A client of ours said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we know it!"

"Hold that latest, will you? Good day, you've already wiped out our $250,000.00 inventory* of a household appliance in 8-weeks and the dealers are hollering all over the place."

To which WOR politely retorts: If radio can sell a product like that—and it can—it can sell a message, slogan, or idea, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can... Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to

the station—heard by the most people where the most people are

WOR

*That's a fact! Ask us to prove it, if you wish.
A LITTLE girl in Weirton, West Virginia, a quarter century ago, was intrigued by her uncle's big, new Atwater Kent radio with its batteries and horn. What amazed her most was the announcer at WLS in Chicago... for instead of following the pattern of most stations with "This is WLS,"... he would say, "You are listening to WLS."

It took Mildred's uncle months to convince her that the friendly WLS announcer could not actually tell that she was listening. "He always sounded like he just knew I was listening to WLS," Mildred says now. Meantime, she has moved to 2131 West Evergreen in Chicago, and is Mrs. Frank Gross—still a daily listener to Lulu Belle and Scotty, Bob Atcher and other WLS stars.

Mrs. Gross put into words one of the basic reasons for WLS acceptance in millions of Midwest homes—the friendly voices that take a personal interest in the listener. Whether it's Jack Holden or Hal Culver, Stilwill or Brinkley or Baker or Bailey, Al Tiffany, Larry McDonald, Dinner Bell's Arthur C. Page—listeners feel a friendly personality is talking to them. For twenty-five years, in every WLS program, this thought has stayed uppermost—not that WLS is broadcasting—but that "You are listening—"

This WLS attitude accounts for the strong personal loyalty of millions of our listeners, and their always immediate response to the friendly voices that sell for our advertisers, in city, town and farm throughout Illinois, Indiana, Michigan and Wisconsin.
THE FUR INDUSTRY IN LOUISIANA—largest fur-producing state in the nation. Provides income for 100,000 people, adding $10,000,000 gross spending power annually. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

1. **D'ESTREHAN**, historical mansion near New Orleans, exemplifies West Indian architecture. Built in the 1820's by the pioneer family for whom it was named.

2. THE FUR INDUSTRY IN LOUISIANA—largest fur-producing state in the nation. Provides income for 100,000 people, adding $10,000,000 gross spending power annually. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

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

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

**Upcoming**

May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta.
May 25-26: Ohio Assn. of Broadcasters, Columbus.
May 29-June 1: Advertising Federation of America 45th annual convention, Rice Hotel, Houston, Tex.

(See page 81)

**Bullets**

WMOR, Chicago's newest FM station, has signed with Consumer's Aid for store broadcasting in Jewel food chain for two years, starting May 30. Programming is to be fed to 160-plus stores Mondays through Saturdays, 8:15 a.m. to 6:30 p.m. (CDT).

**BROADCASTING**

Multiple stories of Cuba's position with respect to extension of NARBA pact, governing continental broadcast allocations, may be sought by U.S. State Dept. and FCC officials considering desirability of seeking high-level Cuban communications officials to talk informally since there's been no clear-cut expression of views from Cuba.

**Business Briefly**

**MILES MUSICAL**


**LEE PHARMACAL ADDS**

- Lee Pharmacal Co., Beverly Hills (Spray-A-Wave), to sponsor added 15-minute segment of CBS Arthur Godfrey morning show, five times weekly, 10:15-11:30 a.m. effective May 30. Dancer-Fitzgerald-Sample is agency. Other sponsors are Gold Seal Wax, National Biscuit Co. and Liggett & Myers (half-hour).

**WWBZ APPOINTS**

- WBVZ, Vineyard, N.J., names Joseph Hershey McGilvra Inc. as national representative.

**TWO DROPPING**


**SUN-RAY DRIVE**

- Sun-Ray Hair Preparation Co., New York, planning extensive mail-in offer of 15-minute programs with possible use of 10 or 15-minute programs. All major markets are to be included, New York, Boston, Baltimore, Washington, Chicago, Los Angeles, San Francisco, St. Louis, Indianapolis, Detroit, Buffalo and stations in Texas. Agency, Casper Pinkser Adv., New York.

**SPOT TEST**


**ROSS CHANGES MIND**

- After Norman Ross and NBC announced earlier in week he was resigning from 500-hour a.m., Mr. Ross and Chicago & North Western Railway announced late Friday they had agreed on terms of new contract (see early story page 74).

**NABET, WOR-WOIC STILL SEEKING AGREEMENT**

- NABET sent Clarence Westover, its national executive secretary, to aid in deadlock negotiations for 115 engineers at WOR New York and WOIC (TV) Washington [Broadcasting, May 9].

Highest level WOR officials, including President Theodore C. Streibert, joined talks Friday at which Bernard Forman, of Federal Mediation and Conciliation Service, was trying to keep parties together. With strike vote already taken, situation was regarded as tense.

It was learned that NABET still was holding out for 15% wage increase while management is said to have made no salary offer. Following caucuses by both sides Friday afternoon, in which they both re-examined their positions, talks were resumed. When session adjourned Friday for weekend, J. R. Popple, vice president and chief engineer of WOR, reported some progress had been made. Talks resume today (Monday).
BY LISTENERS IN 5 BIG MARKET-AREAS!

In the PHILADELPHIA area

Listeners like plenty of music, daytime and nighttime. They get it, smoothly leavened with sales-producing commercials, in KYW's new Midday Review, starring Johnnie Deegan (12:05-1:30, Mon. thru Fri.) and in Tom Rodgers' new evening platter show at 11:05 (Mon. thru Sat.).

In the PORTLAND market

Kids and grown-ups alike heard a newcomer named Bob Amsberry. Everybody liked him! KEX now gives him two shows daily... a dawn-hour platter program (6:00-6:45) and an afternoon juvenile (4:30-5:00).

In the MIDWEST

Listeners like to keep up-to-the-minute with popular music. WOWO, Fort Wayne, meets the demand with a new daily disc show at 6:15 PM. Roy Harvey's "Top Two" airs the region's two best-selling records of the day.

In the NEW ENGLAND

Audiences like to start their day with cheerful music and light-hearted comment. They get both (interspersed with serious reports on news and weather) on the new Carl deSuze show, 7:05 AM, Mon. thru Sat., on WBZ, Boston, and WBZA, Springfield.

REWARDS!

For advertisers, Westinghouse stations' development of new programs and new talent spells new sales opportunities! Ask Free & Peters for information on these and other new programs... and on the fast-growing audiences attracted by these Westinghouse stations.

