Snap your fingers... and another choice TV availability has been snapped up by an alert advertiser. Rates on Fort Industry Television Stations are extremely low in relation to advertising value received... advertisers get the benefit of the terrific impact made by actual product demonstrations in homes.

You can discover just what good seats, facing the buying public, are still available to sponsors by contacting the representatives for WJBK-TV, Detroit (CBS and DuMont), WAGA-TV, Atlanta (CBS and DuMont), and WSPD-TV, Toledo (CBS, DuMont, and NBC). Act today—see your Katz Agency.

THE FORT INDUSTRY COMPANY

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

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
There's a great show on KVOO every Saturday evening at 6:15 which brings hope, inspiration and real progress to many fine folk who deserve to and will make use of their latent abilities through this encouraging program! Conducted by Cy Tuma, genial and gifted KVOO staff member (himself a victim of Polio) NEW FUTURES makes available an effective channel through which handicapped people find useful, happy lives unfolding before them. Cy originated and developed this fine humanitarian program which is building new and lasting happiness for the handicapped among KVOO's ever growing and staunch listenership. We are proud of NEW FUTURES — another KVOO first!

New Futures is typical of the public service efforts of KVOO which continually seek to make available more and more of the better and important things of life to all of our listeners through intelligent programming.
You get Umbrella Coverage with WCAU.... That's why more national spot dollars go to WCAU than to any other Philadelphia station. And by dialing WCAU you follow the parade of stars to CBS.... These all add up to the "all survey" fact that WCAU has by far the largest share of the listening audience in Philadelphia and vicinity.
Closed Circuit

HIGH (but not top) brass of RCA, NBC and associated enterprises met at Abecon, N. J., over last weekend to get acquainted and interchange intelligence. Heading contingent were John G. Wilson, vice president of RCA, and Charles R. Denny, NBC executive vice president.

FORMAL agreement was reached last Thursday for transfer of KTSA San Antonio, CBS outlet, to Huntress-owned San Antonio Express News. Papers were signed in Dallas whereby Gene Autry, cowboy impresario-broadcaster, turned over his contract for acquisition of station at $450,000 to newspapers which operate FM station KYFM. Mr. Autry's $7,000 out-of-pocket expense was reimbursed [CLODED CIR- CUIT, May 9].

WHETHER NAB will hold its next board meeting, tentatively scheduled for July, at Cape Cod, Mass., is being debated. Heavy cost of board sessions (about $3,500) plus feeling that not enough will have jelled since last meeting in April to warrant session may result in decision to forego meeting until fall.

RECENT three-ploy board referendum by Judge Miller on NAB TV, legal and committee problems is sign of times. NAB president plans to ask directors for their views frequently because of rapid industry changes and faster turnover in board makeup as result of new election rules.

INCREASE in TV business showing little impact on sister AM stations in such markets as New York, Chicago and possibly Philadelphia, where size of market tends to de-emphasize local angle. AM outlets noting falling-off of local sales, however, in multiple TV markets such as Boston, Washington and Baltimore.

ALTHOUGH no formal ruling has yet been made, majority opinion on FCC appears to be in favor of requiring interconnection of AT&T coaxial cable facilities with microwave relays of other carriers, to which AT&T has strenuously objected. Opinion stems from desire to expedite TV network expansion.


LAST WEEK there were four candidates for chief engineer of FCC: Acting Chief John A. Willoughby; Ralph L. Clark, former consulting engineer now director of programs division of the Research & Development Board, who has been previously mentioned; Raymond P. Willmott, consulting radio engineer of Washington and New York who designed first directional antenna; and James Lamb, former technical editor of QST, American Radio Relay

(Continued on page 82)
power... 50,000 watts... power to deliver the strongest signal of any Cleveland station in Cleveland, in Akron and in Canton... power to cover a six billion dollar market area.

programming... a balance of top CBS shows, local WGAR-created programs and public service features that has more Clevelanders listening to WGAR than any other station. (Fall-Winter '48-'49 Hooper Survey.)

promotion... WGAR's promotion wins awards. (CCNY award for 1949.)

public acceptance... makes WGAR the station with more than three million friends in northeastern Ohio... truly "Cleveland's Friendly Station".

popularity... the result of a wide-awake radio station operation... the kind of radio service that helps bring people into stores to buy the products advertised on WGAR.

50,000 WATTS • Cleveland
Represented Nationally by Edward Petry & Co.
Miss Indianapolis
HAS A NEW POINT OF VIEW!

- One of the Indianapolis Monument's nearest neighbors, the tallest building in the heart of downtown Indianapolis, is literally sprouting progress. Right before Miss Indianapolis' eyes, the new WFBM-TV antenna has taken shape on its roof, scraping the clouds at 464 feet above the city's bustling streets.

It's a fact—Miss Indianapolis and her fellow Hoosiers for miles around are going to have a new "point of view" when WFBM-TV takes to the air in June—operating on Channel 6 with video power at 28.2 kW; aural-18!.

WFBM-TV, beaming to a 70-mile market area including more than 525,000 families, means sales opportunities for enterprising business men! Early figures indicate approximately two thousand TV sets will be ready to operate in this prime market the day WFBM-TV first telecasts network national spots and its own local shows.

For facts, details and recommendations, give the Katz representative near you a call!

First IN INDIANA ANY WAY YOU JUDGE!
KFH IS TOPS

Night Time Contour

The KFH nighttime service area is about 11 times the area and the population served is about two and one-half times the population of its nearest competitor. KFH nighttime power is 5 times the power of its nearest competitor. The big buy for nighttime programs or spots is KFH in Wichita.

*The information pertaining to the area in square miles and the population included within the various contours is taken from data filed under oath with the Federal Communications Commission by the respective stations. For each station, the nighttime contour represents the area served FREE OF INTERFERENCE from other stations.

<table>
<thead>
<tr>
<th>NIGHTTIME</th>
<th>POWER (watts)</th>
<th>*AREA Sq. Miles</th>
<th>*POP Add 000</th>
<th>*mv/m Contour</th>
<th>±SPOT Rate</th>
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<td>KFH</td>
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<td>385.0</td>
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<td>129.1</td>
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<td>150</td>
<td>124.8</td>
<td>12.9</td>
<td>5.50</td>
</tr>
</tbody>
</table>

†Rates are based on 3 Class A station breaks weekly for 52 weeks.

5000 Watts - ALL the time

KFH - FM

CBS

WICHITA, KANSAS

REPRESENTED NATIONALY BY EDWARD PETRY & CO., INC.
Another KOMA achievement:

KOMA
Gratefully Acknowledges
First Place
Clear Channel Stations
ALFRED P. SLOAN
Radio Award for Highway Safety

The citation reads:
"With scientific precision, Station KOMA has applied modern sales techniques to sell to publicize its safety. It has deliberately tackled the job of creating a demand for safety in the same way that a market is created for soap or any other household product... In addition to first-rate shows, it continually plugs the safety theme with a large number of spot announcements and other safety features. KOMA contributed measurably to Oklahoma City's 1948 record as second safest city in its population class, according to National Safety Council ratings."

J. J. Bernard
General Manager

Agents

B L A I S D E L L  G A T E S, formerly head of Abbott Kimball & Co. offices on Pacific Coast, joins Elliott, Daly & Schnitzer, San Francisco and Oakland agency, as vice president and account executive.


A. F. (Sandy) B A N K S joins John H. Riordan Co., Los Angeles, as account executive. Mr. Banks was formerly with Fred Jordan Agency, that city, in same capacity, and before that co-owner and operator of Retail Adv. Corp., San Francisco.

W A L K E R  G R A H A M, former copy chief and account executive at Grant Adv. Inc., Detroit, joins Geyer, Newell & Ganger Inc., also Detroit, as Nash Motors account executive. Mr. Graham had been on Plymouth account at Grant.

J A N E S  P. F E L T O N joins Forte, Cone & Belding, Los Angeles as account executive on Lockheed Aircraft account. For past two years Mr. Felton has been editor of Script Magazine. Prior to that he was city editor of Los Angeles Daily News and before that radio editor of Time Magazine in New York. Another addition to agency June 1 will be BYRON W. MAYO, presently account executive with Richard G. Montgomery & Assoc., Portland, Ore., who joins as account executive on Union Oil.

F R E D  S. M C C A R T H Y joins Jones Frankel Co., Chicago, as director of sales promotion. He was formerly with Philco Corp. as television sales promotion manager for Midwest.

P R I C E  &  D E R M O D Y, San Francisco, opened offices at 364 Bush St.; telephone Sutter 1-8556. Heretofore, principals in agency, DAVID PRICE and RICHARD DERMODY, have worked only part time at advertising business.

B A K E R Adv. Agency Ltd., Toronto, is moving from 522 University Ave. to its new headquarters at 1375 Yonge St., Toronto. Temporary offices are being occupied during May and June at 116 Richmond St. W., till new headquarters is ready in July.

B E R N A R D  Z W I R I N, associated with radio and television department of Ruthrauff & Ryan, New York, for past five years, appointed director of publicity for department’s activities.

R U D Y  A L B E R, president, R. H. Alber Co., Los Angeles, is convalescing at St. Joseph Hospital, Santa Monica, following a heart attack.


C A L V I N  R. H O L M E S joins account staff of Fuller & Smith & Ross, Chicago, after working in same capacity at Kreicker & Meloin Inc., Chicago Industrial agency.

W I L L I A M  P. M U L L E N, account executive at CBS TV sales department, resigns to join William Morris Agency, New York, where he will work under WALLACE SHEPPARD JORDAN in radio and television field. Mr. Mullen was with CBS Radio Sales before joining network’s television department.


No bank holidays on WBZ

Shrewd Yankee bankers invest every dollar where it will do the most good... especially the dollar spent for radio advertising.

You can hear bank-sponsored programs on WBZ each day of the week!

Writes one bank official:* "For eight years we have sponsored a news program three nights weekly on WBZ. That program maintains a consistently good Hooper. It produced tangible results and is still doing it!"

Whatever your product or service... for "tangible results" throughout the rich New England market, there's no medium like WBZ!

*John J. Barry, Vice President, the Shawmut National Bank of Boston

WBZ Boston's 50,000 Watt NBC Affiliate (synchronized with WBZA, Springfield)
Feature of the Week

SMALL businesses struggling to get established in the central New England area have been given a helping hand by WTAG Worcester, Mass., and the Worcester Chamber of Commerce. With new businesses cropping up in the area, WTAG and the Chamber feel that the small industries are just as important vertebra in the "backbone of American enterprise" as the large firms.

John P. Cleaver, industrial consultant of the Worcester Chamber, sparked the idea for a program series titled Blueprint for Tomorrow. The WTAG program department worked the project into a listenable 13-week series.

A guest list of 22 leading Worcester business men representing 21 different firms was lined up for the series. Participating firms ranged from one founded in 1865 to one started only last year, and in size from a small forgings plant employing two men to the Norton Abrasives Co. hiring 4,800.

Topics covered on the show included problems of starting in business, organization and product (Continued on page 17)

Reprints of Blueprint for Tomorrow scripts are checked by (1 to 10):

standing—E. E. Hill, executive vice president, WTAG, WTAG-FM; Frank Zacher, supervisor of training at Norton Abrasives Co.; seated—Arm and A. LaChance, proprietor of small forgings plant, and Mr. Cleaver.

On All Accounts

ALTHOUGH he delights in the potpourri of AM, TV and agency activities, Harry F. Dieter, radio and television business manager at Foote, Cone & Belding, Chicago, nevertheless dreams daily of retiring to Honolulu. Both the artist and the gypsy in him are spurring him on.

The artist favors Hawaii for its natural beauty and simple living, while the gypsy sanctions the idea from past experience (three years in the islands and five in Europe).

Lake fishing, however, antedated the wanderlust, absorbing Harry during his childhood in Erie, Pa. Born and reared there, he attended public schools with two brothers and a sister. On Saturdays, when he had progressed from the rowboat-on-the-lake to the gambling-on-the-green stage, he roamed nearby rustic scenes in search of sites for his landscape paintings. Art classes proved an aesthetic balance to the more mundane study of science and math. The last were subsequently integrated in the electrical engineering curriculum at Pittsburgh's Carnegie Tech., which he entered at the age of 19.

For some still-unsure reason, three years as a writer and news editor of Carnegie Tartan newspaper convinced Harry he wanted to become an advertising layout man and copywriter. The conviction remained dormant while he memorized words to Sigma Phi Epsilon fraternity songs and philosophized with the brotherhood of Pi Delta Epsilon, honorary journalism group. The gleam of the ad man returned to his eye, however, after graduation as an electrical engineer. He was among several students to be chosen by Westinghouse, also in Pittsburgh, for its apprentice training program.

Eight months later he entered Westinghouse's advertising department. For three and a half years he remained there, living at the Sigma Phi fraternity house, where he was alumni treasurer. From there Mr. Dieter went to Dayton to the advertising department of Frigidaire, a subsidiary of General Motors. After a year and a half he was transferred to Paris as European advertising manager. Activities of four branch offices and distributors in 10 European countries and Great Britain comprised his bailiwick.

Slightly brushed-up high school German and "French picked up" (Continued on page 78)
Whether you sell...

Baker's bread, buns, biscuits, brownies, brown Betty... brilliantine, bay rum, bulging biceps for bashful backward bachelors... beneficial balm for blistered bunions... badger or beaver blazers for blond babes... beauticians' bobbed backswep't bangs... bombastic birdseed for backward birds!

ooties, buggies, bibs, baubles, bantam backseat bandages for busy bouncing babies... boiling beefy barristers' baggy balconies down to brief bulges... ballroom ballet for bobbling bubs... ball bearing busses... bouquets, blossoms, bon-bons, books for brides' boudoirs... boys' belts, breeches, bubble gum.

eer, bubbling bicarbonate or bromo for big brains after booz-y hinges... barbers' business for balding bankers and blossoming beau brummels... black bituminous for blazing boilers... butchers' barbecued beef, bacon, bristling baracuda, bass... better buy radio... better buy WGN!

Yes, Radio Sells... that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers. Many of WGN's local advertisers have built their businesses on radio... Radio is their basic buy. Four of our advertisers have been with WGN for a total of 60 years... 6 others have been on WGN for a total of 62 years... definite evidence that WGN is doing a selling job!

Let us help you with your advertising problems... let radio give you the most for your advertising dollar.

REMEMBER... for Your Best Buy... Better Buy WGN!

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 535 SW Oak St., Portland 4

Broadcasting • Telecasting

May 16, 1949 • Page 11
Open Mike

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

'Outstanding' Job

EDITOR, BROADCASTING:

... The job you fellows did for the 1949 convention I thought was outstanding. As a matter of fact, I learned more by reading BROADCASTING as to what occurred at the convention than I did from attending several of the sessions.

Mark Woods
President
ABC
New York

'Must' Reading

EDITOR, BROADCASTING:

... I also liked the way BROADCASTING covered the convention and as always, your publication is "must" reading every Monday night. That's why I receive it at my home.

Fred H. Kenkel
Exec. Vice President
C. E. Hooper Inc.
New York

'Telecasting' Bouquet

EDITOR, BROADCASTING:

Words of praise have been tossed freely at your magazine but let me toss another sincere bouquet to not only your complete radio news coverage but your new TELECASTING Section. It is surely the only complete television news report available.

Carol Perel
Arthur Meyerhoff & Co.
Chicago

'News Bible'

EDITOR, BROADCASTING:

... Your magazine is our 'News Bible' and is therefore religiously perused weekly.

William G. Broughton
Asst. Product Manager
Broadcast Equipment
General Electric Co.
Syracuse, N. Y.

On Packard P. I. Deal

EDITOR, BROADCASTING:

Heartiest congratulations to BROADCASTING for its splendid coverage (news and editorial) on P. I. accounts.

We feel BROADCASTING could serve the industry very well by reviewing such deals on a regular basis and strongly urge you to continue your good efforts.

We also feel that radio could benefit considerably from trade-book editorial and news coverage on the many organizations, principally local, contacting stations throughout the country soliciting free time for promotion of so-called community interest activity, then rushing over to the newspapers and spending their dollars (usually their entire budget) for space to promote these same activities.

Richard E. Green
Mgr. Natl. Sales and Sales Service
KOMO Seattle

EDITOR, BROADCASTING:

Thanks for your editorial: "I.Q. On P. I." These "chisels" are really getting under my hide.

Keep up the good work.

Robert D. Swezey
Vice President
WDSU New Orleans

EDITOR, BROADCASTING:

For several years I have resisted the impulse to take exception to your periodical tirades against P. I. deals.

I hold no brief for P. I. accounts in radio, but there are plenty of reasons why some radio stations might well accept some P. I. business. Station managers are prone to forget. It's the personality, ability and enthusiasm of the man who voices the commercial that makes sales. Plenty of small market stations with limited audiences are profitable. Plenty of high-Hooper stations cost more than they are worth.

The radio station that has not yet proved its ability to pull mail orders might very well accept some legitimate P. I. offers and use them.

(Continued on page 16)

WGGA Oscillator

WGGA Gainesville, Ga., used parts from its "junk box" to build an 81-cycle oscillator with 35 watt amplifier to power its RCA 70-C2 turntables at 46 rpm with 33 1/3 rpm gears, F. K. Brown, station's chief engineer, reports. "The 78 gears give us about 104 rpm which we have found useful for sound effects," Mr. Brown says, adding that "our only expense was the price of a microgroove pickup arm and 16-cent adapter for center hole.
ONLY THE LEADER CAN BE first!

Michigan's Greatest Advertising Medium

WJR 50,000 WATTS CBS

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.
**PLACE YOUR ADVERTISING HERE**

**Breakfast with Chuckles**

is just one of a long string of successful shows Programmed Locally

Local color! Local personalities! Action! Interest! WISH goes all-out in this show featuring "Chuckles" Chapman, in the Guaranty Cafeteria, a leading restaurant just off Indianapolis' famous Monument Circle.

"BREAKFAST WITH CHUCKLES"—
—Has played to over 10,000 persons in less than a year.
—Held each Saturday morning at 10, it has a long waiting list of women's clubs and civic groups waiting to participate.
—Sponsored by Advance Paint Products, Inc.

**WISH**

1310 kc  INDIANAPOLIS  • A-B-C NETWORK

FREE & PETERS, National Representatives
George J. Higgins, General Manager
Don't take our word for it!

Compare official maps filed with the FCC and learn for yourself that...

WMCA reaches more radio families and more unduplicated radio homes than any New York independent station!

*WMCA—570 kc. first on New York's dial—delivers five-state coverage including 403,000 homes unduplicated by the stronger of two 10 kw stations... 190,000 homes unduplicated by the stronger of two 50 kw stations!

FIRST ON THE DIAL...FIRST IN COVERAGE...FIRST IN DOLLAR-VALUE

Represented by Free & Peters

Norman Boggs, General Manager
CAN YOU WHISTLE THROUGH YOUR TEETH?

Some wag said the other day that a man whistling through his teeth would get a high Hooper rating on WMIL... so long as his whistling was in Polka tempo!

Funny thing is, that's almost true! A long time ago, we discovered that there were things an independent station could do that a network affiliate never could do. And that was to program in a straight line to the hearts of its listeners.

That's what WMIL does. We'll probably never win a Peabody award. In fact, we'd probably be a flop in any market but Milwaukee. In Milwaukee, however, Hooper currently reports that the audience tuned to WMIL every weekday afternoon is 44% greater than the average tuned to three of the four network outlets; 143% greater than the average for the three other independents.

Small wonder that month after month, more national advertisers have discovered that the quick way, the economical way, to sell a million Milwaukeeans is to tell them over their radio station—WMIL.

Open Mike

(Continued from page 12)

to train its staff to become sales conscious... I fail to see anything sinful in the principle of sales on commission basis...

But the purpose of this comment is not to defend P. I. radio. Rather it is to ask you pointedly why you constantly rant against the advertiser who tries to secure radio results commensurate with costs and yet never scolds radio stations who admit by their actions that their rate cards are out of line.

What about the station whose published rate is very high avowedly for the purpose of garnering easy money from distant accounts, while similar accounts nearer home operate a "regional" rate and purely "local" accounts are favored with a "local" rate card...

When rate cards mean what they say... then it's time to complain about "chiseling" P. I. accounts. But as things now are, don't you really believe it's a bit "unethical" to talk about "unethical advertising" by people who ask for P. I. contracts?

Adam Reinemund
Omaha, Neb.

[Editor's Note: We agree with Mr. Reinemund's points about local vs. national rates. We will retain the view that P.I.'s are indefensible in radio if radio is to function as an ethical medium.]

EDITOR, BROADCASTING:
I was... much interested in the comment in connection with the Packard Motor Car Company's Jubilee transcription... I do not know what has been done on it, but this is a matter which requires the attention of the NAB. They should visit these gentlemen and point out to them the value of radio broadcasting... Station managers [should]... do as we did, namely, visit the local Packard dealers and have them sponsor the broadcast.

William Doerr Jr.
Director of Sales
WEBR Buffalo, N. Y.

[Editor's Note: The NAB has acted to contact the Packard Motor Co.]

EDITOR, BROADCASTING:
I... wholeheartedly agree with your recent comments on the Packard "news" transcription.

We have been driven to using... "application" forms for all free radio time requested on either a local or national level. All too frequently in the past we have found paid ads in the local newspaper covering the same event to which we have donated free radio publicity...

W. F. Ruot Jr.
General Manager
WKBE Manchester, N. H.

[Editor's Note: The form used by Radio Station WKBE specifically certifies that the organization signing it will not "purchase any advertising for the specific campaign from any radio station, newspaper or other similar advertising media."]

CLERKS GET PRIZES

In WARD Johnstown Contest

LISTENERS were invited to send in the names of their favorite songs, along with the names of the stations they heard them on, during a contest conducted recently by WARD Johnstown, Pa. The station reversed the usual format, awarding prizes to the clerks instead of the listeners.

Contest was staged on a program titled Compliments With Music, sponsored by a Johnstown coffee distributor. Each listener who indicated to WARD what his favorite song was and the identity of his favorite grocery clerk received a week's supply of coffee. The clerk named got one vote. But when a listener wrote the clerk's name on a bag of the sponsor's coffee, the clerk got ten votes.

Sponsor found that the program greatly boosted his sales, because the clerks pushed sale of his brand of coffee in order to get votes, WARD reports.
it easy! We in the Treasury Dept. have tried to express our sincere gratitude to the radio industry many, many times. We feel that the radio industry's immense contribution to the Savings Bonds program is another demonstration of the greatness of the American system of broadcasting.

Ethel E. Harris
Director of Advertising
U. S. Savings Bonds Div.
Treasury Dept., Washington, D. C.

[Editor's Note: Thank you, Mr. Harris. Bless your heart too. We're not die-harders but maybe you can advise us why your director of public relations failed to seat one of those radio luminaries at that head table?]

* * *

'Thoroughly Thorough'

EDITOR, BROADCASTING:

Not only do I insist that you are "the only authentic reporter of the mass radio media," but I confidently assert that you are thoroughly thorough.

John P. Meagher
Manager
KYSM Mankato, Minn.

Feature

(Continued from page 10) development, operation analysis, business research and markets. Assistance in the project came from the Worcester branches of the National Assn. of Cost Accountants, Sales Executives Club, Personnel Directors Council and the Society for the Advancement of Management.

So successful was the series, WTAG reported, that it was held over for an additional three weeks, making a total of 16 Blueprint for Tomorrow broadcasts.

When the series ended, scripts were reprinted and bound in book form. WTAG is plugging the book on the air and is filling requests coming to the station. The Chamber is handling orders from industries. WTAG reports orders have been placed from national organizations and other stations interested in setting up a similar series in their areas. The books are offered at cost (40c for single copy) and copies will be presented to the public library as well as to libraries of the Worcester schools.

Because of the success and wide interest produced, the same team-WTAG and the Chamber of Commerce-plan another Blueprint series for the fall. Theme for the series has not been picked yet, but, says WTAG, "like any good blueprint, it will be a plan for betterment."

Roi-Tan Names Agency

AMERICAN Tobacco Co., New York, has appointed Lawrence C. Gumbliner Advertising Agency Inc., also New York, to handle advertising for Roi-Tan cigars. According to the agency, no plans are ready for announcement, but radio is being considered.

They Say . . .

"ONE of the fastest growing industries in the nation is that of television soothsayer. A television soothsayer will tell you how long it will be before television slays radio . . . how much television programs will ultimately cost . . . what type of programs will be most popular . . . These bold attempts to peer into the future of an infant industry remind me forcibly of a similar bit of crystal-gazing concerning another infant industry made many years ago. It was an article written by J. George Frederick in "Editor and Publisher" June 13, 1925, and it was heralded in that magazine as the most 'crude and concise presentation of the subject yet made.' . . . Mr. Frederick predicted that radio was doomed as an advertising medium. Broadcast advertising, declared Mr. Frederick, reached a miscellaneous rather than a specific audience . . . it told its sales story feebly and ineffectively. It definitely antagonized the public and belittled advertising as a principle. It couldn't possibly endure . . . Mr. Frederick's article . . . resides next to the Gallup poll on the last election . . ."

From John Crosby's "Radio Review" in The New York Herald Tribune

"THE law setting up the Communications Commission limits the right of appeal to the courts. If the same limited right of appeal governed when the Postmaster General exercised his taste upon matter going through the mails, the press would soon be in the position of the broadcasters. Judge Miller stated the same logical, in geometrical terms: 'The first Amendment applies equally to radio broadcasting as to the press. Therefore, if the chairman of the Federal Communications Commission can make his proposition stick and compel broadcasters to be "fair," it follows that the same thing can be done to the newspapers, magazines and all forms of printed publications.' The newspaperman need not send to ask for whom the bell tolls."

From an editorial in The Los Angeles Times

Canadian Set Output

CANADIAN radio set manufacturers during January 1949 produced 36,800 receivers and shipped to dealers a total of 40,800 receivers, according to figures released by the Dominion Bureau of Statistics, Ottawa. Factory stocks at end of January totalled 100,000 receivers. Imports in January amounted to 1,400 receivers, exports to 2,100 receivers. Value of factory shipments amounted to $6,308,000. Average list price of radio model sets in January was $31, down from $34 during last quarter of 1948, and lowest figure since 1942.

MacLEAN CHANDLER
Asst. to VP in charge
Radio and TV
LEO BURNETT CO., INC.
Chicago

With Burnett right from college to now except for four and a half years in the U. S. Navy aboard the NASP Mac started in research, moved to production, then service and finally to radio time buying and TV. An ardent golfer, Mac will get hot competition from fellow Patrons of future outings in Patroonland. Welcome aboard, Mac.

The Fact of the Week

WPTV carried the basketball games of two of the area's great colleges. Letters from both schools state that as a result of WPTV's coverage attendance at the games was up 50% over any previous year.

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Asst. to VP in charge
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LEO BURNETT CO., INC.
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With Burnett right from college to now except for four and a half years in the U. S. Navy aboard the NASP Mac started in research, moved to production, then service and finally to radio time buying and TV. An ardent golfer, Mac will get hot competition from fellow Patrons of future outings in Patroonland. Welcome aboard, Mac.

The Fact of the week

WPTV carried the basketball games of two of the area's great colleges. Letters from both schools state that as a result of WPTV's coverage attendance at the games was up 50% over any previous year.

MacLEAN CHANDLER
Asst. to VP in charge
Radio and TV
LEO BURNETT CO., INC.
Chicago

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Texas Appliance presents WAVE management with Mr. Storci, Louisville.

FIRST managing director of Southern California Broadcasters Assn., Robert J. McAndrews (center), is congratulated on appointment by board members. L to r: Cal Smith, KFAC Los Angeles manager and 16th Dist. NAB director; Bill Beaton, KWKW Pasadena manager and SCBA president; Mr. McAndrews; Ernest Spencer, KVOC Santa Ana owner-manager; Jennings Pierce, NBC Hollywood manager of station relations.


FAIR WEATHER smiles are the fashion as New England Coke Co. renews its sponsorship of the "Old Salt," weathercaster on WCOP Boston, six days weekly, 7:40 a.m. and 6:10 p.m., for another 52 weeks. Approving the deal are (1 to r) Ned Lord, account executive of James Chirurg Co., agency for account; Edmund J. Shae, Chirurg radio director; Rudy Bruce, New England Coke advertising manager, and Thomas Dunn, WCOP's salesman for the account.

ADMIRING contract of five local Buick dealers for weekly wrestling shows on KTSL (TV) Los Angeles are Bob Haag (center), KTSL; Hank Travos (1) and Bob Heasley of 20th Century Radio & TV Productions.

AT party honoring visiting MBS Commentator Cedric Foster (center), are T. H. Collinson (1) KTOP Topeka owner-manager, host, and ex-Gov. Alf Landon, pres., KCLO Leavenworth, KSCB Liberal, KDKA Pittsburgh, and KTCL Denver, Col.

BEGINNING 23d year of radio advertising with James Cax (1), WAVE Louisville sales mgr., is Norman Epstein, mgr., Will Sales Jewelry Store, Louisville. Firm first signed with Mr. Cax in 1927 when he was with WLAP, then owned by present WAVE management.

CHRYSLER-PLYMOUTH dealers May 16 begin sponsorship of Sammy Kaye Showroom, transcribed show, on tailor-made network of 260 stations, three times weekly. Completing 26-week contract for 913 dealers are (1 to r) Al Scalpone, radio production manager, Mc-Can Erickson; Sammy Kay; John Caren, advertising director, Chrysler Div., Chrysler Corp.; Kay Callahan, Chrysler account executive in charge of radio at McCan-Erickson; Lloyd Caulton, Mc-Can-Erickson vice president in charge of radio and television.

READY for work on WMGM New York's Today's Baseball are (1 to r) Sportscaster Art Glickman; Bud Greenspan; production sound effects; Sportscaster Bert Lee, otherwise known as Bertram Leibhar Jr. WMGM sales director, Drink is Nedick's Inc. product, one of show's sponsors.
LOOK AT THESE HOOPER COMPARISONS:

AVERAGE WOW RATINGS BY TIME PERIOD COMPARED WITH NATIONAL RATINGS

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WOW AVERAGES</th>
<th>NATIONAL AVERAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENINGS</td>
<td>18.7</td>
<td>14.0</td>
</tr>
<tr>
<td>EARLY EVENINGS</td>
<td>15.8</td>
<td>7.8</td>
</tr>
<tr>
<td>SUNDAY DAYTIME</td>
<td>9.7</td>
<td>6.5</td>
</tr>
<tr>
<td>SATURDAY DAYTIME</td>
<td>6.5</td>
<td>2.7</td>
</tr>
<tr>
<td>WEEKDAY A.M.'s</td>
<td>6.0</td>
<td>4.2</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOONS</td>
<td>7.6</td>
<td>6.0</td>
</tr>
</tbody>
</table>

Based on (for WOW) Omaha-Council Bluffs, October 1948 thru February 1949
—CM Report

(For National Ratings) Fall-Winter 1948-49 (Oct thru Feb.) Comprehensive Hooper Report

There is NO Substitute for LISTENERS!

Strong Listener-Loyalty . . . 590 kilocycles . . . NBC and top locally-produced shows . . . have done it again!

WOW's 5-month Hoopers are far above those of the average station.

Ask any WOW salesman or John Blair man to show you the breakdowns by individual time segments and programs.

Comparison Will Prove WHEN YOU BUY WOW You Buy the Best!
EVEN-year-old Maxine Rudd, of North Robinson, Ohio, thought to be dying of cancer, requested a watermelon and a blue dress for Easter. John Baker of WLW Cincinnati news department heard the story and arranged with Delta Airlines to fly watermelon from Miami to Cincinnati. Gene Martin, news editor, arranged for American Airlines to fly it to Columbus, and for the Marion (Ohio) Star to transport it to North Robinson Maxine, although not allowed to read newspapers or hear the radio, received her watermelon.

Award Show

KNUZ Houston, Tex., which received Alfred P. Sloan Radio Award for Highway Safety in Local Station category [Broadcasting, May 2], took its idea for program from newspaper headline proclaiming Houston the "Deadliest Spot in the Nation." KNUZ News Editor Phil Harlow read headline and originated idea which he felt would dramatize accident situation in Houston and Harris County and promote safety. With wire recorder hooked up to battery of police car, he made on-the-scene broadcasts of accidents, followed by an analysis of causes of accidents by a Police Dept. investigator. Program, titled The Voice of Safety, was done entirely by Mr. Harlow and members of Police Dept.

Aids FBI

WDTV (TV) Pittsburgh aided Federal Bureau of Investigation when it flashed pictures of two convicts wanted for bank robbery in Memphis, Tenn. Station aired descriptions, and requested persons having tips to phone local FBI office.

'Red Feather Network'

WAEB Allentown, Pa., has joined city's Red Feather Network, composed of all broadcast facilities in town. Network carries once weekly, fifteen minute variety show for benefit of Lehigh Community Chest. Series is aired simultaneously on all local stations, WFMZ, WSAN (A.M.-F.M.) WKAP-FM, WHOL WEAB.

