WOR
—the station that sells more at less cost than any station of equal power anywhere
WLS PROTECTED THEIR YOUNGSTERS WITH 1936 BLIZZARD WARNING

Mr. and Mrs. Velma Wikoff, who farm 160 acres near Maroa in Macon County, Illinois, remember WLS particularly because of our weather service. It was in the severe winter of 1936 that Mr. Wikoff heard a blizzard warning on WLS, hitched up the team and drove to school in time to bring the Wikoff youngsters home safe through a sudden blinding blizzard that would have been dangerous to anyone on foot.

It was because the Wikoff family depended on WLS that they were tuned in for this one storm warning that may well have saved lives. From the first days of WLS in April, 1924, the station's dynamic aim has always been to render real service—service that fills a vital need. So weather reports, like markets, have been given right of way in any emergency situation—and have been scheduled frequently enough to serve both farm and city folks all over the wide Midwest area covered by the 50,000-watt clear channel WLS signal.

Today's weather on WLS is a complete service to listeners in Chicago and the four-state marketplace around it. From 5 in the morning on, temperature and humidity come on every station break. At 5:55 a.m., a complete four-state forecast and weather analysis comes by direct wire from the U. S. Government Weather Bureau. This same service is repeated with up-to-the-minute changes at 6:55 and 7:55. Noon-time brings another complete weather forecast for the four-state region, and each newscast covers essential weather information.

Services like this—begun in 1924—maintained, increased and modernized ever since—account for the large number of listeners who keep their dials at 890 most of the time. They depend on WLS for both needed service and down-to-earth entertainment. This faith in a radio station—25 years in the building—is translated into faith in our advertisers, too—a faith that means increased sales and customer goodwill among 14,000,000 people in four great states.

A Clear Channel Station

890 KILOCYCLES-50,000 WATTS-ABC AFFILIATE
REPRESENTED BY JOHN BLAIR AND CO
"GOTTA GET MORE TRACTORS!"

When it comes to big-money farmin', our Red River Valley is mighty hard to beat!

Last year alone, us North Dakota hay-seeds in the rich Red River Valley harvested $311,350,000 worth of farm products—spent $400,741,000 in retail stores—had an Average Effective Buying Income 29.9% above the national average, as computed by "Sales Management."

WDAY, Fargo, is the one, Grade-A radio approach to all this extra dough, because Red River Valley farmers and city folk alike have rated it their top favorite station for 26 years—prefer WDAY, 5 to 1!

Get all the facts today! Write us or ask Free & Peters.

WDAY

FARGO, N. P.

FREE & PETERS, INC., Exclusive National Representatives
BUSINESS BRIEFLY

LIPTON TEST DRIVE † Thomas J. Lipton, Hoboken, appoints Ruthrauff & Ryan, New York, to handle advertising in test campaign for English Prawn Dressing Mix. Hitch-hike announcements after Arthur Godfrey's CBS morning show for Lipton's tea and soup will be used. Test areas are primarily in southeastern U.S.

BAKERY TV SPOTS † Langendorf United Bakers, San Francisco, plans TV spot campaign in West Coast markets, starting in San Francisco and Los Angeles, through Bowers Co., San Francisco, Film handled by Atkins-Gilbert, Hollywood.

STEWART-WARNER NAMES † Stewart-Warner, Chicago appoints O'Grady-Andersen, same city, to handle advertising for radio and TV division. Media plans expected in early August. National AM and TV to be studied.

HOFFMAN APPOINTS † Hoffman Radio Corp., Los Angeles, appoints Smith, Bull & McCreery, Hollywood. Firm's annual budget is said to run $150,000, with $60,000 earmarked for TV. Video to be used in San Francisco and Los Angeles as starter, radio in other western markets.

PLANS SPOTS † James B. Clow & Sons, Chicago (pipes, radiators, plumbing and heating equipment), names Buchanan & Co., Chicago to handle advertising. Spot and co-op shows considered for New England in fall.

NAB Rejects ASCAP Arbitration Plan

NEGOYATIONS between ASCAP and NAB Televison Music Committee, in progress since last fall, collapsed Friday when ASCAP made a proposal to NAB and broadcasters rejected—proposition to submit problem to three-man arbitration board. Unless one of parties retreats in present stand, ASCAP music on television after May 31 impossible.

ASCAP proposed arbitration committee be composed of one representative of ASCAP, one of NAB and public representative to be named by Tom Clark, U. S. Attorney General. Broadcasters based rejection on ground no impartial observer could be adequately informed on intricacies of ASCAP structure.

Robert P. Myers, NBC assistant general attorney and chairman of NAB committee, in statement following breakdown of negotiations said broadcasters not only willing to continue negotiations but hoped for resumption in near future.

Television rights demanded by ASCAP, he said, "would make any extensive use of music on television not only cumbersome and impracticable but impossible." If no agreement reached before May 31, when temporary authority for ASCAP music on TV expires, telecasters will be without blanket rights to ASCAP music, but Mr. Myers said that in that event "we'll use any music available to us."

There was possibility, he said, of direct licensing from some publishers.

He explained radio was contributing $7,000-$00 a year to ASCAP and that broadcasters felt ASCAP insistence on special rights system to television was excessive demand.

Speaking for ASCAP, President Fred E. Ahlert and television industry has proposed ASCAP composers and authors and their publishers allow the use of their music at rates far below those applicable to radio. Net effect of the NAB offer, he contended, would be 58% reduction for TV networks and 40% reduction for local TV stations below "already low rates" currently paid by broadcasters.

Mr. Ahlert declared rates asked by ASCAP are 2% and, with ceiling on individually licensed special uses, minus discount not to exceed 15% for agency fees and 15% to compensate local stations for payments to national spot representatives, minus further discount not to exceed 5% to reimburse TV networks in part for cost of interconnecting stations.
WHO LISTENERS SEND 260,000 PARCELS TO EUROPE!

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
Good News for You—Too!

- Flint is loaded with GM workers (more than in Detroit) ... and GM workers in Flint are loaded too, with cash! High incomes like theirs are a rule in Flint ... the big reason why Flint merchants are able to do over 200 million dollars worth of business annually ... why Flint is a rich market worth cultivating!

Whether you're selling buttons and bows, toothpaste or shoes, it pays to get yourself heard in Flint. How to do it? Do as more than 600 local retail advertisers do: use WFDF—Flint's first station. WFDF delivers more listeners than the other four local stations combined. In a word, it dominates!

Use WFDF to channel your sales story to this higher-than-average-income market ... there'll be good news for you!

BROADCASTING

FLINT

MICHE

910 Kilocycles

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFMB Indianapolis—WEOA Evansville

Page 6 * May 9, 1949
Mr. Jamison sells no Blue-Sky

In the pleasant month of May (or in any other month for that matter) there is nothing vague about the way our man Jamison does things. People advertise on the air, Mr. Jamison feels, for the purpose of making money. And that's the only basis on which he sells radio and television time.

"Radio is a fascinating medium," he says with reason. "There are hundreds of fabulous success stories associated with it. By dwelling on them in a general way, I imagine I could peddle more time than I do now. But I wouldn't sell near as much. For in the business of national spot representation, THE ONLY REAL SALE IS ONE OF MUTUAL ADVANTAGE. Both my advertisers and my station clients would find this out soon enough.

"It might be possible, for instance, to sell a lot of New England time to a maker of cowboy boots, and get away with it once or twice. But matching the message, the market and the money is a better way.

"That's how we feel about it at Weed and Company, anyway. Maybe that's why we're doing more business for all of our clients (stations and advertisers alike) than ever before."

Weed and company
radio and television
station representatives
new york • boston • chicago • detroit
san francisco • atlanta • hollywood
The Patroon of the week

JIM RESOR
Time Buyer
McCANN-ERICKSON, INC.
New York

Jim, who has been buying time for McCann-Erickson for five years, handles all spot buying for Columbia Records, Tru-Val Shirts, Chesebrough Mfg. Co., and Hinds Honey and Almond Cream. Welcome to Patroonship was extended Jim today by the William G. Rambeau rep with a membership certificate and the deed to a tract of land in the heart of the Patroon country.

*PATROON
Aristocratic
Landholder
of the
Hudson Valley

The Fact of the week

"Among the top couple
in getting results
from over 100 stations
carrying my advertising",
says another satisfied WPTR sponsor.
(name on request).

SOON
50,000 Watts
Night and Day

WPT

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

Page 8 * May 9, 1949

Agencies


MAL EWING, formerly in production department of Ralph Yamber Organization, Hollywood, joins Davidson-Dible Co., Glendale, Calif., as account executive.

JACK C. GRIFFIN joins Sherman & Marquette, Chicago, May 15, as account executive on Oscar Mayer Co. account.

LEE, PARKS, GREER & HAWKINS Inc., Houston, has changed its name to Greer, Hawkins & Allen Inc. No change in personnel involved.


RODNEY ALBRIGHT, formerly with M-P-O Productions Inc., joins agency's television department.

CALVIN D. WOOD, former president of Wood & Grace Adv. Agency, has affiliated with Chris Lykke & Assoc., San Francisco. He will direct firm's advertising department.

AGENCIES elected to membership in American Assn. of Advertising Agencies include: M. Belmont Ver Standig, Washington; Martin R. Kitten Co., Los Angeles and Watts, Payne Adv., Tulsa, Okla.

FORMATION of Betty Mouse Adv. & Public Relations at 1321 Taylor St., San Francisco, has been announced.

JOHN R. CHRISTIE, executive with Dan B. Miner Co., Los Angeles, elected to board of directors of Brand Names Foundation, New York.

GARDNER & GIESECKE, San Francisco, moved to new offices in room 64 Russ Bldg. FISHER & DILLINGHAM, same city, moved to 420 Market St.

GEORGE STEWART, freelance artist, joins Benson M. Sherman Inc., San Francisco, as art and production manager.

HARLEY LEEZE, Nevada City publisher, named production manager for Raymond L. Sines & Assoc., San Francisco.

KTSA San Antonio joined in celebrating 30th anniversary of one of city's advertising agencies, Pitluk Advertising, as Edgar T. Bell (r), station's general manager, and Rex Preis (l), commercial manager, presented birthday cake inscribed with good wishes to Jack N. Pitluk (second from r), agency founder and president. Jack N. Pitluk Jr. (second from l) is partner in agency.
A GREATER VOICE AND A GREATER BUY!
in the DETROIT area

50,000 watts at 800 kc.
JUNE 1949

The "Good Neighbor Station" has continuously fostered Good Will on both sides of the border. And now, the Detroit Area's best radio buy will hit a new high in effectiveness. From 5,000 to 50,000 watts in the middle of the dial... at the lowest rate of any major station in this region!

Guardian Building, Detroit 26  J. E. Campeau, President
Adam J. Young, Jr., Inc., National Representative
MUTUAL BROADCASTING SYSTEM
Feature of the Week

WBT Charlotte, N. C., promotional campaign for portable radios as a means of increasing his distributor relations and building good will for the station has met with hearty cooperation from dealers and distributors, WBT reports.

"Distributors were enthusiastic about the idea of getting this powerful selling help at no cost to them," according to J. R. Covington, WBT promotion manager.

WBT is using 15 to 20 station brochures a day urging its listeners to buy a portable radio. The campaign started April 15 and is scheduled to end May 15.

WBT's first step in preparation for the summer was to contact all radio distributors in the Carolinas. This was not difficult, since almost all the distributors have headquarters in Charlotte.

After the distributors had given their approval, WBT sent a broadcast to all radio retailers in its area explaining the campaign. The broadside listed cooperating distributors and the make of portable each distributor handles. Included also was a postal card for the retailer to mail to WBT outlining the help he needed to make the portable campaign a success.

Follow-up mailings have included copies of scripts of the WBT station breaks urging the purchase of portables and reminders of the campaign at weekly stations.

Among the spots WBT has used in the portable campaign are these:

"Remember those sunglasses and your portable radio, too. WBT Charlotte."

"This is WBT Charlotte... and you can take it with you, on a portable radio. Get one!"

"Get set for the summer with a set for the summer — a portable radio, that is! WBT Charlotte."

"Wherever you go and whatever your mood, a portable radio is a perfect companion. WBT Charlotte."

"If you're short a portable, get one fast. A trip without a radio's thing of the past. WBT Charlotte."

"It's packable... movable... portable... a portable radio for summer listening. WBT Charlotte reminds you to see your dealer soon."

On All Accounts

"SUNFLOWER," would probably be the last name you'd attach to Ralph Yambert. But if that "born in a Kansas, bred in Kansas" song is right, that's just what the head of the Ralph Yambert Organization, Los Angeles, is.

Ralph turned traitor on the third point of the song, however, and wed a California poppy. But he still retains the friendly and good-natured manner nurtured in him by his native Kansas soil.

It was in that geographical area too that he achieved what he calls his "greatest claim to fame." That was attending high school and Kansas City Junior College, Kansas City, Mo., with Charles Luckman.

"Charles pursued his ambitions and became president of the Kansas Junior College, and I... became a huckster," he claims.

You wouldn't say, however, that the present operator of a successful two year old public relations and advertising agency, was established in 1947, following its founder's return from duty with Naval Air Corps. Ralph has attempted to make his organization more than just an advertising agency. His aim is to offer a complete service to advertisers, including the whole public relations picture as well as actual advertising. The agency does offer either service separately, however.

Agency's billing at present is $1,000,000. Among the accounts are Magnetic Springs Water Co., Los Angeles, recently carrying a schedule of newscasts on Los Angeles radio; Pacific Coast Major Cola Co., that city's (Major Punch) which plans to go into television and radio in the Los Angeles area in near future.

Ralph started his working career as a reporter on the Kansas City Star in 1926, following graduation from Kansas City Junior College.

Since then he has stuck pretty close to the creative field. After a year there he decided that newspaper writers get more glory than money and left. A short while after he returned to the "call of the West" and headed for the

(Continued on page 20)
is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this $45 million Wenatchee industry get your program on ABC...92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

is for Bremerton and its $61 million boat-building business. For clear sale-ing in this Washington shipbuilding center, anchor your advertising to ABC...86% of Bremerton's radio families listen regularly to our shows. ABC delivers virtually all the Coast market, inside, outside and all around the town.

On the coast you can't get away from

FULL COVERAGE...ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES...ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network—a 31% increase in facilities during the past year.

GREATER FLEXIBILITY...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST...ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.
Everything for TV...

Superior Film Programming Every Time. A completely equipped TV film-projection room by RCA—one of nearly 10 different combinations now being delivered to more than 50 television stations throughout the country.
entire film-projection rooms,

for instance—

YOU are looking at a complete film projection room for a typical small television station—one of nearly ten different "all-RCA" combinations now being delivered to more than fifty stations throughout the country.

As reliable and practicable as the projection room of a modern theatre, this simple, integrated equipment is designed to handle film program material of every description—station identification slides, newreels, commercial announcements, shorts, feature films, cue-ins for live-talent shows, etc. And one operator can run it!

All RCA from floor to ceiling, the installation includes everything needed to produce bright, flickerless, dependable television pictures: A TV film camera; A new 35-mm film projector; A 16-mm film projector; A multiplexer for using two projectors with one film camera; and rack-mounting power supplies, amplifiers, and monitor. Projector switching for the entire room is under finger-tip control from the room itself—or from the studio control room.

Why the extraordinary acceptance of RCA film projection equipment by more than 50 television stations?

Because all RCA projection units are unified and designed to work together in any combination—enabling each station to select just the proper units for its special needs and budget. Because RCA makes it practical for a station to start small and add projection units as it grows—without discarding any of the original equipment. Because RCA makes everything required in a television film-projection room—and accepts complete responsibility for the over-all performance of the equipment. Because each station layout is planned correctly from the start, by television experts who understand the business thoroughly.

No need for expensive experiments with your own film-projection room... if you let an RCA Television Specialist help you with the planning. Call him. Or write Dept. 19 BB, RCA Engineering Products, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal
Yes, products are also known by the company they keep. It's NBC, No Better Company, when you buy WMC in the more than $2,400,000,000* Memphis market. Since 1923, "the station most people listen to most" in Memphis and the Mid-South has been first choice with the Nation's leading advertisers.

Sales Management, 1948

New Business

ELGIN-AMERICAN, Elgin, Ill., appoints John W. Shaw Agency, Chicago, to handle national advertising for its new American Beauty brand line, being introduced now to public. Radio and TV are being considered.


GENERAL BAKING Co., New York, through BBDO, New York, is sponsoring television time signals on behalf of Bond Bread in three East Coast cities: Participating in campaign are WHC-TV New Haven, WFIL-TV Philadelphia, and WTTC (TV) Washington.


EMERSON DRUG Co., Baltimore (Bromo-Seltzer), through BBDO New York purchased one-minute television spots before and after sporting events on WABB (TV) New York preceding or following Yankee baseball games through Oct. 2. Spots before or after Pimlico races from May 1 through May 14 are scheduled on WMAR-TV Baltimore.


HOFFMAN Radio Corp., Los Angeles (radio, television set manufacturer) appoints Smith, Bull & McCreary Inc., that city to handle advertising. Television is planned where available in western states and Texas. E. A. Tischler is account executive. Firm is currently sponsoring Hoffman Hayride telecast on KTVA (TV) Los Angeles.

LUCKY STORES, Oakland, Calif., (supermarkets) launches an extensive spot campaign on KSRO and KVSM San Mateo, Calif., to promote its newest store at Burlingame. Agency: Botsford, Constantine & Gardner.

AMERICAN TOBACCO Co., (Pall Mall cigarettes), New York, through Sullivan, Stauffer, Colwell & Bayles, also New York, May 2 started participating sponsorship of The Rube Goldberg Show on WPIX (TV) New York, on a 13-week contract, S. A. SCHONBRUNN (Savarin Coffee), through Lawrence C. Gumbinner, both New York, has renewed its participation on same program, which has shifted from Sunday to Monday evenings, 7:30 p.m.


CRIIBEN & SEXTON, Chicago, for Universal Gas Range, is conducting spot campaigns on WCFL and WIND Chicago during summer months. Other markets may be added later. Agency: Christiansen Adv., Chicago.

PURITY BAKERIES Corp., Chicago, for Grennan Cakes, to sponsor The Honey Dreamers, ABC singing quintet, in a show of their own on WENR (TV) (ABC) Chicago, Thurs., 9:10-10:30 p.m. (CDT), effective May 23. Agency: Young & Rubicam, Chicago.

LA PRIMADORA CIGAR Corp., New York, appoints Pedlar & Ryan, New York, to handle advertising. Largest campaign in firm's history begins immediately on "Rialto", its new all-Havana cigar featuring an entirely new wrapping process, with sponsorship Tues., Thurs., and Sat., 6:45-7 p.m. of WOR New York Stan Lomax sports program.


(Continued on page 87)
YOU MIGHT LAND A 12' 8" BLACK MARLIN*—

BUT . . .

YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you want to catch any substantial radio audience in Western Michigan, you've got to use stations within the area . . . . The reason: Our half of the State is blocked off from surrounding areas by a peculiar, impenetrable "wall of fading" that distorts the signals of even the most powerful "outside" stations. Consequently, Western Michigan people depend almost entirely on their own nearby stations.

Within the Western Michigan area, advertisers have one sure-fire combination: WKZO, Kalamazoo and WJEF, Grand Rapids. BMB audience figures prove it for our rural areas—and in Kalamazoo and Grand Rapids themselves, WKZO-WJEF deliver 41.5% more listeners for 20% less cost than the next-best two-station combination!

Write to us, or ask Avery-Knodel, Inc., for Hoopers, BMB figures, and all the other evidence of WKZO-WJEF's superiority in the rich Western Michigan market.

*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
and KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Fine Coverage
EDITOR, Broadcasting:
Going over the press coverage given our recent annual meeting, it strikes us that Broadcasting did a very fine job.
Frederic R. Gamble
President, AAAA
New York

Source of Information
EDITOR, Broadcasting:
All of us at Ra-Tel are naturally careful readers of Broadcasting. If we subscribed on a commission basis...we'd owe you a lot of money on the many deals which originated in our minds upon seeing an item in your magazine.
James W. LeBaron
Ra-Tel Representatives Inc.
New York

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

Radio Sells Goods
EDITOR, Broadcasting:
I am attaching...a coupon from an early edition of your publication.
You may send me the 1949 Yearbook Edition instead of the 1935 Yearbook Edition as stated in the coupon.
Now, as in years past, you are doing a good job reporting for the fifth estate. I notice in the September 1935 edition of Broadcasting that WOR has travelled 6,436 miles and four months time looking for 2 millivolts—ASCAP was trying to boost ratings 40% in rider to contrast—Ex-Lax had selected 41 of the 60 stations to carry their Transcriptions—KNX began feeding MUTUAL from the West Coast—Daytime audiences were being studied by NBC—Atwater Kent, with a policy of presenting the best in concert music with widely known soloists, was changing to CBS—Don Wilson, announcer on the Jack Benny programs, was operated on for appendicitis in his home town, Denver.—Ralph Edwards, announcer for KFPO San Francisco, had been transferred to Oakland and had been made production supervisor of the station’s auxiliary studios there. Fred Allen was returning to the air with Town Hall and your subscription price was then $3.
If you were doing a fine job then and I notice from the recent issues in the office of WKOS, the local radio station here, you are still telling them all that radio sells the goods.

Katz Profile Pleases
EDITOR, Broadcasting:
Well, you certainly got a guy named Joe Katz, all right—pimplies and all. It’s an honest story, and the best profile of me that’s ever been written.
It won’t do me any good with my wife—but I know it’s already done me a lot of good in the advertising business, for which I’m very grateful.

Joseph Katz
The Joseph Katz Co.
Baltimore

Profits are Prolific, too...
...when WTAR sells the Norfolk Metropolitan Market for you.

Most of the folks in Norfolk, Portsmouth, and Newport News, Virginia, listen most of the time to WTAR.
Hooper says WTAR’s Share of Audience was 44.2 on weekday mornings, and 47.0 weekday afternoons. Sunday afternoon was 31.8 and daytime Saturday 31.0. In the evenings 50.2. Closest competition was never more than 22.4. (Station Audience Index, January-February, 1949.)
Mate the mighty potential of the Norfolk Metropolitan Market with WTAR’s listener preference. Check the cost per listener. Easy to see why WTAR makes sales soar and profits more so. May we tell you more?

WTAR
5,000 WATTS DAY AND NIGHT
N.B.C. AFFILIATE
Nationally Represented by EDWARD PETRY & CO.

Loss to Radio
EDITOR, Broadcasting:
A distinct loss to the radio industry is recognized in the tragic death of Robert Lewis Coffey Jr., 39-year-old Democratic representative from Pennsylvania’s 26th Congressional district. The brilliant young Congressman was killed instantly April 20 when his jet plane crashed after take-off at Albuquerque, N. M.
The former coal miner was a staunch advocate of free speech. Col. Coffey favored radio as the principal means of mass communication. In conducting his successful campaign to unseat a ten-year incumbent, Col. Coffey broadcast a large number of live and transcribed pre-election messages to his district. Patterned after the national trend, transcribed jingles and spot announcements with sound effects were used by the late Congressman to carry his words to the people. That radio was instrumental in his election was evidenced by continued use of the medium even after he had taken up Congressional duties.

From his office came weekly broadcast transcriptions for radio stations in his home districts....Recently, Congressman Coffey accepted an invitation to appear on the simultaneous broadcast-telecast of The University of Pennsylvania Forum over WCAU-TV Philadelphia. The entire program was tape recorded and sent to the Western Pennsylvania cities out.

(Continued on page 55)
The Georgia Trio

WAGA
Atlanta
5000W • 590Kc

WMAZ
Macon
10,000W • 940Kc

WTGC
Savannah
5000W • 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
Planned Radio Promotion Sells In Reading

Miss Parker discusses a promotion idea for one of Pomeroy's several shows with Robert G. Magee, vice president and general manager of WHUM Reading.

By PRISCILLA PARKER
Radio Advertising Director
Pomeroy's Inc.
Reading, Pa.

SALES RESULTS? Yes. After two and one-half years of thought-ful, consistent and planned use of radio, Pomeroy's answer to that most important question, compromising two of the most highly revered words in a retailer's vocabulary, is an emphatic "yes".

But, to go behind the scenes with radio at Pomeroy's of Reading, our sales successes were not a "star is born" overnight type of happening. They were, and are, the consequence and eventual result of knowing what we wanted to do with radio, followed closely by a thorough analysis of how best to accomplish this goal.

Long-time Schedule
First, if our objectives were to show themselves proven, our radio advertising plan, whatever it might be, must, of necessity, operate on a long-term schedule. Secondly, knowing what customers we desired most to attract, through use of our strong departments, it was natural to program for them the type of entertainment or information in which they would be the most interested. In other words, the time and content of the radio time purchased allied themselves completely with a particular group of potential customers.

Where to start with this beam radio program technique? Obviously, since women do 80% of the buying in retail stores, our first consideration must be an appeal to them.

To define this vast mass of female buying power in terms of our own local situation, our customers of the moment and desired customers of the future were studied and from them came a major part of our objective, the sturdy middle-class homemaker. For her, and beamend directly to her, we offered a woman's program, Priscilla Pom-eroy, each morning, six days a week at 8:45 on WHUM Reading, a station that knew our objectives and promised well to help us fulfill them.

Since the day of its inception, this woman's program has consistently maintained its approach to the homemaker, bringing her information of benefit, plus advertising strong departments, offering her good, wanted merchandising of which she, through common acceptance, is the interested potential buyer. In addition, through the evolution of the program and its subject matter, over a period of two and one-half years, it now enjoys the reputation of on-the-spot coverage of all events and news of interest to women. Through the extremely helpful cooperation of WHUM, and by frequent use of a tape recorder, we have been able to bring our listeners many "scoops," thus assuring them of many exclusive interviews and special event lectures. By having established this reputation and become such an integral part of community happenings, we assure ourselves of continued and constant listeners.

Influencing the Listener
The presentation to the listener of good, wanted, in-demand merchandise which vitally affects her, along with the repetitive use of this merchandise, is what produces sales and traffic for the store. In merchandising our radio advertising, one department and one type of item from that department is used for at least a week, and, in many cases, for a substantially longer period. Departments and brand items in ready-to-wear, accessories, toiletries and home furnishings compromise the featured merchandise used on our morning woman's program.

In most cases, the merchandise used is not advertised in the newspaper during the time that it is used on the radio. It is, however, most effectively advertised in the department itself, by using attractive, eye-catching point-of-sale displays. These displays are artistically and specifically designed to carry out the theme of the program on which the merchandise was advertised. The copy is directly and specifically transferred from one department to another. Actually, these point-of-sale displays, used for all radio advertising, are mass-disseminated, carry out the old idea of "tell them what you are going to tell them something, then tell them something, and then tell them what you told them." For our listeners and customers these displays "tell them what we told them and where."

Manager for the teenage definite present customer and an even bigger potential customer of tomorrow, we started, in the fall of 1946, a weekly half-hour program, Be-Teen Jamboree on WHUM. Using this program as a medium for creating sales and traffic in our teen-age departments and, through associations training the future buying habits of this particular group, our two-fold purpose was accomplished.

Program Planning
In the planning of the program, a representative group of teen-agers were called in to select the time and day they would most prefer for the broadcast. The program is conducted by a teenage boy and girl. They are selected annually, by audition, for this purpose. When selections are made, master and mistress of ceremonies are announced the turn-out of hopeful aspirants is so great that from two to three weeks is usually required to cover all necessary interviews and auditions. The format of the program varies somewhat each week, although the general structure of records remains the same. Each week the program features a local teen-age guest performer or well-known celebrity. Quite frequently the program is thrown open to large audience groups. The number is usually limited to 400 and tickets for the broadcasts and parties must be picked up in our teen departments. Tickets are always gone at the end of the first day after the announcement concerning them.

Besides providing for the teen-age program of his own club, Be-Teen Jamboree also offers a great number of high school students their first opportunity to appear before a microphone, along with in-class training in broadcast procedure.

In December 1947 two other devoted exclusively to advertising brand name lives in our basement. Frequently one brand name will use all of these spots for a period of six months or more—never for less than one month. The base-ment slogan is always carried in every spot.

Realizing the need for constant promotion of any merchandise, which, in reality, our radio program and our displays are regularly calling the public's attention to them through newspaper advertisements, window displays, elevator cards, signs at entrances to the store and the before-mentioned departmental displays. In addition, WHUM, through its merchandising-promo-tion plan, contributes taxi-cab signs, hotel-lobby displays and newspaper advertisements.

The merchandise planning, writing, supervision of all displays and promotions of our entire radio business of Broadcasting

One of a Series
schedule, along with commenting our morning woman's program, is handled by the radio advertising department of the store. This is the responsibility of William Dennis, sales promotion manager of Pomeroy's, and Walter Dennis, radio and television director of Allied Stores, of which Pomeroy's is a member.