WESTINGHOUSE RADIO STATIONS INC

KDKA - KYW - KEX - WBZ - WBZA - WOWO - WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
BIGGER...  BETTER...  STRONGER...than Ever

"Ernie" Webber, president of Webber Motors, Omaha, sponsor of the "Sportlog."

2nd Year of the Midwest's Biggest Sports Package

WEBBER MOTORS' "Sportlog"

Tremendous results the first year! Now, Webber Motors' "Sportlog" starts its second year greater than ever. Two new features have been added—Football and Fishing series.

A combination of all KOIL's sports programs—"Sportlog" is 100% sponsored by Webber Motors, Omaha, distributor and dealer of Dodge and Plymouth cars and trucks. Webber Motors is just one of the many local advertisers who buy local spots on KOIL IN A BIG WAY year after year.

KOIL Builds Programming That Pays Off!

105 advertisers use KOIL today... 30 have received continuous service for over 5 years. KOIL is TOP ABC station in the nation in morning and afternoon audience... it's second at night (Jan.-Feb., '49 Hoop-er). Ask about KOIL shows that will pay off for you in the Omaha area.
A Winner

... of the coveted Sigma Delta Chi journalism award for an outstanding job of radio reporting ...

"George J. O'Connor, News Editor of Station WINR, Binghamton, N. Y., was judged to have done an outstanding job of radio reporting when he anticipated that a flood was moving towards Binghamton and other communities and went ahead on his own authority to warn the public and perform a spirited public service."

Quoted from Sigma Delta Chi release to the Press, May 6, 1949

on WINR

IN THE TRIPLE CITIES
People Listen to WINR

BINGHAMTON • ENDICOTT • JOHNSON CITY
George P. Hollingbery, National Representative

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

THE 73rd NBC MARKET

May 23, 1949 • Page 7
Albuquerque KOB NBC
Beaumont KFDM ABC
Boise KSHE CBS
Boston-Springfield WHZ-WBZA NBC
Buffalo WGR CBS
Charleston, S. C. WCSC CBS
Columbia, S. C. WIS NBC
Corpus Christi KRIS NBC
Davenport WHO NBC
Des Moines WHO NBC
Denver KVOA ABC
Duluth WDSM ABC
Fargo WDAY NBC
Ft. Wayne WOWO ABC
Ft. Worth-Dallas WBAP ABC-NBC
Honolulu-Hilo KGMB-KHBC CBS
Houston KXYZ ABC
Indianapolis WISH ABC
Kansas City KMBC-KFRM CBS
Louisville WAVE NBC
Milwaukee WMAW ABC
Minneapolis-St. Paul WTCN ABC
New York WMCA IND
Norfolk WGH ABC
Omaha KFAB CBS
Peoria-Tuscola WMBD-WDZ CBS
Philadelphia KYW NBC
Pittsburgh KDKA NBC
Portland, Ore. KEX ABC
Raleigh WPTF NBC
Roanoke WDBJ CBS
St. Louis KSD NBC
Seattle KIRO CBS
Syracuse WFLB CBS

Television

Baltimore WAAM New York WPIX
Fort Worth-Dallas WBAP-TV St. Louis KSD-TV
Louisville WAVE-TV San Francisco KRON-TV
Minneapolis-St. Paul WTCN-TV

This message is being written on March 28, 1949. Yesterday's temperature was 85 in Richmond, 76 in New York, 56 in San Francisco, 83 in Washington, D. C., and 41 in Minneapolis. In some areas, it's time to talk about the "warm-weather advantages" of your products, be they dairy-goods or deodorants. . . In other areas, ice is still on the ponds.

Whether it's in March, August or December, almost any day of the year is "different" in vast America. And with national spot (Bull's-Eye) radio, you can make that difference help you to sell goods.

Here at Free & Peters there's nothing we like better than talking to advertising people who want to quit generalizing in their radio selling—who want to capitalize on the fact that sales are made in local stores, and for just such local reasons as the local temperature. How about it?

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives
Since 1932

New York     Chicago
Atlanta       Detroit     Ft. Worth
               Hollywood   San Francisco
KTUC Tucson's "roving reporter" Ralph Radcliffe (l), Tucson mgr. of American Airlines, receives equipment from Lee Little, KTUC pres. Mr. Radcliffe will record shows for KTUC while in Europe on airlines inspection. He will airmail the recordings to Tucson for airing on KTUC.

NEWLY elected member of Di Gamma Kappa, national radio fraternity, is George B. Storer Jr., son of Fort Industry Co. head. Mr. Storer, 23, is station manager of Fort Industry Co.'s WAGA-TV Atlanta, Ga., which opened in March. He was elected to fraternity's charter chapter at U. of Georgia during the Radio Institute May 12-14.

ON BEHALF of the radio industry, NAB President Justin Miller (l) presents plaque to Wallace H. White Jr., who retired last January as Republican Senator from Maine. Presentation was made at a dinner tendered by Judge Miller [BROADCASTING, May 16].

ADDRESSING Advertising Club of Baltimore on "Arrow Beer Day," celebrating brewery's anniversary, is Joseph Katz, president of Katz Agency which handles Arrow account. At left is Dale Carnegie, who was the speaker of the day.

DISCUSSING spot broadcasting at Boston dinner meeting of Waltham Co. and National Assn. of Radio Station Representatives [BROADCASTING, May 16] are (l to r) John J. Hapgood, Waltham president; T. P. Flanagan, NARS manager; C. Keefe Hurley, Waltham trustee; Robert Foster, Paul H. Raymer Co.; Art Smith, Edward Petry & Co.; Dana Baird, Weed & Co., and Frank M. Headley, Headley-Reed president and president of NARS.

CITATIONS for meritorious achievement in radio and television are presented to three Syracuse U. Radio Center alumni at annual Radio Day celebration. L to r: Vice Chancellor Finlo G. Crawford, who made presentations; Prof. Kenneth G. Bartlett, SU director of radio and TV; recipients, Marty Glickman, WMGM New York; John Warrant, sales manager, WNBC WNYT (TV) New York, and Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y.

WINNER for second consecutive year of Los Angeles Ad Women's "LuLa" award for her radio advertising campaign for Don Lee network, Joy Berghall of R. W. Webster Adv. is congratulated by Herb Sonnenberg of Don Lee.

WORKING out commercial format for News of Washington, WOL Washington series, are Henry V. Scay (l), WOL account executive, and Robert C. Jones, senior partner, Robert C. Jones & Co. investment firm, show's new sponsor.