Fast Work

FRANTIC call by officials of Hamilton Ave. Hospital, Liberty, N. Y., for blood donor for seriously ill patient, was aired by WYOS Liberty. Motorist listener responded. Total time elapsed between bulletin and transfusion that saved patient's life was one minute, station reports.

WOAI's Appeal

APPEAL broadcast by WOAI San Antonio in behalf of three-year-old boy threatened with blindness met with such instant response, station reports, that it aird special thank you message on following night's newscast. Child's sight was endangered when smallpox vaccination affected his eyelid. A transfusion of type "B" blood from person who had recently had successful smallpox vaccination was needed to save his life.

'Mattoon Room'

MONEY received from listeners to WLBH Mattoon, Ill., during station's appeal for $15,000,000 for St. Anthony Hospital fire in nearby Ellingham, in which 74 persons died, is being used to furnish "Mattoon Room" in a new hospital. WLBH broadcasts bulletins and casualty lists throughout day and evening of fire.

Fire Coverage

FIRE, which wiped out half a city block in downtown Charleston, W. Va., was well covered by WTPN Charleston. Station began airing bulletins immediately after fire started and continued for seven hours until Fire Chief McClane informed listeners that blaze was under control.

Aid to Cancer Drive

RESPONSE of Glendale, Mont. citizen's to KXGN Glendale's Kafee Klub appeal for funds for cancer drive resulted in $53.65, turned over to Dawson County Cancer Fund. Request was aired on daily 7-8:30 a.m. show on special broadcast from display window of Farm & Home Appliance Co. in downtown Glendale. Coffee and doughnuts, contributed by local merchants, were served.

APril 25 was designated as "C-Day" (Cancer Control Day) at WENY Schenectady, N. Y. Entire facilities of station were turned over to local cancer drive, from 7:15 p.m. to 1 a.m. on April 25. During five hour period $1,270 was pledged to fund in return for musical requests on station's special disc show.

KIOA Des Moines turned over an entire 24-hour period to aid city's lagging cancer drive. Station staged marathon broadcast devoted entirely to soliciting funds for drive. Name bands and professional entertainers supplied by local clubs provided entertainment which also included an auction. Highlight of auction was sale of Holstein calf for $305. Nearly $7,000 was received during period. For station staffers occasion provided fitting end of first year's operation. KIOA marked its first birthday April 25.

SPARKED by cry, "You Have a Date with Humanity," WPWA Chester, Pa., went on air with an all day "Cancer Crusade Marathon." "Marathon" featured continuous entertainment and contributions were accepted by phone. Public was invited to visit station and participate in drive.
Mr Cy Langlois Sr
Lang-Worth Feature Programs Inc
113 West 57th Street
New York 19 New York

Dear Cy:

I think you will be pleased to know that "CAVALCADE OF MUSIC" (two P.M. Sundays), has just been reported, in the January-February Hooperatings, tied for first place amongst all New York stations. When you consider that WNEW operates on ten-thousand watts against six fifty-thousand watt outlets, I think you will see the significance of this result.

Your devotion to better programming and your willingness to incorporate production values into your service is something everyone in radio must applaud. In these days of increasing competition, programs such as "CAVALCADE OF MUSIC" are the best rating-bait we know.

Please accept our compliments and best wishes for more programs of this kind. Programs are always the payoff.

Cordially yours,

Ted Cott
Vice President and
Director of Programs

TC:vij

6:30 on your dial
24 hours a day

LANG-WORTH
feature programs, inc.

STEINWAY HALL, 113 WEST 57TH ST.
NEW YORK 19, N. Y.
SOME people will swallow anything, we know—but how did anybody ever swallow the old misconception that "all radio stations are pretty much alike"?

*KWKH is very different from any other station in its area.* In our 23 years, we of KWKH have built this difference by studying our audience, by testing our programming, and then by spending the time and money required to give our people what they want. Proof? Well, during its 4 performances in March, the Louisiana Hayride, *KWKH's Saturday night feature*, drew more than 12,000 paid admissions!

*KWKH is different.* Among all the CBS stations rated by the Hooper Station Audience Index, KWKH consistently ranks near the top, morning, afternoon and evening! May we tell you what this can mean to you in the important Shreveport area?

50,000 Watts • CBS •

*KWKH*

Texas

LOUISIANA

Arkansas

Mississippi

The Branham Company Representatives

Henry Clay, General Manager
BAB’S FLYING START

Plans Early Move to N. Y.

$1 MILLION CONTRACT

By ED JAMES

FRANK STANTON has signed a 10-year contract to continue as president of CBS at a base salary rate of $100,000 a year, it was learned last week.

The contract, indubitably the most rewarding ever written for a radio network executive, contains security provisions extending for 20 years.

Under its terms Mr. Stanton cannot be dismissed by CBS in the first five years of the contract and must be paid a flat sum of $100,000 in the unlikely event CBS chooses to dispense with his fulltime services during the second half of the contract period.

No matter how or when his fulltime employment is terminated, Mr. Stanton will be retained as a consultant—with modest duties—until Dec. 31, 1958 at an annual fee of $25,000 payable in weekly installments.

The contract covering his fulltime employment as “a senior executive” is effective from Jan. 2, 1949 to Dec. 31, 1958. It was signed by Mr. Stanton on April 18, just before he and his wife sailed for Europe.

He has been paid at the rate of $100,000 a year since Jan. 2, however, it was learned.

The terms of the contract were filed with the Securities & Exchange Commission.

The consultative services which Mr. Stanton will perform at the conclusion of his fulltime employment are to begin the first day after termination of his employment. Such services will be performed within the U. S. and at such times as Mr. Stanton specifies or the board of directors or senior officers of the company request.

Mr. Stanton will not, however, be required to devote a major portion of his time to his consultative work, according to the contract. A stipulation of the contract was that Mr. Stanton could not engage in work for organizations competitive with CBS or its owned or affiliated companies during either his employment or consultative periods.

He can, however, buy stock or securities of any corporation listed on the exchanges, but he must

(Continued on page 58)
GOODMAN PACT

$1 Million Deal With WJZ-TV

SINGING of 10-year contract for more than $1 million by WJZ-TV New York and Harry S. Goodman Productions, same city, was announced jointly last Thursday by the station and the package producer. The pact covers purchase of a new type quiz program, in which home viewers participate exclusively.

The contract is said to be the largest single local television contract to have been signed to date. Television Telephone Game will be presented in 10 quarter-hour segments weekly. The series is scheduled for a June 7 premiere, according to Murray Grabhorn, ABC vice-president in charge of owned and operated stations and manager of WJZ-TV. It will be telecast Tuesday through Friday, 4:45-5 p.m. and 4:45-5 p.m. and Saturday 12 noon to 12:15 p.m. and 12:15-1 p.m. Selected films will be telecast by WJZ-TV during the half-hour intervals between program segments.

The television contract for the Television Telephone Game also grant ABC-TV affiliates and owned and operated stations exclusive option, on a 30-day refusal basis, for purchase of the program in their respective cities. After expiration of the allotted period, Goodman Productions can sell the show to other video stations, Mr. Goodman disclosed.

Mr. Grabhorn also announced the signing of two franchise sponsors for the new quiz game: General Foods Corp., New York, for Grape Nuts and Grape Nuts Flakes; and Young & Rubicam Inc., New York, is the General Foods agency.

Swift & Co. for its peanut butter will be a franchise sponsor during the 4:45-5 p.m. Tuesday-through-Friday period and the 12:45-1 p.m. Saturday portion. J. Walter Thompson Inc., Chicago, is the Swift agency

Mr. Grabhorn also disclosed that other sponsors have indicated "intense interest" in the program. He pointed out that each 15-minute telecast can accommodate four franchise sponsors, each of which receives one 15-second commercial daily, or three sponsors with 20-second commercials each. In addition, there are two one-minute spots available for purchase within the body of each quarter-hour program.

Bickmore Joins D-F-S

JEFF BICKMORE, formerly associated with the Borden Co., will join Dancer-Fitzgerald-Sample as vice president and member of the executive planning group. During his 15 years with Borden, Mr. Bickmore was successively advertising manager, assistant director of sales and most recently, general merchandising manager.

BANKING ON RADIO

Wide Acceptance Shown in New Survey

RADIO PLANS of 193 banks were surveyed in April by the American Financial Public Relations Assn. Results showed that 133 of the 193 banks were using radio advertising, and that 21 of the remaining 60 planned to use radio in the near future.

Eighty-five of these banks used radio daily, and another 22 used it more than once a week. Banks prefer sponsorship of spots and news programs, although some sponsored children's programs, dramatic shows, or sports programs.

Television, too, comes in for heavy sponsorship from banks. Of the 26 banks located in TV markets, 12 are now using television, most of them buying announcements, although some have used weekly half-hour live shows.

Biggest deterrent to active TV sponsorship by banks, the survey showed, is the high cost of production and the relatively low number of sets in use in some areas.

Of the 35 who said they were not planning to use radio, more than half could give no reason for their lack of interest in the medium.

WHEN Herb Baldwin (center), vice president in charge of advertising for New York, New Haven & Hartford Railroad, visited WEEI Boston, Carl Moore (I), vice-president of WEEI's Boontown Varieties, brought out song published in 1911 "On the New York, New Haven & Hartford." Railroad is a participating sponsor of Boontown Varieties. Flanking Mr. Baldwin are Gloria Carroll, vocalist on program, Fred K. Knight of Chambers & Wiswell agency, Boston, and H. Roy Marks, (r), WEEI sales representative.

WALTMAN CO.

Urged to Invest in Spot

A SALES presentation advocating an investment of $2 million in spot radio was made to the recently reorganized Waltham Watch Co. last week by the National Assn. of Radio Station Representatives.

Frank Headley, NARS executive vice-president and president of Headley-Reed Co., and T. F. Flanagan, managing director of NARS, met with officials of the watch firm at a dinner in Boston's Ritz-Carlton Hotel. The meeting was arranged by Dana Baird of Weed & Co., chairman of NARS's Boston council; Art Smith of Edward Petry & Co., and Robert Foster of the Raymore Co.

Mr. Flanagan pointed to the success of other watch manufacturers in spot radio and said the enormous enlargement in recent years of the watch market was primarily because of the use of radio and television advertising.

ABC GROSS SALES

$10 Million First Quarter

ABC gross sales—less discounts, returns and allowances—for the first quarter of 1948 were $10,218,410, according to a report on file with the Securities & Exchange Commission last week.

No comparable figures for the first quarter of 1947 are available. At that time ABC stock was not listed on the stock exchange and therefore ABC was not obliged by SEC rules to file such information.

Headley-Reed Named

APPOINTMENT of Headley-Reed Co. as national representative of WTOD Toledo was announced last week by Edward Lamb, owner of the station. Headley-Reed also represents the Lamb television properties: WICU Erie, which is in operation, and WTVN Columbus, which is slated to go on the air this fall.

ZugSmith Elected

ALBERT ZUGSMITH, executive vice president of The Smith Davis Corp., radio and newspaper brokers, has been elected chairman of the board of directors of Business Corp. of America. Announcement was made May 11 by George Romano, president of BCA which is a national network of business brokers.

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"Relax—I'm just answering that last request!"

BROADCASTING • Telecasting
CAUTION: CODE AHEAD

By J. FRANK BEATTY

NAB’s code of commercial and pro-
gressed ethics—officially known as the
Standards of Practice—will be
come fully effective next Thursday.
Conceived 2½ years ago in a
network-spanning group of
widespread criticism, and born ex-
actly one year ago after months of emotion and rancor, the in-
dustry’s operating ideals now apply to
all the networks and contracts of NAB member
stations.

The standards are rarely men-
tioned when broadcasters get to-
er. Even at the NAB Chicago
convention the subject was far in
the background. This industry at-
titude is interpreted by some as a
sign that the code means nothing
dnow that time selling is becoming
more competitive.

Judge Justin Miller, NAB presi-
dent, takes a different view. He
told Broadcasting last week that
the industry has settled down to
quiet observance of the standards.
The emotional experiences of legis-
lation are over and NAB staff
officials have properly assumed its place as a
routine matter, he believes.

Even at this comparatively early
stage in the code’s life there have
been inculcable benefits, Judge Miller contends. In proof he
points to cessation of the widespread
clamor against radio programming
and advertisements on the part of
civic groups, religious organizations, and
other bodies.

Long Term Process

Three years ago the envii
changes were so noticeable
to NAB members that
a new code was
needed. The
recent history
shows that
the code
is
non

Next step in the code’s maturity
will be creation of a method of
acquainting broadcasters, advertis-
erng agencies, listener groups
with the code’s provisions, according
to Judge Miller. This long-term
process will include a technique
of promoting adherence to the
code’s provisions.

At this point the association’s
progress has been slow. The NAB
board voted at Chicago last month
for appointment of a code inter-
preter. The matter was referred to
NAB management.

In addition, creation of Standards
of Practice Committee was author-
ized some months ago. This com-
mittee would supervise the whole
code operation. Holding up this
phase of code progress is the
problem of selecting the committee chair-
man, who will command industry prestige and the administrative
talents such as job will require.

The partly-formed code commit-
tee met at Chicago in April. It
named as the basic recommendation for
a code interpreter, adopted a few
days later by the board. Its
members include Robert T. Mason,
WMRN Marion, Ohio, for small
stations; Eugene Carr, Brush-
Moore stations, for medium
stations; large stations, vacant; FM,
William E. Ware, KSWI Council
Bluffs, Iowa; unaffiliates, Lawrence
W. McDowell, KFOX Long Beach,
Calif.; TV, Eugene S. Thomas,
WOIC (TV) Washington.

works, vacant; NAB board, Wil-
liam B. Quanton, WMT Cedar
Rapids, Iowa. Advisory members
include AAAA, George Ogile; ANA,
vacant, NAB staff directors are
Harold Fair, Richard W. Jencks
and Robert K. Richards.

Even without the benefit of a
permanent vehicle for education and
enforcement “there is no ques-
tion of violation on 90% of the
standards,” according to Judge
Miller.

Giveaway Dispute

“There is some dispute over time
limitations and the giving away or
selling of prizes in adherence. Here
interpretation becomes important, with wide varia-
tion in the way individual stations and
networks interpret the provi-
sions.”

Judge Miller concedes there
might be a tendency in spots to
disregard time limitations but he
says it is not widespread.

The four networks have been
operating well within the standards
since May 1. It was voluntarily pushed ahead the May
19 effective date for all contracts.

“‘They are doing considerable
interpreting on giveaways and buy-
ing,” he said.

The judge agrees there is no way
of monitoring the industry’s ad-
herence to the code. Lacking fac-
tual reports on what stations are
doing, he says the best way to
rule out observance is to observe
the attitude of the groups that once
agitated for adoption of a code.

“My impression is that accept-
ance and observance of the stand-
ards is widespread,” he declared.

“The intense criticism by paren-
teachers, religious and civic groups
has died out. This is evidence that
stations and networks have elimi-
nated practices once considered
objectionable.”

For many years I have studied
the history of codes of ethics in
the legal and medical professions.
The whole matter becomes a
routine proposition. I don’t expect any
fireworks in observance of the
standards. The process is one
of long-term education. It’s another
instance in which a professional
group states its ethics and stand-
ards. Of course there are some
hot spots in every industry, and
in every NAB corporation this
month there will be broadcasters whose
operations will not meet the indus-
try’s highest standards.

“We have made remarkably good
progress and apparently the lis-
tener organizations are very much
impressed and pleased. There is by
no means the same amount of pro-
tests against inferior and poor
programming.”

TV Provisions

“One of the first jobs of the
standards committee will be to pre-
pare new provisions applicable to
programming and advertising to
apply to television, including para-
graphs covering good taste, chil-
ren’s programs—everything ex-
cept those pointed directly at aural
radio. FM already is fully covered.

“Judging by the falling off in
criticism, broadcasters must be
satisfying their communities with
professional and commercial stan-
dards.”

One of the problems in applica-

)(Continued on page 81)

SPORTS RIGHTS

CBS, NBC, Gillette Involved

NEGOTIATIONS involving CBS,
NBC, Gillette, Safety Razor Co.,
New York’s Madison Square Gar-
den Corp., and the rival boxing
promotion organization, the Tour-
nament of Champions, were as
promising a week ago as when
they reeled from a title-holder’s hook.

What appeared to be emerging
from a series of complex negoti-
ations was a new monopoly of
boxing by CBS and NBC, the with-
drawal of CBS from sports
promotion, and the probable
purchase by Gillette of radio rights
to Garden boxing.

The absorption by the Garden
corporation of the Tournament of
Champions, in which CBS is an
equal partner with three other
interests, was near conclusion, it
was said.

At the same time NBC was re-
portedly near agreement with the
Garden for television rights to
Garden fights. But NBC would
have to share the rights with CBS.
As a condition to its agreeing to
the sale of the Tournament of
Champions to the Garden, CBS was
insisting on access to an equitable
portion of Garden fights.

Gillette Negotiating

Meanwhile, Gillette was known
to be negotiating directly with the
Garden for a new contract replac-
ing its current deal which expires
May 31.

With CBS and NBC both bidding
for television rights for Garden fights
was presumed, although not offi-
cially confirmed, that Gillette’s bargain-
ing concerned radio rights. Gil-
lette’s profit objective will be
to worth $400,000 to the Garden and
the 20th Century Sporting Club—
which shared equally—in the past
year, covered both radio and
 television.

Gillette has broadcast fights
over ABC’s radio network
and NBC’s television. ABC has not
entered the current negotiations,

The total price which the Garden
not only hoped but intended to get
for radio and television rights in
the next year was said to be more
than double that realized from
Gillette under its present contract.

If the absorption of the Tourna-
mament of Champions by the Garden
was consummated, it would
mark the end of a six-month par-
ticipation by CBS in sports pro-
motion. The network became a
one-
quarter owner of the quadruplet
of C’s last Dec. 1.
A series of boxing matches has
been staged by the T of C since
then and telecast by CBS under
sponsorship of Ballantine Beer.

May 16, 1949
REALIGNING its top management, the 45-station Don Lee Broadcasting System last week announced the elevation of Lewis Allen Weiss, president, to the post of chairman of the board. Coincident with this, Willet H. Brown, executive vice president, was named president.

Five other men in the organization were named officers "to enable the management to fully utilize the experience and ability of more executives in the company's expansion of radio and television operations," Mr. Weiss said.

The other new officers are Don B. Tatum, vice president and general counsel; Ward D. Ingrimm, vice president in charge of sales; Pat W. Campbell, vice president in charge of station relations; William D. Pahst, general manager of KFRC San Francisco; J. C. Marshall, assistant secretary-treasurer.

The company's board of directors remains unchanged: Mr. Weiss, chairman; Mr. Brown, president; A. M. Quinn, secretary-treasurer; Mr. Tatum, general counsel.

Mr. Weiss has been with Don Lee on two occasions. He joined the network in 1930 as vice president and general manager, serving for two and one-half years before leaving to become general manager of WJR Detroit. In 1938 he returned to Don Lee to reorganize the network.

Mr. Brown joined Don Lee Inc., statewide distribution agency for Cadilac and LaSalle, in 1932. He rose to the post of assistant general manager when the organization established the Don Lee Broadcast

Eastland Named

RICHARD L. EASTLAND, formerly with Hutchins Advertising Co., has been appointed director of radio and television for Erwin, Wasey & Co., New York. He will be responsible to C. H. Cottington, vice president in charge of radio and television, whose headquarters are in Los Angeles. Mr. Eastland has been radio director of Roy S. Duistine Inc. and of the J. Walter Thompson Co., Chicago office.

NABET ENGINEERS

By HERMAN BRANDSCHAIN

CONTRANTS covering approximately 1,000 NBC and ABC engineers were signed Wednesday and Thursday by the networks and NABET, Assn. of Broadcast Engineers and Technicians.

The agreements provided improvement in working conditions, but, for the time being, engineers salaries at $526 monthly after six years remained unchanged. Sound effects men and communications engineers were given increases of from 4 to 7%, it was learned.

Networks resisted wage increases on several grounds but it was argued primarily that the expense of television prevented upgrading of engineers' scales.

Engineers' Counter Claim

The engineers countered that television was not an expense but a huge investment in which the jackpot was around the corner. The engineers should not be called upon to subsidize an investment, they argued, adding that AM profits justified wage increases.

This position was parried by the networks. They said AM and TV were all part of the same pocketbook. As the networks signed, NABET was still bargaining for engineers employed at WOR New York and WOIC (TV) Washington. These negotiations were said to be making progress, with a settlement probable early this week.

The networks' settlement came after day and night sessions for almost six weeks, during which a federal mediator was called in. The strike vote was taken and preparations made on both sides for a siege.

NABET finally signed for a wage structure that differed little from the companies' original position. The companies had asked the engineers to look at betterment of other parts of the contract instead. This was done.

Whether this will satisfy all NABET members is questionable, but it is understood the NABET leadership regarded the contracts as the best obtainable under present conditions.

NABET was faced during negotiations with such considerations as its disputes with IATSE over television jurisdiction, the IBEW deadlock at Yankee Network, where engineers struck after they were offered in a new contract less than present wage scales (see story page 4) and with a solid front on the part of management.

ABC and NBC negotiated jointly. The contracts worked out for the two networks have few important differences, it was learned. Separate agreements were signed for each network—three for each network—covering separately engineers, traffic and communication workers and sound effects men. All terms were said to apply equally to AM, FM and TV. Neither side gave out details of the agreements.

All the agreements, it was learned, however, are one-year pacts, effective and retroactive to July 1. They do not have a wage-repaving clause at the option of NABET after six months.

In brief, significant changes were said to be these:  
• Improved working conditions, including mandatory meal periods, short turn-around and call-in protection.  
• Seniority protection extended.  
• Arbitration of disputes to be speeded up.  
• Pay increases for traffic and communication men said to amount to about 5%; for sound effects men said to amount to about 4% on NBC and 7% on ABC.  
• New meal period clauses, it was learned, provide that if an engineer does not eat within the fourth, fifth or sixth hour, he must eat during the seventh hour—except for an emergency.

In the rare case where an emergency causes work through the seventh hour he is said to be paid double time until he does eat. On top of that, if his work carries over to the next day, he is also said to be paid double in that case.

Weiss Heads Board

Blair organization in Chicago, later was transferred to New York. Last November he rejoined Don Lee as director of advertising.

Mr. Campbell joined Don Lee in 1938 as director of station relations. He was in the theatrical field from 1912 to 1915 when he became general manager for the late David W. Griffith, noted picture producer. Later he became United Artists' foreign representative. In 1925 he resigned that post to establish west coast offices for World Broadcasting System and remained in that post until October 1943 when he joined Don Lee.

Ohio ASSN.

Broadcasters Meet May 25-26

Ohio ASSN. of Broadcasters will hold its annual meeting May 25-26 in Columbus.

Management conference, including a study of the Ohio market, will be a feature of the luncheon on opening day. The afternoon session will be devoted to a review of Ohio legislation affecting radio, plus an open forum on management problems.

All members of the Ohio legislative and elected state officials have been invited to a Wednesday banquet. Election of officers is on the agenda for Thursday morning.

WEINTRAUB

Signs For New Quarters

WILLIAM H. WEINTRAUB & Co., New York, announced last Monday the signing of a $750,000 ten-year lease for new quarters at 488 Madison Ave.

The agency will occupy the entire 17th floor—14,000 square feet—of the building now being constructed. Quarters will house a 100-seat theatre for television auditions and sales meetings and a modern kitchen for product searches and staff use. The lease calls for occupancy on New Year's Day 1950. Until then, the agency remains at 30 Rockefeller Plaza.

Sign With NBC, ABC

Each network—covering separately engineers, traffic and communication workers and sound effects men. All terms were said to apply equally to AM, FM and TV. Neither side gave out details of the agreements. All the agreements, it was learned, however, are one-year pacts, effective and retroactive to July 1. They do not have a wage-repaving clause at the option of NABET after six months.

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In the rare case where an emergency causes work through the seventh hour he is said to be paid double time until he does eat. On top of that, if his work carries over to the next day, he is also said to be paid double in that case.
IN A 31-page decision which rat-
tied a 13-year-old collection of skel- etons, FCC by a 4 to 2 vote last week granted regular license re-
newals to WQW and WNEW, New York, clearing the watch manufacturer of charges dating back to 1936.

The Commission also approved transfer of WQW to Victory Broad-
casting Corp., owned by N. Joseph Leigh (51 1/2%), New York indus-
trialist; Richard E. O'Dea (30 1/2%), a minority stockholder in
both WQW and WNEW, who gives up his WNEW interest; WQW General Manager Ralph Weil (8%), and Program Director
Arnold Hartley (7%). The price is approximately $300,000 and
the transfer is to be consummated within 20 days.

Thus FCC moved to terminate (1) its year-long series of inves-
tigations based on charges of hid-
den ownership in Mr. Bulova's early ventures in station operation, and (2) the last of its original duopoly cases.

FCC Split

In a rare FCC split, Chairman Wayne Coy and Comr. Robert F.
Jones dissented, holding that "a hearing is imperative." They were "unable to see how the Commission can come to conclusions which qualify" as a licensee. Comr. George E. Sterling, at an in-
national conference during con-
sideration of the case, did not participate in the vote.

The complaints, filed over a pe-
riod of 13 years, involved Mr.
Bulova's acquisition of WCOP Boston, WELI New Haven, WNBC New
York (now WONS New York at
Paris), WPEN Philadelphia and WO
W (now WNEW, through an ex-
change of call letters). His relation-
ship with WNEW also was examined in FCC's in-
vestigation. All of the charges relate to events between 1934 and 1937. Since then the Mr. Bulova has re-
linquished all his station inter-
est except those in WQW and
WNEW.

The Commission majority re-
viewed in detail the findings of its investigation with respect to each
of the stations. The report noted
that some of the complaints were
before the Commission in con-
nection with prior applications and
were considered, or presumably considered, before those applica-
tions were approved. There was
a series of investigations in 1944,
it was pointed out, plus extensive
testimony during the House Select
Committee investigation of FCC at
about the same time and the Commission's own exhaustive
investigation in 1948.

But the majority did not feel that enough material had been
turned up to indicate Mr. Bulova
was guilty of concealing true own-
ership, or that it was likely a further hearing would produce
"any additional information." The majority concluded:

- There is "no question" that both
WQW and WNEW have been operated in the public interest.
- It is not a "court of appeals" to
review its predecessors' actions, "ex-
cept on unusual grounds of consid-
eration.
- A further hearing should not be
undertaken on "additional suspi-
cion and inference," particularly if there is good reason to believe that prior Com-
missions "had knowledge of the principal facts concerning the activities com-
plained of, and therefore (by grants
issued the station) must be considered as having given their consent, explicit-
ly or implicitly, to such activities."
- Before 1946, FCC granted "numer-
ous" applications of WNEW and
WQW without raising questions, while Mr.
Bulova since 1946 "with the apparent
sanction of the Commission" has made
repeated attempts to dispose of WQW
in compliance with the duopoly rule.

With respect to the major-
stations, there is no information or evi-
dence sufficient to justify further hear-
ing on charges that Mr. Bulowa was the real owner before he applied for consent to acquisition of stations. Nor is there information to show that he mis-
represented facts.

The majority cited numerous
studies, including BROADCASTING
during 1936-37 to show that the industry, if not the Commission, was aware of Mr. Bulowa's plan to establish an Atlantic Coast network and his financial backing of some of the stations. It would be only natural, the majority felt, for him to have been interested in "friendly owner-
ship" of stations which might be-
come keys in the projected network.

In WNEW specifically, the major-
ity held that FCC should have been
given copies of two 1937 letters by
which the late John Isra, a former
owner, was to acquire a minority
interest from Mr. Bulowa. But the
majority was "not satisfied that this neglect . . . is sufficient to justify a conclusion that the grant of [renewals to] WNEW and
WOV would not be in the public
interest."

In the WPEN case it was noted
that FCC in 1944 granted transfer
from Mr. Bulowa after "specif-
cally considered" a charge that
he acquired a 50% interest in 1936
without reporting it. "The recent
investigation," FCC said, "de-
veloped no new information to jus-
tify a reopening of this matter."

The majority found "no evidence
that Mr. Bulowa either loaned money to [WAGA] or had any

(Continued on page 79)

FCC BUDGET

Coy Asks Cut Restoration

RESTORATION of the House cut
on appropriations, to enable FCC
to strengthen its laboratory and
other services and speed up overall
efficiency, was requested by FCC
Chairman Wayne Coy last Wed-
nesday.

Mr. Coy testified before a Senate
appropriations sub-committee head-
ed by Sen. Joseph O'Mahoney
(R-Wyo.). Comr. Coy sought re-
turn of a $108,000 cut in the House
passed bill (HR 4177) which dropped FCC 1944-45 appropri-
tions from the estimated $6,638,000
to $6,525,000, but still $175,000
over the current budget.

Comr. Coy noted warily that
Commissioners might not be eli-
sible for salary increases provided
by other Congressional measures
under language of the House-passed
measure. Mr. Coy was referring to
an amendment, favored in House
committee but deleted on the House
floor, that passage "shall not pre-
vent [Commissioners] from receiv-
ing salary at a higher rate than
the specific legislation enacted by . . .
the 81st Congress."

He said "it is not clear to me
whether that would constitute a
ceiling on the proposed $12,000"
and suggested the language be
clarified to provide no limitation if
other increases are allowed.

Albert Thomas (D-Tex.), chair-
man of the House Appropriations
subcommittee, as saying that, de-
spite the deletion, he did not think
it would constitute a limitation.

Comr. Coy asked that this be con-
sidered when the Senate group pre-
pares its report.

All Attend

All seven Commissioners and some 18 staff members attended
the session. It was the first hear-
ing by the Senate group, who also
will hear witnesses from FTC, SEC
and other independent estab-
lishments. FCC appeared first be-
cause of Chairman Coy's trip to
the International Telephone and
Telegraph conference in London.

Mr. Coy also took exception to
the House limitation on employes.

"We are making progress in per-
sonnel administration and I don't
think there should be any limita-
tion of one personnel man to every
150 employes," Mr. Coy stated.

Current Commission ratio is about
1 to 101, he said.

Chairman Coy recalled the sugges-
tion of Rep. Thomas that FCC
shift some of its personnel to pro-
cessing of applications. He said
he told the Congressmen this would
do cut the current backlog of ap-
plications.

"We should strengthen the lab-
atory and field services upon which
allocations are based," Mr. Coy
contended Wednesday "Work of this
kind will make the bringing of
rules up to date and granting of
applications easier."

Referring to the House report
on limitation of employes, Comr.
Walker testified that many FCC
staff members put in long hours.

"It is nothing to find engineers
on duty Saturdays, nights and even
Sundays. It is true that overtime

(Continued on page 80)

"OPERATION THRIFTY," a nine-day sales event
and air show, was sponsored May 9-14 in Buffalo by
Sattler's department store and the Buffalo Junior Chamber
of Commerce. Designed to dramatize savings to
the public through the use of commercial airline freight
service, Sattler's Bargain Airlift was promoted through
radio and television, newspapers, personal ap-
pearance, air shows and activity on the event.

Transcribed greetings and congratulations from airlines
executives were used on the store's radio shows and
WEBR Buffalo aired a birds eye of the event from a
dove over the city. Among those attending the send-off
dinner for the event (l to r): Dr. Clinton Churchill, presi-
dent and general manager of WKBW; Jack E. Reznak,
newspaper man; William Dobin, commercial manager,
WEBR; Bob Cornelius, vice presi-
dent, Sattler's; Aaron Rabow, Sattler's executive vice
president; John Madden, vice president, Sattler's; Clau-
rence Allen, WERB program director; Frank Kelly, assis-
tant station manager in charge of sales, WBEN; Roger
Baker, commercial manager, WKBW; Nat Cohen, WGR
commercial manager (all Buffalo stations).

BROADCASTING * Telecasting

May 16, 1949 * Page 27
Managers Prefer Experience

The order in which job requisites are ranked.

<table>
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<th>A</th>
<th>B</th>
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<td>Experience</td>
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The balance between education and experience is a greater coordination of the efforts of the people who teach and train radio personnel and people who employ radio personnel.

NEU ENGLAND
Network Dinner in Capital

THIRD ANNUAL New England Regional Network dinner was held last Thursday in Washington's Mayflower Hotel, attended by top radio figures and government officials.

The dinner also was scene of the weekly New England Round Table, panel discussion on "The Eighty-first or Eighty-worser Congress?" Moderator was Lief Eid, NBC Washington commentator. Participants were Wendell Guards of Augusta M's.

Guests included FCC Commissioner George E. Sterling; Glenn McDaniel, vice president of RCA; Frank M. Russell, NBC Washington vice president, and representatives from the NERN stations.

Among other guests were managers of the NERN stations and officials of WGBY Boston and WEAC Portland.

