANNOUNCED BY HOOVER

ACCORDING to 1949-48 (fall-winter) C. E. Hoover Co. Hooverstar of Stares, programs led in popularity by:


TV MEETS LAW

WGN-TV Chicago newreel and special events men called to States Attorney's office preparatory to being subpoenaed in robbery case. Station said to have televised defendant giving confession. Defense contends he confessed under duress and was given beating. Prosecution considering showing newreel film of confession signing. Slated for subpoenae are Gene Filipi, Hal Lanskis and Leonard Bartholomew. Confession also on Mutual Newsreel via tape.

LANE LEAVING REXALL TO JOIN MCCANN-ERICKSON

THOMAS H. LANE, Rexall Drug Co. vice president in charge of sales promotion and advertising for the first time in its history, has joined New York office of McCann-Erickson as vice president. He will be assigned general executive duties, and be member of agency's advisory committee.

Prior to joining New York in 1946, Mr. Lane was director of advertising, press and radio for U. S. Treasury Dept., where he directed the expenditure of almost $100 million worth of advertising for sales of war bonds. Before that, he was with New York Herald Tribune, WOR New York and Young & Rubicon.

NAB MANUAL DESCRIBES TV PLANT CONSTRUCTION

FORMULA for construction cost estimates of proposed TV plants is presented in fourth chapter of "Telecasting," a report on the Visual Broadcasting Art published by NAB. Cooperative study by NAB staff is edited by Charles A. Batson, who spent six months on project.

New chapter deals with site selection, size and design of plants, tower heights and locations and other facilities. Discussion of lighting goes into types, amounts and placement of lighting. The Batson two-by-four formula chart used in previous chapters is reapplied to plant construction costs.

LUX TOPS PULSE

PULSE March-April report for New York, Philadelphia, Boston, Chicago, Cincinnati areas showed Lux Radio Theatre first with 23.1 rating, Jack Benny second with 21.8 and Fibber McGee & Molly third with 19.8. Other evening programs in top ten were Walter Winchell and "Godfrey's Talent Scouts 17.5; Amos 'n Andy 16.8; My Friend Irma 15.9; Inner Sanctum 15.3; Mr. District Attorney 15.1.

Closed Circuit (Continued from page 1)

qualified endorsement of Chairman Edwin C. Johnson of Senate Interstate & Foreign Commerce Committee. Not only is that talk will be heard, he understands reappointment will be forthcoming prior to June 30 expiration and predicts confirmation.

CHANCES dim for inclusion of FM or TV question in 1950 decennial census. Final field test of FM operation in mid-May in South Carolina county and section of Atlanta expected to have radio ownership question on one out of five questionnaires.

ALTHOUGH (perhaps because) chances of extensive use of 540 kc in this country seem remote, movement in keeping that portion of 1530 kc added to broadcast band reportedly in planning stage. Hitch is that it's demands for protection of 535 kc military operations which will limit U. S. use of 540 kc if industry won't relent on that, skeptics doubt it can override persuasion to let broadcasting take over 530 kc.

TELESPOTS Inc. currently bidding on $220,000 worth of open-end film commercials for prospective TV advertisers, an increase of 100% in past two months, according to president Ralph Cohn.

ALTHOUGH FCC Chairman Wayne Coy will head delegation to International Telegraph and Telephone Conference which gets under way in Paris this month (see page 28), it's likely he will return to Washington about mid-August after commission business concludes and then fly back to Paris for conference windup. If he also attends unrelated sessions in London to complete Bermuda Telecommunications Pact, he may not return to U. S. until mid-August.

MANY APPLICANTS may be in for delays at FCC as result of NARBA's expiration. Commission hasn't decided how to act on applications that would exceed NARBA-imposed size, number and location of stations in other countries. U.S. policy is to proceed as if nothing had happened to NARBA, pending new negotiations this fall. But some authorities can't see "public interest" in denial based on non-compliance with something that's non-existent.

BROADCASTING • Telecasting
Will your new product really sell? Only through experience will you learn whether your product is right... your package appealing... your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons—in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach... and sell... consumers.

Do you have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION
Crosley Broadcasting Corporation
When You Send Your Advertising Dollar Out To Sell—Put Him On

THE ROAD TO MOST RESULTS

A self-respecting, sales-minded Advertising Dollar looks first of all for audience—for people to whom it can tell its sales story. And, in today’s kind of market, the more audience it can reach, the better the Dollar can work.

Mutual’s weekly audience is not a matter of guesswork. A. C. Nielsen has measured it. A projection of the Nielsen Network Audience Study (Feb.-Mar. 1948) gives us 31,603,000 radio homes, day; and 30,399,000 radio homes at night. That’s a lot of audience for one advertising medium.

Next thing an Advertising Dollar is interested in is the distribution of that audience—is it where buying power is concentrated? Is it where selling is profitable because it is in volume?

Here again, Mutual measures up. Mutual delivers 136 of the 137 Metropolitan areas, where 64% of retail sales are made. Not only that: Mutual covers 119 of these markets from within—with a station located in the heart of the area. (The nighttime figures are 130 and 113, respectively.)

Point No. 3 is: how economically can this audience and these markets be covered? Let’s take just one example. On a Daytime quarter-hour strip, Mutual’s time cost per 1,000 radio homes covered, for the 5 shows is only 47¢. On the other networks, the figures are 53¢, 57¢ and 60¢. (Figures based on Nielsen Audience Study.)

And Point No. 4 which an Advertising Dollar will want to know about is—is the medium flexible enough to fit my particular distribution picture, my special marketing problems and needs?

Mutual’s answer is yes. For instance, for the advertiser with a large budget, our “$1,200,000 Plan” offers maximum flexibility in programming, selection of stations and timing—combined with lowest cost. And for the advertiser who has a limited budget, Mutual has a Plan which enables him to buy network radio to fit his needs.

Moreover, Mutual is the only network that guarantees time rates for a full year.

Tailored to your needs—that’s Mutual. Why not talk it over with us?

MUTUAL BROADCASTING SYSTEM

World’s Largest Network