With a variety of ways of determining sales results at our disposal, let's take this method of checking direct sales results—the prior use of radio, the week radio was used and the week after radio was used.

Looking at a line of blouses fea-
(Continued on page 50)
Best in 1941...and still best in 1949.

Eight years ago, WFAA pioneered a new type sound-diffusing wall and ceiling construction for broadcasting studios. Many stations have followed WFAA's leadership...

but in studio design, as in broadcasting, WFAA is still leading. In the Southwest, WFAA facilities, staff and over-all ability to get results are incomparable...any way you look at it!
Milestones

TV Barn Dance for WLS. Latter show is built by WLS for ABC-TV.

- NBC serial Lorenzo Jones is celebrating its 13th year on air.
- KSUE Susanville, Calif., celebrated its first anniversary April 24. Tape recorded special events of past year were aired.
- WBKB (TV) Chicago is planning gala celebration to mark its eighth anniversary in mid-June. Event will feature live telecast of Chicago Theatre stage show. Hollywood stars and political figures are invited. Chicago Sun-Times plans to run 24-page section in honor of event.
- Colorado Speaks, KLZ Denver’s reading of editorial opinion in Denver and the state, is now in its ninth year of continuous broadcasting. Fifteen-minute program is written by Mike Michaelson and produced by Sheldon Peterson, KLZ’s news director.
- WTAM Cleveland and Standard Oil of Ohio celebrated 10th anniversary of Soko Reporter. Half-hour documentary drama built around news highlights of past decade was aired over WTAM on April 29. Soko’s tenth anniversary on WLW Cincinnati had been marked with a similar program April 28.

On All Accounts

(Continued from page 19)

San Francisco. For the next two years he was assistant advertising manager for Dorman Commercial Co. (furniture and houseware department store) there.

In 1929 he joined Emil Brisacher & Staff (now Brisacher, Wheeler & Shakes) as junior account executive, copywriter, space buyer and producer.

A depression casualty, he left the agency in 1931. The next three years found him engaged in varied ventures—selling photo engraving, doing business analysis and sales training and running an advertising agency with Sidney Garfield (now of Garfield & Guild).

In 1934 he headed south to San Diego where he did freelance business analysis and sales training for the next two years. In 1936 he went back up the coast to Los Angeles and founded the forerunner of his present agency, Ralph F. Yambert & Co., as a business analysis, sales and public relations training office.

With the coming of the war in 1941 Ralph closed his offices and went to enlist in the Army Air Force. After waiting impatiently to be called, he went over to the other side and joined the Naval Air Corps as a lieutenant.

At the end of the war, in 1946, Comdr. Yambert was made public relations director of the Naval Air Reserve Command, with headquarters in Glenview, Ill. Under his direction were coordinated the publicity and public relations of the 73 houses under the command.

With his release the next year, Ralph returned to Los Angeles and his agency.

In 1944 Ralph cemented relations with his adopted state (California) by marrying Gladys Al- drich in San Diego. At their home in North Hollywood, the Yambert's take pride in their pride roses' an adopted daughter, Patricia, 17, and Gayle, 13.

Ralph’s name is on the roster of many Los Angeles clubs—Hollywood Rotary, Sales Executives Assn., YMCA Board of Managers, Hollywood Bowl Associate Board of Directors, Hollywood Ad Club, Los Angeles Breakfast Club.

He still finds time though for active hobbies such as flying (he’s had a commercial license since 1940; golf and photography—color photos are his meat.

And in his “spare time,” when he’s not thinking about and planning out his business, he writes articles and addresses various groups. He has his credit one book on “Effective Public Speaking” and over a dozen published articles. And he’s still going strong!
FROM the sublime in great music to the sublimely ridiculous in children's shows, the scope of NBC-produced programs again is reflected in this year's Peabody Awards.

More than to any other broadcaster went awards—for music, for drama, for juvenile entertainment and fine television, for service to the public.

For Outstanding Entertainment in Music: an Award to the Network itself for its over-all contributions to the broadcast of good music, with special reference to the NBC Symphony, Orchestras of the Nation and the First Piano Quartet.

For Outstanding Entertainment in Drama: NBC University Theater.

For Outstanding Children's Program: "Howdy Doody" (This Award not only recognizes a superior children's program but also excellent work in television.)

For Outstanding Public Service by a Regional Station: an Award to KNBC, San Francisco, for "Forests Aflame."

It is gratifying to have critical approval confirm public applause. These awards serve again to illustrate reasons why NBC is always America's No. 1 Network.
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.
RALEIGH, North Carolina
National Representative FREE & PETERS INC.
COY APPROACHED BY TBA

FCC CHAIRMAN Wayne Coy can become czar of TV if he's interested. This prospect was explored with Mr. Coy by a committee representing the Television Broadcasters Assn. at a luncheon conference in New York last Friday. No determination was reached and it is unlikely that one will be for some weeks—perhaps after the Chairman returns from Paris in latter July or August. He was formally named last week to the chairmanship of the American delegation to the International Telegraph & Telephone Conference and he plans to embark for the Paris conference on May 12 [BROADCASTING, May 2].

After the luncheon Mr. Coy was not available for comment but others who were present said no definite decision had been reached. Only 24 hours before, speaking at the Annual Institute for Education by Radio, in Columbus, Ohio, Mr. Coy had waxed eloquent over TV's future, with the flat prediction that TV would be dominant over aural broadcasting in five years. He agreed with optimistic estimates of some manufacturers that half the families in America would own a television set within the five-year period.

Though the FCC chairman outlined the bottlenecks to TV—the "freeze," high costs, lack of adequate network facilities, and the settlement of the UHF issue—Mr. Coy was confident that all of these problems will be licked within this five-year period. In the speech he warned AM broadcasters to be cautious in their plans, and those who would enter aural broadcasting should "carefully weigh" the chances.

Similar to NAB

Should Mr. Coy accept the TBA presidency he would find himself directing an operation somewhat paralleling a similar TV department at NAB. In carrying out an NAB board mandate to hire a TV director, President Justin Miller has asked board members to vote by mail on a plan to name Executive Vice President A. D. Willard Jr. to the post (see story page 26).

NAB has been contacting possible candidates for the TV directorship. Among those mentioned for the job, which had a tentative $25,000 salary, was Jack R. Poppele, WOR New York vice president and CBS board member who has been TBA's president.

In contacting NAB directors Judge Miller pointed out that Mr. Willard knows the industry thoroughly, enjoys wide prestige and would make an efficient TV director for NAB. He added that NAB could effect a $25,000 saving at a time when NAB has budget troubles.

The Friday session was arranged following a meeting of the TBA board a week earlier in New York. At that time the logic of a paid presidency was raised and Mr. Coy's hat was tossed into the ring, unbeknownst to him. This was done because of the Chairman's avid interest in TV and his repeated admonitions that there must be orderly development and transition if television is to achieve maximum growth as a mass medium.

A committee comprising Mr. Poppele; Dr. Allen B. DuMont, president of DuMont telecasting and manufacturing operations; Lawrence W. Lowman, CBS vice president and general executive in charge of television, and G. Emerson Markham, station manager of WGY and WRGB Schenectady, was designated to confer with Mr. Coy. Dr. DuMont, strong man on the TBA board and first president of the organization, vigorously urged retention of a paid executive and espoused the Coy appointment, if Mr. Coy entered personally to seek to raise the necessary commitments from TV set manufacturers to guarantee a three-year tenure for the Chairman. It was presumed that the amount to be sought would be roughly $100,000 a year for three years, through contribution of approximately $5,000 each by the top manufacturing companies.

Would Have Paid Head

Presumably the expanded TBA structure would have a paid president who would be compensated from $25,000 to $50,000 a year and who would headquarter in Washington. He would set up a small cohesive organization, which would direct its primary energies to public relations in behalf of TV along with necessary representation in regulatory, technical and legislative matters.

While no formal word was forthcoming following the Friday conference, it was understood that Chairman Coy took the proposition quite seriously and he may possibly return from the Paris sessions—probably in early June—to direct urgent Commission business. Conceivably at that time he might advise the TBA committee whether he will consider their proposal. It is doubted whether he would be disposed to leave government service until after his return from the Paris conference as well as the London Telecommunications Conference scheduled to get under way July 21.

Dr. DuMont, who has no alliance with sound broadcasting, is represented as being opposed to merger of TBA with the NAB, as has been (Continued on page 57)

McGEE & MOLLY

FEDERAL Bureau of Internal Revenue was reported last week to have issued what amounted to an adverse ruling on a proposed contract, containing some capital gains features, between Fibber McGee and Molly and NBC.

The proposal had been submitted to the bureau by Lloyd Wright, Los Angeles attorney representing the comedy team, more than a month ago [CLOSED CIRCUIT, April 4]. It was understood that Mr. Wright reserved the right to withdraw it without prejudice in the event of an unfavorable reaction from the tax authorities.

News of a subsequent withdrawal last week came as a surprise to NBC, it was reported. The proposal was not withdrawn at NBC's instigation, it was said.

The supposition was that government tax experts had advised Mr. Wright of an eminent unfavorable ruling, and that he had exercised his prerogative to withdraw. The bureau did not hand down an official ruling, merely an opinion in view of the withdrawal, it was pointed out.

Although terms of the proposed agreement were not known in detail, it was said that it differed from the capital gains deals which CBS made with Amos 'n' Andy and Jack Benny. Mr. Benny's appeal was subsequently rejected [BROADCASTING, Jan. 1].

Basically, the tentative deal between NBC and Fibber McGee and Molly involved a long-term employment arrangement containing security provisions as well as straight salary clauses. One element of the deal was believed by NBC and Mr. Wright to be subject to capital gains rather than income taxation, and the inclusion of that in the contract motivated the submission to Internal Revenue Bureau scrutiny.

The nature of this clause was not made known.

Tentative Agreement

A spokesperson for NBC said the network had entered into the tentative agreement with the comedy team, who are now heard over NBC under sponsorship of Johnson's Wax, because the capital gains feature was of secondary importance in the contract.

Meanwhile, the report that NBC had been engaged in a tentative arrangement with talent which included a capital gains provision was at odds with statements made a few days earlier by Brig. Gen. David Sarnoff, chairman of the board of RCA. Gen. Sarnoff advised a stockholders' meeting that NBC had chosen not to enter into the "skyrocket bidding" for talent on the grounds that the cost was not justified (see story page 30).

Negotiations between NBC and Fibber McGee and Molly will probably be renewed on the basis of a contract excluding capital gains elements, now that the Internal Revenue Bureau appeared to have rejected the original plan, it was said.

CBS also figured in negotiations with Fibber McGee and Molly last winter, before NBC entered into the tentative contract which was withdrawn from the tax bureau last week. Whether CBS would also re-enter negotiations with the comedy team was not known.

Assisting Mr. Wright on legal aspects of the case was Joseph Blandi, of Alvor and Alvor, Washington attorneys.
NEW AGENCY  
Hixson-O'Donnell Changes  
Firm Name

Mr. Morey  Miss Johnstone  Mr. Humm

FOLLOWING the retirement of the two directors whose name it bears, Hixson-O'Donnell Advertising, New York, effective June 1, will become Morey, Humm and Johnstone Inc., the present board of directors announced last Thursday.

Retiring directors are Robert Hixson and Julian O'Donnell, both of Los Angeles, neither of whom has been active in agency matters for some time. Mr. Hixson is a former principal in the Los Angeles firm of Hixson and Jorgensen, while Mr. O'Donnell is said to be retiring from business entirely.

The change of name and of directors will not affect the agency's personnel, service or location in the Empire State Bldg., New York, the present board said.

Present executive lineup of the agency follows: Sylvestor M.

Sigmund Named

WILLIAM F. SIGMUND, of Henry J. Kaufman & Associates advertising agency, is the unopposed nominee for president of the Advertising Club of Washington, D.C. He will replace Ben Strouse, president and general manager of WWDC, independent Washington outlet. Radio personnel whose names are up for election to the club's officialdom are, for treasurer, Stanley Bell of WRC and Helen K. Mobberley of WWDC-FM, both Washington.

Morey continues as president and Llewellyn B. Van Doren, formerly a vice president, becomes executive vice president. Albert W. Humm continues as vice president in charge of the Home Appliance and Utility Division, and Muriel E. Johnstone as vice president in charge of the agency's Rockefeller Center office, specializing in fashion accounts and allied fields.

The agency, which was organized in 1941 with three accounts and 11 people, now has more than 30 accounts and a staff of 42.

BAILLIE TO SSC&B

Is Vice President, Director

LLOYD W. BAILLIE, former vice president and director of J. Walter Thopson Co., New York, has joined Sullivan, Stauffer, Colwell & Bayles Inc., New York, in the same capacity. He will concentrate on products in the grocery field.

Mr. Baillie joined JWT in 1919 and has been responsible for the advertising of well-known products sold through grocery stores in the U.S. and Canada.

POLSKY SALES

Spart During WAKR Shows

"WINDOW-VISION" broadcasts, utilizing novel promotion aids and innovative programs, have resulted in a sharp increase in the millinery sales of The Polsky Co. in Akron, Ohio, during pre-Easter week. The program, sponsored by WAKR, which airs the Lynn Lawrence program daily at 11:30 p.m., and Meg Zahrt, Polsky radio director, who conceived the idea.

Miss Zahrt interviewed housewives, offering shopping advice and comments on ladies' hats worn by models strolling through the window. "Window-vision" project, similar to one staged last fall in the store, may become a semi-annual event, she pointed out. Assisting Miss Zahrt were Bob Wyle, WAKR announcer, and Irv Knopp, engineer.

Boom in sales was attributed to the novel window promotion and radio broadcasts. Store is one of the larger regional advertisers.

FAIRBANKS FIRM

Shifts Sales Personnel

SHIFT of personnel involving New York and Chicago sales offices was announced last week by Jerry Fairbanks Productions, Hollywood. Jack Pegler, who has been in charge of New York office, will be sales chief of the Zoomar Corp., a firm organized by Mr. Fairbanks for the manufacture and sale of Zoomar camera lenses. "Increasing number of stations . . . and expected jump in outlet applications . . . necessitated the setting up of a separate organization," Mr. Fairbanks said.

Taking over the New York office will be B. N. Darling, head of the Chicago office for the past three years. He will supervise both offices. Robert Coffen will be assistant to Mr. Darling in Chicago and Robert Lawrence, assistant in New York.

Groucho Marx to CBS

ELGIN-AMERICAN Division of Illinois Watch Co., Chicago, will move Your Bet Your Life, starring Groucho Marx, from ABC to CBS Sept. 29. Program will be heard Wednesdays 9-9:30 p.m. Mr. Marx, whose program was a Peabody Award a fortnight ago, is the second major ABC star to defect to CBS. Bing Crosby, who is heard on ABC for Philco, was signed by CBS several months ago. Agency for Elgin-American is Weiss & Geller Inc., Chicago.

Bendix Spots

BENDIX Home Appliances, South Bend, Ind., is starting a national spot campaign for its automatic washer. In about 90 markets early in June. Agency is Tatham-Laird, Chicago.
NABET TALKS

PROSPECTS of a nation-wide strike by NABET engineers against ABC, NBC, WOR New York and WOIC (TV) Washington diminished as Broadcasting went to press.

A management spokesman said a complete settlement was possible by the Saturday midnight deadline. A union spokesman reported merely that "some progress" was made.

Actually, it was learned that until Friday, most of the week-long negotiations were on "working conditions" and not on the main issue—wages. NABET was seeking what amounts to a 15% increase, while the companies, it was said, had been standing pat.

On Thursday, however, negotiations did turn to wage scales for one of the groups—the traffic communications engineers. It was learned that increases for them were tentatively agreed upon. This group numbers only about 40 or 50 out of the 1,000 engineers covered in the negotiations.

Another development Thursday evening was action by two NABET chapters backing its negotiating committee by votes of confidence and by extending them full discretion. This action, by the New York chapter, covering ABC, ABC-TV and NBC engineers, and by the Hudson chapter, covering WOR engineers, was regarded as permitting the negotiators to extend the present contract during negotiations or to call a strike, if the committee regarded that as necessary.

If no settlement were reached by the Saturday deadline, it appeared likely that an extension pending negotiations would be agreed to.

Such an extension was agreed to Saturday, April 30, after expiration of the NABET contracts [Broadcasting, May 2]. That extension, for seven days, brought the new deadline to midnight Saturday.

And for the networks, they were surely aware that although the word "strike" might not appear in negotiations, a nationwide strike involving almost 1,000 engineers could take place. They were making preparations accordingly and expected to operate as fully as possible should a strike occur.

Negotiations continued on a marathon basis during the week—some days on a 10:30 a.m. to 10:30 p.m. schedule.

Wages, which were the real sticking point, were for the time being sidetracked while working conditions were being discussed.

Tentative agreements were said to have been reached on meal times, severance pay, vacations and the arbitration of matters considered "hardship" to NABET members. It was possible a permanent arbitrator might be set up.

On meal times, present clauses which provide premium pay when an engineer works right through his meal hour, were supplemented to give him the right to walk off the job—even in the middle of a program—after a certain number of

Continued on page 54
WEISBERG

Reappointment Nomination Sent to Senate

THE SENATE Interstate & Foreign Commerce Committee Wednesday received President Truman’s nomination of FCC Comr. Edward M. Webster for reappointment to a 7-year term. Confirmation is considered likely since it is known that Sen. Edwin C. Johnson (Col.), chairman of the committee, endorses the nomination [Closed Circuit, May 2].

Comr. Webster is scheduled to appear before the committee meeting in executive session Wednesday. His present term expires June 30. Although there is the possibility that formal hearings will be held, as with any executive appointment, the chances are believed to be nonexistent.

It is possible that Comr. Webster was first appointed to the FCC by President Truman March 7, 1947, to fill the unexpired term of Paul Porter. Prior to his appointment he had been director of telecommunication for the National Assn. of American Shipping, and as a commodore in charge of U.S. Coast Guard communications system.

Technical Speciality

During his two years on the Commission, he has been particularly concerned with safety and special services aspects of the FCC’s activities, and has participated in many international radio conferences. His extensive technical knowledge in radio and telecommunication has been invaluable in these meetings.

Comr. Webster is a native of Washington, D. C., and was first on the FCC payroll in its engineering department in 1934. A year later he was named assistant chief engineer. In this role, he was in charge of the Commission’s expert on radio and wire services, embracing marine, aviation, experimental, emergency, amateur and common carriers to the inclusion of cables.

His experience at international conferences rivals that of many members of the State Dept. He has attended more than 20 such meetings, and has assisted in preparations for several more. His service on governmental and international committees has been extensive. In 1947 he was chairman of the Interdepartmental Radio Advisory Committee, assistant secretary of the Board of War Communications and chairman of the Executive Committee of the Communications Propagation Lab, and has served in peace and wartime on many other committees and boards.

Coast Guard Academy Graduate

In 1912, at the age of 24, he graduated from the U. S. Coast Guard Academy, and serving during World War I as a communications officer. He spent more than 30 years in Coast Guard service, and was a communications officer for the Coast Guard in 1914, and again in World War II. His duty with the Coast Guard in World War II earned him advance-

ment from captain to commodore, and an award of the Legion of Merit for outstanding accomplishments.

As a result of his work investigating the Morro Castle and Mol-

hawk steamship disasters, he was named chairman of the panel which was placed in operation the radio provisions of the International Convention for the Safety of Life at Sea.

He is a member of neither political party, having been a voiceless citizen of Washington, D. C., for his entire life. Comr. Webster is married and the father of two children. He is a Fellow of the Institute of Electrical Engineers, of which he is a former director, and is a member of the Propeller Club, the Veterans Wireless Operators Assn. and the Army and Navy Club.

COY

Indiana Group Names Coy

WAYNE COY, FCC chairman, was to be presented with an award as “outstanding Hoosier of the year” at the semi-annual banquet of the “Sons of Indiana,” held Friday night at New York’s Henry Hudson Hotel. The organization is a group of some 800 transplanted Hoosiers.

Mr. Coy was expected to address the guests at the dinner, speaking "off the cuff." It was expected, however, his remarks would be nostalgic ones about Indiana, and not about the broadcasting industry.

Aviation, Experimental & Emergency Work

The data, according to the FCC, consists of three cases back for corrective action, the U. S. Court of Appeals for the District of Columbia last Wednesday rapped FCC for failure to show the basis of decisions and for inconsistency in granting its yardsticks to rival applicants.

In the three unanimous decisions the Court also:

- Ruled that FCC had deflected its policy of considering applicants' disadvantage in competitive proposals.
- Ruled that FCC staff members took it to be a virtual mandate to seek at program plans more closely, reiterated that a combination of the programming proposals of competing applicants is "not a form of censorship."
- Ruled that FCC can't act on an application while it is not completed or the time it was sworn to, but said this could be cured by an amendment of the application.
- Agreed with FCC that FM station needs be counted as equals of AM stations in comparing the radio service.
- Held a lecture on the essentials of comparative hearings.

The cases involved three appeals, all of which the Court upheld at least sufficiently to send them back to the Commission for further proceedings.

These were the appeal of Johnston Broadcasting Co., licensee of WOAS, Beatsoner, from the 850 kc, 5 kw case and a 1 kw night grant to WTBN Birmingham and the denial of Johnston’s Birmingham application [Broadcasting, Dec. 15, 1947]; Easton (Pa.), Pa. Co.'s appeal from the 1250 kc, 260 kw grant to Allentown (Pa.), Broadcasting Corp. and the denial of Easton’s rival application [Broadcasting, June 30, 1947]; and KFYO Lubbock's appeal from the 790 kc, 5 kw day and 1 kw night grant for KVLU Lubbock and denial of KFYO’s bid for the same frequency with 5 kw [Broadcasting, July 7, 1947].

In the Alabama case, reversal was ordered with FCC's expense to the fact that Thomas N. Beeley, owner of WTNB and winner of the grant, executed the affidavit on his application a month before the "attached" engineering data was completed.

Rules on FCC's Power

"The Commission had no power to act upon the unverified application," the Court ruled. It did not direct that a grant be issued to Johnston Broadcasting Co. The better procedure is to let the Commission complete its administrative determinations," the Court said.

On the other charges made by Johnston, the Court supported FCC. It saw "no error in the Commission's failure to find a distinctive difference between the applicants" on the questions of local residence, broadcasting experience and their participation in station affairs. It agreed FCC can't choose applicants on the basis of "political, economic or social views," but it saw no tendency to do so in FCC's preference for the WTNB program proposals.

The Court held further that FCC clearly spelled out the differences it found in the programming and staffing plans of the two applicants.

Not so in the Texas and Pennsylvania cases. In neither one could the Court discover why the Commission acted as it did. Further, it found that FCC did not invoke the so-called non-newspaper policy against one of the Lubbock applicants but not against the other.

The Easton-Allentown case hinged upon "fair, efficient and equitable distribution of radio service." FCC concluded that "Al-

town is in greater need of another radio station than Easton." The Court declared:

We cannot tell from the findings what caused the Commission to say that Allentown's need was greater.

Present and proposed programs would seem to be an energy spent in testing comparative community needs from the standpoints of both the receivers and the broadcasters.

The record contained evidence upon the programs. The Commission made findings that were not only a substantial character of the program proposals of the two applicants. But it gave no indication of their comparative qualities, or of the lack of any particular type of service in either community, or of the greater ability of either applicant to provide service.

It may be that the Commission measured the comparative need by the comparative size of the communities.
PROTESTS that the new CAA antenna-site standards as now proposed [Broadcasting, May 2] would protect aviation's growth at the undue expense of radio's were aired in an informal Government-radio-aviation conference last Tuesday.

A further conference was set for May 24 to give broadcasters time for further study of the proposals, which they considered too complex for appraisal in the few days which had been allotted them.

FCC Commr. E. M. Webster, chairman of the Interdepartmental Committee which has been working on the standards for more than a year, explained that the tower review proposals in the light of comments and suggestions advanced in the conferences.

If the final document is acceptable to FCC it will become part of FCC's rules, with broadcasters first given an opportunity to offer protests and observations formally.

FCC Aviation Division spokesmen estimated that the proposed criteria might make antenna-site studies unnecessary for "say, 80%" of the applications, by showing where towers may be erected without specific CAA approval. But broadcasters appeared wary.

The conference developed a demand, among radio representatives, for procedures which will make sure any adverse findings are put their reasons on the record whenever they reject a proposed tower site.

Glenn D. Gillett, president of the Association of Federal Communications Consulting Engineers, said broadcasters have been subject to rule by "prejudice, suspicion and caprice," and charged that it has been impossible to force CAA into a hearing where it would have to stand "on its merits" instead of "prejudice and caprice."

He felt standards are fashioned, but that they should be "fair."

Raymond F. Guy, manager of radio and allocations engineering for NBC, felt the regional supervisors who investigate proposed tower sites should be required to give the applicant a hearing along with those who oppose him. If the broadcaster and aviation interests can't agree, an impartial arbitrator should make the decision.

Dobin Takes Exception

Paul Dobin, of FCC's Law Bureau, took exception when Mr. Guy protested that broadcasters in the past have had no recourse from adverse CAA decisions. Under the law, he said, FCC cannot deny applications without hearings, and denials may be taken into court. He suggested that broadcasters stop exercising their own rights.

Targets of the broadcasters included provisions of the criteria which would require aeronautical study of (a) any proposed antenna which would be more than 200 feet high and be located within 10 miles of the end of any runway which is or "may be" used for instrument

change the language regarding runways "which may be used" for instrument approach, to runways "which are used" for instrument approach. They denied, however, that "which may be used" would be construed to apply to any runway.

Big Penalty Claimed

Mr. Marks said he was sure radio wants to cooperate for the protection of air transportation, but that "severe" standards should be given to the growth of radio, as well as that of aviation. Ruling out high towers within 10 miles of instrument runways, he contended, is a "big penalty" for radio.

Asked how the proposed standards would affect existing towers, Mr. White said he didn't think there would be any attempt to remove those that already have been closed.

FCC spokesmen said that under the standards 24 of the 33 tower sites in the Washington area would have been acceptable, but there is no assurance that the others would have been rejected.

Representatives of CAA, CAB, National Military Establishment, and other instead aviation interests have endorsed the standards as proposed, though they said they would like even greater protection.

Antenna-site approvals are and would continue to be handled by an Air Space Subcommittee of the Coordinating Committee, which includes representation from FCC, CAA, the Army and Navy, and the aviation industry. Regional subcommittees make the investigations and recommendations, subject to approval by the committee in Washington and acceptance by FCC.

Under the proposals, checks would be required only in cases exceeding the specified standards.

CAA representatives at the informal conference included: C. B. F. Guillard, standardization coordinator; B. F. Spano, his deputy; Paul Spano, director of Airport Engineering Service; Frank Sanders, of the instrument approach procedures staff; Claude Baker, of the legal staff; H. Frank Coagrove, technical assistant; air navigation facilities service. Representing CAB was Oscar Blake, technical assistant and chief assistant.

Text of the standards as now proposed, subject to revision when the conferences with broadcasters have been completed:

PROPOSED CRITERIA FOR DETERMINING OBSTRUCTIONS TO AIRPLANE OPERATION CAUSED BY RADIO ANTENNA TOWERS

Antenna towers will be considered a hazard when:

1. Antennas over 500 feet in height above the airport's touchdown area or in the area of aeronautical authorization irrespective of their heights. In the aeronautical study, special consideration will be given to the standards.

Antennas less than 500 feet in height will not require special aeronautical study except in the following areas:

a. Certain, prescribed areas in the country where antennas less than 500 feet in height would necessitate the raising of the minimum flight altitude.

b. Certain corridors in which low-frequency broadcasting is prohibited.

(Continued on page 52)

CONES

Advertising Not 'Expense'

Advertising appropriations should be charged off as cost—rather than expense—items, Fairfax Cone, board chairman of Footed, Cone & Belding, asserted Thursday at a luncheon meeting of the Investment Analysts Club, Chicago.

Discussing "Advertising and the Business Outlook," Mr. Cone outlined why advertising will be a strong factor in "the outlook to come." Agreeing now there won't always be a Christmas in this competitive period, the history of every success will be repeated. There will always be somebody who can make a product better and sell it for less.

"Advertising was a luxury for eight years, from 1940 to 1948, and funds for it were allocated after the product was sold and the money was in. Advertising established good will and kept a product name in front of the public, but it was misused. Many industry people came of age in those eight years without learning the competitive facts of life."

Advertising can be classified as a luxury in a competitive market only if "a company is going broke," he claimed. "No firm can stay healthy if it doesn't consider advertising as selling activity. Cost can be trimmed. Cost is vital."

He suggested that an increase in productivity, rather than a general cutback, is the answer to cost-cutting. "Cutting back can shrink the economy of any industry, and decrease reduces advertising losses and decreases with reduced advertising loss any customer eventually."