House Gallery Decennial

HOUSE RADIO Gallery has scheduled a number of regular broadcasts and pickups for May 20, the occasion of its 10th anniversary, it was revealed last week. Tentative plans were being laid for a possible reception and cocktail party, with the site as yet undetermined. Commentators representing stations affiliated with the four major networks were to include Bakhue, Robert McCormack, Lief Eid, Al Warner, Earl Godwin, David Brinkley, Bill Coyle, and possibly Fulton Lewis jr., Elmer Davis, Bill Shadel and Eric Sevareid. Broadcasts are scheduled to originate at the House Gallery periodically from noon to 7 p.m.
WALTER HITS FCC

FCC last week appeared to be tabbed for another in the long series of threatened investigations—this time on grounds of alleged violations of the Administrative Procedures Act. Prime mover behind this last threat is Rep. Francis E. Walter (D-Pa.), second ranking member of the House Judiciary Committee and co-author of the act.

Congressman Walter revealed his intent to investigate FCC in an address before House colleagues last Thursday and in a statement to FM Assn. prepared for release today (May 17). Proposed action grew out of heavy mail response received in reply to his speech on the House floor April 12 [BROADCASTING, April 18], the legislator said. He had declared that "FM has been obstructed, stepped on, blocked, or ignored from the start," and observed the Justice Dept. "might well investigate obstacles to FM's development.

At the same time Rep. Walter noted House approval of a resolution (HRes 166) Thursday which would provide necessary funds for conducting "thorough investigations" within the Judiciary Committee's province. A sum of $30,000 is authorized for use by the whole or a subcommittee, to be paid out of the House contingent fund.

In his prepared statement, Rep. Walter said he proposed to utilize some of the funds, when they became available for "thorough investigation" of what he termed "flagrant and wilful violations" of the Administrative Procedures Act by FCC. He told Broadcasting he plans to go to Washington as soon as possible, whether it be during the present session of Congress or during recess. One of the points he plans to raise concerns network policy on FM stations being "required" to duplicate AM affiliates' programs in full, he said.

Congressman Walter said that of the two letters he has received for copies of his April 12 speech revealed "deliberate and contemptuous violations by the FCC of the Federal Administrative Procedures Act," reports of the alleged violations are supported by the fact that in the past week the U. S. Court of Appeals reversed three decisions made by FCC, Rep. Walter said in his statement.

In these cases, he asserted, FCC's Webster Postponement

SCHEDULED appearance of FCC Commr. Edward M. Webster before Senate Interstate & Foreign Commerce Committee last Wednesday was "indefinitely postponed," the committee announced. The Commissioner was nominated by President Truman May 4 and 44 days ago to the Commission [BROADCASTING, May 9]. Committee spokesmen said the postponement was requested by "senators other than those on the committee," but gave no explanation as to their reason for seeking delay. Commr. Webster's present term expires June 30.

RADIO CENTER

Ceremonies Mark KFYR Opening

NEW, modern $400,000 Radio Center has just been opened by KFYR Bismarck, N. D., with a three-day public ceremony. Located at Fourth and Broadway in Bismarck, the two-story concrete and steel building was built "from the ground up" as a broadcasting plant. Critics have praised the equipment and IBM synchronized clock system.

Intensive promotion campaign preceded the official three-day opening. KFYR distributed 18,000 numbered buttons to listeners who requested them and Bismarck merchants contributed number of prizes. Holders of matching numbers received the prizes, which were evaluated at close to $5,000. Opening day was highlighted by a parade and a formation flying exhibition by flying farmers of the region.

Public Tours Conducted

In the first official broadcast from Radio Center, Judge James Morris of the North Dakota Supreme Court cut the ribbon barring the main entrance. The public was taken on conducted tours of the studios and offices for three days. Mr. Fitzsimonds estimated more than 15,000 persons toured the Radio Center in two and a half days.

In addition to special broadcasts, KFYR, marked the event with a stage show featuring NBC Announcer Bob Murphy, former Bismarck resident, and Corinne Jordan, the "Stardust Lady" of Minneapolis. Proceeds from the show were donated to the Cripple Children's Hospital in Jamestown, N. D. A free dance also was presented each night with the station's staff orchestra furnishing the music.

Prove Intent Indicated

The Congressman also took the Commission to task for its failure to adopt its own proposed rule last summer whereby the examiner's report would serve as the Commission's proposed decision [BROADCASTING, Aug. 29, 1948].

He asserted it is a "basic declaration" of the Procedures Act "that every agency shall proceed with reasonable dispatch to conclude any matter presented to it, and this has been obviously disregarded by the Commission."

Rep. Walter concluded with his comment: that "there can be no substantial or adequate reason for such procrastination by an administrative agency, and I believe the time has come for a special inquiry to be instituted." Possible action by the House Judiciary Committee would not contravene authority vested in the House Interstate & Foreign Commerce Committee to investigate FCC and other radio matters, it was believed, since the realm of administrative procedure violations rests with Judiciary with respect to all administrative agencies. The latter has the power to hold hearings and subpoena witnesses and documents under H Res 137, it was pointed out.

William E. Ware, president of FM Assn., commented that the "overwhelming and favorable reaction to Rep. Walter's recent speech underscores the problems which are burdening FM broadcasters all over the nation," and that "many broadcasters are newcomers to the industry and are risking their own limited funds to bring FM coverage to their local communities.

Program Board

Unusual feature of the executive offices is a motor-driven program board which travels electrically from the commercial manager's office to the program director's office at the touch of a button. Board carries complete programs for four full weeks and was designed and constructed by KFYR's commercial, program and engineering departments.

Decorative scheme for the building was designed by Otto S. Nielson. Entrance to the building and the stairway are highlighted by the mural "Cavalade of Communications," done by Mr. Nielson on all wall surfaces.

All equipment for offices, studios and control room is of the latest type, including RCA speech input.
KIN, the KING upon Bullit structure; this is the only various special events and other local originations. 

KING, an independent on 1090 kc, boosted power to 50 kw full-time this spring. KING is on 1150 kc with 1 kw and also is an independent.

WATO-Silenced

WATOOak Ridge, Tenn., was silenced last week as a construction crew clearing site for a new housing project blew down the power line feeding the station's transmitter. WATO was off May 10 and 20 minutes May 12.

25th Anniversary Meet Opens Today

MANUFACTURERS and technicians of broadcasting will convene in Chicago this week for the Annual Radio Parts and Electronic Equipment Conference and Exhibition of the Radio Mfrs. Assn. at the Stevens Hotel. More than 13,000 persons are expected to attend the parts show, which begins today (Monday) and continues through Friday. 

Friday night both groups will combine to observe the silver anniversary of the RMA at a banquet in the grand ballroom. The parts show is sponsored annually by the RMA, the Assn. of Electronic Parts and Equipment Mfrs., the National Electronic Distributors Assn., the Sales Managers Club of Chicago and West Coast Electronics Mfrs. Assn.

Manufacturers, distributors, representatives and technicians will preview new products and conduct business meetings before the Tuesday opening of the exhibition hall, where 230 booths and display rooms were reserved before last weekend for sponsors. About 250 booths and display rooms are reserved at this time for sponsorship, which can be purchased for \$279.50 to \$375,000 per square foot. 

Television components and parts will take a predominant part in the exhibit, while receivers will be viewed in rooms outside the exhibition hall, inasmuch as the show is restricted to parts and chassis and is not a show of products. 

Among the TV models which will be shown are the recently-announced Andrew Jackson and Jackson Hermitage lines produced by American Radio Works. The firm, after operating in the private label field, is entering the name-brand market with low-price sets for national distributors, according to president David Krechman. Prices will be announced officially today—10-inch table model, \$199.50; 12-inch table, \$249.50; 12-inch console, \$359.50. These models, "priced to a full margin of profit," have been "on our pilot lines for several months," Mr. Krechman explained.

A video-tuner, a chassis without picture tube or speaker, will be introduced by Radio Craftsmen, Chicago. Alloted at low-cost market levels, is a television set equipped with a Servoamplifier. 

RMA is located at 525 N. Michigan Ave.

ELK AND FRIEND: Niles Trammell, NBC president, shows with gift he received from Sidney Stroth, vice president in charge of the Western Div. Mr. Stroth whimsically expressed the 485-pound stuffed elk shot during recent hunting trip to New York headquarters. Housing a stuffed elk was a new and bewildering problem to NBC, but the network's executives reportedly were grapping manfully with it.

BOND DRIVE- Four Networks to Carry Show

FOUR national networks are to carry special full-hour broadcast Monday evening (May 16) 10:30-11:30 p.m. (EDT) to launch the Treasury Dept.'s Opportunity Savings Bond Drive.

Scheduled May 16 through June 30, the bond campaign is to include full-page print support from many segments of the industry [BROADCASTING, April 25]. The Treasury's first major peaceetime drive will seek to curb inflationary potentials and to insure individuals and the economy against further deflationary periods through planned savings in bonds. Series E bond at par cost is more than one billion dollars.

The May 16 four-network kickoff show is to feature President Truman and Treasury Secretary Snyder with top radio and screen talent. Included are Bing Crosby, Bob Hope, Jack Benny and Rochester, Al Jolson, Lionel Barrymore, Jo Stafford, Roy Rogers, Irene Dunne, Edward Arnold, Frank Sinatra, Gene Kelly, Esther Williams and Fred Waring's Pennsylvanians. Also m.c. with Ken Carpenter announcer and Robert Armbruster musical director.

Four network show is being produced by Cornwell Jackson, Hollywood, and Julius Thompson Co. who is national radio consultant to Treasury.

The week's telecast also announced distribution to stations of special recorded contract jingles on bond theme. Set to the campaign theme 'Oh Susannah,' the jingles have been made by 18 radio and screen personalities. Individualized verses lead into standard sales SLs written for the campaign by W. J. Thompson Co., New York.

MORRIS SUES

Amos 'n' Andy Team

SUIT for $300,000 damages has been brought against Amos 'n' Andy by the William Morris Agency in Los Angeles as a result of sale of their talents and name to CBS by Charles Correll and Freeman Gosden. The action was filed in Los Angeles superior law today by Joseph Morris, Law Firm of Geng, Kopp & Tyre. It seeks $1,100 weekly for seven years from the comics on the ground they had a firmer than deliver to, a regular show to Lever Bros. starting Oct. 19, 1948 but instead terminated the contract in the summer of 1948.

In reality the plan is only a rearrangement of the basic contract, the suit claims. The talent firm seeks a decision entitling it to the commissions which would have gone to the firm under the original pact with Lever Bros. Amos 'n' Andy contend their Morris contract expired before they signed with CBS. The case has been assigned to Judge Ben Harrington of Los Angeles superior Court.
He means business!

There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!


Year after year, *W*I*T*H* proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: *W*I*T*H* covers 92.3% of all the radio homes in the Baltimore trading area. *W*I*T*H* gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on *W*I*T*H*. So don't monkey around. Remember that *W*I*T*H* means profitable business. Get the whole story from your Headley-Reed man.
VIDEO CENSORSHIP

MOTION PICTURE interests are behind the move to extend the State of Pennsylvania's censorship of films to those which are telecast.

This was revealed in testimony last week in the important TV censorship case hearing in the U.S. District Court for the Eastern District of Pennsylvania before Chief Judge William H. Kirkpatrick.

Mrs. Edna R. Carroll, chairman of the Pennsylvania State Board of Censors, admitted under questioning by Earl G. Harrison, former dean of the U. of Pennsylvania Law School and counsel for several television stations which brought suit to prevent enforcement of the TV censorship regulation, that the regulation was adopted because of pressure from movie exhibitors. The exhibitors, she said, resented having to meet censorship requirements when the corner saloon showing television did not.

Mrs. Carroll, testifying last Wednesday, said that TV film exhibited in Pennsylvania will have to carry the Board of Censors' seal the same as motion pictures.

But there is little likelihood that actual censorship of television will take place in Pennsylvania for some time, if at all. Mr. Harrison revealed in testimony on the opening day of the hearing last Monday that he had been assured by the State's attorney general that Pennsylvania has no intention of enforcing the censorship regulation against TV stations while the matter is still pending in the courts.

The action to restrain the State's Board of Censors from imposing censorship on motion pictures used by stations was brought by Allen B. DuMont Labs, operating WDVT (TV) Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ(TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia; and WGLA Inc., operating WGLA-TV Lancaster.

The stations are represented by Mr. Harrison and William A. Schaefer. The Commonwealth of Pennsylvania's local counsel in the case includes Abraham J. Levy, special deputy state attorney, and H. F. Stambaugh, a deputy state attorney general.

Judge Kirkpatrick announced Wednesday that he would meet with counsel for both sides on June 6. Following that, Judge Kirkpatrick said, he will set a date for the filing of briefs and legal arguments. Reason for the delay, it was explained, is that it will take the court stenographer about ten days to transcribe the testimony presented last week. The case is not expected to reach the Circuit Court of Appeals until fall.

Regulation Question

The question of FCC regulation of TV and how such regulation might conflict with rulings of Pennsylvania's Board of Censors was brought out Wednesday by Max Goldman, assistant general counsel for the Commission in charge of litigation. Mr. Goldman told the court that FCC does not have the right to censor radio or video shows in advance, but licensees can be warned. Extreme cases of law violation by broadcasters are referred to the Attorney General for criminal prosecution, Mr. Goldman said.

When complaints are made, Mr. Goldman added, FCC files them for review, and the complaints are taken into consideration when a station applies for renewal of its license. A series of complaints might show, he explained, that a station was not serving the best interests of the public. Out-and-out obscenity, for example, would result in cancellation of a station's license.

Asked by Mr. Harrison to describe FCC's activities in connection with television, Mr. Goldman said the authority of the Commission over TV is identical with its controls over radio. It has no authority to censor either radio or TV, he said, but pointed out that licensees are responsible for what they permit to be broadcast or teletecast and that FCC has the power to revoke licenses.

Questioned concerning what FCC's attitude might be if the Pennsylvania State Board of Censors complained that a TV picture was used which had not been approved by the board, Mr. Goldman said he thought FCC might suggest that the board take the matter up with Pennsylvania's Attorney General for prosecution in a Pennsylvania court.

Among witnesses testifying at Monday sessions of the hearing were two network executives, William B. Lodge, vice president and Edna Carroll, chairman of the Attorney General for censorship.

Mr. Lodge described TV in layman's language, pointing out that video is unhindered by a state line and that the plaintiffs' stations (with the exception of WAGL) transmit signals beyond the borders of the state. He replied, "No!"

To Mr. Harrison's questions: "Can service be restricted to Pennsylvania?" and "Can broadcasts outside be excluded from Pennsylvania?"

Mr. McDonald emphasized the tremendous effort enforcement of a ruling that films be submitted for censorship before showing would have on network operations. He said network operations not only would be impaired, but programs would have to be taken off the air in advance than is practical, acceptance by advertisers would be reduced, stations would not be able to produce satisfactory material quickly, and additional expense would be entailed. It takes time, he explained, to process and distribute films, and imposition of censorship would make servicing of a network's affiliates difficult.

Network Witnesses

Tuesday witnesses also included network representatives - Stanley Parlan, NBC director of film production; M. Roy Kelly, manager of NBC's kinescope division and assistant manager of the network's film division; and James L. Cadi-gan, director of TV for Allen B. DuMont Labs and former manager of Paramount Pictures in Los Angeles. Other Tuesday witnesses were Dr. Leon Levy, WCAU WCAU-TV president, Roger Clipp, WFIL WFIL-TV general manager; Donald Stewart, general manager of WDTV; John U. Reiber, of J. Walter Thompson, New York, and Warner S. Shelly, vice president of W. A. Ayer & Son, Philadelphia.

To a query by Judge Kirkpatrick as to which category of film would be most interfered with if delayed five to seven days during the process of censorship, Mr. Parlan said that type of film comes in one or two days before a broadcast and must still be edited. There would always be the danger of not getting the film back in time for the broadcast.

Mr. Kelly pointed out that NBC has kinescope recording facilities in New York only and that 28 stations are taking NBC recordings.

A two-week interval occurs between live broadcasts and recordings because of servicing and delivery. On sustained programming, said Mr. Kelly, it would be (Continued on page 50)

RADIO and television auctions conducted by WBAL & WBAL-TV, Baltimore, Md. [BROADCASTING, May 2], drew over $25,000 for the American Cancer Society. At close of TV auction, Leslie Board (I), assistant to the manager and Harold Burke, general manager, congratulate Nick Campadre (r), master of ceremonies, and George P. Mahoney, general chairman of the Cancer Fund for their efforts during campaign, WBAL and WBAL-TV contributed their facilities.

Pa. Court Case Could Be Bellwether

BROADCASTING * Telecasting

Page 32 * May 16, 1949
KGO-TV DEBUTS

With Bright Lights, Fanfare

DEBUT of KGO-TV, ABC's television outlet in San Francisco, was a gala event (Broadcasting, May 9). It was heralded by bright lights and fanfare in the best Hollywood tradition. But it also was heralded by solid, businesslike newsmen, business leaders who see television as much more than a novel, attractive entertainment medium.

Political leaders throughout California sent congratulatory messages to KGO and ABC. Business and advertising executives commented on the unlimited possibilities of television in the economic life of a community. And religious leaders saw television as a powerful new medium for bringing religious teaching into American homes, for cementing family relationships and for bringing the peoples of the world closer together.

Televiwers and professional TV men alike agreed that the KGO-TV signal was one of the clearest and brightest yet seen on the West Coast. The premier program was picked over throughout the evening on television screens as far away as Reno, Sacramento and Salinas.

NTFC HEADS

Mitchell, Evans Named

JOHN MITCHELL, sales manager of United Artists Television Films, and Ed Evans, director of film relations, WPIX (TV) New York, have been named to head National Television Film Council committees.

Mr. Mitchell is chairman of the group's distribution committee, replacing Myron Mills, television director of Equity Film Exchanges, who had been on the Washington, Mr. Evans succeeds Gus Ober, former film director of WMAR-TV Baltimore, as station committee chairman. Mr. Ober has transferred to WMAR-FM. Mr. Mills and Mr. Ober remain members of their respective committees, and of the NTFC board of directors, to which they were elected.

NTFC also announced plans to arrange a series of quarterly daylong forums, during which committee chairmen will conduct discussions in their respective fields. Burt Balaban, film director and NTFC vice president, will head committees and arrangements for the sessions. The first is scheduled tentatively for June 30, NTFC's first birthday. Quarterly daytime conclaves will be climaxd by regular membership meetings at night.

The next monthly meeting of the council is scheduled for Thursday evening May 26 at New York's Brass Rail restaurant. A "prominent種spokesmen of religious, civic and business groups, will address the group, and general business will be discussed. Meeting is open to public.
NBC BALKS Refuses to Recognize RTDG As TV Directors' Agent

NBC refused last week to recognize Radio and Television Directors Guild as the collective bargaining representative for the network's 38 television directors and associate directors.

That was the upshot of a meeting Monday at NBC headquarters in New York. Following the session, RTDG called a meeting of the NBC television members last Wednesday. Decision was taken to throw the whole problem before the New York local's membership at a special meeting May 23.

Management took the position that television directors were part of management itself.

A network spokesman said the television director was different from an AM director—being an exective with more powers and control and having under his jurisdiction an enormous number of employees.

"We feel the television directors are not properly a group to bargain with," said the network spokesman. "It would be like management bargaining with management."

At the Monday meeting, which RTDG requested, the union members came prepared with proposals for a basic minimum agreement. These proposals were not presented during the management session, it was said.

In the proposals, it was learned, the union intended to ask for $200 weekly for directors and $150 weekly for associate directors and floor managers.

NABUG PROTEST Chicago Division Supported

PROTEST by the Chicago division of NABUG (National Assn. of Broadcast Unions and Guilds) over AT&T's curtailment of daytime television traffic on the west-coast cable has been supported by the national and New York councils of NABUG.

Those two councils sent a letter to FCC Chairman Wayne Coy urging FCC remedial action in the matter. They charged the AT&T with "strangling of program originations in cities west of the Rockies, and with reducing employment opportunities of NABUG members in Chicago. A somewhat similar letter was sent to Sen. Edwin C. Johnson (D-Ill.), chairman of the Senate Interstate & Foreign Commerce Committee." The letter said the AT&T action was prompted "solely by the interests of monopoly control."

ABC-TV ADDS ONE WHEN (TV) is New Affiliate

WHEN (TV) Syracuse has become an affiliate of ABC-TV, the network announced last week.

The station, which is also affiliated with CBS-TV and DuMont, is a metropolitan class outlet, operating on Channel 8, and is owned by the Meredith-Syracuse Television Corp. Paul Adanti is manager.

Signing of the Syracuse station brings to 28 the number of ABC television affiliates. The stations added to ABC's owned and operated video stations, constitute a network of 38 stations, of which 22 are on the air.

Guy Heads TBA Unit

RAYMOND F. GUY, NBC manager of radio and allocations engineering, has been appointed chairman of the engineering committee of Television Broadcasters Assn., J. F. Poppele, president, announced last Wednesday. Mr. Guy succeeds J. Bingley, chief engineering engineer of the Bamberg Broadcasting Service, committee chairman since 1944.

NELSO MEETING

Program Plans Announced

THE 1949 convention of the National Retail Dry Goods Assn. will be held at Chicago's Hotel Stevens from June 26 through June 28. Preliminary program plans were announced last week.

Of particular interest to the television industry is the planned joint session on video, to be held June 28 during which techniques of setup and use of the medium for sales promotion will be discussed. Details on speakers and participants in the discussion will be revealed next week.

BROADCASTING  •  Telecasting
1st ON THE AIR IN SAN DIEGO!

On the Air — Monday, May 16th — 6 Days Weekly!
What an Eyeful for California's 3rd Great Market!
5,000 TV Receivers already Installed in the Area!
Operating 23 KW Effective Radiated Power with Antenna
750 Feet Above Average Terrain — This Means Nearly
700,000 Potential Satisfied Televiewers Are Yours With
San Diego's Best-liked, Best Promoted Call Letters.
Wire, Phone or Write for Availabilities...
Fully Equipped with Facilities to Serve All Advertisers.

Owned and Managed by JACK GROSS
Operating KFMB, KFMB-FM, KFMB-TV San Diego, Calif.
FILM SPOTS were projected directly onto movie screen encased in television set cabinet to create illusion of actual reception at Televisions exhibit at recent Washington TV exposition. Processes used in creating and producing broadcast and 1-minute animated TV commercials were demonstrated by Ed Hopper (I) and Norman Dulin, producers of the film spots.

**TV AD MONEY**

PROOF THAT most television advertising money is "new" money added to advertising budgets is contained in 20 analyses of TV budgets, accounts made by Sidney N. Wagner, director of statistical analysis of Broadcast Music Inc. A survey of 184 TV advertisers indicated that 77.6% used "new" money in their television advertising and that 11.5% used money formerly invested in other media.

Of this 11.5% who said that they had used money formerly invested in other media, about half (54.8%) said that this money came from radio budgets; 36.7% said it came from their newspaper budgets, and 9.5% indicated that it had come from magazine advertising approached.

**FOR SMART TELEVISION COMMERCIALS**

**Most of It Is Added To Budgets—Wagner**

Mr. Wagner asked the advertisers to indicate what percent of their total 1948 advertising budget was now going into television. About half said their appropriation was less than 5% of their total budget, and 80% said less than 15% of their budget was being used for TV advertising.

The average advertiser answering the questionnaire said his TV budget ran for five months in 1948, and 50% of those who answered said their total budget for the year was less than $7,000. About one-fifth of all respondents said their TV budgets were less than $500 during the 1948 period.

Of the 184 replies, about 80% said they were entering the broadcasting telecasting field for the first time when they bought TV time.

Advertisers were asked why they used TV; only 17.5% said they used it as a selling tool. However, 27.1% said they were using it to gain experience with TV for future uses, another 41.4% used it for its demonstrative ability, and 28.9% said they used it for prestige and publicity.

Sixty-three percent of those who were using TV in 1948 said they were satisfied with it and were planning to continue its use in 1949. Another 21.3% had not yet decided whether to continue with the TV; TV usage and 14.8% said they were through with TV advertising for the present time and were not contemplating 1949 expenditures.

Of those who said they would drop TV in 1949, about half (47.6%) said they were doing so because it was too expensive in relation to results. Another 19.1% said that the audience was too limited. Only 9.5% said that TV was not suitable to their product.

The survey also covered program choices and use of commercials by advertisers.}

Joseph V. Noble, former production manager of De Frenes Film Studio, Philadelphia, has been named general manager of Murphy-Lillie Inc., New York, producers of television and industrial films. He will coordinate sales and production activities. Murphy-Lillie's films include those for Mr. Sharin, Myers, Bates Fabrics, Firestone Tire & Rubber and Reynolds Metals.

Atkins-Gilbert Inc., Hollywood, is preparing six series of six commercials for De Forest Training School, Chicago, for national distribution. Mini Films Inc., Los Angeles, newly formed organization, will produce 16mm nontheatrical and one-minute television films. Sol Dolgin, formerly with Eagle-Lion Studios is president. Benoy Roos is president, in charge of production... Telfilm Inc., Hollywood, reports reshaping its 10 minute Erskine Johnson in Harlem, and was planning a new series. Interest in longer version evidenced by several national advertisers. Telfilm 10 minute Roving Camera series will be telecast on WREC-TV, Cincinnati and WPRM-TV in Indianapolis... RCA Victor dealers, Cincinnati, sponsoring Teleene on WLWT (TV) Cincinnati.

Bank Signs Film Series

First Wisconsin National Bank, Milwaukee, has signed contract for 20-minute Teleneus Digest, to be broadcast Sunday nights over WTMJ-TV Milwaukee. Agency: Marvin Lemkuhl, Milwaukee.

James H. Mills has joined the Princeton Film Center, New York, in charge of sales to foundations, public relations, religious and educational organizations. He will act as sales consultant for the production of special purpose and documentary motion pictures for these organizations. Mr. Mills' headquarters will be Princeton Film Center's New York sales offices at 226 Madison Ave. and The Price of Freedom, 23 minute film designed for the 16mm circuit as well as for the general television field, will be released the latter part of this month. Produced by Apex Film Corp., Los Angeles, the film is sponsored by National Assn. of Manufacturers. While a big league baseball runs overtime and into the regularly scheduled Sunday Shawsorst Home Theater period, WBZ-TV will telecast full length motion picture of the game at 10 o'clock in the evening.

Imppro to Film Shorts

Imppro Inc., Los Angeles, will have film series of 13 television shorts ranging from one and one-half to seven minutes to be leased on yearly basis at $25 a film. Based on public service, subject will deal with safe driving, forest fire prevention, church attendance and similar themes.

And, still the films are making a series of 13 11-minute television motion pictures called Opera Without Makeup, President Eugene Sharin announced. Series is being short of locations, for Mr. Sharin completed a group of film concerts featuring Vienna Philharmonic Orchestra, which CBS-TV is handling. A series brought back from Vienna a series of three-minute short starrs the Vienna Philharmonic.

**Coronet One-Reeler**

Coronet Instructional Films, Chicago, is producing one-reel (10-15 minutes) for the rate of six months in both black and white, and color for sale to sponsors in a possible group of 52 to be telecast as a package on 25 stations. Firm has a backlog of 211 films, all on education... Vogt-Wright Studios, same city, is producing one-minute open-end spots, using live action and sound-on-film, for Walgreen Drug Stores, Salerno-Megowen Biscuit Co., Spiegel's mail order firm and Congress Cigar Co. [La Palina Cigars] under supervision of Visual Education Director George T. Becker.

Sarra Inc., Chicago, is releasing this week two series of 20-second spots and one series of one-minute spots for Miller Brewing Co.'s High Life Beer to be telecast on WJZ-TV New York and WTMJ-TV Milwaukee, Chicago, and other selected TV outlets. More than 20 Chicago-area locations were used, along with complex indoor sets that included an Alpine scene, set and a room in which Miss Miller High Life sits... Open, close and middle commercials for United Wallpaper Co., produced by the Atlas Film Co., Oak Park, Ill., took the air Tuesday in New York and Wednesday in Chicago in conjunction with the firm's sponsorship of the 15-minute film Paradise Island. Same show will be telecast in Cleveland and Philadelphia.

**Post for George**

George L. George, academy award winner for his film, "Toward Independence," will handle television trade news for The Screen Directors Guild. Mr. George is with Tele-Art Films Inc. Lloyd Durant, R.K.O.-Pathe Inc. who previously was reporting television news, will be in charge of committee and membership news. Guild President Jack Glenn, who supervised the publication, has set up an editorial staff to Insure its regular appearance even when key members are ill or away on location.

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**Film Report**
WBAP-TV's
TELEVISION, TEXAS STYLE

VARIETY—"Saturday Night Square Dance"

MUSIC—"Flying X Ranchboys," Life photographer at right.

REMODES—"Texas League Baseball, Wrestling and others"

FASHION—"Fashion Reflections"

CELL TELEGRAM

Styied and Produced by Texans

In the April 11 issue of Life Magazine, a three-page spread was devoted to WBAP-TV programming, which is as Texan as the Alamo. "Saturday Night Square Dance" and "Philco's Flying X Ranchboys," pictured above, were a part of this Life feature.

Of course, WBAP-TV programs include every phase of video entertainment. But most important of all—they are produced and styled by Texans who know what Texans like in television.

The Southwest's No. 1 television Market (Fort Worth-Dallas) is booming—9,200 sets as of May 1. A program built to fit your individual needs is available on WBAP-TV, the Southwest's first television station.

WBAP
THE STAR TELEGRAM STATION

AM FM TV

Since 1940

FORT WORTH, TEXAS

BROADCASTING * Telecasting

ABC
570 Kc
5.000 watts

NBC
820 Kc
50.000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Crenston, Manager
Ray Bevis, Commercial Manager

FREE & PETERS, INC. National Representatives


May 16, 1949 * Page 37
The cumulative total for the first four months of 1949 is $7,904,289. Of the April total, $1,113,394 is network, $951,029 is spot advertising, and $652,858 is local-retain.

These figures were compiled from the April issue of the Rorabaugh Report on Television Advertising, a monthly publication of the N. C. Rorabaugh Co., New York. The report includes data for 59 operating TV outlets in 32 markets.

Spot and local advertisers split about 50-50 on the remainder; 291 spot advertisers bought 146 hours, 39 minutes of video time. In all, there were 3,225 accounts using television in April, 57 of them network accounts.

Total sponsored TV time increased from 803 hours in March to 977 hours in April. This is more than double the total sponsorship of six months ago. Some of this can be accounted for by the fact that the number of outlets has increased by 22 since that time.

Four new stations reported in April, and there were nearly 200 new television advertisers in the month. (See Table I, sponsorship.)

Seventeen network advertisers began TV sponsorship: Bell & Howell, with Action Authographs on five ABC outlets; Canada Dry Ginger Ale Co., Super Creme, a half hour show (ABC) on 10 stations; Chesbrough Mfg. Co., started sponsorship of Greatest Fights of the Century, five minutes following the Gillette fight broadcasts on 12 stations (NBC); Crosley Div. of Avco Mfg. Co., sponsors Who Said That on 30 stations, NBC, Saturday nights; the Ford Dealers of America started an experimental show, Through the Crystal Ball, with Jimmy Savo, on 22 outlets, CBS, for a half hour; B. F. Goodrich Co., sponsors Celebrity Time on ABC over nine stations for a half-hour Sunday night.

These are all solid shows that have added many hours to the network side of television sponsorship. Spot accounts increased by 24 and 166 new local advertisers bought video time during the month.

Top TV Markets

New York passed the 200 mark in number of TV advertisers during April. Of this total 56 were network, 88 spot, and 62 local accounts. It was an increase of 28 in total advertisers for the month. Nine markets showed more than 100 accounts in April. They were, in order: Philadelphia, 180; Los Angeles, 187; Baltimore, 185; Washington, 143; Chicago, 122; Detroit, 127; Buffalo, 110 (a one-station market); and Boston, 103.

Leading in the local advertiser field was Los Angeles, which boasted 115 local advertisers on its six stations. Philadelphia's three outlets have sold TV time to 71 local advertisers; Washington and Baltimore each showed 63 local accounts during April. New York's six stations have 62 local accounts.

Most popular spot advertising market is New York, with 88 advertisers. The next best in this field is Chicago, with 50 spot users.

Greatest over-all increase was in Los Angeles and Chicago with 39 and 38 additional accounts in April. Only one market, New Orleans, showed a net drop in number of accounts, and there it was a drop of only two.

Dayton and Erie were added to the list of reporting markets in April. Erie's WICU, the now-famous TV outlet that was given a picture spread in Life, started its reporting with 20 accounts.

Food Advertising is Tops

More of TV's advertisers are in the food product group than in any other major advertising group. There were 169 such accounts in April, 99 of them local, 64 spot, and 6 network. Next-ranking in this line-up are the radio and television dealers and manufacturers, apparel, and automotive accounts.

In the local-retail field, the top ranking television users were radio and TV dealers; 112 bought TV time. Automobile dealers and service stations, and apparel stores were next with 107 and 106 accounts respectively.

Most frequent users of spot TV were the beer and wine accounts. Beer companies were opening up heavily in TV sponsorship of sporting events as the baseball season began. Sixty-eight beer and wine companies used spot TV during April, and 64 food companies. No other product groups approached this total in spot—the nearest being confectionery and soft drinks group, which number 19 accounts.