AWARD for operating 297,629 man hours without loss time accident is presented WRVA Richmond by Liberty Mutual Insurance Co. L to r: Walter Bishop, David Woods, WRVA; Ernest Cutler, Liberty Co.; C. F. Lucy, WRVA gen. mgr.; Sam Corey, WRVA.

GIVING okay to Graybar Electric Co. contract for Breakfast Party on WHK Cleveland are (l to r) standing—Evertt Jarrett, Gerst Adv.; Saul Giants, WHK; Jack Mauer, WHK; seated—Roy Blaha (center), Graybar; Bob and Rena Ledyard, show's stars.

At left is Dave Carnegie, who was the speaker of the day.

At left is Dave Carnegie, who was the speaker of the day.
Announcing....

Independent Metropolitan Sales

Established to better serve the

**ADVERTISING AGENCY** ... Our facilities will be geared to present the true picture of the Metropolitan Independent — its vital importance in the community — its outstanding achievements in competing with "piped" programming — its sound value as an investment of your client's advertising dollar. Our limited list will assure you of maximum service on *each* station.

**METROPOLITAN INDEPENDENT** ... We are pledged to represent *only* Independents in major markets, and *only* a restricted list of Independents. Our member stations retain the right to qualify a new station (it must be good!) and limit the number of stations (one small list). We have one picture to present — the successful Metropolitan Independent.

"INDIE SALES" invites your Independent inquiries.

Independent Metropolitan Sales

"The Nation's Popular Stations"

Jack Koste, Pres.
55 West 42nd Street
New York 18, New York
LOngacre 3-6741

Jack Mulholland, Mgr.
75 East Wacker Drive
Chicago, Ill.
ANdover 3-7169
GENEVIEVE LEMPER

Time Buyer, FOOTE, CONE & BELDING, Chicago

Miss Lemer, with her thorough knowledge of radio, does a very capable job of time buying for all radio users in the Chicago office. The William G. Rambeau rep today presented Miss Lemper with a certificate of membership in the Honorary Order of Patrons and with the deed to a tract of land in the heart of Patroon country.

AMBROSIA BREWING Co., Chicago (Nectar Premium beer), appoints Malcolm-Howard Adv., Chicago, to handle advertising. Intensive radio and TV campaign in Chicago area will be used. Arthur M. Holland is account executive.

FRONT-BUTLER Corp., Cincinnati tire distributor, appoints Associated Adv. Agency, Cincinnati, as advertising counsel. Regional spot campaign will be used. Sam Malcolm Levy is account executive.

ALBERS SUPER MARKETS of Cincinnati appoints Hugo Wagenseil & Assoc., Dayton, to handle advertising. Firm sponsors Win Your Dinner on WONE Dayton. ANDERSON PIANO Co., Dayton, also appoints HWAD to handle advertising. Piano firm is sponsoring 49, the Magazine of Television on WLWD(TV) Dayton.

BRISTOL-MYERS, New York (Parn toothpastes), contracts for Lucky Luke to be teletcast on WGN-TV Chicago, Tuesdays and Thursdays, 5:30-5:45 p.m. (CDT) for 52 weeks effective June 28. Agency: Doherty, Clifford & Shenfield, New York.


SIGNAL OIL Co., Los Angeles, through Barton A. Stabbins Adv., same city, June 5 renews The Whistler on 16 Columbia Pacific Network stations for 52 weeks.


REGAL AMBER BREWING Co., San Francisco, sponsor of San Francisco Seals baseball games on KSFO San Francisco, extended its sponsorship May 11 to include coverage of games by KPIX, TV affiliate of KSFO. Previously games on KPIX were sustaining.

FORT PITT BREWING Co., Pittsburgh, through BBDO, sponsoring wrestling bouts on WDTV (TV) Pittsburgh, Wednesdays from 9:30 p.m. to conclusion.

FIVE department stores contract to sponsor five-minute, six-one-minute TV film spots on Catalina Inc. (Los Angeles) show suits. ZCMI Salt Lake City, to place spots on KDYL-TV Salt Lake City; La Salle & Koch, Toledo, on WSPD-TV Toledo; Bon Marche, Seattle, on KOKI-TV Seattle; Gimbel's Milwaukee, on WMJ-TV Milwaukee; Hecht Co., Washington, on WBNW (TV) Washington.

THE DILL Co., Norristown, Pa., appoints Street & Finney, New York, to handle advertising for its Dus-Kil insecticide.

(Continued on page 17)
DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting... because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.

For instance, start and finish spiralling is controlled by a separate motor... push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33 1/3 rpm.

For instance, you can change cutting from inside out to outside in by the simple turn of a dial... without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer... available on special order... compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137... or write Dept. 19-ED.

CHECK THESE SPECIFICATIONS

- Frequency response... 30 to 10,000 cycles, ±2 db
- Head sensitivity (groove velocity 6.3 cm/sec., 0.00079" peak to peak at 1000 cps)... -30 dbm (1.0) watt
- Turntable accuracy... ± 1/2% 33 1/3 or 78 rpm
- Speed regulation (wows)... 0.4% rms at 78 rpm
- Turntable drive... 2 hysteresis type synchronous motors, using rim drive through rubber idler rollers
- Type of stylus... Sapphire or Steel
- Microscope... 36 power Spencer

RCA Type 73-B

RCA 73-B RECORDER, with its optional cabinet type MI-11827

RCA Broadcast Equipment
Radio Corporation of America
Engineering Products Department, Camden, N.J.

In Canada: RCA Victor Company Limited, Montreal
On Elgin American

EDITOR, BROADCASTING:

. . . The Shaw Agency was appointed [BROADCASTING, May 9, page 14] by the Illinois Watch Case Co. to direct the advertising for Elgin American's new American Beauty line of compacts, cigarette cases, and dresser sets. However, Weiss & Geller, Chicago, continues to handle the Elgin American line of compacts, cigarette cases, lighter sets and dresser sets. We also continue to direct the Groucho Marx radio program and all Elgin American visual and television advertising.

Irving D. Auspitz
Executive Vice President
Weiss & Geller
Chicago

* * *

Very Useful

EDITOR, BROADCASTING:

. . . I see your publication regularly, and it is, indeed, very well informed and tremendously useful.

B. Cohen
Assistant Secretary-General
for Public Information
United Nations
Lake Success, N. Y.

* * *

Information Source

EDITOR, BROADCASTING:

. . . It is certainly true that without BROADCASTING most of us would find it impossible to keep informed on day-to-day activities within our own industry.