He agreed with the concept that "the miracle of America is the miracle of mass selling and not mass production."

At Record Low

Pointing out that the ratio of advertising to the national income is the lowest in recorded history, he cited the 1947 index at 1.95 contrasted with 2.55 in 1937. "There has never been an inflation in advertising, and the only change in the past 20 years is the decrease in cost-per-thousand."

Selling pressure should never be down, and in strong competition it is increased, he said. Mr. Cone included research in a list of fads exploited by agencies during the years. "There is a terrible waste committed in the name of research, because the tool may not be a well trained skillful hand," he said.

The "greatest tool" in advertising, however, is the planning. Looking at advertising only as a substitute for personnel selling, Mr. Cone—based on his conclusions on the premise that an honest product is being advertised—asserted that cost of advertising can best be regulated by the copy. "Copy gets results, which may be an old fashioned idea, but we are all going back to a road less traveled."

Elaborating on the three rules of salesmanship — appeal, direction and approach—he cited Toni and International Celul-coconut products for the latter, while advertising budgets have increased but actual advertising costs have gone down. "Three years ago Toni spent $1 million to sell $1 million worth of permanent wave, last year they spend $7 million to sell $25 million worth," he said.

And, to build a business such as theirs was built, you could copy, visual or verbal, for "confidence and success."
Attention-getters

These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get your attention, so we can make a point about the attention advertisers get over Radio Station W·I·T·H in Baltimore.

They get plenty, too—at real bargain rates! You see, W·I·T·H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

W·I·T·H is the BIG independent with the BIG audience. It covers 92.3% of all the radio homes in the Baltimore trading area. If W·I·T·H isn't already on your list, and if you're looking for low-cost results, call in your Headley-Reed man today and get the whole W·I·T·H story.

Tom Tinsley, President
Represented by Headley-Reed

Page 28 * May 9, 1949

Radio Advertising

Broadcasting * Telecasting
WAYNE COY placed the date for television's dominance over aural broadcasting as 1954, four years from Thursday, May 5, when he addressed the 19th Institute for Education by Radio at Columbus, Ohio. It was his flat prediction that "Five years from now most Americans will be getting most of their broadcast information, education and entertainment from television."

His address was not confined to television, but included some crystal gazing for AM, FM, and facsimile.

Five years from now AM will feel the heavy impact of television, and "financial returns will undoubtedly be considerably less."

For FM he said that millions of people can be reached by an adequate signal only with FM. He repeated his suggestion that AM operators with FM stations be required to duplicate their program schedules, that programs which have been developed in radio over more than a quarter of a century may thus be made available to the people through the better system of broadcasting.

For facsimile he conceded that "much more experience is apparently needed before we estimate the future of this art of radio printing. He did say, however, that the trend would be toward multiplexing so that the printed material could be sent over the receiver simultaneously with voice or music.

His optimism for FM was based on the statement that he did not think it would "be squeezed out by television," and it would grow in the next five years.

It was in television, however, that the chairman of the FCC opened up with his predictions. "I concur in the estimates of the manufacturing industry that five years from tonight 40 to 50% of the homes in America will have television receivers."

In this same period he said that 600 to 800 television stations would be built and in commercial operation, reaching an overwhelming majority of the people of the United States.

What this would do to aural broadcasting was appraised by Chairman Coy in these words: "Radio broadcasting faces not only the loss of some of its revenue to television, but it may face a more serious concentration of the programs. With that, Oscar Katz, director of the Institute for Education by Radio in Columbus, said that the increase was largely due to the opening day's session of the 19th annual Institute for Education by Radio in Columbus.

This was the largest number of awards in the institute's history. Last year the awards totaled 87 with 60 firsts, 32 honorable mentions and five special awards. Part of the increase was believed due to the new plan of decentralized judging, adopted this year, which gave several metropolitan committees the final say.

In the network program classification, judged live by a New York board, NBC received the anciens share with seven firsts, including three TV awards. CBS was second with four; CBS and ABC had three each; while the DuMont network took one first. In the television division it was also the first time that television programs were judged in a group and five first awards for TV were announced.

In all, 701 programs were evaluated in the exhibition. Of these, 201 were national network shows while the other 500 were submitted as regional, local and transcribed shows.

RADIO'S FUTURE

"If education is to qualify in radio medium, educators must face the fact and hold an audience that is free to reject," said Mr. Katz, director of the Institute for Education by Radio and the 19th Institute for Education by Radio in Columbus. Katz sounded a warning to the 19th Institute for Education by Radio on the intellectual, cultural and educational needs of the American audience. He told the assembly in Columbus for the May 5-8 proceedings that if this is done, "the people as a whole will reject the media."

Mr. Katz brought out his point near the conclusion of a talk in which he had outlined the role television can fulfill for education, while citing the tremendous strides the medium has already made. Since video had such broad appeal, he declared, most of its programs would be in entertainment, thus "that is what most people want most of the time in radio and other mass media."

Mistakes of Past

Mr. Katz brought out that in the history of radio mistakes had been made. "We have to be aware of the inherent attributes of the mass media." He concluded: "Let's hold to the idea that progress in television will and should be paced by the choices of the majority."

Television, which one short year ago occupied the status of an American Exhibition of Educational Radio Awards

QUALITY of radio programs heard in the U.S. and Canada in 1948 improved considerably over a year ago, according to the final report of the 1948 American Exhibition of Educational Radio Programs. They announced a total of 125 awards—67 firsts, 27 honorable mentions and nine special awards—at the opening day's session of the 19th annual Institute for Education by Radio in Columbus.

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Cultural-Music—"Boston Symphony Orchestra in "The Great Gatsby" (CBS), "New York Pops" (CBS) and "Young Man" (MBS)—both honorable mention.

Public Affairs, Drama—"Living 1949" (NBC), "The TV Bureau" (Du Mont), "Relic" (ABC)—both first awards. "Mind Over the Mountain" (CBS) and "Doorway to Life" (CBS)—both honorable mention.

Public Affairs, Talks-Discussions—"China's World" (ABC)—first award. Also honorable mention to four programs: "On Trial" (ABC), "Cross-Section over S. A." (CBS), "Meet the Press" (MBS), and "America United (NBC).

Children's Programs—"Mind Your (Continued on page 74)

IER SESSIONS

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National Networks and Organizations

Religious—"Religious Services Every Day" (ABC) and "Way of the Spirit" (CBS)—1st; "A Book of Life" (NBC) and "Eternal Light" (NBC)—both honorable mention.

Agricultural—"Columbia's Country Journal" (CBS)—5th award. Special award "Garden Gate" (CBS)—Citation: "For the direct and practical way it has met the expressed needs of urban and suburban listeners."

Cultural (excepting music)—"Stage 45-45" (CBS) and "NBC University Theater" (NBC). "NBC Wednesday Night" (CBS) and "News and Documentary"—both special awards. Judges comment: Regrettably the entertainment programs could not be included, special note is taken of the contributions to "History, Science, Learning," The Judges urge further exploration into this type programing.
Mr. O'Connor, Mr. Mueller

Mr. O'Connor wrote the radio newswriting award for his dispatch of Feb. 28, 1948, reporting the overthrow of the government of Czechoslovakia and the substitution of a Communist regime. Calling it a distinguished example of newswriting, the judges—radio news executives, newspaper editors and journalists—called him "a national hero." Mr. Mueller has written, according to Carl R. Kesler, Sigma Delta Chi vice president emeritus in Washington, "a few years ago, the two additional awards for courage and research in journalism, to be announced later.

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He probed the Broome County officials into action and, on his own authority, began broadcasting flood warnings. From a remote line to his own home on the river ten miles north of Binghamton, O'Connor broadcast frequent bulletins on the flood and eye-witness accounts of evacuations.

He abandoned his microphone only when the water reached his ankles on his front porch and roved to safety with his wife, Sheriff Arlington B. Thatcher credited O'Connor's alertness and enterprise with preventing loss of life and greater property damage.


Mr. Boos became a vice president in 1946. During the war he was in charge of administrative activities connected with building of the Bethany shortwave transmitters for overseas use of the Office of War Information. Surviving are his wife, the former Edna Hummel of Cincinnati, and two children, Katherine and Julian.

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RCA REPORT

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week brushed aside reports that a shake-up impended in NBC and defended the network's policy in refusing to indulge in "skyrocket bidding" for such talk programs. Sarnoff, who was recently named a vice president of ABC, was named a vice president of ABC, was named a vice president of ABC, was named a vice president of ABC.

Sarnoff's remarks were made at the annual RCA stockholders meeting last Tuesday at RCA headquarters, New York.

In response to an inquiry from a stockholder as to what other reports were true that a shake-up among the top echelon of NBC was in the wind, the chairman of the board said that "if it is so, I haven't heard about it."

In his prepared talk, Gen. Sarnoff referred to "talent raids" on NBC and said: "We could have matched the millions involved in such skyrocket bidding had we been indifferent to the interests of our stockholders, artists and clients."

He said RCA believed, however, that "time will show there is no profit to the network, the sponsor or the artist in the purchase of overpriced talent packages."

"Commercial program coats," he said, "must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called "assets" purchased in these talks has already been dwelt on.

"Leadership built over the years on a foundation of solid service cannot be snatched overnight by buying a few high-priced comedians, as leadership is not a laughing matter."

Reminding the stockholders that 1948 was the most successful year in RCA's 30-year history, Gen. Sarnoff announced that profits in the first quarter of 1949 exceeded those of the first quarter of the record year 1949. He warned, (Continued on page 39)

Sarnoff Denies Shakeup
Does Television Deserve Stepchild Representation?

This is addressed to those people who have had the courage to invest millions of dollars in this new medium of television. You've invested money in towers, sites and technical equipment, you've planned the programming, set up technical staffs that had to be schooled, you've organized your business and local sales structures and you took for granted that your sales representation was as soundly planned as all your other planning.

**Television is different**

No one has to tell you that this "newest medium" is different. It is no stepchild of radio by a long shot. It is the most powerful medium yet developed. You appreciate this, or you would not have put the huge sums into it you have. Let's not kid ourselves. Television is competitive to all media—magazines, newspapers, supplements, outdoor, radio, network and spot. The public knows it's competitive. You know it from your own experience with your own set at home. No one yet has figured a way to read a magazine and look at a television set at the same time.

**Television has arrived**

Agencies are showing their clients how television right now is an economical advertising buy on a dollar basis. Advertisers are not only anxious but well aware they must get into television to protect their trade positions. But whom can their agencies turn to for full-time advice, full-time service and information?

National advertisers and their agencies have always been well informed on media, but have little or no information on television stations and have a hard time getting it. In many cases they have had to go direct to you for it.

Ask yourself these questions:

* Does your representative have the same faith and confidence in the television medium you have?
* Is your representative making any investment such as you have in the future of television?
* Is your representative providing the television manpower necessary?
* Is your representative giving you the adequate sales effort you need?
* How well has your representative familiarized himself with your local television operation?

The answers to these questions are all too clear. More than a few representatives have actually stated that they wished television had never happened and would give plenty to get the guy who invented it. Your representative today is taking the easy way out—is doing as little for you as fits his pocketbook. And, this is all too understandable.

They have done well with AM. They have worked hard and long and built up a prosperous organization. You can't blame them for not wanting to start all over again. After all, life's too short. They've made their money. Television today is only a headache and an expense to them.

Furthermore, let's face the facts about what REALLY happens when a radio representative sets up a TV Department within his own organization. Both cannot get the services of the best people—the full-time wholehearted application that's required to do a real job. From the management level right down the line AM or TV or both must suffer.

**How do you come out?**

You have a big investment in TV. You expect TV to develop into the greatest advertising medium ever, but you need help. You need sales help that means the kind of manpower that can give you intelligent service in the national field full time. Your story must be told to advertisers and their agencies with aggressiveness, experience, ability and a singleness of purpose. You need a specialized organization to help solve the complex problems arising in television—problems that have never arisen before in advertising. You need the undivided attention of a company for the efficient development of new accounts that find television a natural but who have found other consumer media difficult to use. You need an organization whose conscience is clear on television, one that is not torn between the other older media and the new.

**Now's the time**

Why wait? You can get what you need now. Ours is an organization with the know-how to provide effective and active service. It's a young company looking to the future with conviction and confidence in television. Our revenue and business future depend solely on television. Harrington, Righter & Parsons, Inc. is not complicated with radio and/or newspaper problems which thwart your television progress in the national field. Further, we have the stability and interest to do the sound selling job you need in television.

**Harrington, Righter & Parsons, Inc.**

270 Park Avenue, New York 17, N. Y.

THE FIRST INDEPENDENT TELEVISION STATION REPRESENTATIVE

**May 9, 1949** • **Page 31**
SOVIET attempts to stifle the Voice of America at its larynx and reduce programs to a mere whisper behind the Iron Curtain were receiving urgent attention of State Dept. officials last week along both technical and diplomatic channels.

While Voice engineers were periodically penetrating effective Russian jamming operations, George V. Allen, assistant secretary for public affairs, awaited official reaction from Moscow on protest filed through International Telecommunications Union headquarters in Geneva April 30.

Mr. Allen charged the Soviet with "complete violation of the Madrid and Atlantic City Telecommunication Conventions and the Cairo and Atlantic City Radio Regulations." He asked ITU to request that Soviet authorities immediately "take necessary steps to put an end to the jamming operations." In addition, Mr. Allen requested that copy of his message be circulated among the other members of ITU, to which Russia is a signatory.

ITU officials last Tuesday acknowledged receipt of the Allen protest, and said it had forwarded the U. S. complaint to Moscow. The Union pointed out it acts merely as clearing house for protests and has no power to implement its requests with authority.

There was no official reaction from Moscow later Thursday. At the same time the Moscow Radio remained silent on either protest or jamming actions.

Meanwhile, the State Dept. was preparing late Thursday to request reinstatement of certain cash allowances for the Voice originally deleted by the House Appropriations Committee. Voice personnel were scheduled to appear before a Senate Appropriations Subcommittee Friday. It was believed the department would seek additional funds, in view of Soviet jamming efforts, to provide for increased signal strength at relay bases.

The department's information and education branches would receive a $2,000,000 increase overall but $2 million less than budget estimates—under the House-passed version. The Voice would get an approximate $1 million boost. Specifically the House group deleted an item request of $514,000 for two new siren-type antennas at domestic shortwave transmitters [BROADCASTING, April 11].

Acheson, Dean

Last Thursday State Secretary Dean Acheson asked the Senate group to restore the initial $2 million cut in the foreign information program. He testified that its activities were beginning to "pay big dividends" and were necessary to "refute deliberate misrepresentations which are being widely disseminated in non-democratic powers."

The jamming was so successful it reportedly blotted out Voice transmission both in Moscow and the U.S. The Voice countered by stepping up its Russian language schedule to 24 hours daily, with two and a half hours reportedly halting through to Soviet Union last Monday. Between 50 and 60 transmitters are being used by Moscow, it is estimated, to jam Voice programs around the clock.

Mr. Allen announced last Wednesday the State Dept. had "succeeded partially" in overcoming the jamming, attributing the breakthrough to "technical facilities" developed by American engineers.

Meanwhile, the Voice is continuing its 24-hour schedule of broadcasts to the USSR, with transmissions of the regular one and one-half hour program to Moscow repeated continuously.

The State Dept. said the Soviets reportedly were using five to eight jammers on each frequency.

Officials said they are prepared to carry on indefinitely.

The strike started at 6 p.m. last Tuesday, forcing cancellation of a Braves-Cubs baseball telecast on WNBC-TV Boston and loss of time on Yankee stations ranging from 15 minutes to over three hours.

Company-owned stations affected were WNBC (AM, FM and TV), WAAB Worcester, WENY Providence, WTMW Portland, WICC Bridgeport and WONS Hartford.

Linus Travers, executive vice-president and general manager of Yankee, said that six weeks ago union and management had met to negotiate a new contract, a company survey having shown that 17 technicians were employed than were needed. Management had proposed that the 17 be laid off, he declared, adding they would eventually have been absorbed by the network's expanding TV operations.

Mr. Travers said that when the union would not agree to the personnel cut, a 20% wage cut effective May 1 proposal for all engineers in stations outside of Boston—added up to a readjustment down to the scale of wages prevailing in the areas where they worked.

Russ Lighty, IBEW international representative, said the strike was called to protest the 20% wage cut. He said current wages range from $6.20 to $7.125.

A company survey, he said, showed the average wage in July was $6.87. He said the network was aggravating the situation by refusing to arbitrate.

"We are not a strike organization," he declared. "We try to settle disputes, if possible, by arbitration. In the last 10 years I doubt that we've had more than 10 strikes in the whole electrical industry in the New England states. However, we had no choice in this matter. We're defending ourselves against a cut the company instituted with unilateral action."

Announcers and newsmen at WNBC finished their day's work last Tuesday and then voted not to
DAYTIME VIDEO

DAYTIME programming for WJZ-TV New York will start May 17 and will be extended to all other ABC owned and operated stations as rapidly as possible, Robert E. Kintner, ABC executive vice president, advised a news conference in Hollywood May 3.

Mostly concerned with TV, he made the following high-points:

(1) KECA-TV Los Angeles will debut early in August.

(2) With the operation of KECA-TV, network will have spent a total of six and a quarter million dollars in television expansion.

(3) Plan is under study to sell Television Center, its 20 acre television-studio site in Hollywood to Prudential Insurance Co. and lease it from them on long-term basis.

(4) Deal being closed with 20th Century-Fox for its Movietone Newsreel to be telecast on ABC stations. Package would be backed by Camel cigarettes which now sponsors similar type show on NBC-TV.

(5) Hollywood would be the television production center within nine months to a year.

(6) TV is wiser long-haul investment than competing for services of high priced AM stars.

Starts at 2 p.m.

Stopping over in Los Angeles, en route to San Francisco where KGO-TV opened last week, Mr. Kintner said that WJZ-TV would begin to televise at 2 p.m. each day. He also said that KECA-TV would start at that time when it went on the air in August and would televise 10 hours per day five days a week. He said that kinescope material from the East would fill part of the time and that he looked for Hollywood to build programs which could be kinescoped and transmitted east after KECA-TV commenced operations.

In the wake of Mr. Kintner’s statement of how much ABC will have invested in television when its fifth station is operative, he said that the network did not know when it would be in the black and hesitated to make any bold predictions.

In discussing programs, Mr. Kintner said that much would be "live," but added that films would be produced for the network. Declining to name prospective film producers under consideration, he did say that Bride and Groom, five weekly AM program, would have a weekly airing via film. He also said that an audience participation program for television featuring Bert Parks—also was being considered for film treatment via television.

"Believes in Giveaways"

Asked whether "giveaways" were being considered for television as well as radio, Mr. Kintner replied "ABC believes in giveaways." While on the subject of programs, he said ABC was aiming at radio formats which cost between $5,000 and $7,000. Furthermore, he pointed out that $2 million a year is expended in AM programming and that this would continue.

He expressed regret over the loss of Bing Crosby and Groucho Marx but felt that suitable replacements would follow them next season. Furthermore, he said that ABC considered it wiser to invest in television rather than being involved in bidding for the services of high priced AM talent. He said that ABC would develop its own stars in television.

When Mr. Kintner disclosed the purchase of the Movietone Newsreel from 20th Century-Fox, he was asked whether there was any significance to the move. He said it was "a simple purchase" and that ABC stands ready to do business with all film firms.

THEATRE ARTS

TV Impact to Be Discussed

TWO-DAY session on "Television In Theatre Arts" will be conducted at U. of Southern California at Los Angeles May 13-14 under the auspices of the Southern California section of the American Educational Theatre Assn.

Opening session Friday evening, May 13, will be a panel on "Television and the Theatre Arts Curriculum." Huntington D. Sellman, professor of drama at UCLA, will be chairman. The panel will consist of Gordon Minter, KTLA (TV) Hollywood producer; David Crandall, KPIX (TV) San Francisco director of studio operations; Kenneth Macgowan, chairman of UCLA Theatre Arts Dept.; Robert Whitten, director of radio at Los Angeles City College.

Saturday program will open with a symposium on "Money and Features on TV—It's Status and Future Prospects." Panel will consist of Edward Simmel, vice president in charge of production, Simmel Survey Productions, Hollywood; Klaas Landsberg, West Coast director of television for Paramount Television and general manager of KTLA, and Harry Lubke, technical director of Don Lee Television and president of Academy of Television Arts & Sciences.

Another panel titled "What Television Can Do For Education" will be led by William H. Sener, director of radio and television at U. of Southern California. A television demonstration is scheduled to be given Saturday afternoon, with the cooperation of ABC. Meetings will close with symposium on "Production Requirements for Television" featuring Edward H. Sobol, NBC Hollywood executive producer, and Marshall Grant, president, Marshall Grant Productions.

May 9, 1949 • Page 33
ABC-TV RATES

New Card Provides 7% Rise

ABC's new television network rate card No. 2, effective May 15, to be distributed this week to agencies and advertisers, includes 35 stations, an increase of 7½% over the network's 20 TV affiliates listed in the revised rate card No. 1 issued last November.

Total evening hour rate for the full 35-station network is $14.920, an average of $18.50 per station. This compares with the previous total 20-station evening hour rate of $6,370, an average of $257.71 per station. The new rate is up 7½%, ABC points out, despite the great increase in the number of TV sets since last fall.

New rate card shows the same rate of discount applying to all time classes, day or evening, and an increase in the annual discount from 7½% to 12½%, same rate that ABC grants clients using its sound network facilities for 52 consecutive weeks. Advertisers may combine purchases of the various classes of time in figuring discounts.

Class A for ABC-TV is 6-10:30 p.m., Monday through Friday, and noon-10:30 p.m., Saturday and Sunday. The 8:30 p.m. time (priced at 75% of the A rate) is 5-9 p.m., Monday through Friday, and 10:30-11 p.m. seven days a week. ABC Price Class C (priced at 60% of A rate). Prices for time units of less than one hour are: 45 minutes, 60% of the hour rate; 30 minutes, 60% of the half-hour rate; 15 minutes, 75% of the half-hour rate.

Video recordings are now furnished without charge to ABC-TV advertisers for use on non-interconnected stations or on interconnected stations not available at the time of the original broadcast one print is provided for each station, regardless of the number of stations used. Formerly only one print for each two stations was provided free, and then only if the program was sent to a minimum of six non-interconnected outlets. The new card also shows reduced charges and requirements for film and studio rehearsal facilities.

CBS COLOR VIDEO
Denies Rumor of Transmitter

CBS has stated that reports it was installing a new color television transmitter in New York were without foundation.

"Apparently a misunderstanding developed from the fact that CBS requested temporary permission of the FCC to test the transmitter of its existing experimental ultra high frequency station, W2XCS New York, which went into operation in 1946," an official CBS statement said. The purpose of the tests, for which temporary permission was sought, said CBS, was to measure "certain technical characteristics prior to a routine change in frequency of the station."

PIONEER in its field, Washington Television Circulation Committee has been keeping track of TV growth in nation's Capitol since December 1947. Committee members, examining graph showing video set ownership increase of more than 600% in Washington in 16 months, are (1 to r): Howard Bell, WMAL-TV; Gordon Williamson, WJLA (TV); Bill Treyon, WOIC (TV), and James Selig, WNBW (TV), all Washington stations.

PARAMOUNT
Separation of TV Interests Pending, FCC Told

FCC WAS ASKED last week to withhold action in the Paramount-DuMont case and accept evidence on the separation of Paramount Pictures' television interests through a corporate reorganization [BROADCASTING, Feb. 14, March 7].

The request was made by United Detroit Theatres Corp., Paramount subsidiary, in the case involving its application and that of WJR Detroit for a television station in Detroit.

FCC has held, in a proposed decision, that Paramount's 29% interest gives it control of Allen B. DuMont Labs, operator of three TV stations [BROADCASTING, Dec. 20, 1948]. Through acknowledged subsidiaries, Paramount owns two stations. Its other TV applications and those of DuMont accordingly would have to be denied to comply with FCC's multiplicity-ownership limitations.

In the petition filed last week, FCC was formally notified that the anti-trust consent decree signed by Paramount, DuMont and Columbia Broadcasting Company incorporated their film company into separately owned firms, one to handle production and distribution of pictures, the other to handle exhibition of films.

United Detroit Theatres, it was explained, will be a property of the theatre company, United Paramount Theatres Inc., after March 3. 1950. The only established TV station which this company will own is WBKB Chicago. Under FCC's five-station ceiling, therefore, United Paramount Theatres will be eligible for four other stations.

The DuMont interest and Paramount's other established station, KTLA (TV) Los Angeles, will go to the new production and distribution company. Thus the picture company would be allowed one more station even if the Commission made final ruling that the film firm controls DuMont.

United Detroit asked FCC to hold up action on its proposed decision until evidence on the new corporate plans can be taken. The company also requested oral argument on its petition. The request was filed by the Washington law firm of Hogan & Hartson.

The United Detroit application will be amended "at an appropriate time" to reflect the corporate changes, FCC was told.

Meanwhile, another question hangs over all Paramount radio plans. This is the question of the radio qualifications of all firms involved in adverse anti-trust decisions. FCC currently is studying the problem and in the meantime is passing over the applications of such companies.

Reiterating that Paramount is not disqualified by the anti-trust decree [BROADCASTING, March 21], the film company submitted a memorandum to FCC last week calling attention to the fact that its radio interests will be in the hands of new companies in the future.

When Paramount is separated into the two new firms "the nature of Paramount's business and its organization will be completely changed and the disability, if any, which may have existed because of the anti-trust proceedings must of necessity fall," the company asserted. The memorandum was filed by D. M. Patrick of Hogan & Hartson, and Thurman Arnold, Abe Fortas, Paul A. Porter and Walton Hamilton of Arnold, Fortas & Porter.

In addition to Detroit, Paramount Theatres subsidiaries are applying for television in Boston and Tampa; Paramount Television Productions, operator of KTLA, is applying in San Francisco; and Tri-State Meredith Broadcasting Co., half owned by Paramount, is applying in Des Moines. DuMont owns WABD (TV) New York, WTyrG (TV) Washington and WDTV (TV) Pittsburgh and is applying in Cleveland and Cincinnati.

VIDEO HOPOERS
To Start TV-Network Programs

C. E. Hooper Inc. in June will publish a report on May's TV-network program audiences, inaugurating monthly publication of TV-network Hooperatings comparable to those for programs on the AM networks. Announcement was made to Hooper agency, advertiser and network clients in a letter dated May 4.

The new TV network audience reports will be based on random sampling in 31 cities (nearly all of which now have TV service), the report on each program being based on samples from only the cities in which it is telecast. Individual programs will be reported in terms of Hooperating, share of broadcast audience and share of TV audience, each weighed to reflect the number of radio homes in a 50-mile area of each transmitting city in compiling the overall network rating.

In addition to the daytime and nighttime ratings for network video programs, sustaining as well as sponsored, on an overall network basis, the new reports also will contain individual city ratings for New York, Chicago, Los Angeles, Philadelphia and Washington.

Radio-TV share of broadcast audiences trends will be reported monthly for most major cities, giving day-part comparisons of the audience acceptance of each type of broadcast service. The reports also will carry the TV stations' share of audience by day-parts in each surveyed TV city.

UN VIDEO
Facilities Now Available

PERMANENT facilities for television coverage of the United Nations activities at Lake Success and Flushing Meadow, N. Y., are now available to NBC and CBS. With TV cameras permanently emplaced, the programs will be able to have instantaneous feeds in the event of quick-breaking action.

In addition, the United Nations will make kinescope recordings of important happenings and ship them to the network. All cameramen and equipment will be supplied by RCA Victor Division of RCA, which is also installing television receivers throughout the Security Council and General Assembly buildings.

CBS plans to carry the meetings daily from 10:30 a.m. to noon and from 3 to 5:30 p.m. on days when it is in session. In baseball, NBC has announced no definite schedule but will monitor the discussions continually for events or discussions of particular interest to which it will switch the network.
WWJ-TV first television station in Michigan still leading the field . . .

More than two years of daily operation have given WWJ-TV the television know-how that results in better pictures, better programming and better commercial adaptability. This know-how is reflected in its local schedule of top crowd-drawing attractions including three seasons of University of Michigan football . . . three seasons of Detroit Tiger baseball . . . as well as two seasons of Detroit Red Wing hockey, and horse racing. Such features, together with outstanding NBC shows, are the main reasons why WWJ-TV is first, by far, with Detroiters . . . as proven by surveys . . . and with advertisers as proven by results.

Yes, WWJ-TV is the sure bet in television in the multi-billion-dollar Detroit market.
TO PATHOM television's future, to bolster its own opinions and guesses for the benefit of its curious clients, BBDO approached a group of leaders in radio, television, advertising and allied fields, and asked them six questions. The answers to these questions, summarized, tabulated, charted and illustrated with numerous quotations, BBDO has published as a 43-page brochure, simply titled, Television's Future.