### Table I

<table>
<thead>
<tr>
<th>States</th>
<th>Markets</th>
<th>Stations</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
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<tbody>
<tr>
<td>April</td>
<td>22</td>
<td>59</td>
<td>58</td>
<td>291</td>
<td>122</td>
<td>413</td>
</tr>
<tr>
<td>March</td>
<td>22</td>
<td>59</td>
<td>162</td>
<td>291</td>
<td>122</td>
<td>413</td>
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</tbody>
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Note: Advertisers who bought both network and spot time are counted twice in the total counts. Network advertisers spending more than one show in a given market are counted once in the "Net total" column; reported for the first time in April.

### Table II

<table>
<thead>
<tr>
<th>Advertisers</th>
<th>April</th>
<th>March</th>
<th>Total</th>
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<tr>
<td>ABC</td>
<td>122</td>
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<td>CBS</td>
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<td>NBC</td>
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<td>122</td>
<td>122</td>
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### Table III

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Spot Local Total</th>
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<tbody>
<tr>
<td>Agricultural</td>
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<td>Apparel</td>
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<td>Automotive</td>
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<td>Building</td>
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<td>Confectionery</td>
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<td>Consumer</td>
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<td>Drugs &amp; Medicine</td>
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<td>Employment</td>
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<td>Foods</td>
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<td>Gas &amp; Oil</td>
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<td>Household Supplies</td>
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<td>Industrial</td>
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<td>Newspapers</td>
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<td>Oil &amp; Gas</td>
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<td>Railroads</td>
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<td>Screen</td>
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<td>Soap &amp; Detergents</td>
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<td>Tobacco</td>
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<td>Transportation</td>
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**TOTALS:** 291 877 1225
More results on WMAR-TV in Maryland!

TV Success Story

TELEVISION COMPANY OF MARYLAND
115 W. Fayette St.

We firmly believe that the growth of the Television Company of Maryland has been materially assisted by the advertising we carry on WMAR-TV. The results have been amazing...as high as eight customers in one day or the result of a single Spot carried on WMAR-TV. WMAR-TV is just one of our pleasant experiences. Television advertising has definitely sold television sets for us. We are very happy with WMAR-TV.

MILTON RABOVSKY
Advertising Placed By Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

ARCHWAY MOTORS
500 N. HILTON ST.
at Edmondson Ave.

WMAR-TV has proven itself to be our most valuable advertising medium. Archway Motors started on WMAR-TV with spot announcements. The result obtained from those spot announcements prompted us to buy a 15-minute program once a week.

Archway Motors put a paid spot on WMAR-TV effective April 18, 1949. WMAR-TV paid off and WMAR-TV is now having a 15-minute program once a week. WMAR-TV has earned our increased patronage because it has produced direct results for us.

ARCHIE ABRAMS
Advertising Placed By Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

PAUL'S Jewelers & Optical Store
3310 Eastern Ave.

We have been in business for thirty-five years and never during that period has any advertising that we have done attracted as much attention or caused as much comment as our television spots on WMAR-TV. Naturally, we are pleased with the results and will continue with WMAR-TV. We believe in the medium because it has produced direct results for us.

J. M. PAUL
Advertising Placed By MAHOOL ADVERTISING INC.
12 East Lexington St.

These advertisements originally appeared in the Sunpapers, Baltimore, Md.
LOOKING FOR SOMETHING IN OGLE (Ky.)?

If you’re peering into your sales picture in Kentucky, and eyeing towns like Ogle (Ky.), then Mister, we suggest more than an oculist — we suggest a Census Specialist. Our State’s scattered towns don’t have the people or the dough to cure astigmatism of the sales curve!

At WAVE, we focus perfectly on the Louisville Trading Area. This 27-county area is a real eyeful — has a Net Effective Buying Income of over a billion dollars, and a standard of living 45% higher than the rest of the State. And all of it within WAVE’s primary purview!

So why not stop squinting, and let us give you 20-20 vision?

LOUISVILLE'S WAVE
N BC AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

5000 WATTS • 970 KC

Page 60 • May 16, 1949

WTVN(TV) SITE
Plans Labor Day Opening

WTVN(TV) Columbus, Ohio, has signed a long term lease on the LeVeque Lincoln Tower Blgd, Columbus, to be used for offices, studios and transmitting equipment. Announcement was made jointly by Edward Lamb, president of Picture Waves Inc, WTVN operator, and Gordon S. Macklin, president of the company operating the building. New video station, which will cost about $900,000, is now under construction and is scheduled to be in operation by Labor Day, Mr. Lamb said.

Tower, antenna and microwave relay facilities of WTVN will be erected on the roof of the building, with the antenna rising 883 feet above street level. Transmitting and studio facilities will be located on the 46th and 47th floors and office and commercial operations on the 37th floor. The station will take possession of the building space in less than a month, Mr. Lamb stated. He added that delivery of transmitting equipment is expected by July 20 and test patterns will begin in mid-August.

WTVN has signed to carry programs of the DuMont television network and is negotiating with another network now for programs, Mr. Lamb said. Mr. Lamb, publisher of the Erie (Pa.) Dispatch-Herald, owns WICU(TV) Erie and W'T O-D-A M-F M Toledo, Ohio. George Jacobs, who set up WICU, will be chief engineer of WTVN and has already returned to Columbus to work on the station. He was with RCA for 10 years as a designer of studio and transmitter equipment and previously was with WBAL Baltimore. WTVN will operate on Channel 6 (82-88 mc).

KTS(L) SPORTS
Sells Two Fight Shows

TWO sales of weekly sports events have been closed by KTS(L) (TV) Hollywood outlet of Don Lee Broadcasting System. Robert B. Hoag, sales manager, made the announcement.

Cameo cigarettes contracted for the weekly boxing matches aired each Friday night by the station from the Hollywood Legion Stadium. Sponsorship, which is expected to get underway in June, calls for 52 weeks through William Esty Co., New York.

Five Buick dealers have cooperatively agreed to sponsor the weekly wrestling matches, aired by KTS(L), also from the Hollywood Legion. Contract calls for 52 weeks starting May 16, through 20th Century Advertising Co.

PAUL WHITEMAN received on May 6 a plaque from TV Digest, Philadelphia magazine, for his outstanding achievements on behalf of American youth. In recognition of Paul White- man TV-Teen Club, heard Saturday nights on WFIL-TV and ABC-TV.

LOOKING OVER plans for ABC Hollywood Television Center in old Warner Bros. Vitagraph Studios is Robert E. Kintner (II), executive vice president of network. ABC executives standing by are (l to r) Philip G. Coldwell, Western Division manager of technical operations; Frank Samuels, manager of Western Division; Frank Marx, vice president in charge of engineering.

CTC ELECTION
Harvey Succeeds Stirton

GEORGE HARVEY, sales manager of WGN-TV Chicago, was elected president of the Chicago Television Council at the regular luncheon meeting Wednesday. He succeeds James Stirton, general manager of ABC’s Central Division.

Harvey will serve a one-year term, as will the other new officers — Russell Tolg, radio program director, BBDO, vice president; Evelyn Vanderpool, sales manager, Schwimmer & Scott, secretary, and Kay Kennelly, timebuyer, Olian Advertising, treasurer.

The directors, with the divisions for which they are chairman, are Harold Nokes, program manager of WBBN and WBBN-TV (ABC), program; E. S. Quinlan, promotion manager, WBKB (TV), publicity and promotion; the Vernin, coordinator of TV sales at WBBN; membership and rules, and Robert Salt of the Katz Agency, research and library.

The election marked the council’s first anniversary.

RTDG SLATE
N.Y. Local Nominees Listed

BALLOTS for election of officers of the New York local of the Radio and Television Directors Guild were mailed last week. Voting can be done either by mail or in person at an election meeting to be held June 6.

The nominees:
President—Kenneth MacGregor, NBC, and Ernest Ruva (present treasurer), freelance; vice-president—Ralph Warner, ABC-TV, and Fred Weine, NBC; secretary—Betty Scott, NBC, and Betty Todd (presently on board council), CBS; treasurer—Martin Andrews, ABC, and Paul Weiss, NBC.

Local council (one associate director post open)—Leonard Blair, ABC, and Arthur J. Richards, NBC.

Complaints and charges (two to be elected) — Fred Carty, ABC-TV, Harold W. Kissman, ABC-TV, Richard Goode, NBC-TV, Leonard Jones, WNBC; Fred Rickey, CBS-TV; Joseph Bell, freelance, and Stanley Dawb, CBS.

National board (four to be elected) — Francis Ross, NBC-TV, Joe Cavender, NBC-TV, Ted Corday, freelance; Howard Corday, freelance; Mac Losh, freelance; Earle McGill, freelance; Lester O’Keefe, freelance, Frank Parker, NBC, and George Zachary, CBS-TV.
**TV RESEARCH**

PRESENT "need to be sensible and cautious about swallowing—hook, line and sinker—all the television research findings now being cast about," was urged by Dr. Sydney Roslow, director, The Pulse Inc. Warning was given in a talk on TV set ownership and viewing habits May 2 at a radio luncheon of the New York chapter of American Marketing Assn.

Citing numerous studies showing that television is taking listeners away from radio, movioeaters away from motion picture houses and readers away from books, magazines and newspapers, Dr. Roslow noted that "it is hard to accept a result which shows habits arduously built up over one's years change so quickly and so easily with the advent of a new device into the home."

The trouble, he said, is not with the research findings, but with their use. "These findings should be interpreted on a descriptive level," he emphasized.

Discussing the growth of set ownership, Dr. Roslow reported that Pulse surveys of the New York metropolitan area (10 counties) show an increases of TV ownership from 14.4% of families in January 1948 to 14.5% in April 1949, a ten-fold increase. In the Philadelphia area (eight counties), where the Pulse began surveying television last September, the increase is from 6.1% that month to 13% in April of this year, roughly double. Chicago (four counties) TV families has risen from 2.2% last December to 7.2% in April, a three-fold increase.

Dr. Roslow also stressed the need for caution in using reports of relative program popularity to determine which types are gaining and which are losing in popularity. He said a "comparison of the average rating for different types of programs in New York superficially leads to the conclusion that..."

**HOLLYWOOD**

Gotts Warns on TV Growth

"UNLESS we move fast, Hollywood will become a whistle stop at the end of the coaxial cable," Harry Lubke, president of the Academy of Television Arts and Sciences, told the Hollywood Advertising Club, May 2.

He said that ATAS had dedicated itself to the proposition that Hollywood should be "the television capital of the world." In support of this claim, he said that nowhere else in the world could be found such "an extensive and ready-made fund of performance, skills and properties."

He pointed out that 1,015,180 individual costumes are on hand in 18 Hollywood property and costume houses, and that several of Hollywood's 55 film processing laboratories work night and day.

Television film will not be the birthright of Hollywood, Mr. Lubke said. Already other cities are showing growth in this direction, he added.

**Don't Swallow All, Roslow Urges**

ROSS D. SIRAGUSA (r), Admiral Corp. president, congratulates his brother Dom, president of Molded Products Corp., Chicago, for designing mold and adapting a 2,000-ton injection press to turn out what is claimed to be world's largest single plastic piece—35 pounds. It houses Admiral's new 24-tube TV console with 10-inch picture screen. Price of set is $249.95.

**PANEL ON VIDEO**

Planned by AAUW in Capital

PANEL discussion on "The Challenge of Television" will be conducted by the Washington chapter of American Assn. of University Women. Radio Study Group, May 21 at the Willard Hotel, Washington, Announement was made last week by Cecelia Lee Fine, chairman of the group. Speakers are: F.C. Comr. George E. Sterling, A. D. Willard Jr., NAB executive vice president; Eugene S. Thomas, general manager, WOR-TV (Washington); Joseph H. Elliott, vice president, RCA-Camden, N. J.; Charles Kelly, director of programming, WMAL-AM/FM-TV (Washington); William R. McAndrew, NBC Washington general manager; Walter Compton, general manager, WTTG-TV (Washington); Dr. Franklin Dunham, chief of radio division, U. S. Office of Education; Edward Cheyett, assistant to the president of the Motion Picture Assn. of America Inc., and Mrs. Gladys M. Jesekohn, member Washington Bookellers Assn. Dr. Paul F. Douglas, president of American U., Washington, will be moderator.

Purpose of the discussion, Miss Fine said, is to explore the different fields being influenced by television.
The

based on 63% U.S. Radio homes with audience size data projected to total U.S.
basic point in 1949 advertising

This year your customers have had unlimited access to advertising media—*all media have been free to find their own level*. Newspapers and magazines get all the paper they want. Television has grown apace. New radio stations have sprouted everywhere.

In this “free market” for media, the cold facts show that today more people are listening longer to network radio — and advertisers are reaching them at lower costs!

**Network radio audiences are larger:** 3,800,000 families for the average network broadcast in 1949 — _12% more than in 1947._

*And they cost less:* $1.78 per thousand families for the average network broadcast in 1949 — _6% less than in 1947._

### The basic point in network advertising

And this is the year when CBS leads all other networks by every significant count: in _largest_ audiences and highest _average_ audiences (as measured by both Nielsen and Hooper), and in facility strength too!

**In all network radio, CBS ranks first today in audiences delivered at lowest cost to advertisers.**

**CBS today delivers an average audience of 4,251,000 families to its advertisers—** _17% more than in 1947._

*And at a cost to its advertisers of* $1.67 _per thousand families — 16% lower than in 1947 and the lowest cost of all networks.*

The basic point for the careful advertiser is clear: make _network radio_ your first choice in media...

And CBS your first choice in radio.

**CBS**

..._largest audiences at lowest cost_
Editorial

TV'll Get By—With BMI

TV is having ASCAP trouble. With TV wallowing in red ink, ASCAP has demanded confiscatory fees, along with the reservation of public air time in the hands of copyright owners that would make clearance ridiculously complicated if not impossible.

This TV finds itself confronted with the same sort of problems that plagued sound radio in its earlier days. Music was the lifeblood of radio, but radio made music, as attested by ASCAP's record-breaking melons year after year, and with 75% of it emanating from radio.

But TV, even if the June 1 deadline passes without an ASCAP accord, won't be confronted with constant repetition of public domain music as was sound radio eight years ago last January, when ASCAP summarily withdrew its music from the air. Broadcast Music Inc. came into being as wholly-owned subsidiary of BMI, BMI flourishes today. Its music available to TV.

Perhaps there's more than meets the eye in the unconscionable demands of ASCAP. Some 55 to 60% of ASCAP's repertoire is controlled by the big four motion picture producers, all of whom pay their TV rates unto themselves. Are they anxious to have TV thrive before there is a federal station licensing policy applicable to the motion picture field?

ASCAP, we eventually will recognize that it can't stop progress. And TV, to paraphrase a tune title of another year: Will get by as long as it has BMI.

News Worthy

RADIO NEWS has a birthday this Friday. On May 20 ten years will have elapsed since the radio reporter was given news-gathering privileges on a parity with the press in Congress. The House Radio Gallery then was established, thanks to the indefatigable efforts of former Rep. John J. Dempsey of New Mexico and Fulton Lewis Jr., along with others on the radio firing line.

There followed in rapid succession creation of the Senate Radio Gallery, as well as recognition of radio correspondents in all Washington newsmen quarters.

Though much has been accomplished, much more remains to be done in the interest of freedom of information by radio. The right to editorialize on the air, normally denied radio in the left-handed Mayflower decision of eight years ago, is about to be re-established with an FCC mandate that "fairness" be the yardstick. It was a year ago—June 21, 1946—that we reported the seven-man FCC, in five separate concurring opinions had decided to lift the ill-conceived Mayflower doctrine. That opinion, rewritten, revamped and recast, shortly will spring from the FCC's bosom.

Then there's the protection of the radio reporter's news sources. Only two states, Arkansas and Indiana, now have laws which sustain the right of the radio Newman to keep it. Illinois is one of his home states.

Art Stringer, NAB staff director, has made his passion for news source anonymity a nationwide project. He has had the undying support of Acting Chairman Rowel H. Hyde. The regular order of business, it is to be assumed, will be pursued, because a quorum can perform the functions of the full board. The TV fees and standards, the clear channel, the ban on editorializing, the ruling on whether giveaways are lotteries, and the question of the right of networks to represent their affiliates in national spot sales—all await action. We confidently expect Chairman Hyde to keep the regulatory mill grinding oblivious of the absence of two members.

Who can tell? The Congress might discover that the FCC functions more efficiently and speedily with five members than with seven!

Our Respects To—

GUSTAV BERNHARD MARGRAF

On THE sixth floor of the elegant NBC headquarters in New York there is a desk which definitely is not in the pattern of some executive traditions.

Instead of being cleared of paper and debris, it has the clutter of a Dickensian lawyer's desk. It looks as though an enormous amount of brain sweat were being poured over it.

It is the desk of Gustav Bernhard Margraf, and the condition of the desk is not a "front." Work is really being turned out there.

The high frequency cerebrations emanating from that quarter go far in explaining how it was that Gus Margraf became vice president of NBC and general attorney and head of its legal department at the age of 33.

His story follows the classic Alger formula of work winning its own reward—with only one deviation. He's got the reward and is still working.

In fact, at the end of the day's work, he sweeps some of the litter off the desk, slips it into a brief case, and commutes with it back to the NBC colony in Rye, N. Y., where he lives with his wife and three children. Work has become a hobby with him.

Last July he became the youngest man to head a network legal department, succeeding Charles R. Denny, another young man who moved up to be NBC executive vice president.

Behind him was a road that led back through law practice in Washington and New York, through working his way in college and school, and ultimately back to Cape Girardeau, Mo., his birthplace.

He was born on May 14, 1915, the son of William A. and Mary Ruth Margraf. His father had worked on the Frisco (St. Louis and San Francisco) Railroad. With six young mouths to feed in the family before Gustav arrived, it was clear that any place the latest newcomer attained would be strictly under his own power.

After school and college he had numerous jobs, among them tootin a trumpet in dance bands, selling vacuum cleaners, announcing at KFVS Cape Girardeau, and working at various jobs on the local newspaper. His present associates doubtless would be surprised to learn that one Christmas he was the KFVS Santa Claus, a role he played at a time he weighed in at 130 pounds. At present, he tops 200 and stands 5 feet, 10¼ inches.

Despite numerous side interests, all of which were stimulated by the economic realities that confront a large family, Mr. Margraf had a top school record—which kept getting better

(Continued on page 71)

BROADCASTING * Telecasting
Hi Neighbors! Here's Hello and Thank You from the KOIN KLOCKERS!

WITH THESE CHEERY WORDS, Bob Henderson that lovable, unpredictable M.C. with the KOIN KLOCKERS starts the day off for the vast Oregon Country! Since 1930, 19 long years ago, the KOIN KLOCK has been the "getter upper" for the thousands of early risers who tune in each week Monday through Saturday at 6:15 a.m. for an hour of music and fun interspersed with serious bits of information on civic and social enterprises. A grand audience and a grand market for the advertiser who wishes to reach the families of Oregon and Southwest Washington.

KOIN KLOCK's daily musical numbers are from written requests. In 1948 they received 12,520 such requests...an average of 40 per day from this loyal audience. And during January 2 to January 30th of this same year they pulled 6,270 additional letters containing $8542.05 for the Infantile Paralysis Drive...more than the total amount of all the Portland Radio Stations combined! What a program...what a market for your advertising! For additional information contact KOIN or Avery-Knodel Inc., National Representatives.

KOIN KLOCK A RADIO BROADCASTING TELECASTING

KOIN & KOIN FM
PORTLAND, OREGON

AVERY-KNODEL, Inc.
National Representatives

May 16, 1949 • Page 45
DISK RECORDER
For Lip Synchronous
STANDARD AND MICROGROOVE RECORDING

FAIRCHILD STUDIO RECORDER, UNIT 523

- Continuous variation of pitch from 80 to over 500 lines per inch.
- Instant variation of pitch with only one feed screw and the Fairchild precision selector.
- Ability to change pitch while in operation increases dynamic range.
- Velvet smooth direct to center turntable gear drive — eliminates slippage, musical pitch change and insures positive timing of program material.
- Absolute synchronism for use with sound on film dubbing.
- Visible armature in the Fairchild cutters head permits easy and accurate alignment for high recording level — without distortion.
- Laboratory quality microscope with adjustable light for visual examination of the groove side walls.
- Vernier control of depth and angle of cut—adjustable during recording.
- Precision recording — simplified operation.

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or Micro-Groove pitch instantaneous transcriptions and masters. One lathe, one feed screw, one drive, one unit — FAIRCHILD.

The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.

Management

ROGER W. UNDERHILL has been appointed acting general manager of WICU (TV) Erie, Pa. He has been with station since its opening on March 15. Mr. Underhill replaces LAYMAN W. CAMERON.

GEORGE T. CASE, for past two months program director of WNAO and WNAO-FM Raleigh, N. C., has been appointed general manager. He replaces DUDLEY TICHENOR who resigned to join national spot staff of WWL New Orleans [Broadcasting, May 9].

Mr. Case has been in radio as an executive for nearly 21 years. He has served as assistant manager of WRAL Raleigh, which he helped to install in 1939, and with CBS Chicago as assistant program director and production manager. Prior to joining WNAO he opened Broadcasting & Television Institute in Raleigh.

ED LOVELACE, former general manager of KOJM Havre, Mont., has joined KTBI Tacoma, Wash., as general manager.

MILIO J. PETERSEN, formerly sales manager of KOPE Butte, Mont., has been named general manager of KGEM Boise, Idaho. He succeeds RAY FADEL who has been appointed station manager of KUTA Salt Lake City, Utah.

KEN PALMER, program director of KPDN Pampa, Tex., since 1947, has been appointed manager. He succeeds JOHN MICHEL who resigned to become manager of KTRY Bstrop, La.

D. W. THORNBURGH, CBS Western Division vice president, was one of 10 former Indiana residents honored May 12 at Indiana Foundation's Homecoming Banquet in Los Angeles.

He was honored for contributions to "Americanism in Radio."

PAUL R. BARTLET, general and commercial manager of KFRE Fresno, Calif, is recuperating following an emergency appendectomy last Monday (May 9).

MRS. LLOYD E. YODER, wife of KOA Denver general manager, and known as "Betty Radio" as Betty Marzio, violinist in St. Joseph Hospital, that city, recovering from a coronary attack. She will be confined to hospital for several weeks, KOA reports.

FIRE PREVENTION

WOWO Honored; Others Cited

WOWO Fort Wayne, Ind., was awarded the gold medal for outstanding public service in fire prevention and five other stations received honorable mention citations from the National Board of Fire Underwriters last Friday.

Stations selected for honorable mention were: WEER Buffalo, KNBC San Francisco, KELO Sioux Falls, S. D., KOAG Orange, Tex., and WNEW New York.

The WOWO award was made on the basis of the stations' farm safety, home safety, holiday safety and accident prevention campaigns, and its comprehensive coverage of Fire Prevention Week.

The other stations scheduled special programs of various types, while WNEW recorded musical fire prevention jingles which it made available to nearly 1,000 stations throughout the country.

ABE BURROWS

Signs Contract With CBS

ABE BURROWS, who last Monday signed a seven year pact with CBS, will inaugurate a half-hour "Ferrus Show" sometime early in July. Program will be broadcast and telecast simultaneously. Mr. Burrows' contract covers his services for AM and TV as performer, writer and producer.

The song satirist arrived in New York from the West Coast on Monday to confer with Hubbell Robinson Jr., CBS vice president and director of programs, and Robert Heller, executive producer. Mr. Burrows also is slated to serve as a regular panel member of the new half-hour "This Is Broadway" series (CBS, 9:30-10:30 p.m.), which started last Wednesday.

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VIDEO RECEPTION

Long Distances Reported

REPORTS of long-distance television reception [Broadcasting, May 2] were growing last week, and FCC engineering authorities predicted they would increase until some time in July and then begin to decline. It's all a sign of the "Sporadic E" phenomenon, they explained, feeling there is no cause for alarm as to the effects these signal "bounces" may have in the future when more stations are operating.

Past tests conducted by the Commission indicate that these examples of long-distance transmissions, for the most part attributed to reflections of the signal off the "E" layer, generally begin around May and hit their peak in July. Then they begin to taper off. From September on through the winter there is little Sporadic E activity, though a "small" secondary peak appears in December, technicians said.

In television, it's worse in the low end of the present VHF band. In fact, FCC authorities said they knew of no cases involving stations operating above Channel 6 (52-88 mc) They noted that it was largely because of such characteristics of frequencies in this region that FM was moved up to the band above 88 mc.

Reception of KLEE-TV Houston telecasts has been reported at several points around 1,500 miles away—at State College, Pa.; at Detroit, and at Lancaster, Pa. A Phoenix resident wrote KDY-TV St. Louis saying he had tuned in a telecast of the Post-Dispatch station, 1,500 miles away. Set-owners in Nashville, Tenn. reportedly have received programs from stations in Louisville, Memphis, and Nashville, which range from 175 to 225 miles away.

KFIX (TV) San Francisco repor-ted a wire from a televisioner in Throckmorton, Tex., 1,400 miles away, saying the visual test pattern was received clearly.

WORL CASE

BRIEF summary argument was held last Monday in the WORL Boston case with FCC making no reference to its attack upon the U.S. Court of Appeals for the District of Columbia [Broadcasting, Feb. 28].

* * *

The Omaha television dispute is the first TV case to go before the Court of Appeals, FCC indicated last week. KFAB was represented by Paul M. Segal while Max Goldman, assistant general counsel, argued for FCC and Vernon L. Wilkinson argued for KMA-TV. The court was composed of Justice Bennett Champ Clark, William H. Miller and Elijah Barrett Prettyman.

KFAB contended the KMA bid should have been heard in comparative hearing with its request, also pending and ready for action at the time of the KMA-TV grant, and with the application filed by KOH, Omaha five days after the KMA-TV grant. Such grant was in effect set aside by its petition for reconsideration, KFAB said, and the grant could not go into effect anyway until after expiration of the usual 20 day appeal period.

FCC and KMA-TV both held that the grant was effective the day it was approved and that on that date sufficient facilities were available for all pending bids, hence no hearing was required. Three TV channels were allocated to Omaha with WOW-TV receiving first permit there in early 1948. KMA-TV got the second channel leaving the third facility to be sought by KFAB. However, when KOH filed shortly after the KMA-TV grant there resulted two bidders for one channel. KFAB contended that the hearing should be three applicants for two channels.

Maybe You've Noticed...

Nowadays, prospects aren't exactly grabbing time contracts out of your hands. Advertisers are getting pretty choosy. They're not apt to be impressed unless you present a solid package—smart entertainment as well as a likely segment of time.

What does today's local advertiser call smart entertainment? His yardstick hasn't changed. He still would like a big-name show with big-time format. Current songs, good music...topped off with scintillating star dialogue. In short, he wants a program that'll compete with network shows...in a flexible framework that can be moulded to his selling pattern.

Plainly, he can't afford live talent. And he wants more than another record show. So what are you going to offer him?

The answer is obvious if you're a Capitol Transcription subscriber. For Capitol's unique library program service provides you with just the sort of big-time, low-cost musical show local sponsors want. Let us prove to you that Capitol Transcriptions has just the sales tools you need to sew up those air-shy local prospects.

Mail this coupon today, for our new 1949 FREE demonstration discs, giving full details.

Capitol Transcriptions, Sunset and Vine, Dept. 516 Hollywood 28, Calif.

Sirs: I'm willing to listen. Send me your FREE demonstration discs, without obligation.

Name:

Station Position:

Address:

City State

May 16, 1949 * Page 47
ASCAP Parleys

(Continued from page 53)

music costs for the networks on all their billings and to the stations for all sales made by their own salesmen. Another complaint on the network side is that the TV terms allow deductions for networking costs only up to 5% of gross sales, which Mr. Myers pointed out would just about cover the cost of audio connections without touching the $35-a-month charges for video connections.

Mr. Myers reported that the NAB committee asked for a 25% allowance for interconnection costs, an overall 15% sales cost deduction, the elimination of special fees and the retention of the radio license differential between station and network fees. The broadcasters’ committee also asked for a substantial blanket discount to cover the period of the initial short-term contract, which probably would not run beyond the end of June 1950, in view of their present net losses on their video operations. ASCAP rejected this proposal as the broadcasters had rejected its proposed terms.

Ready To Pay

In essence, Mr. Myers said, the TV broadcasters are willing to start paying ASCAP for the use of its music at this time, but they want the fees set immediately with consideration of their present financial situation and they believe it is too early to set a final pattern for future licenses. ASCAP, on the contrary, holds that whatever licensing arrangement is agreed to now will set the precedent for all succeeding licenses and that now is the time to establish a pattern.

When a stalemate in negotiations had been reached, ASCAP proposed that the matter be arbitrated, with an ASCAP and a NAB representative getting together with a third party, to be appointed by Attorney General Tom Clark, and both sides agreeing to abide by the decision of this tripartite committee.

The NAB committee replied that it was forced to reject the proposal to arbitrate as it had no power to bind the stations to any contract, but had authority only to attempt to work out a licensing arrangement which would be submitted to the individual TV broadcasters for their acceptance or rejection. The NAB group also stated that if the two committees whose members are thoroughly familiar with the problems had been unable to reach an agreement, it would be futile to hope for an uninformed third party to achieve any better success.

This week is the critical time, Mr. Myers declared. His committee, he said, will be kept fully informed of the day-to-day progress made by the network committee and ASCAP, and will be ready to resume their negotiations should that seem advisable at any time.

Even if these new negotiations fail to prevent a break the end of May, that will not necessarily rule all ASCAP music for TV, he added, as the publishers and writers who belong to ASCAP have the right to license the use of their music on an individual basis.

Horton Promoted

CBS-TV Asst. Sales Manager

Kingsley F. Horton, former account executive in the CBS-TV sales department, has been promoted to the newly created position of assistant general sales manager of CBS television.

Mr. Horton began his radio career in 1931 at WFBL, Syracuse. In 1936 he joined CBS Radio Sales in New York and two years later moved to WEBS Boston, a CBS station, serving variously as assistant manager and director of programs and sales. He was transferred to the network’s television staff in New York in August 1948.

George J. Arkedis, former account executive in the New York office of CBS Television Sales, has been appointed western sales manager for CBS-TV and will make his headquarters in Chicago.

The appointment is effective June 1. Mr. Arkedis has been on the CBS-TV staff since September 1948. Before that he was an account executive of WABC New York, the network’s key station. Prior to service in the Navy as a lieutenant commander, he was with Pelsar & Ryan and with Joseph Halsey McGillivray.

Gillette To Sponsor

Jersey Stakes Race in Garden State Park, Camden, N. J., will be broadcast and telecast simultaneously by ABC, Gillette Safety Razor Co., through Maxon Inc., New York, will sponsor presentation of the event over the full 250-station ABC network and the ABC-TV eastern network. Video pickup will be made by WFIL-TV Philadelphia, ABC affiliate, which will feed it to WJZ-TV New York, WAAM (TV) Baltimore, WNAC-TV Boston, WRGB (TV) Schenectady, WMM-TV Washington and WNBC-TV New Haven.

WEWS Gets License

WEWS, Cleveland television station owned and operated by Scripps-Howard, May 9 became the nation’s ninth licensed TV outlet. Six of the eight other video stations holding FCC licenses indicating they have submitted satisfactory “proof of performance” were licensed before the war, according to WEWS.
The RCA Universal Pick-up Kit installed on an early model 70-D turntable.

High-Fidelity Playback

with your present turntables—
by adding this Universal Pick-up Kit

NOW you can have high-fidelity reproduction from your old turntable for only $149.50—simply by installing an RCA Universal Pick-up Kit on any turntable that has not otherwise exceeded its useful life.

Designed specifically for broadcast needs, kit MI-4875-G is capable of producing ideal transcription curves on all types of vertical and lateral-cut records. The kit includes: (1) a dynamic-type pick-up head of low moving mass having adjustable weight and adjustable vertical and lateral stops; (2) a compensator using a series-resonant circuit that can be variably tuned and shunted by a 6-position switch; (3) a handsomely styled tone arm—complete with finger-rest; (4) a tone-arm rest position; (5) a noise-filter kit with cable and terminal board; (6) and all necessary mounting accessories for any 70-series turntable.

Save $75.50 over the former price by ordering this Pick-up Kit under RCA’s 90-Day “Spot” Plan (good until June 30, 1949). Here is the kit that will make any record sound better—and it’s available from stock.

Order today from your RCA Broadcast Sales Engineer. Or direct from Department 19EC, RCA Engineering Products, Camden, New Jersey.

*Prices do not apply outside the continental U.S.A.