Maurice B. Mitchell
Director, Broadcast Advertising Bureau
NAB, Washington

* * *

RRIAS Budget

EDITOR, BROADCASTING:

I have read Mr. S. A. Cisler's recent letter to you [BROADCASTING, May 9, page 14] and commented on it. . . .

John E. Pearson
John E. Pearson Co.
Chicago

* * *

What

$10,000 will buy
in

Cleveland

For more impact on more people more often, the nation's leading advertisers use SPOT RADIO.

For complete information on the nation's major stations in the nation's major markets, they usually call NBC SPOT SALES first.
1. Where are you going to get radio staff after you have thrown out the Nazis, have replaced them with their sharpest opponents, and then, after training these, have found that many of them also have to be thrown out because they are Communists. Absurdness is a high following years of malnutrition.

2. A part of the 600 are drivers of cars used to haul talent to work and back, or the public address cars, which are the only ways of getting the news to the people when electrical current is off all day.

3. Probably the thing to do is use less people for various program types—what are all those people doing in educational school radio, for example? When radio stations must themselves provide School of the Air for schools with book shortages, where does Mr. Cisler propose to get this material? There are no agencies, networks, syndicates, or school studios to help.

What are all those people doing in news and political commentary? Has Mr. Cisler ever tried to answer several hundred Russian lies a day spread by a 100,000 w station just across the river?

What is RIAS doing with a symphony orchestra and other musical groups as well? With symphonies of their own at Radio Berlin (the tremendous station in the Russian Sector), Radio Leipzig, and a dozen other Russian-controlled stations, twice as large and twice as well-paid at any station our home has to offer, one begins to realize how thoroughly good, original music is a part of German life...

RIAS has at least eight commentators who draw salaries comparable to those of outstanding radio men in the U. S. But for that see these Germans, Hungarians, Romanians, etc. risk their lives every day... We can keep them or let the Russians have them and their following.

4. American occupation authorities broke up the cartels and combines they felt dangerous. One of the toughest was the Nazi Radio Network. There is no longer any network. Each station, and German stations are often 100,000 watters, now is in effect a network production center, creating from scratch all it broadcasts...

Both RIAS and the air lift are uneconomical, admitted... But anyone who has seen any of the scores of prisoners escaped from Russian Uranium mines who come to RIAS, as the one place they know about, for help... realizes the impact of this station...

Since the Office of Military Government has invited me to suggest other experts, I am recommending Mr. Cisler and the project he suggests (the flying of American radio men to Berlin, to "clean up the waste") with the warning, however, that unless diagnosis, is based on at least a few weeks of observation, preferably by persons who can...
FOR THE FIRST TIME, television fans in the Nation's Capital have seen for themselves the differences between cancer cells and healthy, normal cells of the human body. This was made possible through the twin eyes of the television camera and the microscope, (at left), a combination never before used on television. The program was produced with the cooperation of the U.S. National Cancer Institute and the American Cancer Society.

WHEN WMAL-TV ATTACHED A TELEVISION PICK-UP CAMERA (at right) to the face plate of the 40-inch reflecting telescope at the United States Naval Observatory in Washington in March 1948, televiewers were able to see at close range Mars, Saturn, and the Moon. WMAL-TV had successfully demonstrated a new use for the medium of television. Captain Guy W. Clark, superintendent of the Observatory described the telecast as a "step forward in the teaching of astronomy." The WMAL-TV "first" was repeated on April 12, 1949, for a total lunar eclipse, but was only partly successful due to atmospheric conditions.

Another FIRST! Longest single relay in TV history! THE FAMOUS SHENENDOAH APPLE BLOSSOM FESTIVAL this April in Winchester, Virginia was televised by WMAL-TV and two unique achievements were accomplished. The first 37 mile relay was the longest single relay circuit ever used in a television broadcast and the entire 74 mile span from Winchester to Washington established a record in microwave relay transmission for a single broadcast. The picture was micro-waved 17 air miles to a fire look-out on Signal Mountain, 2,400 feet above sea level. There it was transmitted by another microwave relay 57 miles to the WMAL-TV transmitter in Washington from which it was radiated to TV receivers in the Washington area.
New Business
(Continued from page 27)

MILWAUKEE FURNITURE Co. of San Francisco, sponsoring Design for Living, Thursdays on KPIX(TV) San Francisco.

REFINADORA de OLEAS, Brazil, S. A., appoints McCann-Erickson's Sao Paulo office to handle advertising for its "Gordura de Coco Brasil," a cacao-oil product. Radio will be used.

SINGER SEWING MACHINE Co., Puerto Rico, appoints San Juan office of McCann-Erickson to handle its radio and publications advertising in Puerto Rico and the Virgin Islands.

Adpeople . . .

FRANCIS L. CONGDON appointed advertising and merchandising director of Altes Brewing Co., Detroit and San Diego, after 11 years with Mason Inc., Detroit.

They Say . . .

"THE $2,800,000 lawsuit by (former) Jersey City Mayor Frank Hague Eeggs against . . . WAAT—for permitting an allegedly slanderous political broadcast—focuses attention on a grave legal dilemma facing radio stations in this state and elsewhere.

"The (FCC) . . . interprets the Federal Communications Act of 1934 as forbidding stations from exercising any censorship whatsoever over political broadcasts. . . . Yet the stations are exposed to huge suits if the candidate buying radio time makes slanderous or libelous statements. . . . Stations do have the right, within certain limitations, to reject such scripts in toto. But it is virtually impossible for station personnel, particularly in the hundreds of smaller stations, to make sure that scripts contain no possible slander . . . ad-libbing obviously presents enormous further difficulty.

". . . The strict FCC ruling on censorship is definitely in the public interest. The overwhelming majority of stations do not want the right to interfere with the free expression of views by political candidates. . . . Responsibility for any slanderous political statements clearly should rest with the party making the offense. Radio stations should be relieved of legal responsibility in such cases if they follow reasonable procedure which might be prescribed.

From an editorial appearing in The Elizabeth (N. J.) Daily Journal

* * *

". . . THE RADIO broadcasters are the most abused and worst treated of all American businesses. Especially is this true of about 1,500 independent stations. Thousands of business firms and commercial-trade associations spend millions each year in printing, labor and postage on material to be sent to radio stations . . . in hopes their material will be used, and thus they can gain radio publicity without paying for it . . . The Government is the biggest abuser of the radio broadcasters. The Government thinks nothing of paying transcription companies (for) programs they expect the stations to run free of charge. . . . It spends eight to ten millions in magazines and newspapers each year in recruiting, with little of the recruiting going to radio. It is expected to work free. . . . Radio broadcasters outperformed all public-information media during the war, and it appears now the businessmen are quick to forget this fact, and that Congress has forgotten it, too."