In its foreword the agency points out that those questioned form "a highly selective group—less than 35 people. Yet in terms of their connection with the industry, these are people who are close to the picture—the heads of the networks, the key people in each field who must keep alert to the future progress of television and radio." Noting that some crystal gazing was unavoidable in dealing with an unknown future, the agency states: "Yet it will be found that there is often a remarkable amount of agreement on this future. If these men are gazing into crystal balls, at least they are some of the best crystal balls available at the present time."

**TV vs. Radio**

**Question I:** How will television become more important than radio? Five years from now, in 1954, was the majority answer to this question, with 60% moving TV into top rank before the end of 1964 and 77% foreseeing it as more important than radio by the end of 1957. A fifth of the group believes that television will pass radio by 1963.

**TABLE II**

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<thead>
<tr>
<th>How Will the Eventual Cost of Television Time and Facilities Compare With Radio?</th>
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<td>Television will cost:</td>
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<tr>
<td>More</td>
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<td>Less</td>
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<td>About the same</td>
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<td>Don't know</td>
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</table>

**(Chart 1)** The manufacturers of radio and TV receivers see television as more important to them right now, in that, as one of them phrased it, "television has a future and radio hasn't."

**Question II:** How will the eventual cost of television time and facilities compare with what we now pay for radio? "As might be expected, nobody sees television as costing any less than radio," BBDO reports. "However, there are many who feel that the increase over present-day radio costs will not be too great. And there are a few who believe that, in the long run, the cost of television will become roughly comparable with current radio costs."

<table>
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<th>How much more?</th>
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<tr>
<td>50% more</td>
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<tr>
<td>100% more</td>
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<td>2-3 times more</td>
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<td>3 times more</td>
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**Question IV:** How will advertisers use television—once a month with a costly show or once a week? More than Monthly "Opinion is overwhelmingly that advertisers will use television on a more frequent basis than once a month." BBDO summarizes the answers to this question, "Once a week" is the majority choice, with "the overall feeling that television will be used in much the same manner as radio is now used."

The report notes that in finding once a month too infrequent for good advertising, some respondents pointed out "in order to obtain the desired frequency in an era of higher costs, shorter programs may be required."

**Question V:** Will radio die as silent films died or will a few radio networks still be important advertising mediums? Unlike some public statements predicting radio's early demise, those queried by BBDO largely agree that radio will survive, but differ as to the role of sound broadcasting when television has matured. A number see radio becoming a daytime medium; others believe it will serve principally the remote areas not easily reached by television. (Continued on page 88)

**TV SET figures reported to Broadcasting during the past week:**

Washington—44,500 as of May 1, reported by the Washington Television Circulation Committee, representing WMA-L-TV, WNBE, WOIC, WTTG, all Washington.
San Francisco Bay Area—5,000 as of April 1, reported by KPIX (TV), San Francisco.
Chicago area—129,602 on March 31, according to Chicago Electric Assn.

**TABLE III**

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**(Chart 2)** The majority agreed that networks estimated future television costs as follows: 100% greater; 'three to four times greater'; 'four to five times greater.' There is still a gap between those who guess the future and those who will set the rates," the agency concludes. (Chart 2)
NATIONWIDE TELEVISION Corp. will release a series of Hal Roach pictures for Regal Television Corp. starring Fredric March, Brian Donlevy, Joan Bennett and others. In addition to the 12 feature pictures the company announced that it will release 18 Hal Roach streamliners, 26 two-reel Hal Roach comedies and ten Laurel and Hardy features. A number are available for television immediately. Robert Wormhoudt is general manager of the firm. MacMillan Petroleum Corp., Los Angeles, has contracted with Telefilm Inc., Hollywood, for a 13 weeks showing of Roving Cameras on WNBTV (TV) New York. The firm also has renewed a 13-week series over KTLA (TV) Hollywood.

Princeton Film Center has announced the appointment of Lynn L. Barnard to direct the expanded television activities of the film center. Formerly with BBDO, Mr. Barnard prepared TV shows for several of BBDOs leading accounts, including Servel Refrigerator and Royal Crown Cola. He produced one of the first large scale shows ever aired on a television network, entitled Old Man River. Mr. Barnard served as a Lt. Commdr. in the Navy during the war and was in charge of a film producing unit...

Perez Joins Cinemart; Sagner's Buys on ABC-TV

Paul V. E. Perez has joined Cinemart Inc., New York, as director of television sales. He will specialize in promotion of one-minute TV commercials among ad agencies and their clients. Mr. Perez was formerly with Muzak Corp., New York...

A. Sagner's Son Inc., Baltimore on behalf of Northcool suits and Englishstown men's clothes, sponsoring series of 15-minute film highlights of Pimlico races on ABC-TV, effective May 6, for ten successive evenings. Agency: I. A. Goldman & Co., Baltimore...

Tressel Television Productions, Chicago, has sold its Projectall to KTLA (TV) Los Angeles and WFIL-TV Philadelphia. Firm has signed freelance actor Richard Victor to a talent contract...Four one-minute live action, sound-on-film commercials are being made by Douglas Productions, Chicago, for Hollingsworth and Collins agency, Rockford, Ill. Product, a gas range, is featured in two modern kitchen settings...One-minute spot made by the same company for the Chicago Motor Club will be telecast on WGN-TV Chicago. Live action and stock-footage film shows motor club's facilities for planning all kinds of travel and its insurance plan...Encyclopaedia Britannica, Wilmette, Ill., is releasing four classroom films—"English Children," "Rikki the Baby Monkey," "Making Glass for Houses" and "Making Soap"—for use on video.

Spring meeting of the Screen Directors Guild will be held at 8 p.m., May 17 at Park-Sheraton Hotel, New York. The Guild's paper, The Screen Director, will now have an editorial board, with Guild President Jack Glenn continuing to supervise publication. Television trade news will be handled by Lloyd Durant, W.K.O.-Pathe Inc.

Tolucia Firm Formed; Weiss Makes Animal Shorts

Tolucia Productions, Hollywood, formed by William T. Crespinel and son, William A. Crespinel, will produce 52 television films based on college campus. Programs on 15-minute format will be shot on 16mm. William T. Crespinel is former head of Cinecolor...Lou Weiss & Co., Hollywood, is making series of 10-minute animal shorts aimed at children's audiences...Bel Air Productions, Hollywood, will produce 13 half-hour films utilizing fairy tales...Franklin Television Productions, Hollywood, plans 26 half-hours on film titled Abellla's Tall Tales, featuring juveniles four to 12 years old. Producer is John Jay Franklin.

Casting Productions, Los Angeles, currently producing series of eight one-minute TV film commercials for Portner & Perrin Mfg., Los Angeles. Films to be distributed in East for national use. Company also producing 13 one-minute commercials for Players Restaurant, Los Angeles...

Trash Offer Spots; Villager Features 16mm

Telecom Productions, Oak Park, Ill., is offering advertising agencies and their clients one-minute commercials starting at $200, as described in a four-page color brochure which has been mailed to 1,500 agencies in St. Louis, Milwaukee, Detroit and Chicago...Studio staff of The Villager, Chicago suburban photographer for 12 years, is specializing in 16mm sound films for TV exclusively...Gardner Bread Co., Madison, Wis., is showing a series of six one-minute films in Wisconsin and Minnesota theatres preparatory to telecasting in the same areas. Produced by Bowman Films, Chicago, the series features a four-year-old girl (pictured as the firm's...Continued on page 44)
This is the music of America, the melody favorites of a nation that loves to dance and sing. This is music in many moods, reflecting the varied backgrounds of the people who make up this land of ours. This is "Music For America," performed by today's star conductors and soloists.

But more! Production is BIG, to attract the listener, but simple for fool-proof local presentation. Every moment is commercially planned; every cue is timed to the second; every musical selection is individually auditioned. Scripts are expertly written; no excess wordage robs the music of its charm or the commercial of its sales punch.

Promotion aids include pictures, stories, teasers...all in a sales-appealing brochure...available to all Associated subscribers.

Here's a half-hour weekly of completely professional radio...which, like other Associated "Shows That Sell," is STAR entertainment...planned for sponsorship. Program "Music For America" and you'll be "programming for profit."

*Another in the series of profit-building "Shows That Sell"
Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Written and directed by WHIO-TV's own Joan Ames and Catherine Steffan, and produced in WHIO-TV's studios by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents alike. First and only television program for children produced in Dayton. Now available for sponsorship. Contact your nearest Katz representative for details.
television; a few think it will continue to provide musical programming where sight is not so important. One interviewer thinks there may be "two sound networks—one programmed for markets with video; the other for markets without video." (Chart 4.)

Question VI: Will advertisers use both radio and television?

There were no negative answers to this one, but the unmodified "yes" votes (70%) were accompanied by a minority (27%) who replied: "Yes, but only for a while," believing that eventually TV will take over completely from sound radio. Network opinion was "emphatically yes," BBDO states, the network executives all believing that advertisers will continue to use both forms of broadcasting.

New TV Console

DELIVERIES to distributors of Westinghouse's first television console with a 16-inch picture tube will be made by the end of this month. J. F. Walsh, sales manager for firm's Home Radio Division, announced. Suggested retail price for the new receiver, model H-216, is $599, plus excise tax and installation fees. Price will be slightly higher in the West. The receiver has 27 tubes, plus five rectifiers and picture tube. It is equipped with a 10-inch permanent magnet speaker.

FCC CRACKDOWN

More Time Denied 3 TV Grantees

A TIGHTENING ATTITUDE toward television permits was evidenced by FCC last week.

In actions Thursday, the Commission refused additional construction time to three grant holders because of "apparent lack of diligence." FCC also turned down two requests—filed by WMBR-TV Jacksonville, Fla., and WAFL-TV Birmingham—for "interim" operation with 500 w until the stations can get on the air with their authorized facilities.

Permits denied further time to complete their stations were the City of Jacksonville, Fla. (WJAX-TV); Jacksonville Broadcasting Corp. (WPBQ-TV), and West Central Broadcasting Co. (WCON-TV, Peoria, Ill.).

The Commission provided in each case that the denial will be set aside pending hearing, if the permittee requests hearing within 30 days. Comr. George E. Sterling, Paul A. Walker and Frieda Henneck voted to give WJAX-TV more time. Comr. Henneck did not participate in the WCON-TV case.

Action in the WMBR-TV case indicated a relenting rather than a more stringent approach. There was earlier request for additional time had been set for hearing. Although it denied WMBR's request for interim operation with 500 w, the Commission called off the hearing and allowed WMBR until Nov. 3 to complete installation of its 5 kw transmitter. Comr. Jones dissented, voting for hearing. Chairman Wayne Coy did not participate in this or the WAFL-TV decision.

In refusing WAFL-TV authority to operate temporarily with 500 w, the Commission said it was prompted by fact that "not only would the signal furnished to the city and metropolitan district of Birmingham be reduced substantially, but a substantial loss in service to the rural areas and populations would result."

Meanwhile the Commission granted additional construction time to three other permittees: WCON-TV Atlanta, to Dec. 15; WTVN (TV) Columbus, Ohio, to Oct. 1; and WMCT (TV) Peoria, Ill., to Sept. 29. Comr. Jones voted for hearing on the WCON-TV and WMCT requests and for denial of WTVN's. Comr. Sterling joined him in the WMCT case. Comr. Henneck did not participate on WMCT.

Don Lee Grant

Don Lee Broadcasting System meanwhile won a grant of its application for reinstatement of construction permit for its experimental W6XAO (TV) Hollywood and for an additional six months for completion. With Comrs. Sterling and Henneck voting for a partial grant, the majority ordered into the pending file W6XAO's application to change transmitter site, increase power and make changes in equipment. The actions do not disturb Don Lee's current operation of W6XAO commercially under temporary authorization from the Commission.

RADIO LEADS

With TV Owners, Poll Shows

RADIO is still the principal source of home entertainment among television set owners in Greater Cleveland, according to a poll taken by the Cleveland Press and published May 2. In answer to a question: "Do you listen to radio since installation of your television set?" 93% replied "yes" as against 4% "no" and 3% "seldom."

The poll showed radio listening is predominant during the day, while television is the principal attraction in the evening hours.

TV set owners were also asked if some members of the family listened to radio shows while the video set was operating—27.5% replied "yes", 72.5% "no."

Among non-TV set owners who were asked if they planned to buy a receiver, 48% answered "yes" and 18% "hope to." Of the 30% who answered "no," the major reason given was the cost of the sets. The majority indicated their desire to buy later if prices come down.

WOIC Film Showing

DOCUMENTARY film story of the present status and significance of television will be shown by WOIC (TV) Washington and the CBS-5 network at the Washington Advertising Club luncheon May 10. Eugene S. Thomas, WOIC general manager, announced last week.

Titled "Television Today," the 35-minute film was produced by Victor M. Ratner, CBS vice president in charge of promotion, and was photographed in CBS-5's recently completed Grand Central studios.
AL GOODMAN ... musical director of more than 150 Broadway shows, a radio name with "Prudential Family Hour," "Fred Allen Show" and "Hit Parade" credits.

TED DALE ... the sensation of the current radio season—his brilliant arrangements spark the Buddy Clark "Contented Hour."

GLENN OSSER ... ABC staff conductor; chief arranger and assistant conductor for Paul Whiteman; his music has paced the Treasury Star Parade, the Schaeffer Revue, "Tea and Crumpets" and the ABC television show, "American Minstrels."

RAY BLOCH ... who holds the record for having the most radio shows at one time—currently on "Toast of the Town" and "Sing It Again" for CBS and the WNBT Arrow television show.

JAY BLACKTON ... wielded the baton for such stand-outs as "Oklahoma!," "Carousel," "Inside U.S.A." and "Annie Get Your Gun."

D’ARTEGA ... Three-in-one ace, composer-arranger-conductor, penned "In the Blue of Evening," "Fiesta en Granada" and a host of other Latin-American favorites.

This is Associated...

Completely diversified library of more than 5000 selections.
More selections by more performers.
Two full program-hours of new music each month.
Talent selection with a "sixth sense."
Sixteen hours of planned programming each week.
Specially arranged themes for artists.
Vertically cut on quality-controlled, cherry-red Vinylite.
Wide variety of production aids.
Modern, streamlined steel cabinet and rapid index system.
Across-the-board programming without repetition.
Complete promotion aids.

THE BASIC RADIO LIBRARY

Associated program service

A DIVISION OF MUZAK CORPORATION
151 West 46th Street, New York 19, N.Y.
**Editorial**

### Plowed Under Down Under

AUSTRALIA'S commercial broadcasters have solved their giveaway problem without recourse to government, or lottery laws.

The downunder broadcasters, who readily admit their program structure closely follows ours, jumped the giveaway bandwagon several years ago. They found that (1) the mention of wind and weather in advertising content beyond the limits of their code; (2) that it was "space farming," i.e., a free ride for non-paying advertisers; (3) that the paying advertiser failed to derive maximum benefit; (4) that it artificially stimulated audience.

So the Australian Federation of Commercial Broadcasting Stations acted. It did not ban giveaways. It decreed simply that as of last March 1, prizes could be awarded, but there could be no brand-name mentions.

FCC, are you listening?

"Order Out of Chaos"

TWENTY YEARS ago the radio catch-phrase was: "Bring order out of chaos." It was purely a problem of electrical interference stemming from the hit-and-miss authorization of about 700 stations on the then standard (AM) broadcast band.

Case the reallocation of 1928, and on its heels introduction of the directional antenna and a change in licensing philosophy. Today there are 2,400 stations in the AM band on 106 channels, with much of those channels so overloaded that nighttime service has been halted. Add 728 operating FM stations and 60 TV stations and you get the radio picture.

Today there's talk of bringing order out of impending chaos. There's some hysteria. There are operators who feel that FM was forced down their throats under dire threat from an FCC most of whose members have now left the Washington scene. There are operators who feel that the present FCC is seeking to do the same in TV.

Air batterer put it this way: "Now we are told to get into television by no less a person than the [FCC] Chairman himself. He tells us we have no choice but to raise our rates or to finance the losses; he does not tell us how, as industry, we can overcome the boycott, when the Commission violates its own rules and principles of license revocation. We are told to change after frequency, causing unending and indiscriminate broadcast interference. In a word, the Commission itself now tells us that we must get into television, but they actually have so curtailed the profits of radio that the very thing we need most to get into television is being denied us.

There's no doubt that many broadcasters harbor this view. They feel they were sold a bill of goods on FM. Most of them feel the tremendous impact of TV. But they are wary lest they buy another bill of goods.

No rule-of-thumb can be applied in TV. People who risk their capital are entitled to some degree of protection—protection against overloading and degrading of assignments that would result in a failure to earn a profit on some AM operations. This means engineering and licensing standards that will give reasonable assurance.

We do not go along with those who may feel that broadcasters are being pressured into TV. Broadcasters are free agents. They may or may not seek to enter TV. At this writing they cannot stake a no TV claim even if they decide because the FCC has a survey in progress. Chairman Coy is a TV zealot. So are many of the leaders in radio not now in TV but chafing to get in. TV is there for all to see. Sound radio is there for all to hear. Some extremists feel TV will spell the end of sound radio everywhere and swiftly. We think it won't spell the end of sound radio anywhere in the next few years. There's hysteria, uncertainty and confusion. There was much of the same 20 years ago when the investment in radio was a bagatelle in contrast with today's chips.

First things come first. And the first thing is to get a sound technical structure for TV, profiting from the abysmal allocations errors made in AM and FM. From there out it's free competition, in the tradition that has made American radio the greatest anywhere—and the richest in public stewardship and in return to its entrepreneurs.

### Jam-ski Session

THE TEMPEST over Soviet jamming of Voice short-wave broadcasting is making headlines, and, colloquially, a lot of hay for expanded operations under State Dept. auspices. Russia, it appears, has sunk some $30 million into 60 high-power jam-mitters to blast away at VOA broadcasts to Europe. England reports similar air-jamming. The all-out campaigns, we're told, had been timed for opening of conventions looking toward lifting of the German economic blockade. Our counter has been the use of higher power.

This radio confrontation is really only the most spectacular phase of a long-smouldering etch-'em-out war with the West. We walked out of or kicked over the traces at every international communications conference held since the war's end. The most recent occasion was the Mexico City conference which closed in confusion a month ago when the Soviet attempted to force a disproportionate allocation of the very short-wave frequencies it now jamming to fare-the-well. The cost of jamming for months. Comr. George E. Sterling, who headed our delegation at Mexico City, has said so in repeated pienary session statements. It is evident now that Russia never intended to agree to planned use of the short-waves. Sixty high-power transmitters costing a half-million dollars each can't be installed overnight.

We have been the jaundiced-eye department on the efficacy of the Voice of America. The Soviet activity seems to belie our contention that the Europeans seldom listen to short-wave (1) because they do not have the sets; (2) because the Europeans, like the Americans, there to listen to their home long-wave stations. We believe the foreign offices, rather than the people tune the short-waves.

We doubt whether the Russian jamming proves we're wrong a reasonable question. With the Russians what appears to be obvious isn't obvious at all. Why, for example, the VOA jamming while the Soviet holds out the olive branch on lifting of the Berlin blockade?

Since there is reasonable doubt, and since millions in taxpayers' funds are involved, one course of action remains rewarding—the survey— an international coincidental. A high-level mission of representatives of radio as well as of the government could do it. The mission could ascertain whether they listen to VOA in Europe whether they listen to their domestic stations or to the military government stations, like RIAS in Berlin, which is faced with closure because of an extraordinary high operating budget. A U.S. delegation goes to Paris this month, with FCC Chairman Coy as its head. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate subcommittee on communications, is also going. Who is the group comprising an on-the-spot mission? Add a few broadcasters, and the job could be done swiftly and economically.

Our Respects To—

RALPH DONALD FOSTER

B ack in 1924, when radio to most people was a mysterious gadget that "could never amount to much," Ralph Foster closed off 4 x 12 feet of space in a corner of his St. Joseph, Mo., tire shop, set up a microphone and opened a radio station. What at that time was strictly a hobby had developed into a life's work. Today Mr. Foster is president and general manager of the highly successful KWTO Springfield, Mo.

Born in St. Joseph on April 25, 1893, Ralph Donald Foster came by his pioneering spirit honestly. His father was one of the first persons to start weather forecasting in this country. The Washington Weather Bureau archives still hold many records of the early forecasting ideas of the elder Foster.

Ralph Foster received his schooling in Washington, D. C. As a young man he returned to St. Joseph and opened a Firestone tire shop, preparing to enter the fast-growing automobile industry—until his hobby diverted his interest.

His first radio venture was developed primarily as an outlet for his vocal talents and those of his tire store partner, Jerry Hall. Operation began with 15 watts on a 347.8 meter wave length and a home-built panel designed by Fritz Bauer, who is still with Mr. Foster as KWTO chief engineer.

Partners Foster and Hall were the announcers and entertainers and anyone who came in the store and could sing, whistle or act, served as talent. Programs were frequently interrupted and the air left dead as the announcers stepped outside to patch an inner-tube.

Fame soon came to the two young men, however. Firestone dubbed them the "Rubber Twins" and featured them—and the mysterious new radio medium—in newspaper ads all over the country. Lucky Strike cigarettes used their pictures on posters and billboards and they toured the country, singing at conventions of all kinds.

The idea that radio was really a commercial vehicle came to Ralph Foster when Firestone sent him a bunch of small rubber tire ashtrays. He made an announcement on his 15-wattter that the first 100 people buying gas at his store would be given an ashtray free. Traffic was stopped for more than an hour in that section of St. Joseph and every ashtray was given away.

In 1930 the cubby-hole operation changed to

(Continued on page 44)
HOW TO "ALTER" A BRAND!

XIT "Ten in Texas," early brand of a ranch comprising 10 counties.

A FAMOUS WESTERN BRAND! They said it couldn't be "altered" — yet look how a clever rustler added "XIT" cattle for his own herd at the nearby

XIT
"STAR CROSS"

When sales figures of your brand need to be altered UPWARD in South Texas... legally, of course... better heat up a campaign over

Another FAMOUS WESTERN BRAND

Brands Reproduced
© C. C. DABNEY, Fredericksburg, Texas

WOAI
SAN ANTONIO

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

BROADCASTING • Telecasting
Respects
(Continued from page 44)

the commercial station of KGBX and in late in 1932 Mr. Foster's brother-in-law, C. A. Jordan, bought out Jerry Hall's stock in the station. Both partners long before had fallen in love with the Ozarks, then southwestern Missouri since he was native to northwest Arkansas and on fishing and hunting trips. In 1933 they decided to mix business with pleasure and moved KGBX to Springfield, Mo., the one untapped market of the Ozarks.

Establishing the outlet at 1370 kc with 100 w, Mr. Foster started building another station in The Ozarks. His theory about the industry was—and still is—that a station was going to survive and make money, it must be built with local talent and with a definite personality of its own—not just another chain station, but one the people of the area would feel was a part of the Ozarks itself.

First came a complete news department under a veteran newspaperman of the hills, John E. Pearlson, now head of KWTW's general manager. John E. Pearlson Co. Mr. Pearlson wrote and broadcast about local people and human interest items and won friends for the station and the Ozarks region and since it had played an important role in Mr. Foster's life, he induced the local U.S. Weather Bureau to broadcast several times daily via remote control lines, as well as provide copy for newscasts. Ralph Foster is generally credited with conceiving the idea of regular remote reports which were chief of U.S. Weather Bureau in Washington.

soon established the format of the Springfield bureau as a standard for other bureaus throughout the country.

KWTW Begins

Dream of a station that could reach the deer hunters, rabbit warrens and "hawg waller" in The Ozarks, brought KWTW into being in 1938. Unable to get more power for KGBX, Mr. Foster obtained the license to the town of Springfield and established KWTW at Grant City, Mo. Changing its frequency to 560 kc and raising the power to 500 w, he tagged the station KWTW—"Keep Watchin' The Ozarks."

KWTW broadcast daytime only and picked up KGBX at night. Mr. Foster continued to increase KWTW's power, which in 1938 was 5 to 6 kw in 1938, and in 1943 began nighttime operation with 1 kw. Separate ownership of KWTW-KGBX was ordered by the FCC in January 1944. To Mr. Foster turned his full attention to "Keep Watchin' The Ozarks." The two stations continued to share the building at

508 St. Louis St. in downtown Springfield until late in 1948. Shortly after the ownership separation of the two stations, KWTW picked up NBC Blue and remained with ABC when that network became a separate operation.

Mr. Foster's emphasis on personalizing the KWTW operation also extends to his business office and community activities. He is one of the area's most enthusiastic boosters and is tireless in his efforts to introduce "outsiders" to the sports and scenic charm of the hill country.

Ralph Foster's hunting lodge on Lake Taneycomo and his fishing shack on Beaver Creek serve as a Shangri-La for many of radio's luminaries. Among his most frequent guests are B. Earl Puckett, president of Allied Stores; John Pearson, and A B C Breakfast Club's Don McNell, who has vacated there every spring for the past seven years.

Mr. McNell gets the grubby of one of Mr. Foster's favorite stories that illustrates his thesis: The story centers around here care more for KWTW's Slim Wilson than they do for famous network personalities.

As Mr. Foster tells the story, he and a party of friends, including B. Earl Puckett, president of Allied Stores; John Pearson, and A B C Breakfast Club's Don McNell, were making a float trip on the White River deep in the north Arkansas hills. A native, who had heard of the trip, stuck his head out of the brush on the bank and called, "Thet thar the KWTW fishing party?" "Sure is," Mr. Foster replied, and, pointing to a man in the boat, with John Pearson, he added, "And there's Don McNell." "So what," the native returned. "I want to know what ever come of John Pearson. Is he with you?"

Mr. Pearson had left the station five years previously, after nine years with KWTW's news department.

The atmosphere of the Foster hunting lodge also is found in the Foster business office. There among mounted fish and stag horns he keeps a hobby of radio executive and civic leader. A typical day's scene in his office finds a couple of fellow Rotarians or Shriners, a fellow director on the Salvation Army Board, a float group, two hillbilly guitarists who want to borrow one of his bird dogs, an announcer with a new program idea, and his talent chief with script in hand.

Ralph Foster lends a hand and a sense of showmanship to the tailoring of all KWTW programs, but his pet is Korn's-A-Krackin', a half-hourambrose parading most of his live talent, and now in its third year on MBS. Another favorite project is Roaizork En- tertainment Association, a promotion for national advertisers seeking western and hillbilly type programs for spot advertising.

Although still in his early fifties, Mr. Foster pioneered a growing ground for much now-famous talent. His alumni list includes the Brown Brothers of Nashville; Paul Phillips, producer of the Phil Har- ris show; Nuss Davis, TV, ground-breaker now with WBKB (TV) Chicago; Tom Moore, Ladies Be Seated m.c.; Thomas R. Reid, vice president of Charmond in Chicago; Joe Rex Hainline, chief newscaster commentator on WJR Detroit, and John Pearson.

His hobbies, obviously, are hunting and fishing, and, he adds, "rais- inin' the best domesticated bird dogs in the United States."

The Fosters—she is the former Harriet Johnson also of St. Joseph—have no children. Their home is in Springfield and is as much a mecca for persons interested in antiques and collector's items as the hunting lodge is for his sports-minded friends.

WKLY-TV DEBUT

June 6 Starting Date Set

TELEVISION will make its formal debut in Oklahoma on June 6 when WKLY-TV Oklahoma City goes on the air, schedule.

[Broadcasting, May 2] The station will be taking the air only a year and four days after the FCC granted a construction permit, F. A. Sugg, station manager, said.

WKLY-TV studio is in the Little Theatre of the Municipal Auditorium, Oklahoma City. The balcony has been walled off for control room space. Seating capacity of the Little Theatre is 300. The studio will be used on the video set. For its remote broadcasts, WKLY-TV has a custom-built bus, made by Flexible.

The station has signed contracts with the three major networks, NBC and CBS, and the station has already sold a thousand time slots for its third year of operation.

TBA REPORT

Sent to Membership

FIRST of a new series of quarterly reports by Television Broadcasters Assn. Inc., on "The Status of the Television Industry," is now being distributed to group members. Harold Baltin, TBA secretary-treasurer, supervised the booklet's production, with Richard Ives, public relations aide, in charge of compilation and editing.

Included in the 40-page booklet is information on the number of operating stations, status of the "free" network, facts and figures, sponsors and programming networks, Federal Radio Commission license renewal, broadcast agreement terms, FCC orders, and industry problems, show ratings, estimated set ownership by cities, receivership production and shipments and television sponsor "success stories.

Film Report

(Continued from page 39)

trade mark on each bread wrapper) as heroine in nursery rhymes. Each film stands with a familiar rhyme, and ends with a commercial message rhyming in the same meter. One set shows a fairyland house made of bread, with a roof of toast, which collapses when the announcer says "You can't have your bread and eat it too." . . .