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

BROADCASTING • Telecasting
TRIBUTE TO WALLACE WHITE

Dinner Tendered by Justin Miller

INDUSTRY tribute to Wallace H. White Jr., who retired last January as Republican Senator from Maine, was served Thursday night at a dinner tendered by NAB President Justin Miller. Persons prominent in public and business life joined in paying respect to the former Representative leader and chairman of the Senate Committee on Interstate & Foreign Commerce. Letters and telegrams from members and persons were read at the dinner, held in the Bursung Room of the Wardman Park Hotel, Washington. They lauded Sen. White’s career of public service and his achievements in the field of communications. A plaque was presented Sen. White in recognition of his public career. Inscribed on the plaque was this message:

To a faithful public servant; legislator in the Congress of the United States, April 2, 1917, to Jan. 3, 1949: Senate and House members; the Senate and House; the Senate and House of the Legislature; the National Student League; world radio conferences. The Gentleman from Maine—Senator Wallace D. White—please accept the expression of grateful appreciation is submitted by the broadcasters of the United States of America, May 12, 1949.

Sen. White, age 71, is a graduate of Bowdoin College; member of the Maine and District of Columbia bar; was first elected to the Senate in 1917 and served for the past 24 sessions. He might have retired in 1939 until 1938 when he was elected Senator. He has attended many of the important international communications conferences and holds honorary degrees from Bowdoin College and Bates College. At present he is dividing his time between Maine and Washington.

THE Quest list for the dinner included:

Sen. and Mrs. Pat McCarran; Sen. and Mrs. John Burroughs; Mrs. Warren O’Malley; Sen. and Mrs. Edward C. Johnstone; Sen. and Mrs. Robert A. Taft; Sen. Alexander Wiley; Sen. and Mrs. Owen Brewster; Sen. and Mrs. Homer Ferguson; Sen. and Mrs. Robert E. Hickenlooper; Sen. Clyde R. Hoey; Sen. Leverett Saltonstall; Sen. and Mrs. John W. Bricker; Sen. Margaret Chase Smith.

Amusement Tax

Pa. Toprooms Are Excluded

G ov. JAMES H. DUFF of Pennsylvania signed into law May 4 a bill exempting toprooms from payment of amusement license fees on television sets. The new law becomes effective Sept. 1.

The new act ends a long dispute between the State Liquor Control Board and licensees on the TV tax question. Last year, the Supreme Court had upheld a board ruling that television is a form of motion pictures and subject to amusement tax. The Board’s fee for television sets was $120 a year in Philadelphia and Allegheny Counties and one-fifth of the cost of liquor licenses elsewhere. Clubs had been exempted.

CBS RADIO SALES

East TV Sales Staff Set Up

SEPARATE television sales staffs have been formed in the eastern office of Radio Sales, the station representative organization of CBS, Carl J. Burkland, general sales manager, announced Wednesday.

Radio Sales acts as exclusive national representative for WCBS-TV New York, the network’s owned and operated station. Two accounts executive have been added to the television sales staff of Radio Sales. They are Maxwell Z. Stein, former advertising director of the New York Daily News, and Sam Cook Digges, former salesman for WMAL and WMAL-TV Washington. Mr. Stein will service retail accounts and Mr. Digges will work with national spot accounts.

We are Happy to Announce the Appointment of HEADLEY-REED CO. as national representatives of Wtod Toledo, Ohio Edward Lamb, Owner WICU (TV) Erie, Penna. also represented by Headley-Reed Co.

Cbs-TV Affiliate

WAFM-TV Birmingham Joins

WAFM-TV Birmingham, video outlet of WAPI Birmingham, becomes a full primary affiliate of CBS-TV early in October, bringing to 28 the network’s total number of affiliates.

WAFM-TV, assigned Channel 13, is owned and operated by the Voice of Alabama Inc., Thad Holt, WAFM general manager, is president and general manager of WAFM-TV.


Video Censorship

(Continued from page 38)

impossible to extend the two-week period because of the currency of events, and on commercials "you can't delay longer than two weeks because of the musicians' union." Mr. Harrison asked Mr. Cadigan what the economic effect of TV censorship would be. "It would double or triple production staffs to process the work ahead," Mr. Cadigan replied, explaining that in motion pictures the prints are available from four to six weeks in advance for submission to censor boards but in television "you come up one hour before a program."

Dr. Levy's comments on the probable effects of TV censorship were substantially this: Income would be jeopardized. Advertising agencies, especially those placing national advertising, would be discouraged. Television stations, competing with newspapers and magazines, would suffer because TV programs are readied in days or hours and TV (without censorship) can offer advantages other media cannot.

Mr. Clipp also commented on the probable economic effect of TV censorship. He said it would delay advance scheduling of programs, increase costs and interfere with the procurement of business. Mr. Stewart, too, said the state would be imposing an added burden of expense on television stations if it enforced the censorship regulation.

If it becomes necessary to submit films for censorship, "then we will try to do without them for advertising purposes," said Mr. Reber, speaking as an advertising agency representative. "Where it would be impossible to present a particular subject or show it without film, then the inevitable would be to give up the program completely. We would attempt to substitute live programs where possible."

Mr. Shelly, pointing out that television already is an extremely expensive medium for advertising, said that censorship costs would be one more obstacle to deter TV.

The Pennsylvania Board of Censors comprises three members, Mrs. Carroll, John Clyde Fisher and Beatrice Z. Miller, two assistant censors whose decisions the board accepts and 18 employees. The board's principal office is in Philadelphia. Other offices are in Pittsburgh and Harrisburg.

Sponsor Crackers

PHILCO Corp., Philadelphia, and J. C. Brown Distributing Co. have signed to sponsor all Atlanta Crackers' home baseball games this season on WSB-TV Atlanta, J. Leonard Reinsch, manager of the Cox radio and TV operations, announced. Play-by-play commentary will be handled by Thad Horst, WSB-TV sports director.

We are Happy to Announce the Appointment of HEADLEY-REED CO. as national representatives of Wtod Toledo, Ohio Edward Lamb, Owner WICU (TV) Erie, Penna. also represented by Headley-Reed Co.
Capital Performance
in the Tennessee capitol—
WMAK at Nashville

- Latest addition to the distinguished group of stations serving the important 51-county Nashville trading area, 5000-watt WMAK supplies central Tennessee with Mutual Broadcasting System fare. Six miles northwest of the city stand WMAK's five new Truscon Self-Supporting Steel Radio Towers, each 210 feet high. While extreme height is not necessary to achieve the required signal strength, this group demonstrates one outstanding characteristic of all Truscon Radio Towers—each is designed and erected to fit the purely local conditions under which it must operate. Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guied or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUIED TOWERS
U.S. Proposal Reportedly Approved in Committee

Radio Legislation

The U.S. proposalurga confor- 
mtation with the 450 kc provisions of the Atlantic City Convention whereby stations would have to protect from "harmful interference" those services in adjacent sub-frequency bands, especially the 500 kc distress channel. Also, 540 kc stations would be entitled to like protection from the adjacent services.

Within the continental U.S. the government would limit use of 540 kc to no more than 1 kw and forbid its use altogether within 25 miles of some 224 specified government installations [Broadcasting, Feb. 28]. Details of implementing the use of the 540 kc allocation, if approved, would be left to a subcommittee of the FCC-FTC-SEC subcommittee created to deal with radio matters.

The proposal, if passed, would make radio parity with the press. The resolution is reaffirmation of similar resolutions contained in the 1945 Rio de Janeiro radio pact and the 1940 Santiago pact. The resolutions are yet to be considered in subcommittee and it is reported another country is preparing a re-
draft of the U.S. proposal to make the terms more specific.

The Senate also has suggested to the conference the establishment of an Inter-American Monitoring Committee to encourage the establishment and improvement of monitoring systems and to furnish technical information and advice. Another suggestion is for standardization of the qualifications of radio operators, technicians and engineers. Special university courses and establishment of minimum standards of knowledge and skill are urged.

Some recommendations include exchange of programs and experimentation in tropical countries with high frequency FM to overcome propagation and interference obstacles now limiting broadcasting.

Senate Bill

More Power for FCC Asked

An expansion of the scope of the pending bill (S-1626) to give FCC authority to issue cease-and-desist orders [Broadcasting, April 26] was recommended by the Commission last week.

But it felt the cease-and-desist authority should be enacted, whether its recommended changes are accepted or FCC made known its views in a letter to Sen. Edwin C. Johnson (D-Col.), author of the Senate Interstate & Foreign Commerce Committee, who had asked for comments.

FCC approved of provisions in the same bill which would set up a radio fraud statute similar to the postal fraud law, and which would authorize the Commission to make expenditures for monitoring sites and improvement of laboratory facilities. The Commission itself has offered both these provisions as legislative proposals in the past.

It also approved a provision which would boost FCC Commissioners' pay from $10,000 to $15,000 annually, with $2,500 extra for the Chairman.

Changes recommended by the Commission included a revision to give FCC authority to institute reinvocation proceedings for violations which have not been corrected without going through cease-and-desist procedures. This, it was explained, would restore authority which the Commission has under the present Act.

Other recommended changes: (1) that FCC be allowed to issue cease-and-desist orders not only against companies but against "any person" (radio operators, for example) who violates the Communications Act or FCC Rules; (2) that the time in which requests for planning on revocation orders be 15 days from issuance of the order, rather than 30 days as specified in the bill.

Newcomb Audio Products Co., Hollywood, has announced record player which plays 45, 33 1/3 and 78 rpm records, as well as 33 1/3 rpm broadcast tape transcriptions.

Four Join IMS

WHMH KSTL KITE WXW

First four independent stations to sign with Independent Metropolitan Sales, New York, were announced this day by Jack Koste, president. The stations: WOAM M Minneapolis, KSTL St. Louis, KITE San Antonio and WXW Indianapolis. Other stations are soon to be announced, he said.

Mr. Koste, former New York sales manager for Forjoe & Co., also announced his Chicago office will be at 75 E. Wacker Drive, under management of Jack Mulholland, a radio and television package producer. New office is at 55 W. 42d St.

An important feature of IMS, said Mr. Koste, is that member stations retain the right of qualifying a new member and limiting the total number of stations to be represented to "a reasonably small list."

The first four stations to sign with IMS are also members of the Assn. of Independent Metropolitan Stations. There is no official connection between IMS and AIM's, however, but IMS can and will accept AIM's members, Mr. Koste said.

WNOE Channel

Two File at New Orleans

Rep. F. Edward Hebert (D.-La.) and Louisiana Adjutant-General Raymond F. Huff are principals in the new firm seeking facilities to be relinquished by WNOE New Orleans when it switches to 1060 kc with 50 kw day, 5 kw night direction, according to application filed last week with FCC.

Second bid for the same assignment, 250 w fulltime on 1450 kc, also was filed last week by another local group under name of New Orleans Broadcasting Co.

Rep. Hébert and Mr. Huff are officers and each 20% owner of Royal Broadcasting Corp., the applicant. Associated in the firm are James Winkkinson, Hugh M. Wilkinson and Hugh M. Wilkinson Jr., New Orleans attorneys. Mr. Huff is also executive advisor to ex-Gov. James A. Noe, owner of WNOE and also KNOE Monroe, La. Group plans to purchase WNOE's present facilities.

New Orleans Broadcasting is composed of M. E. and W. G. Maley, each one-third owner of Maley Tire Co. and 50% owner H. B. Enterprises, respectively president and secretary-treasurer and each 40% owner. Robert J. Donley, WJW New Orleans technician, vice president and 20% owner.

Broadcasting - Telecasting
Two BIG reasons why you'll want...

...the 109 Type Reproducer Group!

1. Low intermodulation distortion

Naturally, the Western Electric 109 Type Reproducer Group gives you extremely low harmonic distortion. But here's a still more important point—its advanced design practically eliminates intermodulation distortion.

Intermodulation distortion is one of the important factors that cause the "fuzziness" so often heard in the reproduction of the higher frequencies. Tests prove that the moving coil principle of reproduction, used in the 9 Type Reproducer, introduces far less intermodulation distortion than other currently used methods. That's one reason why the 109 gives exceptionally "clean" reproduction!

2. Wide, uniform frequency response

The combination of the 9 Type Reproducer and the equalizer used in the 109 Group is carefully designed for uniform frequency response—and this 7-position equalizer permits correction for any of the more commonly used recording characteristics. With the 109 Group, you can match within close tolerances all vertical and most lateral transcriptions and 90% of phonograph records.

The 109 Type Reproducer Group is available from stock—place your order with our local Graybar Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Immediate replacements on 9 Type Reproducers

If your 9 Type Reproducer needs repairs, send it to your Graybar District Warehouse—you can get a factory-rebuilt replacement immediately from stock.

Western Electric
Religious Group Files Bias Charge With FCC

Religious charges of discrimination and censorship in religious programming were made against city-owned WCAM Camden, N. J. last week in petitions filed with FCC by evangelical New Jersey Council of Christian Churches and The Bible Presbyterian Church, Collingwood, N. J. Revocation or suspension of license is asked unless WCAM policy is changed.

A spokesman for the religious group last week told Broadcasting that similar complaints are in preparation which will be filed against a national network and an unidentified number of stations "in the Mid-Atlantic states."

Cited in the petitions to FCC were WCAM's refusal to continue selling time for religious programs and alleged discrimination and censorship in appointment of sustaining time.

The complaint presented the Commission last week further revealed a resolution, adopted at a mass meeting in late March and sent to several Congressional committees, requesting investigation of FCC, "particularly the associate general counsel."

The resolution stated "it is common talk" that within FCC "there are in high places men who are radical and pro-Russian in their sympathies." The request for Congressional inquiry pointed out that local stations are "prohibited by demands of FCC from selling time to religion while they are required by law to sell time to the Communist Party, and may, without restrictions, sell time to the liquor interests and the gambling interests, as the race tracks."

"It is our belief," the resolution said, "that religion should have as much right in the free competitive market to buy time as any other element of society. We protest the continual putting off the air of Gospel programs which the people desire, and we request that they be written into the law that religion be given the right to buy time on the air waves. The petition to FCC proposed such a rule.

The resolution was directed to the "House Committee on Un-American Activities and the Committee of the Senate and House responsible for the consideration" of the FCC. A Senate Interstate and Foreign Commerce Committee representative stated he recalled the resolution but "could not put his finger on it."

Numerous letters and petitions on the WCAM case were received by the Senate committee, it was said, and a form letter reply was sent over the signature of Sen. Edward C. Johnson (D., Cal.), chairman. The letter pointed out FCC has no rule curtailing religious programs to specified hours and the decision is solely that of the licensee.

The spokesman for the comparable House committee recalled the resolution only vaguely while the House Un-American Activities Committee said it had no record of the resolution. None of the committees reportedly plan any action regarding religious broadcasting.

The New Jersey Council of Christian Churches, in its petition to FCC alleged WCAM has violated the Communications Act, the Commission rules and regulations and the FCC order of Sept. 17, 1948, granting WCAM license renewal.

Earlier FCC had proposed to deny license renewal on grounds the City of Camden gave operating program control to a time brokerage firm, Mack Radio Sales. But upon showing that city officials would have to correct the renewal was granted and assignment was changed from 500 w daytime to 250 w fulltime on 1310 ke. This decision set a pattern of many years of "share-time operation" between WCAM and WCAP Asbury Park and WTNJ Trenton, N. J. [Broadcasting, Sept. 20, 1953.]

The New Jersey Council told FCC that WCAM totally disregarded the large church group it represented when the station revived its programming in January 1949. The council alleged WCAM did this despite program promises it had made to the Commission in its renewal application and despite the council's request for notice of any policy change. This change "has systematically excluded religious broadcasters affiliated with religion," FCC officials stated.

The Bible Presbyterian Church petition was similar to that of the council. In addition, it said the WCAM policy change canceled the full-hour, sponsored, Sunday morning program in its church service. The program had been on the air in excess of ten years, it was said.

The council's proposed new rule for FCC applications was:

Each application shall be specific with regard to showing that the operation of the broadcast facilities will be with a properly balanced program, which will meet the needs of the area to be served. In this regard, no religious, educational, cultural or public discussion programs may be deemed inappropriate for commercial sponsorship, and such programs may be broadcast on a sustaining basis in addition thereto.

The radio committee of the New Jersey Council of Christian Churches, which signed the petition, includes Howard W. Kiefer, chairman, John B. Milby, Newton C. Conant and Carl McIntire. Mr. McIntire also signed for the Bible Presbyterian Church. Attorney for both groups is William K. Dickey Jr., Camden.

CUBA PLANS

To Adhere to Expired NARBA

CUBA has indicated informally that it will not violate provisions of the expired NARBA despite its unwillingness to sign another extension of the pact. The Cuban NARBA Committee was told at a Washington meeting Thursday that the State Dept. has no official assurance that Cuba will adhere to NARBA, it was learned, but the expressed intent to adhere was accepted in industry circles as an encouraging sign. The second NARBA agreement expired March 29.

Fear had been expressed that Cuba might violate NARBA principles, especially in view of its interference problems with Mexican stations. The latest word from Havana, however, was accepted as an indication that the status quo will continue in North American broadcasting.

The third NARBA meeting will start Sept. 9 at Montreal. The NAB NARBA Committee expressed concern at its Thursday meeting over failure of U. S. NARBA proposals to include a clause for maintenance of the status quo between negotiations and the time it goes into effect.

The committee reviewed the United States NARBA proposals and discussed the wording of proposals covering such subjects as superpower and clear channels, as well as FCC delay in reaching policy decisions.

Several chapters of a book on international broadcasting being prepared by Porney A. Rankin, executive assistant to NAB President Donald Miller, at the direction of the NAB, were reviewed by the committee. NAB's position in making its policy, legal and engineering services available to federal agencies in working out international problems was reaffirmed by the committee.

Attending the Thursday meeting were G. Richard Shaffo, WIB Columbus, Ohio, chairman of the committee and an NAB director; John H. DeWitt, WSM Nashville; Mr. Rankin; R. A. M. Craven, consultant; Everett Dillard, ABC; Richard L. Rankin, Cal-Con, WABC New York; John Smith, KPAC Los Angeles; and Henry Blavick, WABC New York. All NAB directors and Royal V. Howard, NAB director of engineering.

DONAHUE NAMED

To Mountain-Midland Post

DONALD A. DONAHUE, formerly eastern sales manager of Lorenzen & Thompson, has been appointed national sales manager of the Mountain-Midland Stations, according to a May 11 announcement. Mr. Donahue is expected to be assigned to 35 E. Wacker Drive, Chicago, telephone: Central 6-0660. Another office is at Suite 1008, 331 Madison Ave., New York, telephone: Vanderbilt 6-0600. Each office is at 35 E. Wacker Drive, Chicago, telephone: Central 6-0680.

RC}
FOR OUTSTANDING PUBLIC SERVICE IN FIRE PREVENTION

The National Board of Fire Underwriters announces the annual awards for public service in fire prevention during 1948—

GOLD MEDAL to the radio station whose campaign, in the opinion of impartial judges, has been most effective in the fight against fire in its community.

HONORABLE MENTION CITATIONS to five radio stations for distinguished achievement through their campaigns.

Throughout the year hundreds of radio stations all over the United States have contributed their efforts to this important cause. They have helped the drive for modern fire fighting equipment and more effective fire departments...they have encouraged better fire safety laws...they have stimulated the work of civic organizations...they have shown literally millions of listeners how to prevent fires in their homes and on their farms.

The work of all of these radio stations has unquestionably saved lives and irreplaceable property...and will continue to save lives and property in the years to come.

Salute to radio...

...for a job well done...a job worth doing.

GOLD MEDALIST

WOWO
Fort Wayne, Ind.

for its outstanding public service in sponsoring fire prevention, farm safety, home safety, holiday safety, and accident prevention campaigns, culminating in comprehensive coverage of Fire Prevention Week. As a feature of its Fire Prevention Week program, WOWO sponsored a mass fire drill among schools throughout its listening area, bringing a dramatic lesson in fire safety to thousands of students.

Honorable Mention Citations

WEBR Buffalo, N. Y.
for its outstanding public service in sponsoring weekly fire department interviews of great interest and for its all-around efforts in behalf of fire prevention.

KNBC San Francisco, Calif.
for its continuing efforts in behalf of forest fire prevention, as evidenced by its dramatic "Ranger Bill" and "Forests Aflame" programs.

KELO Sioux Falls, S. D.
for its comprehensive work in fire prevention, which included on-the-spot broadcasts, a farm safety contest, and continuous use of spot announcements.

KOGT Orange, Texas
for its outstanding efforts for fire prevention, as shown by its weekly Fire Marshal's Program for children, its daily Fire Prevention Week program, and its spot announcements throughout the year.

WNEW New York, N. Y.
for its recorded musical jingles on fire prevention which it made available to nearly 1000 radio stations throughout the nation.

JUDGES

Michael Hanna, General Manager, WHCU, Ithaca, N. Y.
Barry Mahool, Radio Director, American Heritage Foundation, New York, N. Y.
Bernard Multins, Director of Public Relations, WTIC, Hartford, Conn.

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 7, N. Y.

May 16, 1949 • Page 55
TV EMPLOYMENT Nears 4,000—Doherty

TELEVISION staff employment is near the 4,000 mark, not including talent employed by agencies, and wage scales are similar to AM rates, according to a study of TV employment and wages at 38 stations by Richard P. Doherty, NAB director of employee-employer relations.

The average station employs 46 full-time persons with a weekly payroll of $4,310, the survey shows. Each of the networks employs an average of 290 full-time persons with a weekly payroll of $29,433 for its New York operations.

The survey shows TV employs about 10% as many full-time staff persons as the AM-FM industry. The conclusion is based on an estimated full-time TV staff of 3,456 persons as of last February by the 57 stations, including networks, then on the air. Adding the February-May increase plus employees in stations preparing to go on the air, full-time staff employment "undoubtedly now equals or exceeds 8,000 persons and may, indeed, reach 4,000 persons," according to Mr. Doherty. These estimates are projected from data supplied by TV stations.

The survey's 38 stations include four engaged solely in TV and 34 integrated with AM operations. Three national networks provided the data used for average per-network New York operations.

Summarizing the results, the survey shows:

Average per station weekly television payroll (73 stations, exclusive of networks): $4,330. Average per station weekly TV payroll, $29,433.

Total TV employment for 38 stations and the networks: Fulltime, 2,632; parttime, 2,496; total, 5,128.

Average per station employment (39 stations, exclusive of networks): Fulltime, 40; parttime, 20; total, 60.

Average per network employment (New York operations only) of three combined networks: Fulltime, 290; parttime, 40; total, 330.

Pattern of full-time employment for the 38 stations and the national networks is shown in table above.

With an average full-time staff of 46 at stations, individual operations vary widely from this average, depending on whether they are integrated with AM and/or FM; degree AM-FM staff is used parttime on TV; number of hours operated; amount of live (studio and remote) broadcasting; ratio of network programs carried to number of hours of locally produced programs. Twelve stations have fewer than 29 employees, nine have 30-39 and the rest range up to two stations having over 100 employees.

Parttime employees include freelancers; staff personnel regularly spreading their work week between TV and AM-FM but not spending greater part of time in TV; persons employed for less than a full work week. Information on part-time workers is obscure, according to the study, since most workers at AM-TV stations are classed as part-time TV employees.

Stations reported 64% of part-time workers are in programming; 24% in administrative; 7% in sales, promotion and publicity; 5% in technical activities. Specific jobs for which the largest number of part-time workers are used are: first, actors and singers; second, musicians; third, clerical and technical activities.

THE place of TV in the modern world was depicted via the CBS documentary film, "Television Today," shown to the Washington Ad Club last Tuesday by WOIC (TV), Washington, CBS TV affiliate.

"Stopping the clock a few minutes," the film shows "one phase" of television's passing history. Eugene S. Thomas, WOIC manager, presented Arthur E. Duram, CBS TV sales promotion director, who said copies of the new film in 16 or 35mm size may be obtained from the network.

Victor M. Ratner, CBS vice president in charge of sales promotion and advertising, produced the film, which was photographed between midnight and dawn, with synchronized sound, in the new CBS Grand Central studios. Location shots were taken at homes of set owners, offices of advertising agencies, factories and other locales.

Narrator in the film continuity is George L. Moskovics, manager of sales development, CBS TV network. Only professional actors are those appearing in program excerpts.

Mr. Duram pointed out that television "is accepted as stable and mature though actually it is just a lusty infant." The film includes a review of program types, including newscasts, plays, dramas, documentaries and others, with shots of viewer reaction. Distribution of sets and TV audience groups is shown, with those in the medium bracket buying the most sets.

Retailers are the largest class of TV time buyers, it is explained, with TV's rapid growth as an advertising medium portrayed. By the end of 1949, according to the film, TV will be reaching half of the nation's buying power. Film scenes show programs in production.

In his introductory remarks Mr. Duram told the club CBS has issued a TV report under the title "Television Today." The ringbound brochure, with over 60 pages of figures, charts and illustrations, boils down the TV message to three words: "People Want It." The TV situation is taken up in four parts: (1) The Size of Television; (2) Television in the Home; (3) Programs for These Homes; (4) The Advertising Record.

Set ownership passed the first million by Christmas 1948 and had reached 1,200,000 by March. Charts depict set production and project set ownership to about 18,000,000 by Jan. 1, 1954. Jobs and charts show distribution of stations and sets, with analytical data on set buyers.

In elaborate detail the CBS study breaks down the audience, programming, ownership and advertising trends, analyzing circulation costs and showing how they are dropping. Aiding the low-cost trend is the combination of increasing circulation, high program ratings and large number of viewers per set, it is explained. Impact on personnel is shown, combining features of all media, is portrayed, and success stories are cited.

The survey shows TV wage rates are similar to AM rates for comparable jobs. In the case of jobs for which there is no dual compensation, such as projectionists, movie camermen, film editors, etc., the wage brackets generally follow those of engineers.

Some types of TV workers are in limited supply, including supervisors and producers, it is pointed out, and the wages are higher than comparable AM scales.

Considerable readjustment is foreseen in specific wage scales before they reflect the importance of jobs, the supply-demand element now high. TV employment patterns are still in a state of flux and many jobs differ from station to station, it is stated. Among jobs not common to AM-FM stations are police operators; video switcher; relay operator; artists (scenery and title); stagehands; projectionists; director; film editor; movie camermen; film technicians, including splicers, cutters, screeners, etc.; laboratory directors; casting directors; kinescope recording engineers; property men; production or operations coordinators.
BAB's Flying Start
(Continued from page 23)

contract practices. These are directed by Charles A. Batson, NAB staff officer, who has been assistant to Mr. Mitchell. Lee Hart, NAB retail specialist, also has been working on several retail projects and has been operating as a one-woman flying squad in staging retail and advertising clinics and addressing broadcast groups.

Another imminent project covers development of techniques to produce more revenue from newscasts and women's programs.

Coordinated with BAB will be the All-Radio Presentation, a separate corporation formed by NAB to prepare an industry sales promotion film. Head of All-Radio is Gordon Gray, WIP Philadelphia. The script is nearing the shooting stage. All-Radio will work closely with BAB. There has been some talk of utilizing the pending All-Radio charter as a vehicle for operation of BAB entirely outside the NAB administration.

Envisioned for BAB is complete autonomy, aside from NAB policy supervision through interlocking officials and directors. Even in its early operation within the NAB organization it is believed BAB will have its own information director operating in the New York headquarters.

The policy committee adopted the following general statement of principles for BAB's guidance:

(a) To promote the superior advantages of broadcasting as an advertising medium.
(b) To conduct a continuing educational campaign designed to improve the techniques of selling broadcast advertising.
(c) To expand the use of broadcasting as a medium for selling services and merchandise.
(d) To advance the profession of advertising generally as an essential part of our free enterprise economy.

NABET
(Continued from page 26)

yond eight hours, he will receive additionally, half-time. That means, it was said, that if he were paid $2 an hour and worked nine hours without eating, he would be paid double-time, plus half-time, or a total of $5 for his ninth hour.

Under the old meal-time provision, time and half-time were paid for the seventh and eighth hours and succeeding hours and meal periods were not mandatory. Now, except for emergencies, an engineer presumably can walk off the job during his seventh hour if he has not yet eaten.

The short turn-around provision also was revised. The penalty was increased from $1.25 an hour to $2.25 per hour for all time that encroaches upon a 12-hour rest period between tours of duty. Notice of daily starting times must be given 10 hours in advance but not later than 9 p.m. of the day in question.

A call-in on a day off must be on 72 hours notice or a penalty of $7.50 is charged. The old penalty was $5.00.

Seniority also was given new treatment. The networks agreed that layoffs of all employees with two years standing may be subject of arbitration. Engineers with less than two years seniority may be laid off only after discussion with the union and then, if no agreement is reached, only after submission of the issue to the national officers of both union and company, it was learned.

Arbitration also was provided on any working condition in which union and company are in disagreement. A further new arbitration clause permits such arbitration in 48 hours, instead of 20 days and permits the arbitration of a proposed practice. Hitherto, it was said, arbitration was possible only after the proposed practice was carried into action.

It also was learned that arbitration may become so important a practice under the contract that a permanent arbitrator may be set up to handle the problems which may arise.

The establishment of such an official will itself be a matter for negotiation between NABET and the networks.

Top officials signing the contract were: for NBC, John H. MacDonald, vice president in charge of finance; for ABC, Joseph A. McDonald, vice president, secretary and general attorney; for NABET, John R. McDonnell, president. Among those prominent at the bargaining table were Ernest de la Ossa, NBC director of personnel, and Clarence Westover, NABET's national executive secretary.

PHILLIPS H. LORD production, David Harding, Counterpoint (ABC), has received Magazine Digest Good Radio Award of Month, for April.

Use RCA tubes
for dependability ... long life
... operating economy
in FM transmitters

- For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

RCA TUBES ...
the standard of comparison

TUBE DEPARTMENT
RADIO CORPORATION OF AMERICA
HARRISON, N. J.

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The qualifications of...
WILS LANSING

FCC Proposes to Okay Switch

PROPOSED decision was reported by FCC last Wednesday to grant application of WILS, Lansing, Mich., for switch from 600 w daytime on 1430 kc to 1 kw fulltime on 1320 kc, directioned at night.

The Commission would deny competitive bids of Central Michigan Radio Corp. and Charlotte Broadcasting Co. for new stations at Lansing and Charlotte, Mich., respectively, with same facilities to be given WILS. Comrs. Wayne Coy, Frieda B. Hennek and George E. Sterling did not participate.

FCC disqualified the Charlotte proposal on grounds it would be an inefficient use of the regional Class III-B assignment in that small community. It found the proposal did not meet its engineering standards regarding interference-free coverage. The decision further noted the applicant's failure to substantiate the need for a station by contacting people in the community. Similarly, program plans were held to be unsubstantiated.

The Commission chose WILS upon finding that the Central Michigan Radio Corp.'s proposed outlet would cause nighttime interference to WKIX, Columbia, S. C. On most other points FCC found the two applicants to be equally favored. However, on program proposals it declared "the Commission can place greater reliance on the proposals' of WILS "because they are supported by WILS' record of past performance."

WILS is licensed to Lansing Broadcasting Co. Firm is headed by Wellington A. Pomeroay, president and general manager.

Ownership of other applicants:
Lansing, Mich.—Central Michigan Radio Corp., 1120 kw, 1 kw fulltime, directioned night. Principals: Thomas H. O'Brien, advertising manager of John Henry Co., store supplies firm, president and owner of 1,000 share common; Clayton W. Kuning, loan and credit analyst, Grand Rapids Central Bank, 349 shares, six others share remaining interest.

Charlottesville, Mich.—Charlotte Broad-casting Co., 1320 kc, 1 kw fulltime, directioned night. Partnership: Robert C. Alm, with Wiles-Gray Corp., recording equipment maker; Roy G. Kelley, former regional Walhelo Network and International Advertisers Inc., and who assisted in organizing Associated Broadcasting Corp., fifth national network functioning 1944-45; George S. Norell, Grand Rapids attorney; Roy M. Veenstra, Grand Rapids jeweler who has been associated in broadcast ventures with Norell, Kelley, Elmer Calhoun, retail grocer, Hillsdale, Mich., Elmer A. Pearson, Hillsdale meat market owner.

DRUG, COSMETIC

Advertising Said False

FALSE and misleading advertising of drugs and cosmetics is on the increase, according to Jerome Trichter, assistant health commissioner of New York. Attributing the increase to harder selling and introduction of numerous new items, he said that since the first of the year a dozen cases have involved radio. The Health Department also had its first case involving a misleading television commercial. It intends to acquire a video receiver to supplement its radio monitoring, Mr. Trichter said.

His department will give an opinion to a broadcaster on a script in advance of its airing. The local law, which provides for fines for the advertiser up to $500 or imprisonment up to a year, does not hold the broadcaster or agency liable unless they witheld the name of the advertiser responsible for the misleading commercial or unless they fail to obey a cease and desist order within five days of notice.

WCSI (FM) Open House

WCSI (FM) Columbus, Ind., is planning a pre-showing of its new studio to clients and state and local officials May 25, Graeme Zimmer, radio director of Syndicate Theatres Inc., WCSI owners, announced last week. The studios and offices, now nearing completion in the Crump Theatre Bldg., Columbus, will be opened for public inspection May 26, Mr. Zimmer said.