Statement by W. L. Gleeson President, Broadcasting Corp. of America, Riverside, Calif.

Quoted by Rep. Eugene J. Keogh (D-N.Y.)

In House of Representatives
on the cash register...

You can go out to dealers, hundreds of miles from Nashville, or right in town—and there you can see the WSM story on cash registers. They ring up 650 so regularly, these merchants, they know the station has a special power to sell their customers. Go take a look for yourself, as we have, and you'll find it in store after store—all through the Central South.

It isn't just our 50,000 watt, clear channel power, nor the excellent reception we provide dependably over an area that otherwise would be poorly served. Nor the fact that our programs are good, balanced, and specially designed for the audience we know so well.

The reason they act when they listen is that they know they can trust and believe and buy what we sell them.

WSM
NASHVILLE

600 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE
PUBLIC service has reached such a point in the daily operation of WATO Oak Ridge, Tenn., that it bids well to engulf all other station activity at "The Atomic City," according to Marshall Pengra, WATO president and general manager.

Only last May 10 a construction crew, building new houses in the station area, blew down the WATO power lines in the ear-shattering process of blasting some rock for removal from housing sites. If the station entertained any lawsuit ideas, it may well think twice—for Uncle Sam is the only landlord at Oak Ridge.

The Atomic City seems to develop a crisis "every hour on the hour," Mr. Pengra says. And despite the fact that no resident, businessman or operating company owns real property in the area, the citizenry glues a watchful eye, if sometimes suspicious, eye on the top brass, he reports.

When the Atomic Energy Commission recently announced a rental increase for dormitory residents of the city, WATO dutifully produced special tape-recorded broadcasts of the meetings between AEC and the dorm committees. There followed a congressional hearing held in Oak Ridge by a subcommittee of a joint congressional committee on Atomic Energy. Interest ran so high that the station tape-recorded the session and carried a full four-hour broadcast.

In fact, public interest appeared exceeded only by listener reaction. WATO described the response as "terrific," in view of phone calls and mail. One listener commented: "Your public service broadcasts, particularly of the dormitory meeting, are much appreciated. WATO is the best thing that ever happened to Oak Ridge."

Even the Atomic Energy Commission was moved to addulation. Fred Ford, AEC director of community affairs, called the station a "model" for other atomic cities.

Pengra says. And despite the fact that no resident, businessman or operating company owns real property in the area, the citizenry glues a watchful eye, if sometimes suspicious, eye on the top brass, he reports.

When the Atomic Energy Commission recently announced a rental increase for dormitory residents of the city, WATO dutifully produced special tape-recorded broadcasts of the meetings between AEC and the dorm committees. There followed a congressional hearing held in Oak Ridge by a subcommittee of a joint congressional committee on Atomic Energy. Interest ran so high that the station tape-recorded the session and carried a full four-hour broadcast.

In fact, public interest appeared exceeded only by listener reaction. WATO described the response as "terrific," in view of phone calls and mail. One listener commented: "Your public service broadcasts, particularly of the dormitory meeting, are much appreciated. WATO is the best thing that ever happened to Oak Ridge."

Even the Atomic Energy Commission was moved to addulation. Fred Ford, AEC director of community affairs, called the station a "model" for other atomic cities.

Pengra says.
There's Pay Dirt in the New 1949 Gates SA-40 Console

The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed pay dirt for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials... all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this... plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.
Looking for the leader?

New York's highest-rated woman commentator is WCBS' Margaret Arlen

Sustained leadership: throughout the year, an audience 32% greater than her nearest competition is Margaret Arlen's record in her highly competitive program category. A.C. Nielsen shows that every month she holds first place among woman commentators.

AVERAGE HOUR RATINGS, FEB. '48—JAN. '49
Margaret Arlen... 3.7 Woman Commentator B... 2.1
Man-Wife Team A... 2.8 Woman Commentator C... 2.1
Man-Wife Team B... 2.7 (All others below 2.0 av. hr.)

 Nielsen Radio Index—N.Y. Station Area Reports

Represented by Radio Sales
UNREST STIRS STATIONS

By SOL TAISSHOF

DISENAGEMENT which may flare into open revolt is brewing among old-line network affiliates who regard themselves as the backbone of American radio.

Many broadcasters—not in TV markets, but from all geographical areas—are becoming more outspoken in their end of year meeting on what they term the artificial stimulation of television. They also condemn talk about reduction of AM rates by the networks to compensate for the TV's effect upon them. But perhaps most pronounced is their unhappiness over the state of affairs at NAB.

Without regard to the television issue, many network-affiliated stations now contend that NAB is "dominated" by unaffiliated independents and by the newest. Whereas those who are in non-TV markets oppose any substantial expenditure of NAB funds for video exploitation, those who happen to be in TV argue the opposite point—that NAB is not sufficiently interested in television to justify their membership.

Portents of this unrest followed the NAB Convention in Chicago last month. There have been a number of resignations of important stations. Additional resignations are believed imminent. Among hitherto unannounced resignations are WOAI San Antonio, WAPN Tampa, and KTRK Houston, all NBC affiliates, and WPEN, Philadelphia independent.

The resignation of WWJ posed an immediate problem for the NAB, as Harry Bannister, general manager, is a member of the board of directors. Mr. Bannister in his letter of resignation to NAB President Justin Miller, said:

"Our decision to withdraw has been made with reluctance and regret. It is based upon a deepening realization that the objectives of our business and the aspirations of its management are not the objectives and aspirations of an overwhelming majority in the NAB membership."

Mr. Bannister did not amplify this statement but the resignation was believed to be premised upon a combination of high cost of membership plus his view that the NAB has become a sprawling organization and was spread too thin to be effective.

Last week in Shreveport, La., there developed tangible evidence of the feeling being whipped up among major network affiliates. A group of NBC-affiliated stations met there Saturday, May 14, at the call of William B. Way, vice president and general manager of the 50 kw KVOO Tulsa and a former NAB board member. The session was held in conjunction with the formal dedication of the new studios and plant of KTRS, Shreveport NBC outlet. Host to the group was Cecil K. Beaver, KTBS general manager (see story page 54).