Filmack Trailer Corp., Chicago, is producing continual spots of motion picture preview attractions for the Chicago Theatre, the Interstate Theatres [Houston, Dallas, Ft. Worth] and the Wometac Theatre Corp., Miami. Films, which utilize only music, voice, music and voice, are later shown on video . . . Seasonal spots are also done monthly for Spiegel's, Chicago retail and mail order house. H.C. Lark, president of the firm, is now in San Francisco, where he attended the annual convention of the Variety Clubs of America last week.

BROADCASTING • Telecasting

Page 44 • May 9, 1949
To the PRESS and RADIO:

Subject: BOX CARS BELONG ON RAILS

One way of looking at our vast system of railroads is to regard it as a special sort of highway -- a highway constructed for the transportation of extra-heavy and extra-large loads with unequalled efficiency and economy.

Because this system exists, there is no necessity for overstraining and breaking down our public highways with excessive loads. These public highways are built and maintained at public expense -- by taxes paid by you and me.

Highway authorities are becoming more and more concerned over the fact that the public roads are being overloaded in both traffic volume and structural capacity, with consequent heavy damage and high cost to the taxpayers.

According to these authorities, these heavy loads are prematurely destroying thousands of miles of the nation's public highways. They are making bituminous pavements rough and rutted. They are causing concrete roads to pump at the joints and deteriorate rapidly.

Our railroads were built to provide heavy, mass transportation -- the sort of transportation which, when done on the highways, forces the public to pay more and more for roads out of which it is getting less use because of a relatively few extra-large and extra-heavy vehicles. Box cars are built to do heavy, long-distance hauling, and they should be kept on roads of rails and not put on our already crowded public highways.

Sincerely yours,
TALENT TANGLE  May End at Meeting In New York Today

A MEETING tonight (May 9) in New York may end the television talent angle which has delayed organization of a video actors' union.

Jurisdictional squabbles among branches of the 4A's (Associated Actors and Artists of America) are now said to have been largely ironed out.

In fact, so far along are the negotiations between the 4A members that Actors Equity council last Tuesday decided not to adopt a "prodding resolution" recommended by the Equity membership—at least until after tonight's meeting of the 4A committee seeking to solve the television union puzzle.

At this juncture, what appears likely to emerge, although details have not been made public, is a new 4A organization called the "4A's Television Authority."

It will bargain for video actors and make contracts for them. Members of 4A branches will not pay separate initiation fees or dues to the new organization but their branches will contribute to its support, at least initially.

The governing board of the new organization will be elected by members of the various 4A branches governing boards. The governing board of the new organization will select its own paid chief executive.

There is considerable talk that George Heller, executive secretary of American Federation of Radio Artists, will be chosen for this job. If so, it is expected that he will be required to relinquish his AFRA post.

Efforts to end the television talent deadlock have been the subject of negotiations among 4A branches for many months. A plan based on the merger of AFRA, Actors Equity, Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists—all 4A members—failed last winter. Had it gone through, Screen Actors Guild and Screen Extras Guild in Hollywood would have become a partner in the merged organization in so far as TV is concerned.

That merger effort failed finally after Actors Equity turned thumbs down. After that, however, Actors Equity took a prominent part in reviving talks for some other solution. That it has thrown its prestige behind such an effort is regarded as one reason for current progress. Equity has been spurred by the feeling that television is advancing so rapidly that it already is late in the day for such organizational work to be in so elementary a stage.

Equity members, feeling the same way, resolved at their quarterly meeting April 29 to recommend that the Equity negotiators among the 4A television committee wind up their negotiations as quickly as possible, that they be permitted to endorse the plan of the 4A television authority without coming back to Equity council for approval and that other 4A branch councils authorize their negotiators to do likewise. The resolution further provided that if other 4A branches do not so empower their negotiators within 30 days, a general membership meeting of all 4A people be held in New York to go over the whole plan.

It was this resolution which Equity council had before it Tuesday. It is understood that council members were so impressed with reports of progress that council decided to defer action on the resolution. Should the meeting tonight not produce an agreement or offer prospect of an agreement in the near future, Equity council may reconsider the resolution at its next meeting tomorrow.

WCAU-TV Rate Card

WCAU-TV Philadelphia has issued its new rate card No. 5, effective May 1, 1949, to agencies, advertisers, timebuyers and other purchasers of television time. This third rate card of the station since its formal opening on May 23, 1946, is based on the 150,000 TV receivers now in operation throughout the Philadelphia market.

KGO-TV OPENS

Uses Extensive Promotion

KGO-TV San Francisco, the Bay Area's second television station, went on the air May 5. [BROADCASTING, May 2] Following an extensive promotion campaign which began early in April. The campaign included everything from full page newspaper ads—placed in conjunction with special TV editions—to street giveaways and free balloons distributed to children at Golden Gate Park playgrounds.

Opening night for the fourth ABC owned and operated TV station was a Hollywood type extravaganza. Golden Gate Theatre, where comic Garry Moore handled the dedicatory program on the stage, was bathed in flood lights, as were KGO-TV's Televison Center and it towers atop Mt. Sutro. A special welcoming program for KGO-TV was telecast the day preceding the debut by KPIX(TV), San Francisco's first television station. Guests on the program were Robert E. Kintner, ABC executive vice president; Robert H. Hinekley, ABC vice president, and Gayle V. Grubb, general manager of KGO-AM-FM-TV. They were greeted by Philip G. Lasky, vice president and general manager of KPIX and KSFO.

KGO-TV operates on Channel 7 (174-180 mc).
TV FILM MAKERS
In Hollywood Elect Board

ELECTION of a new board of directors and setting up of four-man panels to negotiate with four movie unions took place at meetings last week of Television Film Producers Assn., Hollywood.

Re-elected to board were Hal Roach Jr., Hal Roach Studios, president; Carl Dudney, Dudney Pictures, vice president; Roland Reed, Roland Reed Productions, treasurer; Wallace Worley, of Amteleco Productions, Bernard Carr, of Cascade Pictures, and Herbert Strock, of Impro Inc., board members.

New members include Glenn E. Miller, Jerry Fairbanks Productions, secretary; Al Herman, Wilding Pictures, and Perry King, Perry King Productions, board members. Negotiating panels which will meet regularly with movie unions during next 30 days have been set up as follows: For IATSE—Mr. Roach, Mr. Miller, Guy Thayer, of Roland Reed Productions, and Mr. Herman; IATSE alternates, Mr. Strock and Rudy Able, of Grant-Realm Productions; for SAG—Mr. Dudley, Mr. Roach, Marshall Grant, Grant-Realm Productions, and Mr. Reed; SAG alternates, Mr. Carr and Harlow Wilcox, Rockett Pictures; for SDG—Mr. Worsley, Vernon Keays of Vernon Keays Productions, Turner B. Shelton of Screen Adetics, and Hiram Brown,

MOVIE SERVICE

NBC last week announced its willingness to provide television program service to theatres.

In a letter to Gael Sullivan, executive director of the Theatre Owners of America Inc., Charles R. Denny, NBC executive vice president, outlined "potential" program services which the network may make available.

Mr. Denny said there were three principal types of programs which NBC may provide to theatres: (1) shows built by NBC on special order for the primary use of theatres; (2) special event programs, like a Presidential inauguration or an important address, that are not sponsored, and (3) regular commercial or sustaining shows.

In the first category, Mr. Denny wrote, NBC would present programs for exclusive theatrical use, and these would not be generally telecast. The second and third categories would be programs primarily designed for telecasting and their use by theatres for either simultaneous or subsequent showings.

Showcase Productions; SDG alternates, William Cameron Menzies, Menzies-Finney Productions, and Charles Bardwell, John Sutherland Productions; for SWG—Harlan Thompson, of Impro Inc., Fred Kline, Fred Kline Productions, Joe Parker of Valley Video, and Harper, Sentinel Productions; alternates, Paul Parry and George Frank of Telefeatures.

NBC Possibilities Listed by Denny

On the subject of fees, Mr. Denny said NBC would set them on the basis of covering the network's expenses in providing programs to theatres plus "a fair profit." Initially, at least, he said, fees would be subject to negotiation in each case.

Mr. Denny emphasized that NBC would not permit use of its television programs in theatre auditoriums without licenses, whether the program is picked up by the theatre from the telecast or delivered by other means. He pointed out, however, that the network had not objected to the showing of its programs on "home television instruments installed in theatre lounges and lobbies."

"NBC has treated the use of its television programs in theatre lounges or lobbies, where no additional admission or other charges are levied, as more akin to normal home television reception than to theatre television," he said. The network has not taken steps to prevent this use.

ZETKA TELEVISION TUBES Inc., Clifton, N. J., is producing an all-glass 16 inch television tube, company announced.

"Arthur Smith and His Crackerjacks" are so exceptional that last year The Billboard awarded them two first prizes as the best group of their kind on any 50,000-watt station in the country!

The prize with these Crackerjacks is a TOP rating!

Buy this WBT prize package and you win a Charlotte Hooper of 6.7—a bigger rating than you'll find on any competing station all afternoon long!" In 94 "outside" counties, Arthur ("Guitar Boogie") Smith and his boys have virtually no Charlotte competition.

To get the big prize that comes with these Crackerjacks, get in touch with us or Radio Sales. Before they're sold.

Jefferson Standard
Broadcasting Company

40,000 WATTS - CHARLOTTE, N. C. - REPRESENTED BY RADIO SALES

*Noon-6:00 PM, Monday thru Friday; C. E. Hooper, Oct. 1948-Feb. 1949
ABC-TV ‘CRUSADE’
To Be Repeated—Woods
ABC will show the television series, Crusade in Europe, a second and perhaps a third time, Mark Woods, ABC president, said last Tuesday during a TV closed circuit news preview of the program. The series of 28 film episodes started on ABC-TV last Thursday (May 5) under sponsorship of Time and Life magazines [Broadcasting, April 25]. As new video stations go on the air, the series will be repeated, Mr. Woods said, in order to reach as many people as possible. Tuesday’s preview was fed on a closed circuit from New York to the 22 video stations carrying the series, with news conferences being held at each station. In ABC’s New York studios to discuss the program and answers questions of newsmen were Mr. Woods, Roy E. Larsen, president of Time Inc., and Richard de Rochemont, producer of the series. Jerome H. Walter, managing editor, Editor & Publisher, represented newsmen.

Cleveland TV Survey
MORE than 3,000 questionnaires has been sent to Cleveland area television set owners by Ohio Advertising Agency, Cleveland, in the agency’s third TV survey. Melvin Tenenbaum described the survey as the most ambitious TV study made to date in Cleveland. Survey results will be announced in mid-May, he said.

LIMITED-UHF
FCC WAS TOLD last week that with 10% of the UHF television spectrum, plus present VHF channels, for the next three to five years and standards before adequate technical James A. McKenna Jr., of the Washington law firm of Haley, McKenna & Wilkinson offered the limited-UHF plan on behalf of Halvorsen Co., operator of WNOW and WNOW-PM York, Pa., and TV applicant for Channel 8.
He estimated that “half a dozen” six-mic channels in television’s 475-490-Mc range would provide enough commercial channels for the cities which need them and yet would not glut the market with so many high-band channels that demand would be retarded.
It would also, he said, permit an early lifting of the present VHF freeze.
The few UHF channels should be allocated on the basis of standards “identical with, or as similar as possible to, the present VHF standards, so that the public may, with inexpensive converters, use the same receiver for reception” of both UHF and VHF, Mr. McKenna declared.
He thought it undesirable to change present VHF standards “basically,” on grounds that “the best way of continuing the rapid development of television is to allocate the largest number of VHF channels consistent with reasonable interference standards and to dis-turb as little as possible the present VHF allocation plan.” He said “full-scale UHF allocation at this time would be a technical mistake because of the lack of sufficient experimental and on-the-air data on which to base long-term standards.”
Mr. McKenna thought there are about 30 cities not adequately provided for in the present VHF allocations:
If a minimum of one channel were made available for each of the cities with a population of less than 100,000, and the other 29 were formed [before it was deleted], and a minimum of two for each of the cities with population in excess of 100,000, there probably would be adequate channel space for the future needs and demands for the next three to five years.
This, he said, would make it necessary to allocate two channels in a “blanket” area to approximately six cities, a second channel to about 24 cities of more than 100,000, and a “minimum of one channel to three cities of less than 100,000 population.” Allocation of the whole of the UHF, Mr. McKenna said, “would diminish the incentive to apply now among those who prefer to avoid risk if they can be sure of more in the future.” Allocating a few channels now will produce “the same relative benefits of competition during the next three to five years that might be obtained from the allocation of the entire UHF band,” he said.
Further, he said, the “principal part” of the high band could thus be reserved for color or high-definition monochrome television.
To allocate the entire UHF region now and to allocate UHF channels to the cities which have several VHF services already, he said, would give the public little incentive to buy UHF receivers and broadcasters little incentive to establish UHF stations. He continued:
It seems probable that the only way that UHF can avoid suffering a fate in these areas similar to that of which befell FM radio, is to provide a service, either in the form of color or high-definition monochrome, so novel or so much superior to that now being provided that there will be incentive for telecasters to construct UHF stations and to purchase UHF receivers. This can be made possible by new technical advances, but it will take time.
Mr. McKenna cautioned FCC not to take the number of pending VHF applications as an “indication that channels equal to or in excess of that number are needed or desired in those cities.”
He felt “there can be no real doubt that the reaction which would follow the allocation of a substantially increased number of channels to the present cities planned a cluster dismissal of many of the applications now pending and reluctance on the part of those who have obtained grants, or will obtain grants, to proceed with construction.”
He said he realized that there is no “easy solution” to the television problem. But he noted that what will probably happen [May 6] that the Commission announced its proposed revised VHF plan and its UHF hearing.” Both remain unsettled. “Television, although not stronger than ever, and continually growing, can stand only so much artificial restraint,” he told the Commission.

New TV Allocation Plan Offered by McKenna

HIGH-BAND TV
Experimental Grant to NBC
OPERATION of television’s first high-band “satellite” station was authorized by FCC last Thursday in a grant to NBC.
The station, an experimental operation, will be established near Bridgeport, Conn. to pick up and rebroadcast programs of NBC’s experimental, low band WNBTV New York.
In conjunction with RCA, its parent corporation, NBC will disperse the member’s broadcast output to special high-band receivers in the area so that results of the operation may be observed.
The plan has been viewed as a possible for RCA entry into high-band transmitting and receiving operations on a production-line basis [Broadcasting, Feb. 4]. The sets may become RCA’s first commercial line in that field if the tests are successful and if FCC opens the high band on commercial standards.
FCC said “the Commission has requested NBC to advise it immediately should RCA decide to sell receivers in the Bridgeport area capable of receiving the UHF signal.”
The test operation will be conducted at about 529 mc, at the lower end of the 475-590 mc UHF television band. Cost of the satellite is expected to approximate $220,000 including $145,000 for an entirely new number but exclusive of operating costs.
The commission refused to allow identification of the station as WNBT-1. This, FCC said, would violate the Atlantic City Convention and Commission rules. Calls letters will be assigned in accordance with usual procedure. FCC also denied a request that the requirement of hourly announcements be waived.
In addition to observation of the operation on special sets, measurements of the satellite’s signal will be made under varying conditions to obtain data on UHF propagation, the Commission explained.
RCA-NBC authorities have indicated belief that they have surmounted tube difficulties experienced in their high-band experiment in Washington last fall, when excessive heat was blamed for tube failures. In the Bridgeport tests they planned a cluster of tubes expected to develop about 1 kw power. Antenna gain would raise effective radiated power to 15 to 20 kw.
WIL • FIRST IN ST. LOUIS

First . . . Commercial Station in St. Louis
First . . . . Play by Play Major Baseball
First . . . . . Blow by Blow Boxing
First . . . . . . . Election Returns
First . . Washington News Correspondent
First . . . . . . . Remote Broadcast

and

KEY STATION FOR THE WORLD’S
LARGEST BASEBALL NETWORK

INSTALLS COMPLETE

GATES

5 K.W.

EQUIPMENT

Established in 1922 — WIL, St. Louis is a prestige station — with a background as glamorous as the history of radio itself its choice of Gates equipment excellently ties in with the WIL progressive attitude through 27 years of broadcasting. The new 5000 watt voice of WIL beamed over the rich St. Louis area is headed by L. A. Benson who at 14 was in radio, at 17 pounded brass on Lake Michigan, at 19 held the first commercial operator’s license in St. Louis and at 20 broadcast the Harding election returns over WEB (forerunner to WIL).

We at Gates feel — the WIL choice of all Gates equipment by an oldtimer is symbolic — Two oldtimers join hands to do a job — WIL, St. Louis established 1922. Gates, Quincy, Ill. established 1922.
TV IN SAN DIEGO
KFMB-TV to Start May 16
KFMB-TV, San Diego's first television station, will start telecasting May 16 with at least 50% of its time commercial, Jack Gross, owner and general manager, advised Broadcasting late last week.

Coincident with station's opening, the San Diego Chamber of Commerce will co-sponsor a dinner May 16 in recognition of the event. Harold Starkey, president of the Chamber; Harley Knox, San Diego mayor, and Clark Chamberlain, head of the Bureau of Radio and Electrical Appliances, will officiate.

While details of locally sponsored programs have not yet been announced, Mr. Gross said the following national advertisers' programs will be presented via kinescope: Admiral Radio's Broadway Revue, General Electric's Fred Waring Show, Shoey Division's Who Said That, and Time & Life's Crusade in Europe.

Personal added to handle TV operations, according to Mr. Gross, are: Alvin G. Flanagan, formerly at KTSJ (TV) Hollywood, program coordinator, and Dick Darley, formerly on production staff of KTSJ, production supervisor. John Bainbridge, program director of KFMB, will extend supervision to include television. Similarly Bob Lee, chief engineer of the standard station, will oversee television as well.

Mr. Lee in engineering will be James Duncan, formerly an engineer with KTLA (TV) Hollywood. He will become chief transmitter engineer of KFMB-TV.

Gary Gramann, formerly of WISH Indianapolis, also has joined engineering staff.

Al King, former sales manager of KFMB, is sales coordinator of KFMB-TV.

Pomroy's

(Continued from page 18)

tured on Priella Pomroy, we see that the week radio was used, with no newspaper advertising, sales jumped 100%. Another three-week checking period, when a "name" group of shoes was sold, showed 265 pairs were sold, the week radio was used exclusively, against 216 pairs the preceding week when a large newspaper ad was run, and against 244 pairs the following week, when another large newspaper ad was used.

On Be-Teen Jamboree, with one commercial, 28 cotton dresses were sold in three days. After another program, 500 Humphrey Hats were sold in the boy's department. After plugging a forgotten child, the record department, on Be-Teen Jamboree, the increase in departmental sales was 123%.

Highlights in Harmony almost doubled sales of a certain house- hold cleaning device the week the brand name was advertised on the program. Another week, when a

WHAM-TV BASIC NBC
Planning June 11 Start
STROMBERG-CARLSON Co., has announced that its Rochester, N.Y., television station, whose call letters have been changed from WHER to WHAM, is back on NBC, as its Rochester AM outlet, WHAM.

Company also announced that it has authorized local licensees to carry certain other TV network programs, including those of CBS [Broadcasting, May 2].

WHAM-TV is now on the air with new patterns and will open commercially June 11 with both local and network shows, the management announced. Station is assigned Channel 6 (82-88 mc).

A national brand coat was used, the increase in that line was over 100%.

During a week of advertising a certain brand of shirts on our men's newscast, 234 shirts were sold against 64 during the week prior to radio.

After promotion on our base- ment spot schedule, 1,500 pieces of just one style blouse were sold in a month.

These are only a very small part of the consistently excellent direct sales results obtained from our programs and spot announcements. There are many, many more, plus substantial increases in departmental figures, another method of determining radio's pulling power.

As a tribute to our individual radio programs, the NRRDA has awarded, in the past three years of the annual contest held in conjunction with the NAB, seven awards to Pomroy's of Reading.

The complete cooperation from WHUM in the handling of our radio schedule has contributed immeasurably to its success, and the thorough understanding on the part of the management of the station of our objectives and how we hoped to achieve them in this case has played no small part, either.

A PRINTERS' INK BUSINESS BOOK
"Required Reading for everyone in the radio field."
says EDGAR KOBK
President of Mutual Broadcasting System
PACKED with up-to-date facts, ideas and techniques, this new book has the practical, detailed information advertisers, agents and broadcasters want to know about planning radio campaigns, buying radio time, writing radio commercials, and testing radio advertising for better results. In addition, it gives a complete current analysis of television advertising, its impact, circulation, techniques, costs and potentials.

Among the specific information it gives 38 uses and advantages of spot radio, 16 steps in a radio campaign, advantages and disadvantages of television commercials, etc. "Not only the newest and largest but the most useful book ever written on how to get better advertising results from radio and television." —John Caples, Vice Pres., BBDO.

modern RADIO advertising

With an analysis of television
By Charles Hull Wolfe
Director of the Radio & Television Testing Bureau, BBDO
Over 750 pages $7.50

SEND THIS COUPON TODAY

FORT & WAGNALLS Co. Dept. 859
153 East 24th St., New York 10, N. Y. 
Please send modern RADIO ADVERTISING. After ten days I will send $7.50 plus a few cents postage or return the book postage paid. If remittance is enclosed, we pay the postage. Some recent studies:

Name

Address

City

State

Position

Company

Page 50 • May 9, 1949

Timely Scoop

IN THE WAKE of the exodus of 32 NBC Chicago staff members Monday after a Central Division personnel smash, an alert crew in the news and special events department came up with a local scoop. A fire was blazing furiously in the unemployment offices at the Merchandise Mart, site of NBC's midwest offices.

HAYES ELECTED

WTOP Inc. Vice President

JOHN S. HAYES, general manager of WTOP, Washington CBS outlet, was elected vice president and a member of the board of WTOP Inc. at the corporation's regular meeting last Thursday.

Mr. Hayes, former manager of WINX under Washington Post ownership, assumed the same post at WTOP with the approval of the transfer of that station to Post control last February. Former sole owner of WTOP, now holds a 45% interest in the station. Its stock, however, is voted by Philip Graham, president and publisher of the Post and not of WTOP Inc.

Mr. Hayes joined the Post organization as its radio head in December 1947. He left WQXR, New York Times station, to assume his Washington connection where he succeeded Wayne Coy, now PCC chairman.

During the war he was in charge of the American Forces Network in the European theatre.

OPERA RIGHTS

For TV Seured by DuMont

DUMONT Television Network has secured full rights to a series of grand opera, produced for video by H. R. H. Television Features Corp., New York. To be telecast from DuMont's Adelphi Playhouse, the opera will be sung in English and run will run 50 minutes in length, for presentation as an hour-long program.

Principals in H. R. H. are Gustave Haensch, president; Paul Rosen, general production director, and Delores Hayward, talent director.

Gordon to DuMont

MAX GORDON, veteran Broadway producer, joins the DuMont television network today (May 9) as consultant on programs, Mortimer W. Loewi, director of the network, announced last week. Producer of many hit plays, including the current success "Born Yesterday," Mr. Gordon will continue as producer of plans for television theatre in addition to his duties at DuMont.

BROADCASTING • Telecasting
NBC LAYOFFS

SOME 60 NBC employees reportedly were released last week as a step in the network's plan to reduce operating overhead by $1 million [CLOSED CIRCUIT, May 2].

The heaviest blow fell in Chicago where approximately 10% of the network's staff of 332 was eliminated. A dozen employees were released in New York. Other staff reductions in Washington, Cleveland, and San Francisco offices of the network and its owned and operated stations were said to have brought the total to at least 60.

NBC's West Coast operations will be apparently affected by the economy move.

Lewis Frost, assistant to Sidney N. Strotz, vice president in charge of the Western Division, said there have been "some minor reductions in tightening personnel operations". He was optimistic that television and "increased activity in building house packages" would bring about some increase in staff. Discussing the general situation in Hollywood and San Francisco he pointed out that the gradual reduction which started after the war had not assumed the proportions of a drastic staff cut. Although there was no official comment on the staff eliminations or on the $1 million economy plan, it was understood that RCA had assigned efficiency experts to investigate the operations of its wholly-owned subsidiary, NBC.

The investigation is being conducted by Booz, Allen & Hamilton, a management consultant firm which last year was paid $147,651.38 by RCA for services in other divisions of the corporation.

Booz, Allen & Hamilton have been at work in NBC for several weeks, it was understood, and their investigation will continue for another month at least. Their presence aroused the belief that further staff reductions, reassignments or both would ensue.

A majority of the employees who already have been relieved were understood to have been in the lower grades — clerks, typists, receptionists and the like. In Chicago, staff members of higher levels were also involved.

Before the discharges, NBC had 2,667 on its payroll. These were divided among the network's divisions and stations as follows: New York (including foreign service), 1,678; Washington, 143; Cleveland, 122; Chicago, 322; Denver, 64; San Francisco, 146, and Hollywood 262.

The NBC economy campaign is in harmony with statements made by Brig. Gen. David Sarnoff, chairman of the board of RCA, early last week to stockholders that RCA expected 1949 to be a difficult year (see story page 30).

Revenue for NBC in 1948 was $70,946,218, a $5,256,217 increase over 1947, the annual review of the company, released last week, reported.

Departments hardest hit in Chicago, where 32 AM staffers were dropped Monday, were Guest Relations and Program and Press, according to I. E. Showmer, Central Division vice president.

H. D. Livenzer, Guest Relations head, was laid off, while in Programs William Murphy, continuity editor, was assigned to staff writing. His work will be handled by Robert Gilbert, continuity acceptance editor. In Press, six of the present nine staff members will be eliminated "as quickly as reorganization allows," Press Chief Jack Ryan said. Mr. Ryan has made provisions, however, for four of the six to be transferred to other Central Division departments.

The Chicago layoffs also involved personnel of WMAQ, NBC's owned and operated outlet. The cost of television is "largely responsible" for the layoffs, Mr. Showmer said. He explained that several jobs were being transferred to New York for handling.

Denying that another major layoff will take place before June, Mr. Showmer added that "no more changes are even being considered, except perhaps for the Agriculture Dept." That department is headed by William Drips, national NBC farm director, who works with an assistant and a secretary. It has been suggested that agricultural activity in the Midwest, which centers on production of the National Farm and Home Hour, be directed from New York.

New York will also handle all legal matters, as Thomas Compere has been released as attorney for the Central Division. No eliminations were made on the talent line-up, according to Jules Herbeveaux, TV manager.

Most of those dismissed in Chicago are believed to have left the same day with severance pay.

Central Division Hardest Hit

CHAMBER MEET

THERE is no serious danger of a depression, most speakers from private industry agreed last week at the annual meeting of the U. S. Chamber of Commerce in Washington.

On the other hand, two U. S. lent must reduce spending or run the risk of a major recession.

Harry A. Bulis, chairman of the board, General Mills, predicted a prosperous economy for the next three years.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, said that if the "present military spending spree and Education and program are not drastically reduced by next year this nation will be launched on the wildest inflationary binge in history." The will be depression and high prices, he said. Sen. Johnson did not refer to radio regulation legislation in his talk.

Sen. Harry F. Byrd (D-Va.) predicted an increase in taxes would bring a major recession and called for a drastic reduction in public spending.

F.idea B. Henock, FCC commissioner, told the chamber's women's luncheon that government should help business "where it must, and then step out and let business carry the ball." Miss Henock said she is "firmly convinced" that America's economic future is bright. "Biggest single self-discipline by business and whole-hearted cooperation with government are necessary to counteract periodic mid-year adjustments," she declared.

"I look for one of the greatest eras in our country's long productive history, during the next three years," Mr. Bulis said. I look for a higher level of living. I predict a vast flow of industrial goods at prices that more people will be willing to pay."

FOR SALE

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

TELEVISION TRANSMITTERS, sound and picture, now operating on Channel 4, Chicago. Power output 4KW. Includes RCA 3 bay super turnstile antenna, 600 foot 1 1/2" air coax, Blaw-Knox self-supporting two-hundred foot tower, complete cooling equipment. Excellent condition. Ready to operate immediately at not too high a reasonable offer considered.

WRITE OR WIRE JOHN H. MITCHELL

BALARAN & KATZ TELEVISION THEATER

WBBK CHICAGO

May 9, 1949 • Page 31
Antenna Plan

(Continued from page 57)

A high 100-ft. tower is required for National Military Establishment and Coast Guard operations conducted from air stations located within 20 miles of the Atlantic, Pacific and Gulf Coasts. These corridors will be 10 miles wide, and extending from coastal air stations to the nearby seaports.

Airport and airport approach areas (Par. 3, below).