WFJL (FM) CHICAGO

To Start Service May 22

LEWIS COLLEGE of Science and Technology's WFJL (FM) Chicago takes the air May 22. Station was built at a cost of more than $80,000, all contributed by Chicago-area Catholics. The Rev. Bernard J. Shell, ranking Chicago bishop, is WFJL's president. Other officers will be elected by the board of directors shortly.

Staff members include Jerry Kees, Lewis College public relations director, general manager; Charles F. Sebastian, formerly of WHBP Rock Island, KSJ Sioux City and WLS Chicago, assistant to the manager; Jim Andrews, program director; James J. Krakora Jr., chief engineer; Harold E. Ridgley, continuity editor; Rose Marie McCarry, driver. Director: Joe Dever, news commentator.

WFJL will operate on 93.1 mc (Channel 226) with effective radiated power of 29 kw. The six-bay antenna is 610 feet above ground.

"VOICE" FUNDS

McMahon Supports Increase

SUGGESTIONS to increase the funds for Voice of America operations drew the support of Sen. Brien McMahon (D-Conn.) last week on two different fronts—in an audience with President Truman and an address before the Atomic Energy group in New York City.

Earlier in the week—on Monday and Tuesday—George V. Allen, assistant secretary for public affairs, told a Senate Appropriations sub-committee that Russia's "tremendous" jamming efforts constituted the best argument for expanding Voice broadcasts. Mr. Allen testified on behalf of State Dept. for restoration of the $2 million House cut in the overall information program.

Sen. McMahon told President Truman he is convinced "nothing is more important than telling the people of the world our position..." and added: "If we triple our Voice appropriations, we could well use it.

In New York, before the Teachers In-Service Training Course in Atomic Energy, Sen. McMahon called for a great "sprint" of information and education to the Russian people through Voice broadcasts and other methods.

Secretary Allen asked the Senate subcommittee for the full $36 million for fiscal 1950, based on the need for "additional signal strength." He told the group: "The Russians are jamming us right up to our shore lines. . . . If they didn't care what we said . . . they wouldn't be devoting themselves to this tremendous effort.

Also appearing with Mr. Allen were Charles Thayer, chief of International Broadcasting Division, and Lloyd Lehrbars, director of the Office of International Information.

We're back to selling.
YOUR BEST BET TO SELL IS
WEAV 960
ABC
Plattsburg, N. Y.
Joseph Hershey McIlvira
Mat. Rep.
AND
JOHNSON-GLOVERSVILLE
Adam J. Young, Jr.
Nat. Rep.
WENT 1340
CBS
Remember when a man had to plead and argue to buy more than one shirt? In most consumers' minds today it's a BUYERS MARKET.

Today — selling assumes major importance — so does ADVERTISING.

WEAV—WENT offers air-tested program ready for immediate and profitable sponsorship at costs that carry out the theme of MORE FOR YOUR MONEY.

You owe it to yourself to find out why WEAV—WENT is a good buy for the BUYERS MARKET.
‘IER CROSSROADS’

Kobak Urges Change

EDGAR KOBAK, former president of MBS and now consultant to network, and educators were present at 19th annual dinner held by Institute for Education by Radio at Columbus, Ohio, May 5-8. To: Mr. Kobak; I. Keith Tyler, IER director, and Horlun M. Hatcher, vice president of sponsoring Ohio State U., who was toastmaster of dinner.

BRICKBATS and bouquets made the closing annual dinner of the 19th Institute for Education by Radio in Columbus May 8 a lively affair [BROADCASTING, May 9]. The brickbats came from Edgar Kobak, radio consultant and former MBS president, principal speaker at the dinner. Bouquets for the IER program and concept were voiced by Frieda B. Hennock, FCC Commissioner.

Mr. Kobak opened by saying that instead of the assigned topic, “Education at the Crossroads,” his remarks would concern, “The IER at the Crossroads.”

“I think the IER needs to take stock and change over to more adequately meeting the problems and challenges of the present time,” he said. “I feel the Institute is slipping. It’s in a rut, losing the support of the networks and the interest of the press. It lacks authoritativeness. . . .

“The IER needs to raise its sights, increase its stature, raise the quality and promotion of its program,” he continued. Maybe it should study the advisability of moving. Certainly it should work to close the gap between certain groups here represented.”

Mr. Kobak said that in his opinion “a new plan is needed for the IER.” “It might be well,” he said, “to consider merging the Institute with similar programs at some other universities.”

In closing, he offered his time and services to help organize and promote a new institute for radio and television which he said should “look more closely into how to do things, and investigate methods and means for getting people to do them.”

Never in its history had the IER been subjected to a heavier barrage of criticism from a leading speaker at one of its general meetings. It was evident, however, that Mr. Kobak spoke the sentiments of many who heard him.

In contrast, Mr. Hennock advised the group: “Don’t change, stick to education, be educators.” From her first acquaintance with the Institute, Miss Hennock said that in her opinion “no program or project being pursued on any college or university campus in the nation is more important than this one here.” “If I could have my way in Washington,” she said, “I would like to require every applicant for an FCC license to broadcast to attend four days of Institute meetings and in that way get the feel of some of the problems of the industry and the manner in which you are discussing and coping with them.”

Speaking directly to the educators, Miss Hennock said: “I consider TV your blackboard. Pick up the chalk and write upon it. I am going to try to keep that blackboard available for you as many hours of the day and in as many places as possible!”

Her bouquet for the Institute followed one delivered earlier in the sessions by Wayne Coy, FCC Chairman [BROADCASTING, May 9], who described IER as “the world’s foremost forum for the study of broadcasting as an educational and cultural medium.”

Dr. I. Keith Tyler, IER director, at the closing dinner, thanked representatives of commercial and educational radio for their attendance and interest, announcing that each one would be solicited for suggestions as to how to make the 1960 IER better.

This year’s institute featured four general sessions around which were scheduled 28 clinics, work-study, and special interest group meetings covering four days (May 5-8).

Speaking for AM radio during a panel discussion at the first general session May 5, John F. Patt, general manager of WGAR Cleveland, viewed television as “an expanded opportunity for radio, one complementing the other.” He said “there is no ready answer to all this tremendous excitement over TV. In the last analysis the public will decide.”

He hit as “ridiculous” the forecast that within three years radio will be finished. “TV is going to keep us on our toes to produce better programs—wider publicized for special occasions. It is well to bear in mind that with 2,000 AM stations, ours is the only medium through which the President can speak simultaneously to all the people.”

Mr. Patt said he anticipated that radio advertising revenue will “level off and might decline.” However, radio has certain unique advantages over TV, he said, and “it is up to radio to exploit these advantages.”

The second general IER session Friday night was devoted entirely to television, the topic being: “What Will TV Do to American Life?” Presiding was James Law-
OFF-RECORD session at Institute for Education by Radio centers about first woman FCC member, Comr. Freda B. Moore, light in three-hour session included (front row, l to r): Natalie Flotow, Girl Scouts of America; Blanche C. Young, Indianapolis public schools; Kay Sauls, Rochester; Caroline Burke, NBC-TV; Mrs. Horace J. Cochran, San Francisco Radio Council; Adelle Tunnick and Cecil Suffer, WNYE New York. Middle row: Henriette K. Harrison, YMCA-YWCA; Harriet Mester, AMA; Kathleen N. Lardie, WDT Detroit; Mrs. I. Keith Tyler, Ohio School of the Air; Comr. Hennoch; Judith Waller, NBC; Gertrude Broderick, U. S. Office of Education; Mrs. Clyde R. Butler, Cleveland Radio Council; Dorothy Kemble, MBS. Back row: Elsie Wolton, Community Chest; Ruth Trebler, ABC; Morico Kupper, WSUI Iowa City; Elsie Dick, MBS; Clara Logan, Los Angeles Radio Council; Mrs. Donald Burge and Mrs. Charles G. Weeks, Cleveland Radio Council; Mary Colleen McManus, Ohio State U.


In his opening remarks, Mr. Fly stated that television may well come to be the most powerful of all forces in terms of its effects upon public opinion, our social, political and economic philosophy, public enlightenment, entertainment and the nation's cultural pattern as a whole.

"We are in television's 'boom era,'" Mr. Fly opined. "There are economic headaches and some failures ahead, but this is no Mississippi bubble and television will continue on the march gaining strength. However, I do not predict that radio is a dying industry. Radio will continue to support television and to live by its side."

Martin Gosh, president of Independent TV Producers Assn., declared that until TV can get out of the red ink, education and culture may not benefit much from the new medium. "The TV public is demonstrating its preference for warm, friendly, familiar things."

Until the cost factor is considerably reduced, TV will certainly consist almost entirely of these shows of mass appeal. All of it is my firm belief that the experience and knowledge of the educator added to the inherent values of TV—plus showmanship—can sell learning. At the same meeting, Dallas W. Smythe, U. of Illinois Institute of Communications Research and formerly with the FCC, said that only scattered data is available on the long range effects of TV. "It is significant for the future of TV, however, that by a wide margin ‘listening to the radio’ is the most popular form of American recreation."

At a work-study session on religious broadcasts, Pearl Rosser, Chicago, International Council of Religious Education, expressed the belief that “proper utilization of radio and TV may help to bridge the gap between religion and education. Al Zink, WGY Schenectady, described a video religious series broadcast by his station. James Lawrence, KSD St. Louis, related some of his experiences in television newscasting.

At a clinic for schools and colleges using commercial stations, Clarence C. Moore, KOA Denver, said that stations had a right to expect salesmanship from colleges using their facilities. On the same panel were: Donley F. Fedderson, Northwestern U., James M. Morris, KOAC, Oregon State Agriculture College outlet, and Easter Straker, WIMA Lima.

Advances scored by the Voice of America were described by David Penn of the State Dept.'s International Broadcasting Division, a general session on the topic, "What Can Radio Contribute To World Peace?" He outlined the purpose and organization of these foreign language broadcasts and said:

"The credence placed in the Voice of America by the peoples of Eastern Europe is an important trust. It has given us a responsibility which we must remain ever alert."

Pierre Gresnes, head of the French Broadcasting System in the U.S., said that radio must assume the principal lead in destroying spiritual barriers between nations." GEORGE VASCOV, UNESCO Paris, also spoke. Former Rankin, executive assistant to NAB's president, presided.

Clifford J. Durr, former FCC Commissioner, presided at the third general session on "How Educators Can Use Radio Effectively." This session was built around a report by Erik Barnouw of Columbia U., on radio's campaign against VD, which he helped write, direct and produce.

Praises Saudark

In introducing the panel members, Mr. Durr praised the "pioneering and courage" of Robert Saudark, ABC's vice president in charge of public affairs, saying that he had helped get the campaign over an important hurdle. Morris S. Novel, New York radio consultant, cited gains that had been made in New York's intensive 30-day campaign against VD and stated: "The same thing can be done with other problems including cancer, juvenile delinquency, housing and maybe even Taft-Hartley."

At a special interest group meeting dealing with video production, Clark Jones, WNB (TV) New York, warned against "over-production" in TV programming. He advised that every camera move be plotted beforehand.

Youth discussion on radio and TV brought a report from Edward Stasheff, WPIX (TV) New York, on how his station telects "Junior Town Meeting." Two difficulties he cited: Synchronizing mike and camera on the right speaker; keeping stations from "acting like Henry Aldrich and Ceriliss Areher."

At the same panel, Robert B. MacDoughal, WATF and WATV (TV) Newark, N. J., advocated that youth discussions on radio be commercially sponsored to secure the "highest in educational values." Howard Donahoe, WILE Cambridge, Ohio, cited "public relations" as the most important factor in the successful operation of an independent station. He spoke in a panel that discussed programming the independent and regional station.

Southern Business

SPECIAL transcribed interview featuring H. R. Bakhage, news commentator, and William L. Clayton, former Under Secretary of State, is being offered stations free of charge by National Planning Assn., Washington. The nonprofit, nonpartisan group represents agriculture, business and labor.

Fifteen minute platter, available the middle of this month, is based on report of NPA Committee of the South and is entitled "New Industries comes to the South." Report describes survey of 88 large companies which located plants in the South. Information on interview may be obtained from NPA, 801 21st St., N. W., Washington.
FM GRANTS
15 Authorizations Issued

CONSTRUCTION PERMITS for seven new commercial Class B FM stations and one Class A outlet were authorized by FCC May 5, two conditional grants received regular permits and four permits were granted modifications of their grants.

Permits were issued for two non-commercial FM stations.

The Class A commercial grant went to Seymour N. Siegel, director of radio communications for WNYC and WNYC-FM New York, for a station at Jersey City on Channel 276 (106.7 mc) with 700 watts power and antenna height of 290 feet. FCC ruled that Mr. Siegel must sever his connection with WNYC-FM East before construction cost of his new station: $15,000.

Granted construction permits for Class B outlets:
- Douglas, Ga.—WDMG Inc., Channel 238 (95.7 mc), ERP 4.8 kw, antenna 265 ft.; estimated cost $16,686 exclusive of land and buildings. WDMG Inc. is licensee of WDMG Douglas.
- Mattoon, Ill.—Mattoon Broadcasting Co., Channel 243 (96.9 mc), ERP 2.5 kw, antenna 190 ft.; estimated cost $16,150 exclusive of land and buildings. AM affiliate WLBJ Mattoon.
- Hattiesburg, Miss.—Forrest Broadcasting Co., Channel 250 (171.0 mc), ERP 2 kw, antenna height 310 ft.; estimated cost $2,470, which includes only the cost of transmitter and frequency modulation monitor. Forrest is licensee of WFOR Hattiesburg.
- Minneapolis, Minn.—Radio Station KBWB, Channel 226 (92.1 mc), ERP 2 kw, antenna height 310 ft.; estimated cost $550, which includes only the cost of transmitter and frequency modulation monitor. KBWB is licensee of KWWB Hutchinson. (Previously held conditional grant.)
- Toledo, Ohio—Unity Corp., Channel 256 (96.7 mc), ERP 2 kw, antenna height 150 ft.; AM affiliate WOTC Toledo. (Previously held conditional grant.)
- Chicago—Gate Broadcasting Co., granted CP for new Class B FM station, Channel 249 (105.9 mc) ERP 9.5 kw, antenna height 330 ft.; estimated cost $23,830 excluding land and buildings. Aria of Class A presently authorized.

Modifications of CP

Following were granted modification of CP's in lieu of previous conditions:
- WRKX-FM Birmingham, Ala.—Change antenna from 185 ft. to 100 ft.
- WCOP-FM Montgomery, Ala.—Change power from 15.5 kw to 31 kw; antenna from 300 ft. to 230 ft.
- KFPL-FM Denver, Colo.—Change power from 8.5 kw to 21 kw; antenna from 181 ft. to 218 ft.
- WKNF-FM Reno, Nev.—Change power from 10 kw to 18 kw; antenna from 2,730 ft. to 2,800 ft.

Construction permits to replace expired CP's were granted to KDVT-FM Denton, Texas; WAND-FM Canton, Ohio; WMBO-FM Auburn, N. Y., expiration date to be Aug. 4. CP's for two non-commercial educational stations:
- Osages, Calif.—Oceanside-Carlsbad Union High School District, Channel 200 (87.5 mc) 10 kw; estimated cost $4,885 exclusive of land.
- Los Angeles—Long Beach Board of Education, Unified School District, Channel 201 (88.1 mc) 10 kw; estimated cost $7,120 exclusive of land and buildings.

FCC RULES

Amended to Expedite Trials

AMENDMENTS to its Rules of Practice, designed primarily to expedite trial of cases, were announced Wednesday by Federal Trade Commission. Principal effects will be to limit the volume of interlocutory appeals to the Commission from rulings by the trial examiner, and to require most motions to be addressed initially to him.

Amended rules seek to reduce to a minimum delays occasioned by appeals to the Commission while a proceeding is pending before a trial examiner. To avoid such delays, FTC said, appeals from rulings generally will be reserved for the Commission's consideration when a case is presented on its merits at the close of hearings. Provision is made for interlocutory appeals if it is shown "that the prompt decision of such appeal is necessary to prevent unusual delay and expense," FTC said.

WPAT, N. J., broadcast luncheon of judges which selected winners of essay contest on interior decorating conducted by station for sponsor Henders Inc.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Duchess

CABARET

On records: Patti Page—"Mer. 5290; Rosemary Clooney—"Col. 38501; Eva Young—"Vic. 20-3412; Ov. Ray & Me Trio—"Com. 7550; Al Grant—"King 15004; Helen Lee—"Bullet 1077.

On Transcriptions: Lawrence Welk—Standard; Nativity Trio—NBC Theatres; Chuck Foster—"Lang-Worth; Mindy Carson—Associated.
Mystery voice, money giveaway telephone quiz, write-in, and mystery tune are all rolled into one on WIRE Indianapolis' new "Who's Talking?" program. Each day's m.c. plays mystery voice—"Who's Talking?"—for the audience. Then he calls specially selected phone number (three are called each day). First person called has chance to identify Who's Talking?--for $6. If identity is missed person called receives consolation prize and $6 is added to prize jackpot for next person called.

"Breakfast With Tourists" ORIGINATING at local hotels and featuring story of the week is WMAL Washington's new "Breakfast With Tourists." Honeymooners, small children on their first visit to Washington, octogenarians, any visitors to the Capital who have an interesting story to tell will be heard. Each week Washington correspondents of the tourist's hometown paper will appear on program and recording will be sent to tourist's home town station for rebroadcast. Passengers interested in Washington are awarded to tourists appearing on program.

FULL MASS BROADCAST BROADCAST of an entire mass is being heard every Sunday morning from Catholic Chapel at Fort Ord, Calif. Broadcast is under direction of the Radio Section, Army Public Information Office, and is heard over KDON Monterey, Calif., 9:30-10 a.m. Army officials state that listeners, both Catholics and others of faith, report the manner in which the broadcast is handled gives a clearer understanding and interpretation of the mass.

Luncheon Quiz NEWEST program on WJNR Newark, N. J., is Luncheon at the Sheraton, quiz show broadcast direct from New- ark's Hotel. Program is made up of questions based on front page stories in newspapers published day before broadcast. Questions are selected from audience and asked to answer three questions. Prizes are awarded for each answer, increasing in value as quiz progresses. At end of each show, grand prize is offered to contestant who has answered his questions in shortest possible time.

Program is sponsored by Brookdale beverages, George Spivey, portrait photographer, and Mayflower Industries (for Coolator). Carl Ide is M.C.

"Court" on CBS-TV WCAU-TV Philadelphia's Court is in Session (Broadcasting, Feb. 14), hour-long weekly series of fictional jury trials, telecast from city's Common Pleas Court, is being aired on CBS-TV, Tuesdays, 8-9 p.m. Program is sponsored, in Philadelphia only, by Yellow Cab Co., through Al Paul Left ton Co., that city.

Show Stars 13-Year-Old NEW WNAC Boston program, Talent Quest, Saturdays, 9:45-10 a.m., stars 13-year-old Emelie Marie of Medford, Mass., as "songstress of ceremonies." The series, sponsored by Gentle's Bakery Co., made its debut April 30. The show's producers are looking for teen-agers with musical talent. Each week listeners will select the top performer. The best entertainer at the end of six weeks will be awarded a full-year scholarship to the Phil Saltman School, Boston.

Series on Family MORE than 1,000 stations in the U. S. and Canada launched a Saturday series, Home Sweet Home, April 30 as part of the observance of National Family Week, May 2-7. Series, to run for six weeks deals with problems of living together in the family as preparation for living together in the world. Programs are prepared under auspices of The Upper Room, devotional guide, and are written and produced by Carlton E. Morse, producer of One Man's Family.

Home Buyers' Aid HOMEBUILDERS Assn. of Allegheny County (Pa.) is sponsoring new series of weekly programs, Your Home, at 12:45 p.m. each Sunday over WCAE Pittsburgh. Program is designed to help individuals in purchasing homes.

'Uncle Eddie Club' CHILDREN's program featuring letters, birthday greetings, special instructions about conduct and "thoughts for the day" has been started by WPJP (FM) Providence, R. I. Titled Uncle Eddie Club, only requirement for membership is penny postcard with name, address and age. Program also features personalized, recorded greeting to youngsters.

Popular Music of Past NEW entertainment program on WPEI Philadelphia is live broadcast of piano music of popular melodies of the past. Wedgewood Nowell plays the piano and identifies the music. Background stories to each of these are narrated by Mr. Nowell. Show is aired Saturdays, 7:30-8 p.m.

'Domestic Relations Clinic' E. R. HOOD, known as the "Domestic Relations Counselor," is now airing program, "The Domestic Relations Clinic," on KFWB Los Angeles. Latest feature of program is one in which a person with a marriage problem comes to studio and airs his or her difficulty. Counselor then offers suggestions. Listeners are invited to help write suggestions to persons interviewed.

'Police Beat' DESIGNED to describe work of Dayton, Ohio's, police force to inform listeners how to avoid becoming victims of various crimes and racket, and to deter crime is WON Dayton's new program Police Beat. Show offers ten-minute local crime news summary Mon.-Sat. at 12:35 p.m. Sgt. Richard G. Grunbush, former Dayton newspaperman, writes and narrates each script.


'Spinning Images' TELEVISION disc jockey show Spinning Images, featuring use of illuminated drawing board which permits artist to work freely and yet remain invisible to cameras and TV audience, is being telecast by WDKA-TV Nashville, Tenn. All that is visible to audience is a moving point which leaves a visible line. Cartoons thus created provide "video," while record is being played. Artist cartoons his impressions of record. Jay Scott originated program and drawing board idea.

Parenthood Series HUMAN interest stories and information for parents and prospective parents are featured on new WHAT Philadelphia series, Planned Parenthood on the Air. Program, launched April 29, is heard Fridays at 10:30 a.m. It is sponsored by the Planned Parenthood Assn. of Philadelphia.
May 5 Decisions...

BY COMMISSION EN BANC

FM Authorizations

Authorizations were granted by FCC for new stations: WGBH, Boston; WPLP, Pontiac; WFTX, Miami; WJZI, New York; and WJAQ, Providence, RI. Also, extension for completion of construction for WMFR, Jacksonville; WBBN, Chicago; WABC, New York; and WREC, Memphis.

Auction Change

Commission announced proposal to make revised bidding and auction allocation plan to delete Channels 22 and 23. Also, limited the new Channel B FCC stations that can be granted to two stations per group. Also, extension for completion of construction for stations in the Philadelphia, PA; New York, NY; and Washington, DC, market.

Extension Granted

WMBB - TV, Jacksonville, Fl. - Granted voluntary extension for completion of construction for station WMBB - TV, Jacksonville, Fl. Also, extension for completion of construction for station WMBB - TV, Jacksonville, Fl.

WJCB, Tampa, Fla. - Granted voluntary extension for completion of construction for station WJCB, Tampa, Fla.

WTVK, Knoxville, Tenn. - Granted voluntary extension for completion of construction for station WTVK, Knoxville, Tenn.

WJAT, Chattanooga, Tenn. - Granted voluntary extension for completion of construction for station WJAT, Chattanooga, Tenn.

WJYX, Greenville, S.C. - Granted voluntary extension for completion of construction for station WJYX, Greenville, S.C.

WJTV, Jacksonville, Fl. - Granted voluntary extension for completion of construction for station WJTV, Jacksonville, Fl.

WJAF, Augusta, Ga. - Granted voluntary extension for completion of construction for station WJAF, Augusta, Ga.

WJIT, Richmond, Va. - Granted voluntary extension for completion of construction for station WJIT, Richmond, Va.

WJIE, Bakersfield, Calif. - Granted voluntary extension for completion of construction for station WJIE, Bakersfield, Calif.

WJNC, Nashville, Tenn. - Granted voluntary extension for completion of construction for station WJNC, Nashville, Tenn.

WJZT, Tampa, Fla. - Granted voluntary extension for completion of construction for station WJZT, Tampa, Fla.

WJSS, Chattanooga, Tenn. - Granted voluntary extension for completion of construction for station WJSS, Chattanooga, Tenn.

WJUL, Milwaukee, Wis. - Granted voluntary extension for completion of construction for station WJUL, Milwaukee, Wis.

WJCA, Columbus, Ind. - Granted voluntary extension for completion of construction for station WJCA, Columbus, Ind.

WJKE, Kansas City, Mo. - Granted voluntary extension for completion of construction for station WJKE, Kansas City, Mo.

WJBA, Asheville, N.C. - Granted voluntary extension for completion of construction for station WJBA, Asheville, N.C.

WJCH, Charlotte, N.C. - Granted voluntary extension for completion of construction for station WJCH, Charlotte, N.C.

WJCV, Columbus, Ohio - Granted voluntary extension for completion of construction for station WJCV, Columbus, Ohio.

WJBA, Asheville, N.C. - Granted voluntary extension for completion of construction for station WJBA, Asheville, N.C.

WJKE, Jacksonville, Fl. - Granted voluntary extension for completion of construction for station WJKE, Jacksonville, Fl.

WJBA, Asheville, N.C. - Granted voluntary extension for completion of construction for station WJBA, Asheville, N.C.

WJKE, Kansas City, Mo. - Granted voluntary extension for completion of construction for station WJKE, Kansas City, Mo.

WJBA, Asheville, N.C. - Granted voluntary extension for completion of construction for station WJBA, Asheville, N.C.

WJKE, Jacksonville, Fl. - Granted voluntary extension for completion of construction for station WJKE, Jacksonville, Fl.

WJBA, Asheville, N.C. - Granted voluntary extension for completion of construction for station WJBA, Asheville, N.C.

WJKE, Kansas City, Mo. - Granted voluntary extension for completion of construction for station WJKE, Kansas City, Mo.

WJBA, Asheville, N.C. - Granted voluntary extension for completion of construction for station WJBA, Asheville, N.C.
new stations on 880 kc 250 w D at Hermosa Beach and Riverside, respectively, and of South Boston. The re-
question new Station on 860 kc 1 kw D at Hermosa Beach and complete proceeding
with applications of Leland Holmes to be at 1080 kc at Los Angeles, Riverside and Hermosa Beach
concerning owned stations. The Commission is also
ordered that if, as result of consolidated proceeding
there is no issue pending in the hearing regarding
daytime skywave transmisions and that said application thereto announced Aug. 9, 1946 and May 4, 1947, the
interest would be best served by grant of one or more
related applications than those of William and Lee A. Odeyssey
and Ernie Simley West who such applications
shall be returned to the pending D until after
conclusion of said hearings regarding clear channels
and daytime skywave transmission.

Petition Granted

WA5Z Huntington, Ind.—Granted WA5Z petition that application to change facilities on
W5-AM 75 kc 2 kw d 1 kw un. to 5 kw un. during
Sept. 19, 1948
TENDERED FOR FILING

WG8S Miami-CP new AM station to change from 710 kc 1 kw d 1 kw un. to 10 kw D 15 kw un.
May 11-1500

WNAE Norristown, Pa.—Mod. license to change facilities on 1110 kc 500 w D and 1100
kw D at 1270 kc 500 w D 1 kw un.

Assignment of License

KRAI Craig, Col.—Assignment of license to EVERETT LEWIS
et al. for Northwestern Colorado
radio station.

APPLICATION DISMISSED

AM-620

Demetson-John and Ward Beets,
Manhasset, N. Y.—Denied application to purchase WROL Knowgley by
Demetson-John and Ward Beets, N. Y., and Royce F. Ward d/b as
Demetson-John and Ward Beets.

AM-11500

Texas Trade School, Dallas, Texas.—DENIED May 2, CP new AM station 1110 kc 1 kw D.

FM DELETION

FM-105.1 kc

KMCQ Earl C. Rankamer, Houston, Texas.—DELETED April 28, CP new FM station.

May 6 Applications .

APPLICATIONS ACCEPTED FOR FILING

Modification of CP

WEB5 Oak Park, Ill.—Mod. CP new AM station for extension of completion date.

Acquiesce for CP for increase in power etc.

Transfer of Stock

WHTY Hartford, Conn.—Transfer Nov. 1, 1947, of voting and dividends rights in 2730 kc
voting stock from Frank E. Gannett to Frank E. Gannett
Newspaper Foundation Inc.

WDAN Danville, Ill.—Same.

WABY Abilene, Texas.—Same.

WENY Elmira, N. Y.—Same.

WHEC Rochester, N. Y.—Same.

Modification of CP

KDFC San Francisco, Calif.—Mod. CP new FM station for extension of completion date.

Assuming all license for CP increase in power etc.

WTHF-WF 1190 kc Wilmington, Del.—Same.

WAPA-WF Chicago, Ill.—Same.

KCMC-FM Shreve City, Iowa.—Same.

KMBC-FM Kansas City, Mo.—Same.

WCMT-FM Randolph, N. C.—Same.

WBBT-FM Butler, Pa.—Same.

WIFL-FM Philadelphia, Pa.—Same.

WHBG-FM Bethlehem, Pa.—Same.

WSFA-FM Spartanburg, S. C.—Same.

WLAB-FM Atchison, Kan.—Same.

WBRH-FM Knoxville, Tenn.—Same.

WZTV-FM Cleveland, Ohio.—Same.

WKBW-FM Youngstown, Ohio.—Mod. CP new FM station to change ERP
18.7 kw. antenna to 516.5 ft. above
average terrain.

KBLD-FM Dallas—CP to change ERP
33 kw. antenna to 479 ft. above
average terrain.

Transfer of Stock

WHTF-AM Fond du Lac, Conn.—Transfer
Nov. 1, 1947, voting and dividends rights in 1910 kc
voting stock from Frank E. Gannett to Frank E. Gannett
Newspaper Foundation Inc.

WENY-FM Elmira, N. Y.—Same.

WEHC-FM Rochester, N. Y.—Same.

Received for CP

WFWM Atlanta, Ga.—CP to retransmit
CP for new FM station.

WMBM Melbourne, Fla.—CP new AM
station to change from 1050 kc 250 w D to 1270 kc 250 w D 1 kw un. of Stock

KWW-AM-FM St. Louis, Mo.—Transfer
of stock owned by Robert M. Convoy to Robert T. Convoy as trustee
under a vestire.

License Renewal

KDLR Devil's Lake, N. D.—License renewal.

APPLICATIONS ACCEPTED FOR FILING

CHARACTER VARIATIONS

IC-622

WEBS WEBS AM Broadcasting

FM BROADCASTING

18.7 kw

IC-221

WMMB Chicago, Ill.—Mod. CP new FM station to change place of license from
8.2 kw to 8.9 kw.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Mount Vernon Bestg. Co., Mt. Vernon, Ohio.—Granted petition to extend term
within which to file exceptions to petition for change of place of
standing, extended decision, extended time to
May 31.

WEBS Burlington, N. C.—Granted
petition for leave to amend application so as to show current financial status of
applicant and stockholders; accepted amendment.

KAFY Bakersfield, Calif.—Granted
petition for leave to amend application
so as to specify DA-DAN in lieu of
DA-D. from preceding re application
Patrick McCall, Bishop, Calif. and retained KAFY in hearing
status and continued hearing indefinitely.

Lakewood Bestg. Co., Dallas, Texas.—Petition
for leave to amend application for WTEC—1190 kc. D, accepted amendment
from proceeding.

WGES Chicago, Ill.— Granted petition
inso far as it requests leave to amend
application so as to revise direc- tion of array, and for continuance of
hearing; accepted amendment and con-
tinued hearing in Dockets 9180 and 9187
(Steel City Bestg. Co. Garv, Ind.) indefinitely pending on request of
WGES to reconsider and grant application
without hearing.

Petition Granted

KWWN-AM-FM Fort Smith, Ark.—
Granted petition Insofar as it requests
Commission to reconsider and set aside
action of May 13, 1948 designating
applications for AM license and
extensions of completion date for CP
station for hearing; removed amended
hearing docket and extended FM comple-
tion date to Oct.

Petition Granted

Valley Bestg. Corp., Holyoke, Mass.—
Denied petition to reconsider and
set aside action of May 13, 1948 denoting
application for CP new FM station
from WBSX-1110 kc 500 w D. Further
ordered on Commission's motion, that
Oct. 27, 1948 be amended to delete
issues 1 and 3 and remove
application from North Carolina Bestg. Corp. Inc., as amended, and the
Monocacy Bestg Co. Inc., as amended.

AM-680 kc

WBDC Escanaba, Mich.—On petition
removed from hearing and granted
application to change frequency
1490 kc 1 kw d and revised power
from 250 kw un. to 1 kw un. DA to
allow of propagation of program.

Petition Granted

WKRM Center Township, Tenn. and WNAH
Nashville, Tenn.—Granted petition of
WKRM to dismiss consolidated
Commission action Sept. 1, 1948 which
grant applications to WKRM and
WNAH Bestg. Corp., for new station at Nash-
ville, Tenn. with 1950 kc and
operated synchronously with
WBSX-1110 kc 1 kw D designated said application for
hearing
in
proceeding; also accepted late hearing.

Amendment of

WPOQ Portland, Me.—Denied petition
for leave to amend application.