General Reaction

What transpired at the Shreveport sessions concerned generally with reaction from other areas following the NAB Convention. The session was given added importance by virtue of the presence of NBC's SPAC committee; Edward Petry, president of Edward Petry & Co., pioneer station representative; and Sheldon B. Hickox Jr., manager of NBC station relations. Among other representatives of south central and southwestern NBC affiliates who participated were: Hugh A. L. Half, WOAI; Jack Harris, KPRC Houston; G. E. Zimmerman, KARK Little Rock; Roy Baeus, WBAP (AM and TV) Fort Worth; Harold Wheelahan, WSMB New Orleans; and Mr. Beaver. Others present at the session were: Sales Managers Ralph Nimmons, of WFAA, Jack Keasler, WOAI, and Jack McGrew of KPRC.

Mr. Way, an old campaigner, pulled no punches in launching the hair-letting-down session. He played the networks for overplaying TV which he felt would not be a factor for some years in the Southwest and in other areas remote from the talent centers. He criticized trade papers for devoting "too much space" to television. He lashed out against the NAB and questioned whether the present command hadn't served

(Continued on page 84)

RADIO'S FUTURE

By JANE PINKERTON

THE MAKERS of the nation's radio and television sets are prepared to include every new technical development in their products, but they will not cause "deliberate obsolescence," Max Balcom, retiring president of Radio Manufacturers Assn., pledged as the association wound up its Silver Anniversary convention in Chicago last week.

Supported by a resolution of a group of board members appointed by President Truman to the progress of manufacturers and the power of radio and television in the nation's daily life and economy, Mr. Balcom said at suggestion that this session will put broadcasting out of business. He predicted radio will continue "indefinitely" and at the same time forecast operation of 8,000,000 TV receivers by 1951.

Raymond C. Cosgrove, executive vice president of Avco Mfg. Co., was elected to his fourth term as RMA president at the RMA board meeting Thursday afternoon, succeeding Mr. Balcom. The board session wound up a four-day convention held at the Stevens Hotel, Chicago.

Mr. Cosgrove headed the group from 1944 until 1947, and directed the industry's wartime and postwar reconversion activities. Other re-elected officials were Leslie F. Muter, president of The Muter Co., Chicago; John F. Sullivan, treasurer; and Ronald Geddes of Huntington, D. C., executive vice president and secretary. John W. Van Allen of Buffalo was re-appointed general counsel.

Nine directors were re-elected. Five new ones are J. B. Elliott, vice president, RCA Victor; W. J. Halligan, president, Hallcrafters Co.; Richard A. O'Connor, president, Magnavox, all representing the set division. In the parts division, R. L. Triplet, president, Triplet Electrical Instrument Co., and in the accessory part, the amplifier and sound equipment division, A. Liberman, president,

NAB, Video Main Targets

Balcom Sees Vast Growth

Talk-A-Phone, were elected.

New vice presidents, in addition

(Continued on page 88)

Mr. COSGROVE

May 23, 1949 * Page 23
Unrest Stirs Stations
(Continued from page 23)
its purpose and perhaps finished its usefulness. He left practically nothing unsaid (we were there). On some of Mr. Way's points there was unanimity, though several present disagreed with his contention that TV would not be a factor in their areas for some time, or that trade papers [BROADCASTING] was named specifically] were devoting too much space to TV. Only one telecaster was present—Mr. Baer of WBAP, the Fort Worth Star Telegram AM and TV operations. He disagreed with the contention that TV is unduly overplayed but conceded it was confusing. WBAP's experience, he said, is that TV's impact can't be minimized or discounted. He observed, however, that there is a "fatigue factor" and he felt that televiewing would not be as widespread as listening. He anticipated more "selective looking" rather than selective listening.

There were disparaging references to the two forms of radio as "sound" and "unsound." But, after the smoke had cleared, there was general agreement that progress could not be stopped; that television constituted progress; that TV is the heritage of the broadcaster; and that, while many zealots were going to extremes, it nevertheless behooved all in radio who want to remain in it to keep abreast of the new art and do something about TV.

On the matter of AM rates the discussion became heated. Mr. Petry asserted that network talk of a reduction in station rates during evening hours, whether it be 10 or 20%, because of video competition, was dangerous and unjustified. He argued that station rates should not be so low that contrasted with those of other media and that stations should not take a single step backward on rate structure. It was evident from the comments made that any move to cut AM rates would be stoutly resisted.

Mr. Harris pointed out that KPRC is a television applicant and that by, therefore, is fully conscious of the job ahead. The principal job for sound radio, he said, is to promote it by building programs and increasing audience. He urged NBC and other networks to build and pretest programs and he admonished those present to beware of the fate of the buggy whip manufacturer in the day of the automobile's advent.

Mr. Hickox vigorously defended his network's position on simultaneous development of TV along with AM. He said the network now is in the process of "unintegrating" its operations except at the top level where it will be integrated. Hence, he said, AM and TV will function separately as to sales and programming within the network. He insisted NBC has not forsaken its unmitigating effort to sell AM and TV. It has, he said, functioned, off-the-record, a couple of new program ideas in the works.

New York Influence

There was also revival of talk about the "New York influence" in programming becoming even more severe in TV than in AM. People away from the show business centers do not relish the infusion of "city slicker" influence, it was argued.

Mr. Halff explained that he had withheld announcement of his resignation from the NAB last December because he did not want to be the bellwether of a possible general exodus. Others present at the Shreveport meeting indicated that they would be disposed to follow Mr. Halff if the NAB continues in its present groove. It was argued that the dues of major network affiliates, generally in the higher brackets, are being disbursed to "build up competitors," mainly among the newcomers. And the newcomers and the independents, it was alleged, flatly, had taken over "control of the NAB operations and management."

Last Thursday (May 19) Mr. Harris wrote NAB Secretary C. E. Arney Jr. that KPRC had decided to resign, effective June 1, because of the feeling that the association was falling short of doing a job for the radio industry and also was falling completely in being of any real service to us.

There wasn't even enthusiasm for the new Broadcast Advertising Bureau, with several of the Southwesterners harboring the view that this also was designed to benefit the smaller entities. But the competition with newspapers was generally recognized and it was the consensus that such a project, under competent management, could be fruitful. There was some praiseworthy for Maurice (Continued on page 55)

WHY DID WPEN QUIT?
Says Functional Groups Would Better Serve Industry

The network affiliates should have the annual conclave, the independent theirs, for example "where the big fellows and the little ones in each class will have ample time in which to air their problems; sympathetic minds and interested ears to help them."

"These groups will elect their own representatives who will go to a smaller annual association business meeting for the purpose of selecting those who have agreed to advance, and returning with evidences of concrete products."