2. Antennas structures under 170 feet in height above ground will not be considered hazards to air navigation or require painting and marking except in areas outlined in paragraph 3 below. Antenna structures 170 feet high to 300 feet in height will require painting and marking in accordance with FAA regulations.

3. Antennas in airport and airport approach areas, as defined in paragraphs 1 and 2 above, are considered hazards to air navigation and require special aerodromes shall study if they project above the following bases as ground or surface.

a. In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three miles of the runway end, and an average height above ground in the proportion of 25 feet for each 100 feet of distance outward from the runway, but not to exceed 200 feet within ten miles of the runway end. The approach area requirements for Instrumental runways shall apply to all Instrumental runways which may be used for Instrumental operations and to both ends of such runways.

b. More than 170 feet above the ground on the extended airport elevation, whichever gives the higher elevation of the structure, within three miles of the reference point of the shorter or larger class airport, and increasing in height above ground in the proportion of 25 feet for each 100 feet of distance from the airport but not to exceed a maximum of 900 feet above ground.

c. Antenna structures of an elevation which would increase the final approach minimum flight altitude which can be flown without the clearance of the highest point within five miles of the centerline of the final approach course of the radio facility used for final approach for an airport, and extending for a distance of ten miles along this course outward from the radio facility, will be considered hazards to air navigation and require special aerodromes.

d. In addition to the requirements mentioned above, antennas which project above the landing area or any of the imaginary surfaces outlined above will be considered hazards to air navigation and will require special aerodromes.

(2) Horizontal Surface-The horizontal surface is a plane circular in shape, with its height 195 feet above the established airport elevation and having a radius of 10,000 feet from the reference point as indicated in the following:

Intercontinental express airports and National Military Establishment Air Base, 10,000 feet
Continental airports, 10,000 feet
Express airports, 7,500 feet
Feeder airports, 5,000 feet
All smaller airports, 5,000 feet

(3) Conical Surface-The conical surface extends upward and outward from the periphery of the horizontal surface with a slope of 1:50 measured in a vertical plane passing through the airport reference point. Measuring radially outward, from the periphery of the horizontal surface, the conical surface extends for a horizontal distance of 7,000 feet for intercontinental express airports, continental airports (in accordance with (5) below) and National Military Establishment Air Base; and 5,000 feet for continental express airports, feeder airports, and 3,000 feet for all smaller airports.

(4) Transitional Surfaces-The transitional surfaces are inclined planes with a slope of 1:50 measured in a vertical plane passing through the airport reference point, extending outward and upward from the periphery of the horizontal surface, the conical surface extends for a horizontal distance of 7,000 feet for intercontinental express airports, continental airports and National Military Establishment Air Base; and 5,000 feet for continental express airports, feeder airports, and 3,000 feet for all smaller airports.

NARND Slates Miller

NAB President Justin Miller will address the delegates.

IN EASTERN NORTH CAROLINA

TOBACCO IS KING

Covers This Rich Market... with a King-Size Voice!

Mutual Exclusive in This Area.

Write or phone us or our National Representative

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BROADCASTING • Telecasting

PROGRAM CHIEFS

NAB Plans Chicago Clinic

NAB is completing plans for the first NAB Program Directors' Clinic, to be held June 27-29 on the downtown Chicago campus of Northwestern U., according to Harold Fair, NAB Program Dept. di-
rector.

Programmed on a shingle-leve basis, the Clinic will be devoted exclusively to discussions designed to improve program structures at local stations and aid program di-
ings to make full use of these facilities.

Topics to be covered include programming for sales, slated for a full day of news, along with music, news, music, copyrighted, public in-
terest, sports, personality, promotion, technical, engineering tools and disc jockey programming.

NAB President Justin Miller will address the delegates.

MITCHELL Addresses Wichita Group

MAKING HIS first appearance since being named director of NAB's new Broadcast Advertising Bureau, Maurice Mitchell addressed a Wednesday luncheon of Wichita, Kan., broadcasters. He was invited by four stations serving Wichita, KAKE, KANS, KFBI and KPH. Guests included 250 prominent Wichita retailers and broadcast personnel.

Five radio advertising axioms were emphasized by Mr. Mitchell in his address: have an objective; be a challenge to the audience that is desired; feature wanted items—strong lines of merchandise—rather than "white ele-
phants"; speak in the language of the public in terms of self inter-
est; and, coordinate the radio ad-
vertising campaigns with other media, making one type of adver-
sing work with another.

Bob Enoch, general manager of KTKO Oklahoma City and direc-
tor of NAB's 12th District, was an honored guest at the luncheon. Mr. Mitchell was introduced by a Western-style engraved and hand-
toiled belt from the four stations.

Frank V. Webb, general manager of KSBM and KNSB, made the ar-
rangements for Mr. Mitchell's visit, in cooperation with managers Jack Todd of KAKE, Kay Pyle of KFBI and Archie J. Taylor of KANS.

NAB President Justin Miller will address the 1949 convention of the Midwest Ad Sales News and Directors in New York Nov. 11-13.
Open Mike
(Continued from page 16)
side WCAU coverage.

In recognition of his meteoric rise to fame, WARD Johnstown prepared a glowing tribute to the lawmaker. Exactly 24 hours following his death, the local station aired a 15-minute salute to the Congressman.

Of particular importance was the conclusion of the program when the Congressman’s last words to his constituents were broadcast as recorded one day preceding the fatal flight. Crampton, III, had recorded a brief statement concerning labor legislation.

Countless requests for copies of the recording have been received.

Further requests directed the station to repeat the broadcast. This was done and complete home recordings of the work were presented to the next kin who gratefully received them.

The entire program was written and narrated by Bob Nelson, WARD manager.

Robert R. Nelson
Manager
WARD Johnstown, Pa.

* * *

ANPA's Version

EDITOR, BROADCASTING:

On page 54 of your issue of May 2 reporting on the ANPA Convention is the following paragraph:

Crampton Williams, general manager of ANPA, who summed up the meeting for reporters, said a canvas indicated a general opinion that radio would be "on the rocks" in three years. That opinion was confirmed by a number of persons who cited the large number of stations and the advent of television as the reasons for their views.

The above is not a correct statement and it is sloppy reporting. After the Tuesday morning and afternoon sessions when topics were discussed we had all of the members of the committee present who presided at these two sessions. They attempted to cover the high spots and answer all questions, Joe M. Bunting, 'WARD, (Ill.) Pantagraph, presided at the session for papers from 10,000 to 50,000 circulation.

I am stated to the reporters that he commented at the conference that in case newspaper publishers who already own radio stations or those who contemplate building radio stations have not read it be recommended a recent article in Look magazine by Mr. Aylesworth, at one time head of NBC. Mr. Bunting said that Mr. Aylesworth confidently predicts that radio as we know it today will be as dead as the dodo bird within three years. Mr. Bunting said that Mr. Wayland Coy, Chairman of the FCC, disagrees with Mr. Aylesworth, but only on the matter of time. Mr. Bunting said Mr. Coy thinks it will take a couple of years longer than three years. Mr. Bunting concluded: "You will find it interesting reading. Maybe it will chill you as it did me."

My only comment to the reporters in response to questions was that the average newspaper publisher did not know exactly where television and radio would wind up nor how it would develop in competition with newspapers, but that no newspaper publisher was afraid of the future and publishers generally thought the newspaper was a good medium to compete with anybody or anything.

Crampton Williams
General Manager
American Newspaper
Publishers Assn.

New York

LEGAL AIDES

For FCC Commissioners Ok'd

ASSIGNMENT of a legal assistant to each of FCC's seven Commissioners (Clonez Circuit, April 26) was approved by the Commission last week, with assignments to be worked out probably this week.

The Commissioners will choose their assistants from within the Law Bureau. It will be for each commissioner to decide whether his assistant devotes fulltime to these duties or divides his time between these and Law Bureau assignments.

Comr. Frieda B. Hennock has led the move for special legal aids, contending that the Commissioners can operate more efficiently under their current workload if they have expert and experienced assistants, particularly on the complex legal problems involved. Comr. Robert F. Jones also has urged the need of special counsel.

The plan has been under study for some time but doubtless was given impetus by the charges of Edwin C. Johnson (D-Col.) that the Commission currently is dominated by the Law Bureau. [Broadcasting, April 23]. Backers of the proposal see it as a means of permitting the Commissioners to get counsel and assistance independent of the Law Bureau.

The assistants picked by the Commissioners presumably will take up their new duties at their present salaries, subject to later promotion in accordance with customary Civil Service procedures.

NEW REC SLATE

Karlo Is Named President

RADIO Executives Club last Thursday unani mously elected a new officer slate for the coming year. Installation of officers is to be held May 19.

Those elected at the club's luncheon meeting at the Roosevelt Hotel, New York, were: John Karol, CBS sales manager, president; Gordon Mills, general manager, radio department, Kudner Agency, vice president; Lewis H. Avery, Avery-Knodel, treasurer, and Claude Barring, talent representative, secretary.

Carl Haverlin, outgoing presi dent, who presided at Thursday's meeting, announced that REC roster is in the mail this week, and that since more than 95% of the membership had objected to the suggestion that the club's name be Radio and Television Executives Club, its present title stands.

The meeting paid tribute to the United Nations. Speakers were Dr. Herbert Evatt of Australia, president, UN General Assembly, and Mrs. Eleanor Roosevelt, of the American delegation. Both acknowledged the efforts of radio on behalf of the UN.

Edward F. Prichard Jr. of WKXL Lexington, Ky., was one of two persons indicted by a federal grand jury on a charge of conspiracy to forge ballots in last autumn's general election in Bourbon County, Kentucky. Also indicted was A. T. Prichard, Jr., son of the state attorney general. The defendants issued a statement in which they said they were "completely surprised" and requested a speedy trial. Mr. Prichard is son of Edward F. Prichard Sr., owner of WKXL. He has served as aide to several top Washington officials.

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

Prichard Indicted

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

* * *

FM Ignored

EDITOR, BROADCASTING:

As a small stockholder in Columbia Broadcasting System Inc., I have just received their Annual Report To Stockholders for 1948.

I had understood that CBS and CBS affiliates had made and are making considerable investments in order to provide improved service through FM. In the forty-three pages I can find "FM" only once where a change of management at KGW-FM is mentioned. As far as I can tell from the list of CBS owned and affiliated stations, none of them have FM facilities.

This seems somewhat peculiar since 35% of the listed CBS affiliates could receive increased physical coverage through the use of FM, to say nothing of FM's other advantages. Now, obviously, a large proportion of CBS affiliates duplicate on FM but the question is, why is it such a big secret?

Many surveys show substantial FM listening in competition with AM stations. FM is here! For a lot of AM stations it is doing more than was ever expected.

Why not promote it instead of hiding it?

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

NATIONAL REPRESENTATIVE
JAMES M. LEAGUE, General Manager

5,000 WATTS - 610 KC - NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

NATIONAL REPRESENTATIVE
JAMES M. LEAGUE, General Manager

5,000 WATTS - 610 KC - NBC

BROADCASTING • Telecasting

Buy a Dozen
Got a Half-Million!

In twelve counties along the southeast coast of Florida, 668,500 people have a net buying income of $778,541. In the same twelve counties in 1948... retail sales totaled $789,485. When you buy WIOD... you buy solid coverage of this twelve-county market—coverage proved by results... by BMB... by mail responses... by engineering data... This was true yesterday—and it is today, too!

Sales Management's 1949 Survey
Graybar recommends KARP CABINETS with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Here are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
J. W. Stites, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. F. Taylor, Canal 4104

CINCINNATI
J. E. Thompson, Main 0400

CLEVELAND
W. S. Rockwell, Cherry 1360

DALLAS
C. C. Ross, Central 6454

DETOUR
P. C. Gandy, Temple 1-3500

JACKSONVILLE
W. C. Winfree, Jacksonville 5-7100

KANSAS CITY, MO.
R. S. Uhrig, Grand 0324

LOS ANGELES
R. R. Thompson, Trinity 3221

MINNEAPOLIS
W. G. Praz, Geneva 1521

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. J. Jones, Walnut 9-3405

PITTSBURGH
F. F. Grossell, Court 4000

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 5131

SEATTLE
D. L. Craig, Main 4635

ST. LOUIS
J. P. Lemkard, Newstead 4700

MANUFACTURED BY:
(1) Western Electric
(2) General Electric (3) Whitney Blake
(4) General Radio (5) Karp Metal
(6) Hugh Lyons (7) Helman
(8) Hubbell (9) Presto (10) Westinghouse
(11) Blaw-Knox (12) Crouse-Hinds
(13) Communication Products
(14) General Cable
(15) National Electric Products
(16) Triangles (17) Bryant (18) Machtlett

Distributor of Western Electric Broadcast Equipment

Graybar

BROADCASTING • Telecasting

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IBEW Strike
(Continued from page 32)
to cross the picket lines thrown around the station. The newsmen are members of the Boston Editorial Writers Assn., like IBEW an AFL union, with announcers belonging to AFRA.
WNAE's AM and FM operations were off the air 58 minutes Tuesday, with WNAE-TV off for three hours. WAAB Worcester was silenced from 6 p.m. to 9:13 p.m.; WEAN Providence resumed at 7:30 p.m. and WICC and WONS lost about 15 minutes.

Thomas F. O'Neil, Yankee vice president, said he had pointed out in a letter to Mr. Lighty that the company "had failed to secure the union's agreement to any plans permitting the elimination of unneeded personnel." This required interim measures, the letter continued, if the company was to preserve its status and identity in the industry pending a final contract with the union.

"In view of these facts the company ordered an adjustment of wages in Portland, Hartford, Worcester, Bridgeport and Providence to correspond with the average wages for like work prevailing in these cities," he said. "The readjustment does not apply to Bos-
ton." Mr. O'Neil explained efficient use of personnel requires a realignment of jurisdictional duties between IBEW and AFRA "so that, when feasible, one man would perform those duties for which two men have been required by virtue of jurisdictional restrictions in our union contracts. He said:

Factors beyond the control of management made unnecessary any decision as to whether these combined duties should be assigned to IBEW or AFRA. In that AFRA has outstanding contracts in all of our stations which are not subject to negotiations for a number of months. This fact alone would have made it clear that combined duties be assigned to AFRA members, except at WEAN where the announcers are members of IBEW.

With reference to WEAN, you will recall that management there proposed that if the announcers and engineers employed at a station desired, competitive auditions would be conducted among all such personnel to determine which were best qualified for the duties in question. . .

It is believed fair to state that the union categorically refused to consider any proposal which would reduce its jurisdiction although it was admitted that the combination duties proposed by the company were possible and that, while IBEW was not seeking duties now assigned to other unions, it would be willing to consider such additional duties as proposed by management if management desired to assign such duties and pay for their performance.

IBEW said negotiations had been under way for some time, the union asking changes only in the 1-year's agreement. The company gave notice of termination on the anniversary date, April 30, according to IBEW. The union declared it offered to refer all disputed issues to an arbitration panel but that the company refused all such proposals by IBEW as well as by a federal conciliator who entered the case in the latter stages. The union denied that the personnel changes or jurisdictional restrictions were back of the rupture in negotiations and accused the company of attempting to inject issues that had not been raised during the negotiations.

**BAB Policy Group**
(Continued from page 25)
to the increased dues put in effect by the board and some to dissatisfaction with association services, particularly in the sales department.

Another pending project at BAB is appointment of a Standards of Practice information officer. The standards become completely effective covering all contracts, on May 19. This is the anniversary of the code's adoption at Los Angeles. At that time it was decided to give a year's grace of implementation in force prior to formal adoption of the standards.

The Standards of Practice Committee recommended at the meeting that an information officer be hired but the board revised the idea by referring the matter to program officials. This likely means that the Program Dept. will do the code job. Harold Fair, director, and Ben Miller, assistant director, have handled much of the code work since its inception nearly three years ago.

Affecting composition of the board itself is a proposed amendment to permit directors-at-large to serve two years instead of one. The By-Laws Committee is to draft a by-laws amendment for membership consideration.

Though interest is running high in NAB's television future, there still is pending a general reorganization of BAB departments. This is in the hands of a special realignment committee which has not scheduled its next meeting. The committee proposed a new structural setup at the last board meeting but the board concentrated on the BAB project.

Presiding at the BAB Policy Committee meeting Wednesday will be John J. Gillin Jr., newly elected chairman of the Sales Managers Executive Committee. The board's BAB action makes the SEMC chairman automatically a member of the BAB Policy Committee.

Other policy committees are four board members named by Judge McMillen, they are Robert Enoch, KTOK Oklahoma City, chairman; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, BAB action makes the SEMC chairman automatically a member of the BAB Policy Committee.

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All developments add up to a major adjustment of the industry's sales promotion policies and practices. Many of the ideas cost money. The new board finance committee has the job of finding the money. Committee chairman is John F. Meagher, KYSM Mankato, Minn., District 11 director, who succeeds Clair McCollough, WQAL Lancaster, Pa., last year. Meagher was appointed from the board by the committee after looking over the board's list of financial demands.

**IN THE SPOTLIGHT**

WITH AWARD FOR AUDIENCE PROMOTION

Jerry Franken, Radio Television Editor, telegram reads:

WSGN has been awarded second place for regional or national network affiliates in the audience promotion category for the Billboard's Eleventh Annual Radio and Television Promotion Competition . . .

WSGN
THE NEWS • AGE • HERALD STATIONS
WSGN-FM • Birmingham, Ala. • Headly Reed, National Reps.

Page 54 • May 9, 1949

**IBEW Wins at WTOP**

TECHNICIANS of WTOP Washington voted for a union shop, the National Labor Relations Board announced last week. Of 31 employees eligible to vote, 27 voted yes, two were challenged and no votes were cast against the union shop. The International Brotherhood of Electrical Workers local at WTOP is authorized, and agreement with WTOP by which union membership is required if condition of continued employment, was stated.

is going ahead with several projects. These include a single-eye sales promotion pitch on station use and preparation of TV contract forms.

The policy committee will take up a list of proposed projects covering AM, FM and television. Some of the TV proposals were suggested by Washington TV station managers [BROADCASTING, May 2].

Starting off the BAB activity with some previous broadcast advertising budget, the BAB committee will consider the plan to set up offices in New York, Chicago and possibly obtain West Coast representatives.

These cities originate the bulk of national business.

BAB's sponsors originally favored New York headquarters, with a setup similar to that of national representatives. For economic reasons BAB headquarters likely will be kept in Washington for the time being.

The policy committee will make recommendations to NAB management, which is expected to supervise BAB in cooperation with the committee's wishes.

At the weekend NAB headquarters had not yet disclosed board action to combine the Sales Managers and Small Market Stations Executive Committees.

NAB officials declared the merger idea in no sense implies abandonment of the small market stations. It was claimed that the merger will effect economies and that BAB will be able to provide better service in the sales promotion field. Other committees will absorb non-sales activities, if the board approves the merger the service to small market stations will be expanded, it was stated.

After BAB is formally constituted, a new BAB Executive Committee of 10 to 12 members will replace the sales manager group.

All developments add up to a major adjustment of the industry's sales promotion policies and practices. Many of the ideas cost money. The new board finance committee [BROADCASTING, May 2] has the job of finding the money. Committee chairman is John F. Meagher, KYSM Mankato, Minn, District 11 director, who succeeds Clair McCollough, WQAL Lancaster, Pa., last year. Meagher was appointed from the board by the committee after looking over the board's list of financial demands.
NABET Talks
(Continued from page 25)
hours. Meal times thus became a right, it was said; severance pay was increased and seniority was said to be strengthened by permitting the union arbitration on lay-offs for whatever cause.

Progress of the negotiations was being communicated to NABET members throughout the country by TWX and telephone, it was said. Involved are about 650 at NBC, 250 at ABC, and 115 at WOR and WOIC. For each network, separate contracts for engineers, sound effects men and communication traffic engineers are being negotiated. Back to the NABET negotiators in New York came replies from NABET offices across the country. It was said that, “the Grass Roots” could not understand company arguments that no pay increases were possible. The negotiators were asked how they stand filed with RCA reports it had its best year in history in 1948 and that its earnings in the first quarter of 1949 were running high.

NABET officers said they were making no efforts to persuade members as to the course of conduct they should follow. It was said that the negotiators felt it was enough to send fact bulletin on the developments. The negotiators admitted they were sensitive to “the rumbling” from the membership, who would in the last analysis, decide policy. As a result of the negotiations, by mail referendum, already have authorized a strike if negotiations are unproductive.

Albert C. Rider
ALBERT C. RIDER, 76, education director of WPRO Providence, R.I., and director of public relations and radio advertising for Cherry & Webb Co., WPRO owner and department store operator, died at his home in Providence April 29. For 19 years previous to joining Cherry & Webb, Mr. Rider was a reporter, editor and secretary to the editor of the now defunct Providence Tribune. He is survived by his wife, the former Edna M. Hanson, and four children.

CBS ENGINEERS
Contract Talks to Start
NEGOTIATIONS for approximately 500 CBS engineers across the country will begin next Monday (May 16) in New York between representatives of the network and the International Brotherhood of Electrical Workers (AFIL). In advance of the meeting date, IBEW already has sent the network a series of proposals which, it was learned, include wage increases of as much as $35 weekly in some categories.

The network has carried with counter-proposals, but is understood to be standing pat on wage questions.

The IB EW simultaneously will bargain for four groups—for engineer-technicians, for machinist-technicians in CBS laboratories, for draftsmen doing television layout, and for sound effects men.

Covered will be engineers in CBS installations in San Francisco, Hollywood, Chicago, St. Louis, Minneapolis, Boston and New York. In the latter city alone about 300 are said to be involved.

Meanwhile, IBEW’s Local 1212 in New York announced that it has completed wage negotiations for engineers employed by Columbia Records Inc., a CBS subsidiary, accepting a $5 a week raise for staff men, who now get $132.50, and for supervisors, who will now be paid $158.00.

Charles Calame, business agent of the local, said that the one-year contract can be terminated by either party on seven days’ notice. Covered by the agreement are engineers in Columbia Records offices in New York, Chicago and Hollywood.

WNLK Progress
WNLK Norwalk, Conn., has begun its summer tower installation, which is required for night broadcasting. The structure, to be completed around July 1, is directionalize WNLK’s signal.

NUNN AIDS W&L
Gift Starts Radio Courses
PRACTICAL classroom training in broadcasting techniques is being added to an expanded curriculum at the Lee Memorial Journalism Foundation, Washington and Lee U., Lexington Va. Expansion was made possible by gift from Gilmore Nunn, head of the Nunn radio stations—W LAP Leesburg, Va., and WFTF Amariello, Tex.; WBIR Knoxville, Tenn.; WCOM Ashland, Ky.; WJNB Mobile, Ala. Mr. Nunn, a W&L journalism graduate in the class of 1931, established a fund from which the foundation purchased modern tape recording equipment, amplifiers, microphones and other studio essentials. Charles O. Voigt Jr., W&L professor of journalism, is conducting radio news-writing classes in cooperation with Lee U., Lexington, Va. Other types of programs will be added later. Radio practice is supplemented by classroom appearances of practicing radio experts. Ted Koop, Washington director of news and public affairs for CBS, was a recent lecturer.

Coy Approached
(Continued from page 28)
repeatedly proposed. He feels that the television broadcasters and manufacturers can put their best foot forward only through an organization exclusively devoted to the espousal of the visual cause.

The TBA board, at its meeting April 29, was understood to have been virtually unanimous in its view that it would be desirable to have a personage of the caliber of Mr. Coy as its directing head. Rather than a sprouting organization covering all phases of the association activity, the TBA organization contemplates a smaller staff surrounding its president, probably comprising mainly an attorney and an engineer.

While Mr. Coy has denied reports that he will leave the FCC at any certain date, those close to him feel that he would be disposed to consider cessation of government service after the FCC has completed major policy projects before it. These include the clear channel decision, now regarded as immediately forthcoming, and lifting of the freeze on new construction, with the concomitant action of establishing rules for opening of the UHF band for television. The latter determination is not expected prior to August, after which customary hearings and arguments normally would be in order.

It is also known that at least two other organizations have discussed possible associations with Mr. Coy. No firm proposals, however, have been made, since Mr. Coy has not felt himself a free agent up to this time.

Pacific Northwest Kilowatt
For Sale
$150,000.00
This fulltime kilowatt is located in a major market in the Pacific Northwest and has had an unbroken record of high earnings for the last ten years. It is priced to be sold immediately. Station is well equipped with studios, offices and transmitter all in one building. Real opportunity. Price $150,000.00. Terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS
WASHINGTON D. C. 801 E. V St. N.W.
Jane W. Blackburn
Washington Bldg.
Sterling 4341-2
DALLAS 3607 S. Henderson
Philip D. Jackson
Tower Petroleum Bldg.
Dallas 3657
SAN FRANCISCO 400 Sutter St.
Ray V. Hamilton
Russ Bldg.
Central 1172
EX WO 5-9472

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THE SKY IS THE LIMIT
CARBIDE AND CARBON BLDG.—CHICAGO
COMPLETE erection of
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STEEL ERECTING CO.
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Phone: Financial 6-3496
CHICAGO 2, ILLINOIS

May 9, 1949 • Page 57
A CHORUS of protests was directed last week against FCC's proposed new application-advertising and cutoff procedures [BROADCASTING, Feb. 28], charging they are complex and time consuming. In nine petitions that were received at the May 4 deadline for comments, there was none endorsing the Commission's proposals.

Main target of attack was the proposal to require local advertising of all major broadcast applications. The principle of cutoff dates for mutually exclusive applications was generally endorsed, though it was thought the 90-day waiting period proposed by FCC in such cases is far too long.

There was no rigorous objection to the Commission's plan to eliminate competitive bidding on stations that are up for sale. But the idea of competitive bidding was defended by one group of stations that denied that the Avco Rule on station transfers has failed.

In comments prepared by former FCC Chairman Paul A. Porter and his colleagues in the Washington law firm of Arnold, Fortas & Porter, ABC maintained that "the proposed revision appears in general to increase rather than to reduce the administrative burden. Complexity and ambiguity seem to have been achieved instead of simplifying and an understandable plan."

ABC asked the Commission to issue a statement showing what its proposals are driving at, so they can be understood and properly appraised.

The network felt the advertising requirement would serve no useful purpose, and suggested the "apparent purpose" of cutoff dates but thought the present rule—which permits mutually exclusive applications unless filed within 20 days before the hearing on the application with which they conflict—is more reasonable than FCC's proposed allowance of 90 days from advertisement of the first application.

The Federal Communications Bar Assn. suggested a cutoff period extending for 20 days after the original application is set for hearing. It opposed the advertising requirement as one that would be "an invitation to the curious, the envious and the meddlesome, creating unnecessary burdens on the proper activities of the applicant."

The public has ample opportunity to register complaints against broadcasters without having to be invited to do so via advertisements, the bar group said.

FCBA's comments, involving a detailed analysis of the Commission's proposals, were prepared by a committee headed by Leonard H. Marks and including Percy Russell, Ralph L. Walker and Charles E. Thompson. The brief was filed by FCBA President Guilford S. Jameson.

A group of stations represented by Henry, McKinnon & Wilkinson thought the proposal would be a "dismal failure" if designed to expedite FCC work, but would "succeed admirably" if its purpose is to "temporarily postpone more bureaucracy and red tape" on broadcasters and applicants.

They defended the competitive bidding principle of the Avco Rule on station sales as a "functional approach" and the "cooperating" plan of advertising andd considered the cutoff provisions "too complex and too involved."

The group is composed of KCMO Kansas City, KQVS to which Wash.; KMA Shendoah, Iowa; KXRO Aberdeen, Wash.; WABF (FM) New York, and Lake Broadcasting Co., Ga.

NAB endorsed the appeal of the Avco Rule but asked FCC to take no action on the rest of its plan. It asked that the cutoff proposal be set down for hearing in a separate proceeding. The brief was filed by Don Petty, Vail Pischke and Richard Jencks, NAB attorneys.

Neither NBC nor CBS could see any merit to be derived from the advertising proposal.

"The operator of a broadcasting station is on trial before the public each day," NBC said in brief by General Counsel John R. Murphy and Attorneys Robert G. Zeller and James F. E. Greeley. "When the public is dissatisfied, either the broadcaster or the Commission soon hears about it."

Julius F. Brauner, CBS general attorney, felt the cutoff principle "sounded" but that 90 days from the time an application is accepted for filing would be more reasonable waiting period than the 60 days proposed by the Commission.

Stephen Tuhy Jr., counsel for WGTI Kannapolis, N.C., and other stations, said his clients "strongly protest the advertising plan and bitterly resent the proposal that applications be posted locally for home-town inspection. The latter provision, he said, would give "competitive and purely curiosity seekers" access to financial and similar data.

George S. Smith, a member of the executive committee of FCBA, filed a brief attacking the "complete agreement" with the FCBA position and offering tabulations showing actual experience on time-lag requirements in the Institute of Broadcasters.