WIIP-FM Edwardsville, Ill.—Petition
grant without hearing application to
replace exercising certificate 692 kc, 250 w un. to 10 kw D 5 kw un. etc., amended
application for Royce O. Gannett
Oliver Bestg. Corp. and Lowell
Sun Publishing Co. Inc., operator,
held petition to the extent of
hearing issue No. 7 and reference to
Lowell Sun Pub. Co. petition to
other issues (Lowell Sun application was
discontinued 60 days prior to
judgment on Nov. 26, 1948).

Request Denied

KIND Independence, Kan.—Denied
petition for waiver of rules to permit
KIND to operate under special tem-
porary authority after local sunset
to broadcast Sunday night religious
services.

AM-1280 kc

KIT Yakima, Wash.—On petition,
renewed from hearing and granted
application to increase daytime power
of 1 kw D to 10 kw D 5 kw D, instant
trans. subject to condition that appli-
cant agrees to file all accurate com-
plaints of blanket interference.

modification of CP

WKXK-FM Birmingham, Ala.—Mod.
CP new FM station to change place of license from
465 kc to 810 kc.

Greenwich Bestg. Corp., Greenwich,
Conn.—Granted petition to withdraw
petition to change place of hearing
on application from Greenwich to Wash-
ington, D. C. dismissed petition to
change place of hearing.

WWJ Detroit, Mich.—Granted petition
for continuance of hearing on appli-
cation of WWJ-AM-1170 kc. Ohio, mod.
of license from May 16 to May 31, at
Washington, D. C.

WBRE Wilkes-Barre, Pa.—Granted
petition to dismiss application for CPs
to construct satellite station at Scran-
ton, Pa. to operate synchronously with
WBRE on WBRE's frequency 1030 kc.

WCBI Columbus, Miss.—On Commis-
sion's own motion, continued hearing
indefinitely.

May 6 Applications .

APPLICATIONS ACCEPTED FOR FILING

AM-1150 kc

ARK-Valley Bestg. Co., Inc. Garden City,
Kansas—CP new AM station 1010 kc
1 kw D AMENDEO Stockholders.

AM-750 kc

WGRK Louisville, Ky.—CP new AM
station to change frequency, increase
power etc. AMENDED to request DA-
Stockholders.

License for CP

KXOV Alexandria, La.—License for
CP new AM station to increase power
etc.

(Continued on page 60)
FCC Actions

(Continued from page 68)

Applications Cont.: 1

AM—1490 kc

Cleveland Bost, Co., Cleveland, Mass.—CNP new AM station 1490 kc wun. to 296 kc to 1700 kc w-n W-D.

KEK Odessa, Tex.—CNP new AM station to change from 990 kc D to 296 kc to 1700 kc w-n w-D.

APPLICATION RETURNED

Modification of CP

WABP-FM Chicago.—Mod. CP for new station for extension of completion date.

TENDERED FOR FILING

AM—1460 kc

WJKO Altanta, Ga.—CP to reinstate expired CP as modified for new AM station 1460 kc w-n.

KEE Odessa, Tex.—CNP new AM station to change from 990 kc D to 296 kc to 1700 kc w-n W-D.

APPLICATION RETURNED

Modification of CP

KYNE Oxnard, Calif.—RETURNED Mod. CP for new AM station for extension of completion date.

License for CP

WPBP Madison, Wis.—DISMISSED License for CP new AM station.

May 10 Decisions

DOCKET CASE ACTIONS

Commission announced final decision granting application of WHP Inc., to change operating facilities of WHP Harrisburg, Pa., from 1460 kc 9-kw D to 296 kc to 500 kw w-n w-D.

Transfer of Controlling Interest

Commission issued report and order granting application of Arde Bulova and Elson Bulova, to change controlling interests of WOD, Inc., to control of Wadom Corp. (WOW), New York, to Victory Bost, Co., at same time Commission removed from hearing docket and granted application of Greater New York Corp., to reissue license of WVOM New York, for period ending May 1, 1951; also application of Wadom Corp., for return of license of WOD, Inc., for period ending Nov. 1, 1951. It denied petitions by International Catholic Truth Society and Marianna C. Dobczynski to intervene in above proceedings. Comrs. Coy and Jones, in discussion of above matter, hearing, Sterling did not participate.

May 11 Decisions

DOCKET CASE ACTION

AM—1320 kc

Commission announced proposed decision looking toward grant of application of Lansing Broadcasting, Co., to change operating facilities of WMJ, Lansing, Mich., from 1420 kc 500 D to 1320 kc 1 kw to 296 kc to 1000 kc 1 kw to 1700 kc to 500 kc w-n W-D.

BY THE SECRETARY

W SPR-P FM Springfield, Mass.

COMMUNICATIONS STUDY

Stanton, Lazarfzard Edit

RESEARCH. EDITORIAL


The book varies from the two previous volumes published before the war in that it contains material done in research in the communications field outside of the U.S.

In great detail is described a scheme is a chapter on domestic broadcasting in the Soviet Union, believed to be the most comprehensive study ever published on the subject. Other chapters of interest to radio are:

A study of the Morning Radio Audience, by Mr. Lazarfzard and Helen Dinerman, an associate at Columbia, on a survey conducted for NBC in 1944.

An Analysis of Radio Programming, by Kenneth Baker, re-aired director of research of CBS, on the cataloging of program types done by Dr. Baker in 1946.

Following were granted mod. CP’s for extension of completion dates as shown: WJSL-FM-Cincinnati, Ohio, for WJSL-FM to change from 97-5 to 97-9, from 11-29-49; WFTM-FM Mobile, Ala., for WFTM-FM to change from 97-7 to 97-10, from 11-29-49; WJFL Chicago to change from 97-9.5 to 97-10, from 11-29-49; WJLW-FM Youngstown, Ohio, for WJLW-FM to change from 121 to 120.9 FM to 120.9 FM; WILD-FM Niagara Falls, N. Y., to 12-31-49.

By WQH Chicago — Grant license for new station to change frequency, equipment and antenna.

By WJH Chattanooga, Tenn.—Grant CP for reinstatement of CP for new ST link station.

By WARS Alanta, Ga.—Grant license for reinstatement of CP for new ST link station.

By WJLL-FM Decatur, Ga.—Grant request for vacate CG for new FM station.

By WNAB-WNAB Inc. Bridgeport, Conn., for new FM station to change from 96.9 to 97.3, from 11-29-49.

By WBNH Nashua, N. H.—Grant license for new FM station to change from Chan. 9 1166-1168 mc to 1167-1167 mc, from 11-29-49.

By WGNJ Chicago, Ill.—Grant license for new FM station to change Chan. 9 1166-1168 mc to 1167-1167 mc, from 11-29-49.

By WCKB Iron Mountain, Mich.—Grant license for new FM station to change from 1270 kc 5 kw and 1210 kc 4 kw.

APPLICATIONS DISMISSED

Donnay Bost, Co.—San Diego, Calif.—DISMISSED May 4 CP new AM station 1320 kc w-n w-D.

By FRRILL Galveston, Tex.—Granted mod. CP for extension of completion date to 6-3-49 on condition that construction of new station be started within three months from date provided by that order.

May 11 Applications

ACCEPTED FOR FILING

AM—1460 kc

WMMB Melbourne, Fla.—CP new AM station 1460 kc w-n w-D granted to request change in corporate officers.

AM—1270 kc

WPPJ Washington, Washington.—License for CP new AM station.

AM—1233 kc

WDBK New York, New York.—License for CP new AM station.

AM—1250 kc

WGNW—FM Eau Claire, Utah.—License for CP new AM station.

Rural Bost, Co., New York, New York.—CP new AM station 1250 kc w-n w-D granted to request change of station frequency to 1250 kc 250 w un.

AM—1250 kc

WVO New York, New York.—License for CP new AM station.

AM—1250 kc

WRLW—FM St. Louis, Mo.—License for CP new AM station.

WDBK Chicago.—Mod. CP for new AM station.

WJTG—FM Westerly, R. I.—License for CP new AM station.

WBT—FM Cleveland, Ohio.—License for CP new AM station.

WMPB—FM Los Angeles, Calif.—license for CP new AM station.

WRU—FM New York, New York.—License for CP new AM station.

WJTN—FM Pittsburgh, Pa.—License for CP new AM station.

WJLG Washington, D. C.—License for CP new AM station.

License Renewal

WJKO—FM Jackson, Miss.—License for CP new AM station.

WDBK Chicago.—License for CP new AM station.

WVLW—FM St. Louis, Mo.—License for CP new AM station.

WJLL-FM Decatur, Ga.—License for CP new AM station.

 discerned.
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836-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

May 16, 1949 * Page 67
Help Wanted

Managerial

"Recently we placed a classified advertisement with you seeking a new manager for our radio station. The replies we received were inadequate here. We would prefer to receive practical solutions. We are therefore writing to you.

We need a program director, a young man with considerable experience, to direct a new station in New England. Please send your letter to Box 118B, BROADCASTING.

The position involves the planning and coordination of a wide variety of program activities, including the management of all aspects of the station's programming. The ideal candidate should have a strong background in broadcasting, with a proven track record of success in similar positions.

We would appreciate hearing from any qualified applicants who are interested in this opportunity.

Pay Scale: $25,000 - $35,000

Sales manager for Pennsylvania one-club full service C.B. affiliate. 100,000 pop. Box 40B, BROADCASTING.

Salesman—Excellent opportunity for live-wire, energetic salesman who can promote himself and recommend commercial manager of live-wire network affiliate in leading Southern city. Guarantees plus commission. Box 618B, BROADCASTING.

Wanted—Top salesman, excellent station in midwest market at 250,000. Able to handle full duties of commercial manager. Good salary and benefits. Box 70B, BROADCASTING.

Unlimited compensation available two full-time radio positions one of Louisville, Kentucky's leading stations. Work at night, with free time during the day. Must have good business connections. Box 110B, BROADCASTING.

One combination man at a chance to continue college education at State College, W.S.B. Starkville, Miss.

Technical

I would like to pass along a comment to your Classified Department. In several of your recent classifieds, it seems to me that most of the applications are for people who are not qualified. I have been working for the company for several weeks now, and we placed an ad for an opening in a similar position. We received a lot of letters, most of them from people who are clearly not qualified. I believe that we should be more selective in the types of people we accept into our company.

K.S.U., Susanneville, California.

Combination engineer-announcer, one of the Midwest's most successful, high-class operation. Good combination. Must be able to present a good television image. Box 922B, BROADCASTING. Announcer to work vacation relief My Wright, KJZC, Wausau, Wisconsin. K.S.U., Yreka, California.

Combination engineer-announcer, one of the Midwest's most successful, high-class operation. Good combination. Must be able to present a good television image. Box 922B, BROADCASTING.
Assistance—Disc jockey, versatile, fair hair for advertising. New experience. Box 869, BROADCASTING.

Announcer, 21, disc jockey, newscaster, commercial men. Experience. Box 869, BROADCASTING.


Announcer—Currently employed. Desires position with large progressive network stations. Baltimore. Box 468, BROADCASTING.

Announcer, cultured voice, experience, educated, can write. Box 308, BROADCASTING.

Top announcer. Will do anything for experience. Thoroughly trained all types announcing, commercials, and interviews. Box 467, BROADCASTING.

Budding announcer, single. Six years' experience in all phases of radio and television. Box 136, BROADCASTING.

Anno
cer—Hobbies: fishing, hunting, tennis, reading. Willing to work. References. Phone Oak St. 10.


Announcer—Can write. Experienced writer. Presently employed. Box 98, BROADCASTING.

Opportunity—Top announcers wanted. Box 983, BROADCASTING.


announcer, young, versatile, college, NBC trained. Excellent voice. Job in New York, Los Angeles. Box 556, BROADCASTING.

Continuity writer. Radio education plus two years actual radio experience. Willing to travel. Box 949, BROADCASTING.

Program director—Sports announcer, thirty-six, married, college graduate, twelve years' experience. Central live and wire all sports, major leagues and colleges. Establishes reputation, excellent references. Former network experience, public relations work. Box 454, BROADCASTING.

Continuity writer. Willing to travel. Box 862, BROADCASTING.

Senior announcer, young, versatile, college, NBC trained. Excellent voice. Job in New York, Los Angeles. Box 556, BROADCASTING.

Program director—sports announcer, thirty-six, married, college graduate, twelve years' experience. Central live and wire all sports, major leagues and colleges. Establishes reputation, excellent references. Former network experience, public relations work. Box 454, BROADCASTING.

Continuity writer. Willing to travel. Box 862, BROADCASTING.

Program director—Seven years experience. Willing to travel. Excellent references. Willing to be bound by contract. Box 454, BROADCASTING.

Radio and TV writer and producer. Excellent references. Box 466, BROADCASTING.

Program manager—Seven years experience in network programming and production. TV and radio. Speedy reply. Box 1218, BROADCASTING.

Program manager—Seven years experience in network programming and production. TV and radio. Speedy reply. Box 1218, BROADCASTING.

Television

Announcers

TV announcer, sportscaster. Skilled in other TV operations. Presently employed. Box 868, BROADCASTING.

Newscaster—Three years experience in TV and radio, play-by-play. Box 1046, BROADCASTING.

Continuity writer. Willing to travel. Box 983, BROADCASTING.

Announcer—Five years’ experience. Desires opportunity to buy stock and assume responsibility. Box 983, BROADCASTING.

Engineer, first phone. 1¾ years college. CRT broadcast course, nearly two years’ experience, participating with broadcast equipment manufacturer. Desire to locate permanently. Box 98, BROADCASTING.

Production-Programming, others

Television broadcasting production director—Five years’ experience, with latest equipment. Formerly with major radio network. Experienced in all phases of production. Box 98, BROADCASTING.
Situations Wanted
Managerial

WANT THE BEST?
One of radio's best qualified managers. 22 solid years of radio experience from station work, 50,000 watts to 250 watts.
Just read this record:
Announcer: Good enough for network work.
Heads: 1600 Manager.
General Manager: Good proposal.
Sales: Complete charge of this operation. Must have full rein.

For Sale, Equipment, etc.

FOR SALE new unused equipment at 55% below cost:
1. Transist H-50 260 watt self-sustaining two element 4 foot and 5 inch microphone with 1P5 tubes and one accessory tubes (if desired). Price $450.00.
2. BT1A 250 watt FM Transmitter.
3. GE SPDA FM Free/Free Monitor.

Used equipment also available at 15% below cost includes: RCA Parametric Microphones, WE 2410 Line Amplifier, Presto "F" automatic recorder with head and amplifier. Radiations 316 portable recording tunable with head.

For Sale—Tower, self-supporting, 179 feet. Blaw-Knox, used, good condition with lighting equipment. WOWH, Oshkosh, Wisconsin.

GE model BT1A 250 watt FM transmitter with tubes and crystal used but in new condition. Will tune to your frequency and guarantee performance.

Give 1000 watts, we've priced our 1000 watt unit at $1500 and our 250 watt at $500. Frequency 30 to 1600 kc. In excellent working condition. A steal at $400. Blaw-Knox tapered self-supporting tower, grounded, 200 feet. Hi-Lo-Ward Stanley, WEAM, Arlington, Virginia.

Wanted to Buy

Am interested in investing and managing successful station. Am prepared to make a reasonable down payment and pay balance from profits. Would be interested in partnership. Box 793, BROADCASTING.


Wanted—For training purposes: Console, amplifier, 2-way speakers, two tubes, two turntables, recorder, records, carbon microphone, three Western Union keys, several exchanges. N. W. Vocational Institute. 746 Grand Avenue, St. Paul 5, Minnesota.

Miscellaneous

Do you have a small savings you want to invest in a local radio station? We need help and we can offer a good return on your investment. Box 962, BROADCASTING.

Employment Service

Mr. Manager—Trouble filling vacancies? The persons needed are right here. Opening—managers, chiefs, engineers, announcers, salesmen, announcers—technicians. R.R.Radio-TV, Employment Bureau, Box 415, Philadelphia.

Help Wanted
Managerial

Station Manager Wanted Immediately

Newspaper owned radio station in rich central Illinois. Salary and bonus arrangement. An excellent opportunity for an experienced, qualified manager who is community minded, with highest character, including selling and promotional ability. Must be able to take complete charge of this valuable AM station. Preference for a past experience in selling network employer. Familiar with program and directorial problems. Desire affiliation progressive concern. Box 1103, BROADCASTING.

Television Technical

23 years experience radio/television technical operations, comes to office. Nearly 15 years experience in leading network employer. Familiar with program and directorial problems. Desire affiliation progressive concern. Box 1103, BROADCASTING.

Production-Programming, others

RADIO - TV DIRECTOR, midwest 4 - A agency, seeks metropolitan agency, station or network connection. At 34, thoroughly seasoned in all phases, broadcasting and merchandising, at large and small stations and agencies. Crack writer. Heavy on ideas. Write Box 1153, BROADCASTING.

For Sale, Equipment, etc.

FOR SALE 250 watt full time network affiliate in an important Texas market. Excellent equipment and facilities. Gross business is in excess of $6,000 per month. Price for immediate sale is $50,000.00.


Television (Cont'd)

Technical


For Sale

Equipment, etc.

1,404A WE cond. mi. with 1—RA-1095 WE cond. mi. amp. First come first served $250.00. Box 311, BROADCASTING.


Collins 1 kilowatt transmitter, type 26-3C, 3 years old; used only. Hi-Lo, spares $450.00. WHDD, Honolulu.

For Sale—Tower, self-supporting, 179 feet. Blaw-Knox, used, good condition with lighting equipment. WOWH, Oshkosh, Wisconsin.

USED BROADCASTING EQUIPMENT

G.E. model BT1A 250 watt transmitter with tubes and crystal used but in new condition. Will tune to your frequency and guarantee performance.

Give 1000 watts, we've priced our 1000 watt unit at $1500 and our 250 watt at $500. Frequency 30 to 1600 kc. In excellent working condition. A steal at $400. Blaw-Knox tapered self-supporting tower, grounded, 200 feet. Hi-Lo-Ward Stanley, WEAM, Arlington, Virginia.

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23 years experience radio/television technical operations, comes to office. Nearly 15 years experience in leading network employer. Familiar with program and directorial problems. Desire affiliation progressive concern. Box 1103, BROADCASTING.

Production-Programming, others

RADIO - TV DIRECTOR, midwest 4 - A agency, seeks metropolitan agency, station or network connection. At 34, thoroughly seasoned in all phases, broadcasting and merchandising, at large and small stations and agencies. Crack writer. Heavy on ideas. Write Box 1153, BROADCASTING.

For Sale, Equipment, etc.

FOR SALE new unused equipment at 55% below cost:
1. Transist H-50 260 foot self-sustaining two element 4 foot and 5 inch microphone with 1P5 tubes and one accessory tubes (if desired). Price $450.00.
2. BT1A 250 watt FM Transmitter.
3. GE SPDA FM Free/Free Monitor.

Used equipment also available at 15% below cost includes: RCA Parametric Microphones, WE 2410 Line Amplifier, Presto "F" automatic recorder with head and amplifier. Radiations 316 portable recording tunable with head.

For Sale—Tower, self-supporting, 179 feet. Blaw-Knox, used, good condition with lighting equipment. WOWH, Oshkosh, Wisconsin.

USED BROADCASTING EQUIPMENT

G.E. model BT1A 250 watt transmitter with tubes and crystal used but in new condition. Will tune to your frequency and guarantee performance.

Give 1000 watts, we've priced our 1000 watt unit at $1500 and our 250 watt at $500. Frequency 30 to 1600 kc. In excellent working condition. A steal at $400. Blaw-Knox tapered self-supporting tower, grounded, 200 feet. Hi-Lo-Ward Stanley, WEAM, Arlington, Virginia.
Respects
(Continued from page 44)
with each school year.

In Cape Girardeau's Central High School, he was president of the student body, active in dramatics, music and debating. He failed to graduate at the top of his class by 18,000's of a point, but had the record and was the winner at Southeast Missouri State College, where he was top man in the class of 1936. Mr. Margraf still believes, however, that the other student was the better scholar.

Again, in college, he found time for school activities, such as debating, editing the Sagamore, the school annual; and for more music and dramatics efforts. One summer he joined a band on a Cunard liner and loasted his way across the Atlantic several times, collecting for his trumpet only his keep and the ride.

Law at Duke

The following fall, however, he went back to the grind, accepting a scholarship to Duke Law School. He could have chosen a scholarship to U. of Missouri, but decided that Duke would be more broadenng to a man from Missouri. His career at Duke quickly followed the Margraf pattern which by that time was pretty well defined. He led his class, became editor of the Duke Bar Journal, and made a member of the Colf, legal honorary society. All these accomplishments were attained while he earned his way as a research assistant for two law professors.

After law school, he adjusted his rimless glasses, an appendage traceable to long hours of briefing cases, and turned his eyes toward New York. There he became a cog in the firm of Wright, Gordon, Zachry & Reindel, a firm which later became Cahill, Gordon, Zachry & Reindel. The firm represented RCA and NBC. The job carried Mr. Margraf into an NBC vice-presidency.

At the law firm, he received his introduction to radio law. Three years after joining, he was transferred to Washington, D. C., where he headed the firm's office. Sent to the National Capital for a one-year assignment, he remained six years — until appointed to the NBC vice presidency.

In Washington, he represented NBC in various suits and hearings, FM application cases and other matters before the FCC. He prepared material for both National Capital and NBC in congresional and other hearings.

From that activity, NBC brought him back to New York — right into the middle of the confusing picture television had introduced in network legal affairs.

Video Problems

He worked with Mr. Denny in developing the new television affiliation agreement. The various rights, labor problems and other matters which had more or less become known quantities in AM network operations had to be re-examined in the light of television.

Meanwhile, there were always the knottiest little problems that constantly flow into a legal department — such as the time some barracks-room language in Russian contaminated the NBC airwaves, or the recent action by Tallulah Bankhead protecting the use of the name "Tallulah" in connection with the Prell Shampoo copy. On the latter score, NBC legal department has received numerous unsolicited letters from or about all kinds of Tallulahs.

In addition to the network problems, Mr. Margraf also is chairman of the Communications Committee of the New York County Lawyers Assn. and as a member of the Committee of Radio Broadcasters of the Advisory Council on Federal Reports, which advises the Federal Bureau of the Budget on review of FCC forms and methods. He is a member of the New York District of Columbia and Missouri bars, has been admitted to practice before various tribunals including the Supreme Court of the United States.

All of which does not give him as much time as he'd like to spend with his family. His wife is the former Grace Margaret Houck, whom he married in a fray of passion at the age of 23. Miss Houck, great niece of Louis Houck, Missouri railroad builder and historian, was a physical education major. They were married in 1939, when he went to New York. Their children are: James Houck; 6; Patricia Lee; 4, and John William, 1.

On weekends, however, he tries to fulfill the functions of fatherhood, which includes briefing the youngsters, an activity which should be dowsed after a week-long chore of advising NBC executives on the matters troubling them. But somehow, the weekend seldom is long enough for him to get in the reading he wants to do or the tennis he'd like to play.

When it is over, he swings back onto the train again Monday morning and is off to another round of activities. At his desk, the legal ramifications of a network get untangled. As the days progress, the Margraf brown hair gets a little gray in the temples and his burdens but adds others. There always is a tendency to feel sorry for a man who works most of the time — even a vice president. Such emotion would be misplaced, if directed toward Mr. Margraf. Why feel sorry for a man pursuing a hobby?

Speakman Named

EDWIN A. SPEAKMAN, member of the Institute of Radio Engineers and formerly radio engineer with Philco Corp., has been appointed executive director of the Committee on Electronics, Research and Development Board, National Military Establishment. His appointment, announced last Thursday (October 1), makes him the fourth D. A. Quailes committee chairman, is effective today (Monday). He succeeds Norman L. Winter, former committee director since its formation in 1946.

EDWARD R. NATHAN, assistant CBS Western Division editor for the past three years, has been named editor effective yesterday. He replaces JOHN MERTON, recently named editor of network programs, Hollywood. RICHARD-GEORGE PECICINI of CBS-KNX Hollywood script department takes over his post as assistant editor.

DOROTHY C. RIEGER, formerly in news and sales promotion departments of WCBS and WCBM-TV, New York, has been named assistant to ARTHUR E. PATTERSON Jr., WHL Hemstead, N. Y., director of public affairs.

GEORGE RICKS, radio news and special events reporter for Journal-Monitor has joined NBC's news and special events department.

PAUL NAKEL, sportscaster on WMJ Cleveland, is the father of a boy, Michael Alan.
FAB ACTION

Hits Federal Time Requests

ACTION to protect stations from free-time solicitations by federal agencies, with the threat of FCC disapproval "subtly exploited," was taken at the May 6-7 meeting of the Florida Assn. of Broadcasters.

Convening at Ponte Vedra Beach, Fla., the state group unanimously adopted a resolution designed to check what members called "an unreasonable and dangerous trend."

The two-day meeting included talks by Dr. Roy Harlow, of BMI, on use of music in programming; Lee Hart, NAB, on productive retail radio advertising, and Al Halberstadt, Procter & Gamble media director, on advertising policies. The three sat in a question panel after their talks.

Ken Ballinger, FAB legislative representative, reported on development of the state capital.

Officers elected were: W. Wright Esch, WMJF Daytona Beach, president; Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWW Belle Glade, second vice president; Jerry Stone, WDBO Daytona Beach, secretary-treasurer. The board of directors includes: William G. McBride, WDBO Orlando, retiring president; John I. Prosser, WKAT Miami Beach, and S. O. Ward, WLAK Lakeland.

One of the resolution urging stations to provide free time to government agencies only under specified conditions follows:

Whereas The Florida Assn. of Broadcasters is primarily an organization for the interchange of ideas between Florida broadcasters and for the protection of the mutual interests of the same, and whereas it is within the province of this organization to bring to light any effort on the part of any broadcasters and to recommend action to the broadcasters concerned, it is hereby resolved that free time is not available for correcting such trends and whereas solicitations by many government agencies are asserted to be "for free time" for such activities as Army, Navy and Marine recruiting, Social Security, Bureau of Internal Revenue, and others which, through disapproval "subtly exploited," is being currently exploited by presenting such solicitations in the guise of "Public Service" and whereas devoid of this apprehension of FCC disapproval there exists no more reason for the FHA to be furnishing to government agencies of a product produced by broadcasters at great cost than there exists for any other manufacturer or producer to furnish his product without cost, and whereas there is simple precedent for paid use of advertising mediums at all levels of government, and whereas radio broadcasting stations are operated as free and private enterprise, enjoy no immunity from taxation by the federal government and depend solely upon the sale of broadcast time for the revenue which makes payment of these taxes possible.

Be it therefore resolved by the Florida Assn. of Broadcasters at this annual meeting that member stations be urged to provide broadcast time without charge to such agencies only when such agencies are unable to pay for and do not wish to pay for other related services such as artists' fees, writers' fees, transcription costs, other advertising mediums, administration salaries and costs and other related costs for goods and services furnished by other manufacturers and producers. Adopted May 7, 1949, at Ponte Vedra, Fla.

REGIONAL manager for Chrysler Sales Corp., A. J. Morrison (r), meets bundleader Sammy Kaye (center) during visit to St. Louis. Transcribed Sammy Kaye Showroom, sponsored by Chrysler, will be broadcast in St. Louis on KXOK starting May 17, Tuesdays and Saturdays 7-7:15 p.m. At left is John H. White, KXOK salesmen on Chrysler account.

ELLERY STONE

Heads Capehart-Farnsworth

ELLERY W. STONE, a vice president of International Telephone & Telegraph Corp., was elected president of Capehart-Farnsworth Corp., new IT&T subsidiary which is the successor to Farnsworth Television & Radio Corp. David K. Hull, assistant technical director of IT&T, was named executive vice president of Capehart-Farnsworth. The following officers also were elected:

Phil E. Farnsworth, vice president; Henry C. Roemer, vice president; William Claussen, vice president; P. H. Hartmann, treasurer; W. F. Hoepner, comptroller; Chester H. Wiggins, secretary and assistant treasurer. The board of directors includes: Edwin A. Nichols, former president of Farnsworth, will act as assistant to the president.


JOHNNY CLARKE, who conducts daily Johnny Clarke Show on WNR, was inducted into Enlisted Reserve Corps of U. S. Army during show.

FM HOUSE ORGAN

Suggested by Faught

FM and facsimile offer industry "a great potential to achieve better relations among management, worker, customer and stockholder," Dr. Millard E. Faught, New York economist and public relations consultant, told the Detroit Chapter of the Public Relations Society of America last Monday.

Dr. Faught suggested most major industrial plants, banks, stores and other enterprises could have their own small FM stations at a cost of less than $2,000 to serve the same purposes as house organs. He said he believes the FCC "would look with favor on such added use of radio in the public interest."

Facsimile receiving units around plants, railroad yards, branch banks and other places could eliminate a lot of red tape and paper work, he said, and signals could be transmitted simultaneously with an FM service.

The full use of radio "is nowhere yet in sight," he predicted, adding, "To say that TV will obsolete radio is the equivalent of expecting people's ears to fall off."

WIL, KWK MOVE

Announce New Locations

WIL, St. Louis, will move its studios and offices to the Chase Hotel on or about June 1, L. A. Benson, president and general manager, has announced. KWK St. Louis, which had its offices and studios in the Chase Hotel, moved into the new Globe-Democrat radio building at 12th and Cole Sts., on May 10.

WIL will occupy the ninth floor of the hotel. Its FM antenna will be erected on the roof. The station was originally located in the Chase in its early days of operation when the cell was WEB, Mr. Benson said. WIL is owned by the Missouri Broadcasters Corp. and operates on 1430 kc with 5 kw. KWK operates on 1380 kc with 5 kw and is owned by Thomas Patrick Inc.

NEWS staff of KLE Denver is collaborating with a Denver U. survey conducted to judge news interests of listeners in Denver area.

It's No Bull

...when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($27,000,000 in retail sales in Meadville alone). And too, don't forget for one minute: We not only broadcast your shows ... we promote them.

WMCW

For the first time in any transmitter, metal rectifiers have been successfully used to supply every stage including the final! The new Westinghouse 50-kw AM transmitter does not contain any tube rectifier!

Westinghouse pioneered the application of metal rectifiers to broadcast transmitters. The pioneering is now backed by years of experience with many installations. These are typical comments:

"KXEL has been on the air for six and one-half years, and to date, has not experienced a moment’s difficulty with a single metal rectifier."

Signed: Don Kassner, Chief Engineer
Josh Higgins Broadcasting Co.

"For your information, our Westinghouse ... Transmitter (Station WBBM) has been in operation for almost seven years.

"During this period I am pleased to say that we have not had a single case of trouble with our Westinghouse metallic rectifiers."

Signed: J. F. Novy, General Engineer
Central Division—CBS

Metal rectifiers have virtually unlimited life and eliminate tube rectifier failure as a cause of outages.

Get the details today about this and other important features of Westinghouse transmitters.

Call your local Westinghouse representative, or write Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa.
J O E L A. C H A S E M A N has been ap-
pointed assistant to program di-
rector of WAM (TV) Baltimore.
He has been with station since its
debut in November 1946.
B U Z Z H A S S E T T has been appointed
program director of XROS Clinton,
Iowa. He was for-
merly
Mr. Hassett

and special events di-
rector of KCRG Cedar Rapi-
dick.
D I C K B A R B E R, formerly of KYNU
Logan, Utah, has been
joined announcing
staff of KLZ Den-
ver.
FRANK H A R D E N, staff announcer at
WMAL and WMAL-
TV Washington, is the father of a
girl, Daphne Guinn.
P A U L R O Y G O W E N has resigned as
production manager of WARK Hager-
town, Md., to enter construction busi-
ness in Bethesda, Md.
S H E R M A N K. H E A D L E Y has been
named television producer for WTCN-
TV Minneapolis-St. Paul.
FRANK H A R D E N, program director of
WIS and WIS-FM Columbia, S. C.,
has been elected president of Columbia
Junior Chamber of Commerce.
A L L E N P H I L L I P S has joined anne-
unciating staff of WAL Washington.

W I L L I A M B A L A B A N, son of JOHN
B A L A B A N, president of the
Katz theatre chain and WBBK (TV)
Chicago, begins duties directors after
working stagers publicity assistant for
past 4½ months.
F O R D P E A R S O N has been named
announcer on ABC California Carni-
val.
D A L E D W E L L Y, formerly of KYON
Napa, Calif., has joined staff of
KSUE Susunville, Calif., as operator-
announcer. He has started two west-
erns on ABC shows.
A N D Y W I L S O N joins program staff of
KMPC Hollywood. For past three
years Mr. Wilson has been associated
with KOI and KIOI both in Phoenix.
T O M D U G G A N, W I L L I A M G R I S K E Y and
F R A N K F R E D R I C H have been added
to NBC Chicago program staff as
vacation relief personnel.
D O N O R L A N D O, announcer, has been
joined staff of WBMH (CBS) Chicago.
C A R L G R E Y S O N, formerly of WSM
Nashville, has joined announcing
staff of WGN Chicago.
J A C K P A R C K A R D has joined WCSH
(FM) Columbus, Ind., as announcer.
He replaces C H A R L E S P O W E L L, re-
signed.
L E A L A U P A G H has joined WCCS
Amsterdam, N. Y., as staff announcer.
T J. M. A L H O N E Y, program di-
rector of WAW Lawrence, Mass.,
has been featured speaker at Radio Panel
of National Federation of Catholic
College Students held at Boston College
recently.
D I N O F A Z I O has joined WNLK Nor-
walk, Conn., as Italian announcer on
its new Italian program.
B O B V A N C A M P, announcer-organist
at WSB Atlanta, has been elected for
professional membership in Alpha
chapter of Di Gamma Kappa, honorary
radio fraternity.
H E N R Y C O O K E, NBC Chicago an-
nouncer, is the father of a girl, Mar-
egaret Ann. HUDSON DAVIS, also on
NBC Chicago announcer staff, is the
father of a girl, Deirdre Lynn.
M A T T Y M A L N E C K, musical director
of NBC Duffy's Tavern, is the father of a
girl, Patricia.