"Each group or representative should be respected equally and considered equally. If this is an indirect promulgation of more activity and more control and more power in the hinterlands and that power in the radio headquarters at Washington, then so be it. These groups should adopt codes that govern their classes. The association as a whole should then fashion a code to complement these that would generalize over and above these specific items and that would be representative of the industry at large."

Use of Referendum

Mr. Obrist feels NAB should make more use of the referendum. Such a vote at Atlantic City would have defeated the code, he feels, and he emphasized the BMB loan at Chicago, "the approval of which has caused much unfavorable reaction."

He looks to NAB for a final and sensible solution of the coverage problem and for a "business convention, completely devoid of speeches that tell us how good we are, that urge us one year to 'get into FM' and later, to 'get into TV', a convention that builds respect for our industry and business for the individual stations."

"If it is to bear how bad we were during the previous year, from agencies, account executives and advertisers, so we can derive a modicum of benefit instead of false balm from our annual session."

Reduced to its essence, the problem is one of "resignation vs. reform," Mr. Obrist believes. In today's very tight and increasingly competitive market, the time and inclination to stump for complete re-evaluation of the purposes and procedures of NAB is unfortunately lacking."
'Broadcasting' Study of the Business Climate

By ROBERT LUCE

WHAT HAPPENED to the economy in the first three months of the year is now clear. Government figures for the first quarter are published, and they show that the steady rise in this nation's economic activity has been halted in many respects.

The basic measurement of the business level—the gross national product—dropped $9 billion on an annual rate from the previous quarter's record high of $264.9 billion. "GNP" is the measurement of the value of all goods and services produced in the economy. This drop of $9 billion was the most severe of the postwar period.

Even with this rapid decline, the dollar value of goods and services for the first quarter is above the average for 1948, and nearly triple the 1939 total. Such a perspective is necessary to a proper understanding of the extremely high level on which our economy has been operating in the postwar period.

Much of the decline is centered in the manufacturing industries. The index of industrial production has dropped from a high of 195 in October 1949 (1913=100). The decline is general in both durable and nondurable goods production, although some upturn was evident in April's figures for mining.

Root of Unemployment

This decline in production is at the root of the unemployment figures that have made headlines in past months. The Bureau of Labor Statistics reports manufacturing employment for March continued a six-month downward drift to reach a figure 1.2 million below the postwar peak in September 1948. Spring has brought total unemployment down about 200,000 to a shade over three million, according to April reports.

These declines have injected caution and jumpiness into the business picture to a degree that has not been felt since the end of the war. Expenditures for capital equipment of all kinds, plant expansion and modernization, housing, inventories have been reduced sharply in the first quarter—largely as a result of this hesitancy.

Purchasing Power Up

In the midst of this series of economic changes, a new development appears. The average per capita disposable income reached its highest point since the end of OPA, in terms of purchasing power. (See chart.) The slight drop in the price level is partly responsible for this development. Using 1948 as 100, the first quarter 1949 consumer's price index is 99.2. Average per capita disposable income in the first quarter reached $1,347, only slightly below the 1946 figure of $1,351 in these same 1948 dollars.

This is on the credit side of the ledger, and it is a reassuring factor. The bottom has by no means dropped out of the market for consumer goods. The money is there. National income has declined somewhat in dollar terms, to be sure, but it does not compare to the drop shown in industrial production.

Personal income is at an annual rate of about $217 billion, equal to July of last year, and considerably above March 1948. Farm incomes are about equal to March 1948.

What have consumers done with their income? They have saved an increased portion, and spent somewhat less. In the fourth quarter of 1948, consumers spent at an annual rate of $181 billion and saved at an annual rate of $8.4 billion. Thus they saved approximately 9%. In the first quarter of 1949, they spent at the rate of $178 billion per year and saved $20 billion, saving a little over 10%. Why?

The uncertainty that is apparent in business expenditures is also reflected in consumer buying plans. Much of the reduction in both cases is a matter of waiting until prices come down to a new level. Why buy a refrigerator today for $300 if it might sell for $280 in two months? Or why build a new addition to a plant now when materials and labor may be cheaper in 1950? These are the kind of decisions that affect the economic picture, and the kind that are being made daily in 1949.

Effects Economy

Such a postponement of major expenditures can have a snowballing effect on the economy. The good old days of $3,500 houses and $600 automobiles are not going to come back, and consumers should be educated through intelligent advertising that current prices, though they may decline even more, have a lot of the "water" taken out of them, and in many cases represent rock bottom on today's market.

Publishers Information Bureau figures for AM network advertising show a $500,000 (1%) decline in this year's first three months compared to a similar 1948 period (see story page 25). This decline is not in itself indicative of further drop—the March total is about even with March 1948. The decline occurred primarily in the February figures.

The first quarter net income reports for major industries were remarkably divergent. Iron and steel reported a 66% increase in Jan.-March last year. Textiles showed a 62% decline. Railway equipment was up 27%, pulp and paper products down 24%. On the whole, income of 500 leading corporations was 6.5% above the first quarter of 1948.

Apparantly the economy is making an adjustment, industry by industry, to what is loosely called the "buyer's market." Even the steel industry, which has been far behind demand, is catching up, and the machinery manufacturers indicate that their backlogs of orders are filled for the most part. Textiles have apparently overproduced at present prices, and it is not certain how much demand exists at lower prices.

No one in Washington doubts that the flower of the post-war boom has wilted somewhat. There also is confidence that the roots and stalk are healthy. The talk in Washington has reached the stage of earnest hope that we will maintain present levels of prosperity, with the fear of further inflation almost completely gone.

Pessimism in our economic decision-making could bring about the very thing that is feared. This being our first postwar experience with a major readjustment in business, quite naturally it has made business, labor and government uncertain and jumply.

Confidence Vital

Confidence is a vital ingredient in prosperity, and our total economic picture to date justifies a temperate confidence in future American prosperity at levels near those of the past three years.

Standard & Poors Corp., in a recent analysis of the economy, said that the business price adjustment now taking place would result in a period of good business lasting several years. "We are convinced that a depression as severe as in 1920-21 or 1929-32 is out of the question." We are in complete agreement with this viewpoint.

G. MAXWELL ULE, formerly market and research director for McCann-Erickson Inc. in Chicago, has resigned to become vice president and research director of Kenyon & Eckhardt Inc., New York, effective June 1. Mr. Ule succeeds C. C. McKay, who has resigned his vice presidency after 19 years with the agency to "take a vacation." To date Mr. McKay has made no further announcement of his plans.