William E. Bennis Jr., secretary of WVOK Birmingham, told FCC he supported all of its proposal except provisions relating to verifying and renewal applications.

NARBA Proposals

FCC's REVISED proposals for changes in the North American Regional Broadcasting Agreement, drawn up following lengthy FCC-industry studies and conferences [BROADCASTING, Dec. 13, 1948, April 22], were sent to the broadcasters last week. Pending FCC's decision on the clear-channel case, they contain no references to specific channel uses, and like the last NARB proposal, they contain nothing requiring or prohibiting power above 50 kw on clear channels.

WAAT SUED

WAAT Newark and "Freedom" ticket candidates for mayor and commissioners of Jersey City are being sued for $2,900,000 in a libel and slander action filed in New Jersey Superior Court in Trenton by Jersey City's Mayor Frank Hague Eggers and deputy Mayor John F. Malone. Election is to be held tomorrow (May 10).

Basis for the suit is a political speech broadcast on WAAT last Monday by James F. Murray Jr., candidate for commissioner on the "Freedom" ticket headed by John V. Kenny, candidate for mayor. One alleged statement to which Mayor Eggers, who succeeded his uncle, Frank Hague, to that office, and Deputy Mayor Malone objected was that Hague has "a short memory." He has been accused and proven guilty by public opinion, of ballot stuffing, ballot thievery, sharing personal kickbacks and municipal graft and corruption, and I accuse him of being the protector of gamblers and underworld characters."

Mayor Eggers and Deputy Mayor Malone seek $2 million damages from Mr. Kenny, Mr. Murray and three other "Freedom" candidates for commissioner, Louis A. Messina, Don Spade and Charles Witkowski. An additional $800,000 is asked of WAAT for disseminating the alleged libelous and slanderous remarks. The plaintiffs also have filed charges against WAAT with the FCC.

Irving Rosenbaum, president and general manager of WAAT, said he was familiar with the different of opinion between the FCC and the special House committee which criticized the FCC for its Port Huron decision. He felt accountable to the people, Rosenbaum added, and relied entirely on the Port Huron case. Being unsuccessful in his effort to persuade the speakers, the radio industry text, he accepted it because he has to answer to the FCC. The commission told him to take it in light of the Port Huron case, he explained.
To Handle Service Accounts

For the second consecutive year, Gardner Advertising Co., St. Louis, has been awarded the advertising contract for recruiting and personnel placement for the U. S. Army and Air Force branches. The two services made the joint announcement last Wednesday.

Gardner was one of four agencies which made presentations to a board designated by the two department secretaries. Others were Ruthrauff & Ryan, N. W. Ayer & Son and The Caples Co. [Broadcasting, May 2]. Contract covers the fiscal year 1949-1950.

The two services said the amount is contingent on Congressional action on the 1950 budget, still pending, and whether Coast Guard and Navy budgets will be incorporated. The overall media appropriation is placed at roughly $2,380,000 with about $1,800,000 set aside for the national campaign, it is estimated. Total for 1948-49 is about $5 million, with about four-fifths allotted nationally. Radio is expected to get a fair share of all appropriations.

WBT Promotions

For Tredwell, Jorgenson

Mr. Jorgenson Mr. Tredwell

PROMOTIONS for two WBT Charlotte staffers were announced by Charles Crutchfield, general manager of the station, last week. Ken Tredwell, assistant program director, has been named WBT PT-FM program director, and Wally Jorgenson of the sales department has been promoted to local sales manager. He will report to Keith Byerly, general sales manager. John McCann Jr. has been assigned to the sales department to work with Mr. Jorgenson. Mr. Tredwell joined WBT in the spring of 1947 as production manager and was made assistant program director Jan. 1, 1948. Mr. Jorgenson has been with the sales department since June 1948.

Puerto Rican Ad Assn.

SAN JUAN, P.R., office of McCann-Erickson, under direction of Sherwin Helman, has instigated the formation of a Puerto Rican advertising association. Entitled "Asociacion Publicitaria de Puerto Rico," it is composed of agencies and commercial firm representatives on the island. Alberto Piliado, assistant manager of McCann's San Juan branch, was elected president at the first meeting.
ENGINEERS
To Hold Ga. Meet May 23
A THREE-DAY Broadcast Engineers Conference will be held under joint sponsorship of the Georgia Assn. of Broadcasters, the Atlanta section of the Institute of Radio Engineers and the Georgia Institute of Technology beginning May 23 in Atlanta.

Purpose of the conference, scheduled for the Biltmore Hotel, is to present new technical developments and information in the radio broadcasting, according to Ben Akerman, chief engineer at WGST Atlanta, general chairman. Manufacturers are expected to display equipment of interest to broadcasters during the meet.

Program will consist of about 20 technical papers, to include the following topics: studio design; AM-FM-TV test equipment; economics of transmission, television and FM coverage; microphone relay; recording and playback, and new tube and components development.

March Tube Output
SALES of radio receiving tubes in March by Radio Mfrs. Assn. member manufacturers totaled 1,505,349 compared to 1,643,788 in February and 1,608,842 in March a year ago. March sales for new sets totaled 9,847,000, with 3,718,883 replacements, 1,183,858 exports and 93,561 for government agencies. First quarter sales in 1949 totaled 40,658,045 compared to 51,111,390 a year ago.
Programs

Interesting facts behind rise of new political personalities on national scene are being brought to Suncoast 3-Star Extra (NBC 6:15 p.m.) listeners by National Affairs Editor Ned Brooks in special once-a-week series. In addition to his regular night-time commentaries, Mr. Brooks each week makes a flying visit to a governor who is making a name for himself on the political scene. After chatting with the governor, Mr. Brooks gives a detailed analysis of what makes a political “comer” stand out in his field.

‘Junior Hucksters’

New Monday feature on WLWD (TV) Dayton, Ohio, is Junior Hucksters program. Series offers business and economics students of Dayton-area colleges chance to sell merchandise on television and earn actual commissions. Scholarships offered. Home Store, sponsor of show, will go as grand award to student whose sales total is highest at end of program series. Four students are featured on each program, each being allowed three minute talk and demonstration on one article. All articles are of comparable cost.

Theatre Time

HALF-HOUR On Stage is being aired on WXT (FM) Chicago in cooperation with Chicago Stagebili, theatrical program. Music and songs from legitimate productions, along with comment on plays and actors, comprise format. Narrator sings songs and performs as different attractions in Chicago and coming events. On Stage is aired Saturdays, 6:30 to 7 p.m. CST.

American Folk Music

PROGRAM of old American folk songs and ballads is being aired by KMBC-KFRE Kansas City. Mr. Hiram Higby sings songs, and in addition tells story and background of each of his selections. A recent request for a song, the tune which he knew, but not the words, netted Mr. Higby several hundred copies of song book and sheet music, including a book dating back to Civil War period.

‘Teaching by Television’

WBAL-TV Baltimore April 23 inaugurated series of six experimental ‘Teaching by Television’ programs to determine feasibility of television as part of general study courses of a city’s school system. For six Fridays, science students at Baltimore Polytechnic Institute will watch television experiments on electricity during their regular school class. Eugene B. Linkin and Dr. Phillip F. Guttling, members of Poly faculty, will demonstrate from WBAL-TV’s studios from 2:06-2:30 p.m. Following their teaching, other instructors in classroom will elaborate on video lesson. Idea was conceived by Dr. David E. Wieglin, public service counselor for WBAL and WBAL-TV, and has received support of Board of Superintendents of Baltimore schools.

‘Know Your Schools’

LISTENERS’ questions on any phase of public school operations are answered in new WTMJ Milwaukee public service feature, Know Your Schools. The Milwaukee Journal station, cooperating with the Milwaukee Public Schools, presents a group of panelists weekly (Mondays, 9:30 to 10 p.m.). Dr. William Lamers, assistant superintendent of schools, moderates. Members of panel include supervisors, principals and teachers, who are changed each week.

‘Stories to Remember’

THIRTEEN Stories to Remember of tolerance and racial understanding are being presented as weekly public service on KPMV (FM) Los Angeles. Part of the “Lest We Forget” series produces by Institute for Democratic Education, the half-hour programs are being presented in cooperation with the Jewish Labor Committee and NAACP Anti-Defamation League. Included in the series are “The Outcasts” by B. J. Chute; “Rosika the Rose” by Claudia Cavanaugh; “My Little Boy” by Carl Ewald.

Electrical Living

SPONSORSHIP of half-hour weekly cooking and home appliance demonstration program has been started on KDYL-TV Salt Lake City, by Utah Power & Light Co., making use of complete kitchen installed in KDYL’s Television Playhouse. Using theme, “Better Living Electrically,” Utah Power’s home service director, Evelyn Hansen, provides over kitchen each Wednesday from 3-3:30 p.m., demonstrating proper use of electrical equipment in the home.

Indianapolis Classic

WFMB-TV Indianapolis, Ind., will televise entire running of 500-mile Speedeway Classic in that city May 30. Telecast will last five hours. Cameras will be placed in Paddock stands and atop grandstand on southwest turn. Fred Mullen and Gene Starbeker, who recently joined WFBM-TV as producer-directors, will supervise the telecast. WIBC Indianapolis will feed AM broadcast of race to MBS. Telecast was arranged through cooperation of MBS, WIBC and Indianapolis Motor Speedway.

Welcome Teenagers

DOORS are open and it’s time to dance for WPCH Pittsburgh’s Teen Contest, of the air. Teen Contest is aired daily, 4-4:30 p.m., from auditorium YMCA, under sponsorship of Zeager Milk Co., which installed a milk and soft drink bar for youngsters. Dancing is featured from 5:30 to 5 p.m., and program plan includes weekly talent shows. Bettelu Purvis conducts the show.

International Airport

A NEW drama series, International Airport, began over Philadelphia’s WPJ-MBS on April 27. Produced and directed by Rich Brown, programs feature a cast of national and international known radio actors portraying fictional statements, captains of industry, movie stars and just plain people arriving at and departing from the airport.

‘Meet Your Match’

TOM MOORE, emcee of ABC’s Ladies Be Seated, inaugurated Meet Your Match, audience participation quiz show, on WGN Chicago and the Mutual Network 9-10 to 11 p.m. CST, to originate weekly in Chicago, awards $1,500 in merchandise prizes to contestants and $5,000 in membership to person answering the “super brain twister” question. MBS will carry it 8-9 to 10 p.m. CST.

‘Triple Crown’

RACING’s “Triple Crown”—the Kentucky Derby on May 7, Preakness on May 14 and Belmont Stakes on June 11—will be telecast in Washington, D.C. by WOIC (TV). Derby was presented by film May 8, due to fact that cable connections have not been established to Kentucky. Other races will be telecast live. Gillette Safety Razor Co. is sponsoring all events.

‘Baseball Scoreboard’

NEWEST show on WXYZ-TV Detroit is Baseball Scoreboard. Program features WXYZ’s sports director, Don Wattrick, in resume of day’s ball games. Sixteen different scoreboards are used, one for each game of day. Boards are superimposed during program to break monotony of “face-on” show. Cartoons of an umpire holding an umbrella are used whenever a game is rained out. News that a night game score is not complete is signaled by same umpire equipped with a lantern. John Pival produces and Pete Snedland directs show. Program is sponsored, seven days weekly, by Ford Dealers of Detroit, through J. Walter Thompson Co., Detroit.

‘Hoofer Report’

WPAT Patterson, N. J., with permission of CBS, has transmitted network’s series of discussions of the “Hoofer Report.” Series was red broadcast May 2-7 from 7:30-7:45 p.m.

RCA VICTOR

New Pep for Your Platter Shows

special “DJ” couplings from RCA VICTOR

Eddy Arnold

The Echo of Your Footsteps

One Kiss Too Many

DJ-694

Freddy Martin

My One and Only

Highland Fling

Havin’ A Wonderful Wish

DJ-695

The Three Suns

Look For The Silver Lining

Alt Wien

DJ-696

Wayne King

I Do, I Do, I Do

Tennessee Waltz

DJ-697

Buddy Moreno

Open The Door Polka

Drop Laid, Little Darlin’, Drop Daid

DJ-698
ABLA Booklet Suggests Entertainment Shows

IN A BOOKLET, Your Bank's Advertising, distributed last week by the American Banking Assn., banks were advised to make full use of radio. ABA suggests that banks employ local newscasts, variety programs featuring request musical numbers, or chatter programs in which poems and letters from local listeners are read.

ABA has prepared for sale to individual banks and local public relations more than 50 transcriptions in two series for use on local stations. Prices range from $150 for one bank in a city with 20,000 population to $450 for four or more banks in a city of 60,000 population and over.

In a discussion of the principles of effective radio use by banks, the booklet declares that lack of continuity is the major criticism of bank advertising. The medium, ABA says, should be given a fair time trial.

PULSE SURVEYS
Away-from-Home Listening

SPECIAL survey conducted for WNEW New York by The Pulse Inc. has indicated a large listenership by people away from home. In response to the question, "Do you listen to the radio anywhere out of your home every day or every other day?", 36.7% of those interviewed said yes.

Places where the away-from-home audience did its listening were: Automobiles, 38.7%; while visiting relatives and friends, 26.2%; boats, 19.4%; boats and yachts, 14.9%; out of doors, 14.9%; clubs and schools, 14.9%; and service establishments, 14.9%

Information Sources


SIX-PAGE article in the May 10 issue of Look Magazine concerns "Don McNell: King of Corn." Written by Ben Wickersham, article covers all phases of format of ABC’s Breakfast Club, which Mr. McNell emcees.

ABA advises against "lectures" and "education" in bank presentations, and tells banks to aim for entertainment, with programs prepared from a listener's point of view rather than from the bank's viewpoint. Radio exports should be consulted, the booklet warns. It also suggests short commercials, and messages that do not "talk down" to audiences.

A paragraph is also devoted to the popularity of spot announcements and the use of cooperative programs.

Banks are comparative newcomers to radio. ABA points out. In a survey the association made two years ago, it was disclosed that in ten years (1937-1947) the number of banks on the air had grown from 145 to more than 2,000.

APPLIANCE SALES
WOR Continues Promotion

WOR New York has decided to continue its promotion of household appliance sales into May. R. C. Maddux, station's vice president in charge of sales, announced last week.

The promotion, in which editorial comment on the value of appliances is integrated into all broadcasts over which the station has editorial control, has evinced considerable distributor interest, WOR reports. The gas appliance industry, not included in the early stages of the promotion, which started in April, has been added to the project.

Loewi Quits Exchange
Mortimer W. Loewi, director of the DuMont Television Network, announced last week that he had resigned his seat on the New York Stock Exchange for $47,000, the highest figure of the year, it was learned last week. Mr. Loewi has been a member of the Exchange since 1917.

JOS. WOOD & CO.
350 Madison Ave., New York.
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX - NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station
AD COUNCIL

Promotes Democracy, Clubs Told

WORK of the Advertising Council in using advertising techniques to promote democratic ideals has "forged a new weapon in the arsenal of democracy." Mr. (Juss) Willard Jr., NAB executive vice president, told a joint luncheon May 4 of the Chicago Radio Management Club and Federated Advertising Club.

Mr. Willard was introduced by William A. McGuiness, commercial manager of WGN Chicago and president of the Radio Management Club. He also presented persons at the speakers table—James Stirton, general manager of ABC’s National Division and president of the Chicago Television Council; Walter Schwimmer, of Schwimmer & Scott, president of radio features; Wesley Nunne, advertising manager of Standard Oil of Indiana; Walter Wade, advertising vice president of WGN; William White, division president of the Chicago Television Club; Melvin Brooby, advertising vice president of Needham, Louis & Brooby; Reuben Richmond, advertising manager of WMAJ; and Mrs. L. S. Schwartz, Chicago representative of Advertising Council.

A tape recording of Mr. Willard’s address was broadcast on WGN Wednesday night.

The formula for meeting the problems of democracy was found during the war, Mr. Willard said, when it was discovered that advertising techniques could give people the will to work, fight and win. It had become apparent that news broadcasts, commentators, news columns, editorials and magazines, and propaganda weren’t enough, he said.

"Only the profession of advertising..." he continued. "Only the profession of advertising has learned the techniques of appealing to the conscious and the subconscious over and over again—from every imaginable psychological approach."

Today, he warned, "there is ample and increasing evidence of a disconcerting lack of understanding of the very function of advertising by our people.

He ascribed this to lack of knowledge, to sincere but misguided motives of economic reform and to coldly calculated and carefully propagandaized efforts to undermine "our individual, political and economic heritage."

The current fad in important educational and governmental circles, he said, is "to disassociate all advertising matter from the public interest concern. He cited a bill in Congress designed to increase postal revenues from second-class mailings. This bill, he explained, "would withhold that privilege entirely from publications which exceed stipulated requirements concerning advertising content."

Another bill, he continued, would prevent business from using penny ads for advertising purposes. And the FCC’s "Blue Book" sought to determine the public interest status of radio stations by the percentages of sustaining versus commercial program content, he recalled.

Mr. Willard told of a proposal of the Joint Army-Navy Audit Coordination Committee to disallow most advertising expense as a cost item in cost-plus contracts with the government. This was modified only after urgent appeal by media, he continued.

"It is almost beyond belief that a responsible group of Army, Navy and Air Force officers and their civilian advisers would need to be educated to the value of advertising, the spark plug of our American economic system," he said.

"They simply forget that the great mass production industrial machine upon which they rely in time of war exists only because mass distribution, created by mass advertising, builds it in peace of time.

"They forget that the great mass media—radio, newspapers, magazines—upon which they depend to stimulate and activate the people to the supreme war effort would shrivel up and die without advertising support; leaving only the grim alternative of a government subsidized radio and press—an alternative completely abhorrent to the American people in war or peace."

Mr. Willard added that the American economic system is the "only real barrier to Marxist domination in all the world."

Mass. Peabody Awards

CITATIONS for meritorious public service will be awarded to nine Massachusetts stations May 18 by the Massachusetts Committee, George Foster Peabody Awards for Radio, the committee announced last week. Presentations will be made at the committee’s annual award dinner at the Hotel Statler, Boston. Citations are for outstanding locally originated broadcasts in the fields of drama, news, music, education, international relations and children’s programs.

BRYSON RASH, director of special events for WMAL-ABC Washington; HAZEL KENYON MARKEL, program director of WTOP Washington, and CARTER BARRON, Eastern Div. manager of Loy’s Theaters, were named to take charge of arrangements and entertainment for Washington’s "I AM an American Day," May 18.

ROBERT HICKERT, noted writer, lecturer and news commentator, is presenting his new program, "Hickert’s Commentary," on WFLN (FM) Philadelphia, Mon., Wed., and Fri.

DICK JOY, co-owner of KCNJ Palm Springs, Calif., has started as newscaster for six daily hour-hour newscasts on CBS Northwest and Arizona stations.

BOB CASEY, WRRC Cincinnati morning news editor, has been named manager of Cincinnati Symphony Orchestra.

WALT HAGEN Jr., son of the famous professional golfer and amateur champion in his own right, is featured in Sunday evening sports show on WRNL Richmond, Va.

GEORGE A. GAGAN, managing editor of Lowell, Mass., Sunday Telegram and author of column "The Overseer" in that paper, is airing his own news show, Top Of The Morning, on WLAW Lawrence, Mass.

ERNE SANDERS, WCHS Charleston, W. Va., sportscaster, is the father of twin girls, Carolyn Lou and Marilyn Sue.

HAL NEWHOUSE, pitcher for Detroit Tigers, has been signed for televised weekly show on WBKB-TV Detroit.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
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ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

John J. Keel
Warner Bldg., Wash., D. C.
National 6513

ROTHROCK & BAIREY
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National 0196
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Oldway 8071
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Consulting Radio Engineers
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Consulting Radio Engineer
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Walter F. Kean
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

Broadcasting • Teletesting

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**NEW BUSINESS**

(Continued from page 14)

PEIRCE SCHOOL of Business Administration, Philadelphia, appoints Gray & Rogers, Philadelphia, to handle advertising, publicity and public relations.

**NETWORK ACCOUNTS**

REXALL DRUG Co., Los Angeles, sponsoring Guy Lombardo and his orchestra as summer replacement for Phil Harris-Alice Faye Show on NBC, Sun., 7:30-8 p.m., effective July 3. Agency: BBDO, Los Angeles. Harris-Faye show returns this fall in same time slot.

LIGGETT & MYERS TOBACCO Co., New York, through Newell-Emmett Co., New York, renews its sponsorship of five-weekly Arthur Godfrey morning series on CBS for 52 weeks, effective July 22. Program sponsored by Chesterfield cigarettes, from 11-11:30 a.m., with Gold Seal Co. and National Biscuit Co. sponsoring quarter hours during show's first half hour, 10:30-11 a.m.

**GENERAL MILLS** renews 8-9:15 a.m. (CDT) portion of the Breakfast Club on 229 ABC stations May 30 for 52 weeks through Tatham-Laird, Chicago. Don McNell is toastmaster of show, aired daily, 8 to 9 a.m. Firm has sponsored first segment since last August.

CANADA DRY GINGER ALE Inc., New York, extends 13-week contract with ABC-TV for Sunday 5-6:30 p.m. portion of hour-long Super Circus to 52 weeks. DERBY FOODS, Chicago, sponsors second portion on 52 week basis.


**ADPEOPLE**

O. PARKER McCOMAS, executive vice president of Philip Morris & Co., New York, elected president to succeed ALFRED E. LYON, who becomes chairman of board.

J. R. CARRINGER, vice president and assistant to the president of Esso Standard Oil Co., retired May 1 after 45 years with firm.

**NLRB ORDER**

F FOH ELECTION

NATIONAL Labor Relations Board last Thursday directed that a secret ballot election be held within 30 days among radio technicians employed at WOV New York to determine whether they wish to have Radio & Television Broadcast Engineers Union, Local 1212, IBEW (APFL), as their bargaining representative. Fourteen technicians, including the control room and transmitter supervisors, are involved.

NLRB denied the American Communications Assn. (CIO) a place on the ballot on the grounds that it had not complied with registration and filing requirements. The association had sought dismissal of the broadcast engineers union petition asking that the union be designated as exclusive bargaining agent. ACA contended that the 14 employees in the proposed unit "do not constitute a homogeneous grouping of craft employees," and, further, "the history of collective bargaining . . . between the intervenor [ACA] and the employer [WOV] covering a broader unit of employees renders a separate unit of radio technicians inappropriate."

**OPERATOR JOBS**

Field Limited, Says USES

JOB prospects for radio operators are limited at the present time, according to an analysis of this field completed by the U. S. Employment Service. Report on the analysis is presented in the April issue of the Labor Market, published by the Bureau of Employment Security and affiliated State Employment Security Agencies.

"Most areas throughout the country report very little demand for radio operators and more than enough qualified applicants to fill both replacement openings and the few jobs that develop through expansion," the article states.

The broadcasting field, which now employs some 11,000 operators, is expanding and a "considerable number of openings is expected in the near future, according to Labor Market. Prospect of new jobs is seen in the opening of new FM and television stations for operators especially trained in those fields.

**ONE WORLD**

Awards To Be Presented

ONE WORLD awards for outstanding contributions to the cause of international understanding will be presented to Ira Hirschmann, president and manager of WABF-FM New York; Bartley Crum, ex-publisher of the New York Star, and John Huston, motion picture director and writer, at the fifth annual One World Awards dinner, May 11 at New York's Plaza Hotel.

Mr. Hirschmann and Mr. Crum will receive silver trophyes. Mr. Hirschmann's award is given in view of his "outstanding record of public service in community and international affairs, his leadership in cultural progress as a founder of the University From Abroad and as founder and president of the New Friends of Music and WABF-FM, and particularly his humanitarian services to the victims of Nazi persecution during the war as special envoy to the Near East, and to the displaced person of Europe as inspector general of UNRRA."

The award to Mr. Crum recognizes "his outstanding record of liberalism . . . and his valiant efforts to perpetuate the American tradition of crusading journalism."

Hon. Benjamin Cohen, assistant secretary general of UN, will be dinner chairman. Awards will be presented by Prof. James H. Sheldon, chairman of the nominations committee, and writer Norman Corwin, who is a previous winner.

**RELIGIOUS RADIO**

Make It Listenable—Keating

RELIGIOUS broadcasts should be more listenable, the Catholic Broadcasters Assn. Middle Atlantic regional meeting was told by Joseph F. Keating, assistant commercial program supervisor of WJS. Meeting was held April 30 at Seton Hall College, South Orange, N. J.

He urged that the religious message be combined with showmanship.

Sessions were further highlighted by reports on the importance television will have in religious broadcasting.

James R. Ryall, director of public relations of WJNR Newark, counselled that the preaching and round-table type of religious presentation was not good radio and did not succeed as well as did the program which wrapped its serious message up in entertainment form.

Irene Petro, television technician formerly with DuMont and RCA, said presentation of religion on television is more effective than radio—but more difficult. She stressed the importance of considering the visual elements of programming in telecasting.

Sister M. Nina of Corpus Christi High School, New York, who produced the Catholic division of Lamp Unto My Feet on the CBS television network, acclaimed video an "important new messenger of religion."

Among others who took part in the conference: Dr. Adolph M. Weill, professor of radio at St. Joseph's College, Philadelphia, who was chairman; A. Dorothy Arthur, Wilmington, Del., coordinator for CBS; the Rev. Terence Cummins, director of Ave Maria Hour; Joseph A. Murphy, acting director of Institute of Sacred Music in the Archdiocese of Newark; Raymond P. Lukis, drama director of WSOU-FM Seton Hall College; the Rev. Anthony Ostheimer, Philadelphia, and the Rev. Dr. John L. McNulty, president of Seton Hall.

CKMR Newcastle, N. B., new 250 w station on 1540 kc, went on the air early in April. Art Martin is manager and station is represented nationally by William Wright, Toronto.
CIVIL RIGHTS

Bills Affecting FCC Introduced

CIVIL rights legislation, looking toward fair employment practices in communications and other fields, and toward study of employment policies in such independent agencies as FCC and FTC, was introduced in both houses of Congress April 29.

A Commission on Civil Rights would be set up under a measure (S-1784) introduced by Sen. Hubert H. Humphrey (D-Minn.). The Commission would be empowered to conduct studies and investigations on civil rights and to investigate and report the operation of FCC, FTC and similar offices, as well as all departments, including State. The bill was referred to Senate Judiciary Committee.

The House measure (HR-4453), authored by Rep. Adam C. Powell Jr. (D-N.Y.), would prohibit discrimination in employment. It would be known as the Fair Employment Practice Act, with provisions covering all interstate trade, commerce and communication.

A House Subcommittee is scheduled for Tuesday by the House Education and Labor Committee.

DuMONT REPORT

First Quarter Gain Shown

ALLEN B. DuMONT Labs in the first quarter of 1949 had net earnings almost three times those for the same period of 1948. Gross sales were two and a half times as large, Dr. Allen B. DuMont, company's president, told the annual stockholders' meeting May 2.

Net income, he reported, was $1,481,000 for the period Jan. 3-March 27, 1949, equal to 70 cents a share after preferred dividends, compared with a net of $588,000, or 27 cents a share for the like period of 1948. First quarter sales for 1949 totaled $1,012,000, compared with $600,000 in 1948. In increase stems from accelerated production of tubes and receivers made possible by expanded plant facilities, Dr. DuMont said.

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CALIFORNIA-BOHN OF PLENTY

If you haven't read "California, Here of Plenty" in the May 1949 issue of The National Geographic Magazine then you should and after reading it then read this ad.

Do you want to make large profits and live... Yes, really LIEVE!!! We have a radio property that has an earning record that is startling. It has made money from the end of its first six weeks of existence and it continues to make money... It is easy to operate... It will continue to be a winner. This facility is very well equipped; it is well managed and the outstanding operations of its kind in the west. Valuable real estate is included. You can buy it for a substantial down payment and the balance can be financed. Price $150,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D.C. WILTON HAMILTON Philadelphia 17

WASHINGTON Bldg. Tower Petroleum Bldg. Russ Bldg. Sterling 6-2172

DALLAS PHILIP L. JACKSON

SAN FRANCISCO MAY V. HAMILTON

Washington Bldg. Tower Petroleum Bldg. Central 1371

EXBOOK 2-5872

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ROBERT TINCHER
Heads S.D. Broadcasters

ROBERT TINCHER, vice president and managing officer of WNAK Yankton, S. D., was elected president of the South Dakota Broadcasters Asso, at the group's second annual conference held at the Carpenter Hotel, Sioux Falls.

Other new officers include Robert D. ean, president of KOTA Rapid City, vice president, and Irving Merritt, KUSD, U. of South Dakota, secretary-treasurer. Mr. Tincher and Mr. Dean, two-year directors, will work with Ida A. McNell, KFXF Pierre, two years; Mr. Merritt and Jim Sweet, KIHO Sioux Falls, one-year directors.