T R A N S I T R A D I O
Baltimore Plans July Start
COMPLETION of plans to install Transit Radio system in Baltimore
city buses was announced jointly
last week by WMAR-FM Balti-
more, the Sunpapers outlet, and the
Baltimore Transit Co. The service
is to start around July 15 when 60
buses will be equipped with FM
receivers.
First four months of Transit Radio will be operated on a trial
basis, the announcement stated,
during which time passengers will
be invited to comment on the ser-
vie. Following the trial period, it
is planned to expand the service
to more buses and eventually to
have all Baltimore buses equipped.
Specially created programs of mu-
sic and brief newscasts will be
broadcast by WMAR-FM for the
bus service. Official launching of
Transit Radio in Baltimore follows
experimental tests of the service
conducted in that city last year.

A B C R E P O R T
D O N M C NE I L L, emcee of ABC's Breakfast Club, drew $180,229.40 from
the network during 1948—the largest sum paid by ABC for services.
Mr. McNeil, by a wide margin, topped the salaries received by the
three highest-paid employees on ABC's regular payrolls. They were:
Mark Woods, $135,000; F. Alden Russell, known to radio fans as Ted
Malone, $79,360, and Paul Whiteman, who was paid $21,666.56 as vice
president and $125,650 as radio artist, a total of $45,316.56.
ABC reported it paid 30 officers and radio artists on the regular
payrolls $20,000 or more. They divided among them a total of
$2,190,941—28—an average in excess of $40,000 per year.
Only the three top regular em-
ployees were named in the report.
All the "independent contractors," however, such as Mr. McNeil, who
made $20,000 or over were set
forth. They were:
For program services—Allen Funt, $17,626.91; Margaret Lynch, $12,549;
D. C., $1,781,303.28; C. E. Cooper Inc., $26,574.50; Broadcast
Emmet M. Funt, $20,800; Kath-
line T. McNeil, $20,012.50.
For rating, circulation and publica-
sions—A. C. Nielsen Co., $37,192.18; C. E. Cooper Inc., $26,574.50; Broadcast
Measurement Bureau, $16,252.63.
For engineering services—Kear &
Kennedy, $3,362.50.
For brokerage commission—Smith
Davies Co., $3,362.50.
For telephone, telephone equip-
ment, other communication in
Progress, 181,327.99.
Total $2,957,113.75 $7,339,303.65

F T C H E A R I N G
On Insurance Sales Rules
HEARINGS on FTC's proposed
trade practice rules for the mail
order or insurance industry will be held in Washington, D. C., on May 28,
FTC has announced. Invitation to "present views, suggestions or ob-
jections" was extended to those
firms offering insurance for sale through interstate communications.
FTC's proposed rules cover ad-
vertisements used to promote in-
surance sales by radio, mail or
other media. The rules would em-
brace "all newspaper and periodi-
cal advertisements, radio broad-
casts, letters, policies ... testi-
monials, endorsements or other
promotional communications . . . ."
Communications in writing must be filed with FTC no later than May 25. The oral hearing follows a trade practice
conference of the industry held in Chicago.
Insurance firms accounted for
2.1% and .4% of all network
spot radio net sales, respectively, in 1948. The radio figures, however, do not include
sales by network affiliates.

THE Fred A. Palmer Co.
Columbus, Ohio
Radio Consultants
on
Management and Operation
(20 years experience)
- SALES CAMPAIGNS
- SALES TRAINING
- SALES PROMOTION

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

BROADCASTING • Telecasting
Coy Praises Achievements; Chicago Meet Opens


In a letter to Max F. Balcom, RMA president, Chairman Coy wrote that RMA's achievements, acknowledged aid given by RMA through the National Television Systems Committee, Radio Technical Planning Board and Joint Technical Advisory Committee.


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ANNUAL city-wide spelling bee sponsored by WOL Washington and Washington Daily News registered record total of 82 contestants representing as many junior high and high schools in Washington and adjoining Virginia and Maryland counties. Steve McCormick, WOL program director, acted as master of ceremonies and official "pronouncer" for fourth consecutive year. WOL aired bee, which was broadcast for first time this year. Prior to event, WOL and News scheduled concentrated two week campaign to publicize it. On its daytime personality show station set interviews with all 82 participants. News photographers covered each interview session with daily pictures of youngsters in action before WOL mike. Richard Hollander, managing editor of News, made a WOL appearance to outline the bee's background; station also featured special interviews with Washington, Virginia and Maryland Board of Education officials. Spelling Bee is sponsored nationally by Scripps-Howard newspapers and radio stations. Washington's winner will represent the Capital in the national finals scheduled later this month in Washington.

'Far Away Places' WHILE playing Margaret Whiting's recording of "Far Away Places," Bill Sommer, disc jockey on WOL in New Castle, Pa., decided to have listeners send in articles from "Far Away Places," and offer prizes for that was from farthest point. Contest ran for two weeks, with over 300 articles entered. They included Turkish water pipe and monkey's tail from Africa's Gold Coast. Winner was a Q. S. L. card from Southern Australia.

Promotion

Only station saturating rich Western Washington market!

PRIZES were record albums. Display cases was carried by WGST in Western Union window in center of New Castle.

Barbecue Time-Summer Time BARBECUE aprons inscribed "1949 Advertising Campaign On WOB" were distributed by New York station to 1,600 buyers and advertisers in U. S., Canada and foreign countries. Suitable for chefs at outdoor parties, and stamped over front WOB sponsor names, apron was distributed on theory that many ad men are suburban dwellers owning outdoor grills, and were sent out with first warm spell.

KDAL's Otto Mattick , NEWEST promotion piece of KDAL Duluth, Minn., features its ad gimmick Otto Mattick. Piece further carries out station's idea of long range promotion with slogan, "Hoopers Like This Don't Just Happen." KDAL and CBS Personalities Plus Long Range Promotion Made It Happen! Eight of KDAL's top personalities, who also have been publicized by way of outdoor billboards, are included. Piece is being sent to agencies and business representatives locally and nationally.

Eddie Newman's Sundaes EDDIE NEWMAN, personality on WPFN Philadelphia's Eddie Newman Show, conducted a contest for patrons of main Sun Ray Drug Store in Philadelphia. With each sundae ordered he gave an autographed picture of himself. This was another of WPFN's promotion stunts for show.

Quiet Fears FIFTEEN thousand picture postcards have been distributed by KIRO Seattle in response to listener requests, to overcome impressions in other parts of the Northwest that Pan Am was devasted by recent earthquake (Broadcasting, April 25). Station offered postcards on all local-originating shows, plus schedule of spot announcements throughout the day. In responding to requests for cards, KIRO in enclosed letter suggesting brief, to-the-point messages aimed at correcting impressions created by new stories and pictures. Project endorsed by Seattle Chamber of Commerce, Tourist Bureau, and hotel association.

TELEVISION program ideas--"even good ones"--are a dime a dozen, Larry Kurtke of Service Unlimited, Chicago, wrote 400 agency executives and advertising managers of possible TV sponsors last week. He also pointed out that production know-how and directorial ability "builds the viewing audience of any show." Mr. Kurte used the letter to prepare the first in a series of presentations on his various TV packages.

Promotion Results FIRST place in Pontiac Div. of General Motors new car promotion contest won by Joe Bowcutt, manager of Western Motor Sales, local Pontiac agency, as a result of promotion put on by KPST Preston, Idaho, announcing 1949 Pontiac. Promotion was in form of direct broadcast from the Pontiac showroom. "Chief Pontiac" was principal character in 15 minute show featuring two Indian maidens and two Indian braves. Plot centered around "Chief Pontiac's" return by Happy Hunting Ground to reclaim country after seeing new Pontiac.

Agency Folder SYKES Adv. Inc., Pittsburgh, has published new folder entitled "What Distinguishes An Advertising Agency?" In it are described services which agency offers its clients, as well as products it has advertised and markets it has cultivated. Last page describes agency's key personnel.

Speech Tournament WGR Cleveland-Western Reserve U. Speech Tournament for high schools, inaugurated last year, started last month and continues through May. Contest is restricted to members of schools' senior classes. Grand award is four year scholarship to Western Reserve and part time employment at WGR.

WMT Heifer Contest FIRST prize in WMT Cedar Rapids, Iowa, Fifth Annual Dairy Heifer Contest was a purebred calf. Contest is held to stimulate interest in good dairying. First 16 winners and their parents and dairy officials were entertained at WMT awards banquet.

How Do You Pronounce It? DIFFERENCE of opinion between Chamber of Commerce, citizens and WNOH Norwich, Conn., on how Nor-}

ich should be pronounced paved way for WNOH's newest listener participation show. Station aired eight announcements daily asking listeners to send in their choice of pronunciation—Norridge, in porridge; Norwich, in witch, or Nor-Ich, in Greenwich (greenwich). Results will be announced tomorrow (May 17).

High Dimes CANCER Fund Drive for 1949 got an added boost when Jack Head and Stan Erie, disc jockeys at KATL Storm Lake, Iowa, ran a "Dime Guessing Contest" on their respective shows. Object was to fill two glass tubes cut the exact height of each man. Tubes were diameter of a dime. For each dime contributed, listener was entitled to one guess; and by many chances it would take to fill tube to which he contributed. Winners in each contest received their choice of a record album.

Open House COMPLETION of the front lobby and elevator facilities at WIMA Lima, Ohio, was celebrated by station personnel with daily open house. Mutual affiliate, which took the air last December, distributed four-page color picture brochures to more than 400 visitors each day.

Early Birds Buy Chicks FIFTY thousand baby chicks were sold in four weeks on WTOP Washington's Housewives' Protective League show, conducted by Mark Evans from 11 a.m. to 12:30 p.m. Mr. Evans sold chicks between records, weather reports, time signals and chatter.

Iris Show FLOWER lovers and growers contributed to WOJO Florence, Ala.'s Iris Show held at Rogers Department Store. Sixty entrants participated. Only two per entry was used and all promotion was done on station in "off" times. Names of winners were given only on air by president of Florence Garden Club.

WQXR Ad WQXR New York carried a half-page ad in New York Times, which listed the 36 different compositions by 69 different composers which station will air during May.

Young Wisconsin Artits CASH music scholarships totaling $1,000 were awarded last month by WMJ and WTJ-FM Milwaukee to three winners in the 1949 "Starring Young Wisconsin Artists radio concert competition. This was sixth year this project has been carried on by WTJ in cooperation with Wisconsin Federation of Music Clubs.

Woman's Work Is Never Done

But in Memphis she always finds time to

Tune in to

WMPS

10.000 Watts Day
5,000 Watts Night
680 Kilocycles

An affiliate of the American Broadcasting Company
Radio Representatives, Inc.

Broadcasting • Telecasting
You'll find the new 1949 STANDARD ADVERTISING REGISTER an indispensable right arm in all your sales and advertising planning — because this one book with its cumulative monthly supplement, gives you accurate facts about the Companies, the Agencies, and the People responsible for 95% of all national advertising in the United States!

Think of it — cross-indexed and ready for instant reference, are 13,500 Companies with 50,000 Executives listed by title, the advertising agency handling the account, 12,000 brand names, 47 product groups subdivided into 82 classifications. Here, between two covers, is all the basic information you need to analyze your competition or sell the Advertiser or Agency by person or mail.

NATIONAL REGISTER PUBLISHING CO., INC.
330 WEST 43RD STREET
NEW YORK 18, N. Y.

333 N. MICHIGAN AVENUE
CHICAGO 1, ILL.

Free
Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

THE AGENCY LIST
Standard source of information about 2,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year—the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.
FRANK MAY, representative, DUNCAN Records Inc., youngsters, AGER, JIM EELLS, KLAS Station Methot, free Radio's Walter Craig, Benton

The general manager 2j, 100 and oldest summer program of WLRC Toronto, free

MARTIN, WILLIAM York previously associated with Walsh general manager, May 16, 1949

Ext. 291

sr. RICHARD$150. Without charge of WHP's suit. WHP has

1550 kc, which would re-

To deny WHP Inc., licensed to WHP Inc., Harrisburg, may 1550-1550 kc

HARRISBURG To Be 5 kw Fulltime

FINAL decision was adopted by FCC last Monday to grant application of WHP Harrisburg, Pa., for switch to 5 kw fulltime on 580 kc, directional night. WHP has been assigned 1480 kc with 5 kw day, 1 kw directional at night.

Ruling was same as earlier proposed decision in which Commis-

sion granted Harrisburg a steep increase of coverage which would re-

[BROADCASTING, April 4], WHP's bid had been consolidated with competitive bids of KRM Scranton and WRX Wilkes-Barre, Pa., for 950 kc, but was separated at the request of the Harrisburg station because no adjacent chan-

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The personal product which he is demonstrating currently is a video set enclosed in a closet of his near North Side bachelor apartment. The TV screen is concealed when not in use by a favor-

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Bulova Grants

(Continued from page 27?)

interest therein. We have only the oral statement of an Atlanta attorney that it was the "general understanding" that Mr. Bulova did have an interest in the station, and that the sale in 1939 was not agreed upon until after he gave his consent. We consider this flimsy and insubstantial "evidence" completely insufficient to justify a reopening of this matter, almost nine years after the event," the majority said.

The question in connection with WCPD, WELI, and WNBC (WONS) was whether Mr. Bulova actually "owned" the original applications and the stations when they were first established, before he applied for and secured FCC consent to transfer to him.

The majority concluded that material found in the investigation is "entirely consistent with the explanation furnished by Mr. Bulova, namely, that he and Mr. Lafount [Harold A. Lafount, former Federal Radio Commissioner and now general manager of the Bulova radio interests] financed the construction and operation of the stations and ultimately received common and preferred stock in satisfaction of these loans." The majority continued:

"... it is clear that the three individuals who filed the original applications for WCPD, WELI, WNBH in August 1934 ... misrepresented the facts (with respect to financing). It is also clear that the three individual applicants contributed no funds to the three stations and that Mr. Bulova and Mr. Lafount did not expressly make this clear to the Commission until the investigation was under way to afford them opportunities to do so during the years when the events occurred. However we have found no instance where Mr. Bulova misrepresented these facts himself.

By the same 4-2 vote, the majority also denied petitions to intervene which had been filed by the International Catholic Truth Society, one of the principal complainants against the Bulova activities, and Mrs. Marianne C. deRaczynski, daughter of John deRaczynski, late of John Iraci. Mrs. deRaczynski charged in her petition that her father and mother and she herself had been "used as dupes and pawns in cunning and predicated scheme" by Bulova interests. She claimed important papers are "strangely missing" from the files of the estate of her father, one-time owner of WPEN and WOV.

The majority held that neither petitioner long had an interest "such as would warrant it being made a party intervenor" and that Mrs. deRaczynski's petition "does not allege facts sufficient to justify a further hearing."

The scope of the Commission's 1948 investigation, designed to determine "once and for all the truth of the charges made against Mr. Bulova," was shown by the volume of material covered. It was conducted by staff members under the direction of John E. McCoy, now head of the Law Bureau's TV Branch but whose connection with the Bulova case dates back to the 1948 hearings. Other investigators: Raymond Lewis, also of the Law Bureau, and Robert D. Jeary of the Accounting Bureau.

Lengthy Report

The investigators' report was 110 pages of the 146 pages of the digest of correspondence. The six-week probe included interviews with some 38 corporation officers, examination of the corporate books and books of account of 19 corporations; the return to Washington of more than 8,000 items of correspondence and bank records; examination of income tax returns of 16 persons or corporations, and collection of 11 written statements. Said the majority:

"The report indicates that Bulova and his staff cooperated with the investigation, who reported that they made up records and records that were in existence at the time of the investigation, and reported that there was no indication that any records had been withheld or destroyed in contemplation of the investigation.

The conclusions which Comrs. Coy and Jones drew from the results of the investigation were at variance with the majority. First, they objected to the issuance of a detailed report based on an "ex parte investigation" rather than a public hearing, in which all testimony is given under oath and truthfulness can be tested by cross-examination.

On the basis of the investigation the majority concluded that Mr. Bulova did have an ownership interest in WCPD from the very beginning" and controlled WELI and WNBC "from their inception." They had "no doubt" that "deliberate concealment was involved in the failure to file copies of Mr. Bulova's 1937 letter giving Mr. Iraci minority rights in WVO, the first Bulova station.

The majority felt the investigation produced evidence "which strongly indicates an undisclosed interest by Bulova in WPEN" and that data in the WAGA case are at least sufficient to "indicate that all the true facts were not disclosed."

'Met Matter Rest'

Messrs. Coy and Jones said they "would be inclined to let the matter rest if it were clear that our predescriptions had given approval to past practices involving Bulova and his associates with full view or even substantial knowledge of the facts." But they felt the official records of the Commission, considered in the light of the facts disclosed by the investigation, fail to establish that our predecessors had such knowledge. They continued:

"The transactions passed upon by our predecessors from time to time are not separately to individual stations. The evidence dealt with an over-all pattern of activities relating to six stations. In particular, the facts have now emerged with significance which may well have been obscure when previously considered in connection with separate transactions."

Mr. Bulova owns 51% of WNEW and is voting trustee of 29% held by Milton H. Blow. The remaining 20% is divided equally between Vincent Dailey and Mr. O'Dea, who gives up his 10% in connection with the WOV sale. As currently constituted, WOV is owned as follows: Mr. Bulova 60% of Class B stock; Harry D. Hen-
FCC Budget
(Continued from page 27)

...is paid but a large number of accountants and engineers work overtime and never claim compensation," he said.

Chairman Coy said the Commission averaged 1,348.7 employees, and needed the full $8,633,000 estimated for fiscal 1960 to meet salaries, rather than the $6,555,000 granted in the House-passed bill.

"We stand to lose personnel where we seriously need them," he told the group. "We need strong and effective in the laboratories and technical information services. Those and the field services are the most important, and a revision of rules would aid standard broadcast service."

Sen. O'Mahoney alluded to the House report calling for reduction of radio monitoring and field service operations to concentrate on processing of applications. Mr. Coy interposed that "stripping" these services is a "risk."

Chairman Coy revealed that FCC's monitoring stations are actively at work, "in collaboration with other agencies," on recent Russian efforts to disrupt the Voice of America. He said the stations were attempting to trace the sources of Soviet transmitters.

Coy Proposal
Delving into the FCC's Hearing Division, Comr. Coy proposed an increase of five employes—from 4 at to 22, observing that with the present staff it would take two years to clear the "heavy backlog of cases pending."

Asked to summarize the requirements of the various broadcast types, Chairman Coy asserted: (1) The number of FM cases is dropping, but those still remaining necessitate hearings; (2) the opening of television—especially the "freeze"—will increase the number of hearings, and (3) AM applications are decreasing and will require fewer hearings, because the AM band is nearing saturation.

The FCC Chairman, asking what would happen if the Senate group failed to restore the original $108,000 cut, replied the result would be to "slow up" laboratory work and other essential services, defer much-needed revision of rules, especially for standard broadcasts, and generally thwart progress in FCC's hearing division.

Backlog Situation
Mr. Coy said that with the burgeoning of TV, "our backlog will never go away, and we have explained further that the Commission had found it necessary to start research looking toward revision of its original TV allocation plan, which had proved to be faulty in that co-channel stations had been allocated too close together. A 200-mile distance rather than the generally accepted 125-mile separation would be more ideal, he suggested.

Mr. Coy told the subcommittee that "FM is slowing down and is not developing as fast as certain people would like to see it develop" but said he believed it would eventually replace AM.

Past Actions
In the common carrier field, Comr. Coy stated that the Commission has in the past sacrificed and consideration there because of standard broadcast station work." He said FCC is "facing a request from American Telephone & Telegraph for increase in its long line rates with inadequate staff personnel" and the Commission would be unable to act unless it proved the problem at the roots by thorough investigation. "Common carrier in the financing, he added, noted, adding the AT&T request was ineligible.

RAY DOREY, disc m. c. on WBZ Boston, received first annual Radio and Television Best-Sunrise Disc Jockey Award for his "engaging contribution to Boston's radio entertainment." Award was presented by Sunrose Refrigeration Co.
Caution: Code Ahead

(Continued from page 85)

cycle could affect enforcement. This could happen particularly in the case of margin stations and some broadcasters might even be forced out of business, especially in communities that are unable to support all the stations licensed by the FCC. He voiced a similar view in the case of FM, television and land mobile radio.

The present Standards of Practice document was set in motion at the October 1946 NAB convention in Chicago when the membership adopted a resolution for appointment of a Standards of Practice code committee. This committee was appointed, with Robert D. Swesy, then NBS vice president and now at WBSU New Orleans, as chairman. The committee held the first of a series of meetings March 31, 1947, named two subcommittees, and worked on program and commercial phases through the summer.

NAB's membership by referendum had adopted a by-law empowering the board to adopt and promulgate a code. This action was completed May 11, 1947, when the board adopted a revised draft of the code which had been approved by the NAB Program Executive Committee.

The retiring 1947 NAB board voted that the NAB convention agenda at a meeting held the day before the Atlantic City meeting opened in mid-September 1947. During the ensuing convention session the code became the hot debate topic among hours and the discussion ran into a second floor session.

The board "adopted and endorsed" the standards Sept. 19, 1947, after the convention, effective Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947. NAB's membership, on the other hand, voted May 11, 1947, to retain voting control, each minority stockholder agrees to dispose his shares with Mr. Convey as trustee. Mr. Convey will then hold 14.7% of outstanding stock and have voting control. KWK is assigned 1380 kc, 5 kw unlimited.

KOWH, ROAD-FM Omaha—Assignment of license from WBB-WTWR to Robert H. Stover and Stors and Stover Broadcasting Co. for $75,000. "Stover, Robert H., director of Nebraska National Bank, 90% owner of Rochester, Neb., and Regional Broadcasting Co. and stockholder in Omaha National Bank, 10% owner." KCHS Omaha- FM is assigned 104.3 kc, 1 kw directional.

KINN, Hugo, Neb.—Assignment of license from O. A. DeCoursey to C. K. H. Nicar, assigned of the stock. KGBK and KBK are both employees of KGBK and each will retain 50% of their interest. They will do business as Mel-Bert Broadcasting Co. with a 6 kw directional tower.

WAZF, St. Louis—Miss.—Assignment of license from B. J. Barrier to K. L. Stoffer, assigned of the stock. They will be the only owners. They will do business as Westside Broadcasting Co. with a 6 kw directional tower.

NBS Radio Lab Site

SITE for the National Bureau of Standards' proposed radio research laboratory was discussed last week by the Senate Interstate & Foreign Commerce Committee in closed executive session. The laboratory, which would be devoted to a study of electronics for civilian applications, would cost about $2 million. The committee, after discussion centered on whether specifically the laboratory should be located in Washington, or whether generally the measure should even make any provision, is expected to do so. Author of a measure, Sen. Edwin C. Johnson (D-Col), committee chairman who took part in the discussion.

RAIL CAR RENTAL

CAUTION: Code Ahead

(Continued from page 85)

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NEWS COVERAGE

Survey Planned by NARND

NATIONAL ASSN. of Radio News Directors plans to make a survey within the next few weeks looking toward a broad program of inter- state news exchange and coverage. Survey committee head is Bill Warrick, WJOB Hammond, Ind.

Other members of the committee, which is asking coverage data from the NARND conventions in New York Nov. 1-13, are: Rex Davis, KMOK St. Louis; Pat Cullen, KHQ Spokane; Dale Danford, KXXX Columbus, Ky.; and Ed Haas, KOIL Omaha.

Basic purpose of the plan is to enable news directors to solicit the cooperation of the news directors in centers where major stories are breaking in order to supplement wire service coverage, according to WCI Minneapolis and WCCO Minneapolis news chief. Under the proposal, radio newsmen could, if they wished, use not only the telephone but telegraph and in special instances direct lines to obtain stories.

Another NARND development last week was announcement by the NARND board of the personnel of its nominating committee. The committee members are: Mort Linder, WSBT South Bend, Ind., chairman; Jack Swenson, KJVN Fairbanks, Alaska; Paul Levy, KXI Omaha; Grenville Seibis, W5S Columbus, S. C., and Ben Holmes, KOMA Oklahoma City.

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NEW LAWRENCE STATION; WBET BROCKTON GETS BOOST

NEW daytime station for Lawrence, Mass., and power boost for WBET Brockton, Mass., were proposed by FCC in decision handed down Friday. FCC proposed to deny new-station application of Viking Broadcasting Co., Newport, R. I., on grounds company is financially unqualified and displayed lack of candor.

WBET, daytimer on 990 kc with 250 w, would increase to 1 kw. New-station grant would go to Northeast Radio for 980 kc with 1 kw, daytime only. Company is headed by Israel Cohen, chief engineer, now with WMGM New York.

Ultimate stock ownership:

FCC proposed to deny Viking application for lack of sufficient funds. Further, Commissioner Webster, president, closed one 1949 application for fulltime outlet there.

WARNER ASKS DELAY

INDICATING possible change of mind, Warner Bros. on Friday requested and received one-week delay in FCC action on its petition to discontinue Chicago radio application. Petition was for action by Comr. E. M. Webster in motions hearing. Marcus Cohn, Warners' attorney, without explanation had it passed over until following week. Criticizing FCC delays, petition was filed after Warners announced it was dropping TV plans except contract (which expires Aug. 1) to buy Mrs. Doubtfire from Blackrock & KLAC and KLAC-TV Los Angeles and KYA San Francisco [Broadcasting, May 2, 9].

UN NEWS DRAFT

PROTECTION from expulsion from foreign countries and guarantee of equal access to news among rights accorded to correspondents in world treaty drafted for present UN General Assembly approval Friday. Proposal was drafted by Dr. Charles Malik of Lebanon, social committee chairman, at international news transmission gathering in New York. Agby exchange highlighted debate over disputed clause imposing "legal" duty on press to "further international understanding and cooperation." Substituted clause recognized correspondents' responsibilities to report facts without discrimination and as moral obligation.

ZENITH DENIES CHARGES

ZENITH RADIO Corp. denied charges of Sightsmaster Corp. and Empire Coil Co. that Zenith ad on obsolescence of television sets were false and misleading, it was learned Friday. Zenith served its answer Wednesday in action started in March by Sightsmaster and Empire in New York Supreme Court. Ads recited Zenith claims for UHF research [Broadcasting, March 28].

VIRGIN ISLANDS POWER PROPOSAL ARGUED AT FCC

FCC PROPOSAL for low power AM broadcasting in Virgin Islands aroused mixed reaction in oral argument before Commission Friday. Three interests opposed relaxation of rules, while station filed one approved proposal [Broadcasting, April 25, March 28].

NAB vigorously opposed any waiver of technical requirements, except those for operators, on grounds U.S. position would be weakened in forthcoming revision of North American Regional Broadcasting Agreement. Vail W. Pischke, NAB attorney, told Comrs. Rosel H. Hyde (presiding), Frieda B. Hennock, George E. Sterling and E. M. Webster, that U.S. has worked years to build up standards and any relaxation would invite requests for waivers elsewhere.

International Brotherhood of Electrical Workers, represented by Lawason Wimberly, opposed lowering of operator requirements as unnecessary because of labor supply and unstable from technical and safety standpoint. Edward M. Vickers, head of Radio American West Indies, said waivers not necessary as firm plans to file about June 1 for regular fulltime outlet there. William N. Greer, San Juan consulting engineer, fully supports FCC proposal, according to Philip G. Hennessey, Jr., his Washington attorney. Mr. Greer seeks 50 w fulltime on 1340 kc.

PROGRESS ON RELAY

CONSTRUCTION under way on extension of Bell System's New York-Boston radio relay to Providence. It will be completed in time to relay TV programs this fall, New England Telephone & Telegraph Co. announced Friday. WJAR-TV, Providence's only authorized TV station, slated to commence operations within few months.

KSL-TV TAKES DUMONT

KSL-TV Salt Lake City signed affiliation contract with DuMont Television Network. Station to start June 1, is owned by Radio Service Corp. of Utah. KSL-TV is also ABC-TV and CBS-TV affiliate.

WINS TRIMS ORCHESTRA

WINS New York signed one-year contract with AFM Local 802 permitting reduction of orchestra from 10 to eight men and continuation of present pay scales. Agreement retroactive to April 1.

WOV SALES UP 14 1/2%

OVERALL sales at WOV New York hit all-time high during April and went 14 1/2% over April last year.

TALENT PROJECT DELAYED

VIDEO actors union failed to get into being as expected at meeting of founders Thursday night. Inability of AGVA to settle certain questions as its part of deal broke up proceedings. AGVA, formed because its board, scattered through country, couldn't muster quorum to act in time for Thursday night meeting. Next effort to whip TV talent union into shape will be made Wednesday. Agreement among various 4-A unions said to be virtually complete.

PUBLIC INTEREST LISTING

List of public interest programs available to stations published by NAB for weekend distribution to membership. Compilation was handled by NAB Program Dept., under direction of Harold Fair, director, and Ben Miller, assistant director. Both transcriptions and scripts included.

DECCA FORMS SUBSIDIARY

DECCA RECORDS, New York, has formed subsidiary company, Vocolion Records Inc., 50 W. 57 St., New York 19, with A. Ken- nedy as general manager. Records to retail for 49 cents. Firm planning direct mail and trade paper campaign.

GARDNER TO HANDLE

GARDNER Adv. Co., handling radio and TV coverage of Miss America and National Air Fair to be held in Chicago July 1-4. Discs have been sent to stations inviting public to Air Fair, and Gardner representative is negotiating with two Chicago TV stations for coverage.

Closed Circuit

(Continued from page 1)

League publication, who now is with Remington Rand. Latter two are new names. Selection may be made any day.

LEGISLATIVE log jam in Congress along with desire to adjourn by Aug. 1 may mean that proposal to increase FCC Commissioners' pay from $10,000 to $16,000 ($17,500 for chairman) will have less than even chance of passage. Bill, which also provides for cease and desist authority for FCC as possible ground punitive measure may be further amended too, which wouldn't help chances of passage. Subcommittee headed by Sen. McFarland (D-Ariz.) may go as far as to include in measure provision for reorganization of FCC along functional lines as proposed by Chairman Coy.

FCC membership and staff alike heaved sigh of relief when final report on Bulova stations in New York was released last Tuesday (see page 27). Few cases in FCC annals have been fraught with so much backstage wire-pulling from highest plane in government and Congress. And it wouldn't surprise Washington observers to see case rehashed on floor of House under spur of Rep. Richard Wigglesworth (R-Mass.) who had his axe out for Bulova for more than decade.

WILL WAYNE COY accept presidency of Television Broadcasters Assn., as proposed week ago [Broadcasting, May 9]? Answer probably won't be known for weeks. It's possible that if Chairman returns from Paris International Conference on Telephone and Telegraph midway between sessions (in early June), he may then make up his mind.

DESPIE lack of any known opposition to confirmation of Comr. E. M. Webster for new term of seven years on FCC from June 30, temper of Congress is such that nomination could be held up although it's confidently expected favorable action will come prior to Senate adjournment this summer. Senate Interstate Commerce Committee already is holding up two nominations—one for Federal Power Commission and another for Federal Trade Commission—because it does not regard Presidential confirmations as perfunctory matter.

Broadcasting • Telecasting

Page 82 • May 16, 1949
Will your new product really sell? Only through experience will you learn whether your product is right...your package appealing...your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons—in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequalled facilities—can help you gain the experience you need to reach...and sell...consumers.

Do you have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation
Imagine a clock which will lose or gain only one second in 20,000,000, and which—when further research is carried out—will vary no more than a second in 30 years!

Such a timepiece—constructed by the National Bureau of Standards on a principle conceived and demonstrated at RCA Laboratories—is now in operation. More accurate than the stars? Yes, because "star time" will vary when Mother Earth wobbles in her orbit.

The pendulum of RCA's clock is an atom... at present, the nitrogen atom in an ammonia molecule... though others may later be used. Vibrating 23 billion 870 million times a second, it controls a system of radio waves and electrical impulses which operates the clock—locks them tightly in tune with its own unvarying beat!

You will hardly need an "atomic clock" to get to the office promptly, or get your children to school. But scientists and engineers who must split seconds into millions of parts need this more accurate way of telling time.

The atomic clock is but one of the many major achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.