S. Fantle Jr., president and general manager of KELO- Sioux Falls.

UNION DEMANDS

UE Representatives Meet

CONFERENCES of representatives of local unions, representing electrical workers at General Electric, Westinghouse Corp., RCA and Sylvania Electric [Broadcasting, May 2], will be held sometime this week to work out contract demands prior to opening of negotiations. Albert J. Fitzgerald, president of United Electrical, Radio and Machine Workers of America (CIO) announced the meeting last Monday.

Union proposals call for a $500 annual increase per employee to include “wages and salaries, pension improvement and health programs and other economic benefits,” according to the UE general executive board. UE employment was described by James J. Matles, organization director, as “steady” in manufacture of heavy equipment but declining in factories producing household appliances and other consumer goods.

Falls, conducted a forum on “South Dakota Radio in 1949” at the opening session April 22. Panelists discussed “What Radio Expects.” The forum was held prior to the annual business session.

At the banquet Paul Elliott, commercial manager of KRNT Des Moines, Iowa, outlined “Radio Relations on the Local Level.” During the business sessions, Mr. Merrill reported on the radio training activities of the U. of South Dakota and introduced Stephen J. Graf; KUSU technical advisor, who described the new radio engineering course which will be offered in the fall.

KFAB Contest

MORE than 15,000 letters were submitted from nine states in KFAB Omaha's recently completed $11,000 farm service contest, the station reports. Contest was part of the “Thanks to Bill Macdonald” campaign commemorating the 25th Anniversary of Macdonald as a public service. Letters were written on “What Farm Service Programs I Listen to Most and Why.” The 59 prize winners were announced in an hour-long program April 23.

HOOPERAD OF STARS 1948-49

By Categories as Announced April 29 (Broadcasting, May 2)

NEWS COMMENTATOR
1. Walter Winchell 25.7
2. Louella Parsons 23.9
3. Drew Pearson 10.8

PLAYS
1. Radio Theatre 26.1
2. First Nighter 11.6
3. Curtain Time 3.1
4. Hallmark Playhouse 1.3
5. Theatre Guild on the Air 1.3

VARIETY
1. Jack Benny 24.4
2. Fibber McGee & Molly 20.1
3. Bob Hope 13.9
4. Arthur Godfrey’s Talent Scouts 20.1

EVENING DRAMATIC SKITS
1. My Friend Caesar 20.9
2. Amos 'n Andy 15.5
3. A Day in the Life of Dennis Day 14.7

AUDIENCE PARTICIPATION
1. Stop the Music (8:00-9:00 p.m.) 17.9
2. Alan Ladd's Rendezvous 13.9
3. Bob Hawk Show 13.9
4. Truth or Consequences 10.9

MYSTERY
1. Mr. District Attorney 16.8
2. Crime Photographer 9.6
3. Suspense 9.3
4. Mr. Keen 11.7

MALE SINGER
1. Bing Crosby 14.3
2. Gene Autry 13.0
3. Jack Smith 10.6
4. Club 15 (Bob Crosby) 9.9

EVENING POPULAR MUSIC
1. Your Hit Parade 13.4
2. Vaughn Monroe 9.9
3. American Album of Favorites 9.3

FEMALE SINGER
1. Club 15 (Margaret Whiting) 11.1
2. Supper Club (Jo Stafford) 10.1
3. Club 15 (Andrew Sisters—MWF) 9.3

NEWS REPORTER
1. Edward R. Murrow 8.5
2. The Morning Headlines 7.9
3. Lowell Thomas 6.3

CONCERT MUSIC
1. Telephone Hour 16.0
2. Voice of Firestone 16.0
3. Natarajan 3.1

CHILDREN’S PROGRAM
1. Lone Ranger 10.8
2. Federal Telephone 9.6
3. Les Pretz 5.5

WEEKDAY SERIAL
1. Ma Perkins (CBS) 8.5
2. Our Gal Sunday 7.8
3. The Girties 7.8
4. Big Sister 7.4
5. Stella Dallas 7.4
6. Romance of Helen Trent 7.8
7. Your Woman 7.8
8. Portia Faces Life 7.6
9. Rosemary 7.0

DAILY DRAMATIC SKITS
1. Grand Central Station 8.1
2. Theatre of the Towns 1.3
3. One Man’s Family 7.0

WEEKDAY VARIETY
1. Arthur Godfrey (9:30-1:30 a.m.) 7.8
2. Breakfast Club (9:00-9:30 a.m.) 5.2
3. Herb Shriner 4.3

SPORTS
1. Bill Stern 7.3
2. Boxcar Bob 5.1

WEEKDAY AUDIENCE PARTICIPATION
1. Grand Slam 7.0
2. Give and Take 6.9
4. True or False 4.9
5. Romance hour 8.6
6. Bride & Groom 4.6

1 Rating indicates second broadcast to Pacific Coast.

AT&T ANSWER

Trade Restriction Denied

AT&T has denied that it was violating anti-trust laws in an answer to a civil suit brought by the U. S. government seeking separation of Western Electric Co. from the Bell System. The government complaint, filed in U. S. District Court, New York, N. J., charged restraint of trade and monopoly in the manufacturing and sale of telephone equipment.

“it is necessary for the Bell System to include a manufacturing and supply unit if nationwide telephone service is to continue to be of the highest quality at low cost,” the company’s answer said.

CAB Meet

SEATS were featured at the Maritime regional meeting, member stations of the Canadian Assn. of Broadcasters, held at the New Brunswick Hotel, Moncton, N. B., May 2 and 3. Meeting was under chairmanship of Malcolm Nell, CFNB Fredericton, and was attended by most Maritime stations and executives of CAB Ottawa and Toronto.

97,410 Radio Homes in the area served by KMLB

— the station with more listeners than all other stations combined —

IN N.E. LOUISIANA

Right Is Monroe, you can reach on air on with buying power commensurate to Kansas City, Missouri. 7.1 A. and 3 Ark. counties are within KMLB’s mile volt contour. Sell it on KMLB!
VIRGINIA ASSN.
Annual Meeting May 26-27
THREE NAB executives will address Thursday sessions of the Virginia Assn. of Broadcasters annual meeting to be held May 26-27 at the Tides Inn, Irvington, Va.
At the Thursday morning session, Richard P. Doherty, NAB director of employee-employer relations, will discuss the study he has just completed on station operating efficiency. A. D. Willard Jr., NAB executive vice president, will speak at a luncheon scheduled for Thursday at 1 p.m., and that afternoon at 2:50 Maurice Mitchell, head of NAB's Dept. of Broadcast Advertising, will talk on local station selling technique. Mr. Mitchell's talk will be followed by a sales clinic. Lloyd Venard, Edward Petry & Co., is scheduled for a talk Thursday morning at 11:30.
Friday morning session will open with a report by the VAB legislative committee chairman, C. T. Lucy, WRVA Richmond general manager. Session will close with election of officers and a report of the resolutions committee. John W. New, WYAR Norfolk sales manager and VAB president, announced.

WLYN-FM Transit FM
TRANSIT RADIO got underway officially in the North Shore section of Massachusetts late last month when Mayor Stuart A. Tarr of Lynn, Mass., dedicated the system in a special ceremony. Using WLYN-FM Lynn, the system has been installed in 350 busses of the Eastern Massachusetts Street Railway Co. in its Salem, Lynn, Medford and Malden divisions. WLYN-FM, operated by the Puritan Broadcast Service, is on the air from 7 a.m. to 9 p.m. Sports results and late news items will be fed to the bus system. A. M. Morgan is manager of WLYN and WLYN-FM.

CHUB Nanaimo, new 250 w station on 1570 kc, officially opens on May 24. Studios are located in Hotel Malaspina at Nanaimo, B. C.

BOB HANSEN has been named program director at KTRI Sioux City, Iowa, after working as news editor. He succeeds SHIEL SINGER, resigned.

PEN BROWN has returned to WTAG AM and FM Worcester, Mass., announcing staff after year's stay in the South for his health.

CLIFF LEVINE, and JAMES DUNCAN have joined KFMB-TV San Diego as producer and engineer respectively. Mr. Levine was formerly with Stodel Adv. Co. Los Angeles; Mr. Duncan with KTAL (TV) that city.

REED BROWNING has been named announcer of ABC Breakfast in Hollywood.

MAXINE ARTO McKIBBEN, under name of "Jane Kerr," has started six weekly hour-program,Needles and Pins, on KIDO Boise, Idaho.

ALLAN F. BRUCE, formerly on art staff of J. W. Eccleston Adv., has joined KFI-TV Los Angeles art department.

PAUL A. MYERS, program director of WWVA Wheeling, W. Va., was honored by Gov. Patteson of West Virginia for his work in 1948 Security Bond Drive, on Patriots Day.

Send Me The NewswEEKLY of Radio-Tv

At least your name and address should be printed in every message in the NewswEEKLY. If you do not wish your name printed, please request "Please print my name privately," otherwise it will be printed in every issue of this publication. It is imperative that you request the "PRIVATE" message before your message is sent.

NAME
ADDRESS

Send in your message and it will be published in the NewswEEKLY.

Send your message at least 18 months from now, otherwise it will not be accepted.

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I Enclose $______

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Mail to: BROADCASTING

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First 15 Program Hoopereatings—April 30 Report

<table>
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<th>Program</th>
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<th>Hooper</th>
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<td>S. Johnson (NLC)</td>
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<td>Second broadcast</td>
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Local Stations and Organizations

Religious—"Treasury of Jewish Folklore" (KFWY Denver), Special award to "Hebrew House" (Jewish Community Center, New York), honorary mention.

Historical—"Westinghouse Religion" (WGBS Chicago)—Weekly Program—"The Story of the Bible" (WGBS Chicago)—First Award; "The Story of Ancient Egypt" (WGBS Chicago)—Second Award; "The Story of the American Revolution" (WGBS Chicago)—Second Award; "The Story of the World War" (WGBS Chicago)—Second Award.

Personal and Social Problems—"City Rent Laws" (WNYC-FM New York)—First Award; "Cultural—"The Scene of Music" (WNYC New York)—First Award.

Special One-Time Broadcasts—"Saints and Sinners" (WMAQ Chicago); "The Adirondacks" (WOR New York); "The Great Northwest" (WIBW Troy, Los Angeles); "The Chaplin Chimes" (WBZ Boston) —First Award; "The Music of the Air" (WIFL Philadelphia) —Honorary Mention.

Networks, Regional Organizations, and Clear-Channel Stations

Religious—"The Treasures of Jewish Folklore" (KFWY Denver), Special Award to "Hebrew House" (Jewish Community Center, New York), honorary mention.

Agricultural—"The Rural Reporter" (WOR New York)—First Award; "The Great Northwest" (WIBW Troy, Los Angeles) —Honorary Mention.

Entertainment—"Heavenly Bodies" (WGBS Chicago)—First Award; "The Adventure of the Great North" (WIBW Troy, Los Angeles)—Honorary Mention.

Sports—"The Great Northwest" (WIBW Troy, Los Angeles)—First Award; "The Adventure of the Great North" (WIBW Troy, Los Angeles)—Honorary Mention.

New WCSI Studios

WCSI (FM) Columbus, Ind., is scheduled to start broadcasting from its new studios in the Grump Theatre Building, Columbus, Indiana (Monday). Groan Zinger, radio director of Syndicate Theatrical Inc., owner of WCSI and WNNI Warbash, Ind., made the announcement.

Three studios will be in use, all with indirect fluorescent lighting and of the latest design, Mr. Zinger said. Tentative plans also were announced for a new sign-on time of 6 a.m., beginning May 30. WCSI operates on Channel 229 (93.7 mc).

Tornado Broadcast

J. D. JONES, chief engineer and partner-owner of KTAO Frederick, Okla., interrupted a downtown studio program when he saw a tornado approach the afternoon of April 30, set up a microphone at the transmitter and described the storm. The tornado, one of several that struck Oklahoma that day, broke up before reaching downtown, and the KTAO tornado broadcast and repeated it as a storm warning for Lawton.

PR BOOK

Covers Retail Field

PUBLIC RELATIONS FOR RETAILERS. By LUCYNA MANOHON. 330 pp. The MacMillan Co. $4.50

Radio and television, and their place in retail public relations, are touched upon in an excellent book "Public Relations for Retailers," authored by Tom Mahoney, Young & Rubicam Inc., New York, and Rita Hession, New York public relations consultant. Mr. Mahoney's book is the public relations staff's relation and Miss Hession points out the success stories in retail trade, but it is directed toward the shop of retail trade. Special programs beam to specific audiences. They go far a stray, however, when advocating radio and television as increasingly important vehicles for news of stores' by stating that "at this writing, and probably for years to come, there will be so many programs hour to filled on television stations that many of them will continue to give free time to any interesting topical stunt that a store can evoke."
Box Score
SUMMARY TO MAY 5

Summary of Authorization, Applications, New Station Requests, Ownership

Class | Total | On Air | Licensed | Pending |
--- | --- | --- | --- | --- |
AM Stations | 1,975 | 1,954 | 23 | 10 |
FM Stations | 60 | 58 | 2 | 0 |

<table>
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<tr>
<th>Application</th>
<th>Call Letters</th>
<th>Owner</th>
<th>Frequency</th>
<th>Power</th>
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<td>100 kW</td>
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<td>FM 102.5</td>
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<td>100 kW</td>
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AM APPLICATIONS
Prineville, Ore.—Radio Central Oregon, prostate of local businessman Charles L. Redding, has been authorized to build a new 600-watt station on the site of WNYX, which is now on the air. The proposed station will be known as WCRK.

FM APPLICATIONS
Boone—Boone Broadcasting Co., Channel 3 (188.16 mc), 1.5 kw visual, 1.2 kw audio, antenna height above average terrain 275 ft. The FCC has not yet acted.

TV APPLICATIONS
Boone—Boone Broadcasting Co., Channel 7 (188.16 mc), 1.5 kw visual, 1.2 kw audio, antenna height above average terrain 275 ft. The FCC has not yet acted.

ALLOCATIONS
Remote Pickups Fare Well

BROADCASTERS appeared elated with the provisions made for remote pickup in the FCC’s final decision on general allocations for mobile and fixed services, handed down last Tuesday.

The decision allowed remote pickup in the entire 25-30 mc band on an exclusive basis, approximately the same space it already had in the 152-162 mc region, but allowed only 20-channel capacity in the 450-460 mc band. Allocations are effective July 1.

Abandon Proposals
Thus the Commission abandoned the proposal it had made to push remote pickup (relay broadcast) out of the 152-162 mc band, but made effective its plan to let this service have space between 450 and 460 mc while giving it other channels, which had not before have 25 and 30 mc.

In response to queries raised by Allen B. DuMont Labs, the Commission did not find it necessary to allocate the 20-loc channels assigned remote pickup in the 25-30 mc area may be used by television as well as AM radio, except that the FCC has reserved the 100 kHz band for broadcast non-service facilities.

Rules adopted by the Commission covering all allocations in the proceeding—the report alone was 58 pages in length—were published in the Federal Register today, copies of which may be ordered from the Superintendent of Documents, Government Printing Office, Washington, D.C.

License from Jonas A. Weiland to A. K. Barrus, banker, president 23.5%; T. J. Peters, business manager, 11.11%; John Dawson, 11.11%; Leo Johnson, 11.11%; J. E. Peterson, 11.11%; C. Felix Harvey, 11.11%; H. J. Tyler, 11.11%; N. T. Weiland, 11.11%; and George Johnson, 11.11%. Total consideration $6,100. License to be valid for three years unless otherwise ordered by the FCC.

License to WYK(YF)(CM) Podrach, Ky.—Transfer of control of Citizen’s Bureau of Electricity Station YF to former owner, William R. Podrach, Jr., to a corporation in which Miss Long is sole owner, KIBO is assigned 1400 mc, 250 kw unlimited.

When It’s WYK’s 30 Years
Another BMI “Pin Up” Hit—Published by Hill & Range

CANDY KISSES
On Records: Johnny Mercer—Cap. 57-558; Fontaine Nater—Voc. 20-3429; Danny Kaye—Dec. 24623; Eugene Baird—Hi-Tone 117; Eddy Howard—Mer. 3272; Elton Britt—Fib. 20-510; Steve Foley—Col. 20547; Eddie Kirk—Cap. 15591; Bud Hobbs—MGM 10327.

On Transcriptions: Billy Green—Cap. 15598; Billy Walker—Long-Worth; Fay Willing—Long-Worth; Naomi Time—NBC Theatres; Vincent Lopez—NBC Theatres; Eddy Howard—World.

May 9, 1949 • Page 73
Arthur Godfrey, radio funnyman, was the top wage-earner in 1948 in the books of Columbia Broadcasting System Inc., while Lowell Thomas, news commentator, was the top "independent contractor" on the network. Mr. Thomas received $402,500 for "program services.

On the regular payrolls, Mr. Godfrey hit top-dollar with $258,450—a sum which did not include payments to Arthur Godfrey Productions. The latter got $125,653 for "services" from CBS while the CBS subsidiary, Columbia Records Inc., paid it $58,440.72 for sales of records.

The comedian's pay surpassed that of Frank Stanton, president of the network. Mr. Stanton received $109,798.80, a sum which included a $39,702.00 bonus. The president also had $9,256.11 paid him for pension plan and $71,834 for group life insurance. These latter payments CBS does not consider "renumeration."

The pay plan in the CBS payroll sweepstakes went to John Reed King, radio artist, who received $95,798.80.

Several "independent contractors"—neither employees, officers or directors—did better than the top three payrolls. For example, Tom Howard was paid $218,751.25 for "program services.

Three financial facts, together with many others, became public property last week when the network filed its annual report with the Securities Exchange Commission.

William S. Paley, chairman of the board, was listed as the only person owning more than 10% of CBS stock. On Jan. 1 he owned 223,000 shares or 29.45% of Class A stock. He sold $2,520 worth of stock in his portfolio was 9.23% of the Class A, $2.50 par value, stock. Payments made to him were not indicated in the report.

CBS' 13 directors, however, of which Mr. Paley is one, received $46,836.24 in 1948 for their services and $931.50 in group life insurance payments. Included in the directors payments was Mr. Stanton's retirement:

Twenty officers, who were not directors, received $61,561.41. Pension plans for them received $61,058.34 while group life insurance payments for them totaled $4,501.60.

Fifty-six employees received more than $20,000 during the year. The total for them came to $2,293,904.75. Pension payments for them were $17,192.44 while group life insurance payments were $3,786.60.

Executives, however, were not the main beneficiaries, a footnote made. The total portion of the 56 employees who divided up the $2,293,904.75 were radio artists, it was their names were not set forth, although they did include Godfrey, Mervyn LeRoy and others.

The names of 21 persons or organizations not employed, directors, or officers of CBS who were paid more than $20,000 for services during the year were given. They were:

Name Capacity Remuneration
Roseman, Goldmark, Colin (Executive Legal Services) $19,500.00
O'Melveny & Myers 27,975.00
Barnes, Libbey, O'Mallon & Co. 19,875.00
Rooney Inc. 47,500.00
Arthur Godfrey Prod. 12,053.03
Mark Goodson 31,652.60
Tom Howard 12,053.03
Ed Sullivan 32,192.50
Lowell Thomas 43,350.00
William Tudman 32,192.50
Columbia Pictures Corp. 21,053.03
William S. Tudman & Mark Goodson 82,940.00

WINZ LICENSE

Ordered Revoked by FCC

[caption]

REVOCATION of license of WINZ-Hollywood was ordered by the FCC last week "on the basis of violations of the Commission's Rules and Regulations and Standards of Good Engineering Practice, including breaches served upon the licensee."

Hollywood Broadcasting Co., license, was allotted 15 days in which to request a hearing, in which event the revocation order would be suspended until the hearing is completed and the case decided.

The station is headed by Jonas Wellman, whose sale of controlling interest in WFTC-Kinston, N. C., was approved by the Commission almost simultaneously (see story page 75.).

WINZ, established in 1948, is licensed on 940 kc with 1 kw, daytime only, but has a construction permit for 1 kw full-time. The station has an application pending for use of 50 kw day and 1 kw night.

Chairman Wayne Coy did not participate in consideration of the case.

KWK OWNERSHIP

"Globe-Democrat" Has 25% AN EXPANSION of the St. Louis Globe-Democrat ownership in KWK St. Louis to approximately 25%, with the possibility of additional acquisitions by the newspaper later, could be considered for an application to FCC last week.

The application seeks Commission approval of a voting trust agreement whereby Robert T. convey, KWK president and controlling owner, would vote all the stock held by himself, his family and associates except that of the newspaper. The trust would cover 74.7%.

The Globe-Democrat bought approximately 17% a few weeks ago for around $165,000 [BROADCASTING, April 18]. The additional shares it now proposes to acquire would amount to a little more than 7% a price of $1,400,000.

Under present plans, designed to help finance KWK's proposed entry into television, the newspaper may acquire up to 20,000 additional shares, or 12% of the stock.

This would be accomplished through the issuance of new stock. Thus Mr. Convey would retain control.

If You Use STOP WATCHES

You will find our new catalog most useful. It describes and illustrates the complete line of stopwatches for retail and broadcasting needs.

Cleber Timers meet the requirements of the National Broadcasting Standards Board and National Watch Precision tests.

This catalog may help you solve a timing problem.

Send for Free Catalog 498

Cleber Watch Co.
535 Fifth Ave. New York 17, N. Y.
A HIGHLIGHT of National Assn. of Radio Farm Directors' three-day visit in Washington last week was a Monday news conference with President Truman. Gathered on the White House lawn were the various farm broadcasters who posed with the President. Flashing the President was Cornell U. extension agent, Wm. E. Miles. (from immediate left of Mr. Truman outward): George Givens, WGY Schenectady; Phil Alampi, WJZ New York; Paul Vissot, NBC Central Division; Claire Shedwell, WGTM Wilson, N. C.; (right from President) Alice Fulton, U. S. Dept. of Agriculture; Betty Brady, WLW Cincinnati; Agriculture Secretary Charles F. Brannon; Lou Kaiser, WRVA Richmond; (left of President) WABC New York; Amos Kirby, WCAU Philadelphia. Conference for RDFs was arranged by Agriculture Dept.
At Deadline...

WARNER WITHDRAWAL HITS FCC TARDINESS

HITTING FCC delays that have kept its application waiting for year with no hearing yet scheduled, Warner Bros. filed Friday for dismissal of its case (Channel 13). Firm said it saw no chance for decision before 1951 at present pace. Withdrawal leaves four applicants for two channels under "front" name affiliation.

Action followed Warners' announcement of virtual withdrawal from TV field, [BROADCASTING, May 2], and with only one pending application: Purchase of Mrs. Dorothy Thackrey's KLAC and KLAC-TV Los Angeles and KYA San Francisco for $1,045,000. For clarification, firm also told FCC it intends to go through with purchase of Thackrey properties upon FCC approval and urged "favorable consideration" before contract expires Aug. 1.

GRANT SET ASIDE

GRANT issued Hermitage Broadcasting Corp. last September for WNAH Nashville, Tenn. (1360 kc, 1 kw day) was set aside by FCC Friday on grounds of protest to WRMK Columbia, Tenn. (1340 kc, 250 w). Hermitage application was set for hearing June 10 with WRMK named party to proceeding. Chief of Hermitage (85%) is W. V. Irwin Jr., 31-year statistician, Tennessee Dept. of Employment Security.

KIND PLEAD DENIED

FCC Friday denied request of KIND Independence, Kan., 250 w daytime, seeking permission to operate after hours for broadcasts of local baseball night games.

YANKEE NEGOTIATIONS

EFFORTS to work out a truce in the Yankee Network engineers' strike had failed as BROADCASTING went to press. Negotiations and union representatives met with Massachusetts Labor Commissioner John J. Delmonte Wednesday and Thursday to consider his proposal that the strikers return to work under terms of old contract during a 30-day "cooling-off" period. Recommendation was turned down by the network but a conference between management and labor was held Friday afternoon.

CHERNOW NAMES TRAVIS


PARIS MISSION APPROVED

U. S. DELEGATION to International Telephone & Telegraph Conference opening May 18 in Paris approved Friday by President Truman. FCC Chairman Wayne Coy is chairman; Francis Cott de Wolf, chief of State's Telecommunications Division, is Vice Chairman, and FCC Comm. Paul A. Walker, delegate, Seventeen other members of delegation, 12 from FCC, 5 from state [BROADCASTING, May 2]. Most of group leave Thursday, may be away till late August. FCC Comm. Rosel Hyde will be acting chairman of Commission in Mr. Coy's absence. But Mr. Coy may return for a while in mid-conference, depending on (1) situation there, and (2) situation here.

FCC TO HEAR WSNY CASE

DISPUTE between former general manager of WSNY Schenectady and his president over terms to be heard by FCC, at least preliminarily. George E. Neiburg, former general manager, claims President Winslow Leighton acquired control improperly [BROADCASTING, Aug. 16, 1948]. Mr. Leighton denies, pointing out he has been part of plan to "seize sole and absolute control" [BROADCASTING, Dec. 20, 1948]. FCC called hearing on (1) Nelson petition for investigation; (2) Leighton reply; (3) application for acquisition of control by Mr. Leighton and members of family through minority purchases; (4) petition of Mr. Nelson and Bradley Kincald and Benjamin Dube, former stockholders, for hearing on transfer application. Messrs. Leighton and Nelson are co-founders of WSNY.

TWO GET POWER BOOTS

NEW FACILITIES for WDBC Escanaba, Mich., and boost in daytime power for KIT, Bismarck, N. Dak., were authorized by FCC Friday. WDBC, Mutual outlet, moves from 1490 kc with 250 w to 680 kc with 1 kw, direction-alized. KIT, ABC affiliate on 1280 kc with 1 kw, increases daytime power to 5 kw.

KWHT CASES OFF DOCKET

FCC said Friday it had reconsidered its action of last May calling for hearing on license application of KWHT Fort Smith, Ark., and on grounds of same to complete KWHT-FM. Cases were removed from hearing docket. KWHT-FM completion date extended to Nov. 7.

COVERING 'LIFT' WINDUP

HENRY L. COSSITE, conductor of Mutual's Editor's Diary, Mon.-Fri., 9:15 a.m., was to leave May 8 by plane for Berlin to cover conclusion of air lift next Thursday. He will do his regular broadcasts this week, plus special reports to MBS, from Berlin.

NBC, GARDEN NEAR DEAL ON SPORTS COVERAGE

NBC and Madison Square Garden, New York, reportedly near deal which would give network interest in sports promotion enterprise not unlike that of CBS participation in Tournament of Champions. Negotiations in progress between NBC and organization which will succeed 20th Century Sporting Club whose dissolution was announced last week.

PETITIONS TO FCC OPPOSE RICHARDS TRANSFER

MEMORANDUM urging FCC to deny application of G. A. Richards for transfer of control of his stations [BROADCASTING, April 23] was filed Friday by American Jewish Congress, Anti-Defamation League of B'nai B'rith, Jewish Labor Committee, Jewish War Veterans of U.S. and other National Councils of Los Angeles, Detroit and Cleveland.

Group asked denial of Mr. Richards' plan on four grounds: (1) Proposal "does not effect...elimination" possibilities, will 'further...influence over station policies; (2) proposed delegation of authority is improper; (3) plan does not meet FCC standards for transfer of control; (4) FCC should decide 'serious charges of mismanagement without first passing on transfer application.

Mr. Richards, who has been under investigation on charges he ordered KMPK Los Angeles staff members to slant news against certain minority groups, proposes to retire from and transfer control of stations to three trustees: President John A. Hannah of Michigan State College, Vice President L. P. Fisher of of Fisher & Co., Detroit, and General Motors Vice President Harry J. Klinger, general manager of GM Pontiac Division, Stations: KMPK Los Angeles, WJRT Detroit, WGR Cleveland.

Closed Circuit

(Continued from page 4)
Mr. Edward R. Murrow, one of radio's most distinguished reporters, is heard regularly on WMT under the sponsorship of Campbell's Soup. Recent winner of the Peabody Award for Reporting (for the second time), Mr. Murrow's citation described him as "...one of the most reliable and shining lights in the overcast of news analysis..."

Advertising on WMT is one of the most reliable ways of reaching the prosperous farmers and industrious manufacturers of Eastern Iowa. With a loyal audience built up by CBS programming spiced with potent regional news and special events coverage, WMT offers access to 1,131,782 people (within the 2.5 mv line). Listen to the WMT story tomorrow—the Katz Agency has the facts.
The Swing is to WHB in Kansas City

Last year, 167 new sponsors (55 of them local) joined the Swing to WHB. More Kansas City advertisers now use WHB than all other stations combined. In one year (1948), WHB increased its power ten times...received 147% more mail...added to its coverage area 89 new counties in three states, with a potential of two and a half million new listeners.