Purchasing Power

(Per Capita Disposable Personal Income in 1948 Dollars)

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<th>1947</th>
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<td>1948</td>
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(Broadcaching * Telecasting

May 23, 1949 * Page 25
First Quarter Down 1%

GROSS BILLING

(See Publishers Information Bureau)

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<td>6. Building Materials, Equipment &amp; Cameras</td>
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ALL-RADIO BIOS

Film Companies to Be Asked

BIDS will be invited from film companies for production of the All-Radio promotional film within two weeks, Maurice Mitchell, president of the Bureau of Broadcast Advertising and speaker of the All-Radio promotion committee, said last week.

At a meeting Thursday in New York the committee discussed the preliminary script and agreed that it had reached a state of completion that would allow film companies to estimate accurately the money necessary to produce it.

The movie, which the committee hopes to have completed for presentation next fall, probably will run about 40 minutes, Mr. Mitchell said.

AP Adds Four

FOUR additional stations have been elected to associate memberships in AP, bringing the U. S. total to 1,014. Stations are KCBS San Francisco; KHBG Omaha, Neb.; WBVP Beaver Falls, Pa.; and WRNO Orangeburg, S. C.

Mr. Rosemberg points out Amariillo headquarters for Southwestern Public Service Co. and KGNC, as he discusses "program" network for utility firm's transcribed series with Ed Weber (l), Southwestern advertising manager, and Mr. Watson. * * *

UTILITY FIRM

To Use 14-Station Hookup

A "PROGRAM" network of 14 stations in three Southwest states will be launched June 5 to handle a new series of transcribed programs for the Southwestern Public Service Co., A. R. Watson, vice president of the electric utility firm, has announced.

KGNC Amarillo, home city for the company, will serve as key originating station for the network, covering outlets in Texas, Oklahoma, and New Mexico. Monte Rosenwald of Southwestern Advertising Agency, Amarillo, will announce the show, to be aired Sundays from 12:30 to 4 p.m., local time. Two of the 14 commercial stations will be "live" from KGNC. Utility company recently appointed the agency to handle its radio advertising.

The 14-station hookup, to be known as "Your Public Service Company Network," is reportedly the first of its type to be employed by a regional advertiser in the Texas Panhandle, New Mexico and Oklahoma areas. Stations to be used are: KGNC, KHUZ Borger, KXIT Dalhart, KDDJ Dumas, KYO Lubbock, KPDN Pampa, KPAN Hereford, KVPV Plainview, KVOV Littlefield, (all Texas); KICA Clovis, KGLF Roswell, KSVP Artesia, KAVE Carlsbad, (all N. M.); KGYN Guymon (Okla.).

Program is titled Hymna of the World, and is a Teleways production featuring John Charles Thomas and the King's Men. Amariillo office of Southwestern Bell Telephone Co. is setting up lines to service the program.

New ABC Business

THE VOICE OF PROPHESY Inc., Los Angeles, through Western Advertising Agency of that city, has signed a 52-week contract with ABC for Sunday morning religious broadcasts. The programs, to be called The Voice of Prophecy, will be aired Sundays, 9:30 to 10 a.m., and will feature religious sermons and music.

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PUBLIC UTILITIES CASE

Radio Brings Understanding

By JAN GILBERT
Radio-Television Director, Harold Cabot & Co., Boston
RADIO should be a "must" in any public utility advertising
budget.
The words "public utility" to many people are something over-
powering in scope—something just not understood. This lack of un-
derstanding should be non-existent today if the use of such a large
medium as radio is employed to educate the public. A carefully
planned radio campaign should be a part of advertising budgets for all
utilities.
Radio reaches everyone. It appeals to young and old; literate
and illiterate; healthy and invalid. It is a grass root medium ... it
is an all level medium. Because radio reaches such a cross section of
the population, it can be used as an educational medium.
The word "educational" is not meant to imply necessarily the high
brow or so called long-hair appeal. The flexibility of radio permits it
to bring a message, educational or otherwise, to the population in
almost any manner which is believed desirable. A firm's message
can be delivered humorously, seriously, as an educational of a quiz pro-
gram, variety show, newscast, or in the form of one-minute an-
ouncements or station breaks which can serve as a nightly selling copy or in the familiar jingle form.

Business of Broadcasting

One of a Series

Radio Example
A good example of how radio can be used to sell two problems which
might appear to be rather dull was the Boston and Maine Railroad's
campaign of two years ago. The Boston and Maine wanted to get
across two points: (1) dependability of train travel and (2) the friendliness
of the railroad.
The method used was a one-minute jingle—"Timetable Mable," the
girl who's in love with a train; and, incidentally, the train happened
to be the Boston and Maine. This jingle was scheduled on over 20 stations throughout the
Boston and Maine territory. During a period of nine months the jingle was broadcast several 3,000
times—and the results were astonishing. The stations received requests for
the music, requests for recordings, and even requests that it be played on request programs.

PUBLIC UTILITIES CASE

Radio Brings Understanding

By JAN GILBERT
Radio-Television Director, Harold Cabot & Co., Boston
RADIO should be a "must" in any public utility advertising
budget.
The words "public utility" to many people are something over-
powering in scope—something just not understood. This lack of un-
derstanding should be non-existent today if the use of such a large
medium as radio is employed to educate the public. A carefully
planned radio campaign should be a part of advertising budgets for all
utilities.
Radio reaches everyone. It appeals to young and old; literate
and illiterate; healthy and invalid. It is a grass root medium ... it
is an all level medium. Because radio reaches such a cross section of
the population, it can be used as an educational medium.
The word "educational" is not meant to imply necessarily the high
brow or so called long-hair appeal. The flexibility of radio permits it
to bring a message, educational or otherwise, to the population in
almost any manner which is believed desirable. A firm's message
can be delivered humorously, seriously, as an educational of a quiz pro-
gram, variety show, newscast, or in the form of one-minute an-
ouncements or station breaks which can serve as a nightly selling copy or in the familiar jingle form.

Radio Example
A good example of how radio can be used to sell two problems which
might appear to be rather dull was the Boston and Maine Railroad's
campaign of two years ago. The Boston and Maine wanted to get
across two points: (1) dependability of train travel and (2) the friendliness
of the railroad.
The method used was a one-minute jingle—"Timetable Mable," the
girl who's in love with a train; and, incidentally, the train happened
to be the Boston and Maine. This jingle was scheduled on over 20 stations throughout the
Boston and Maine territory. During a period of nine months the jingle was broadcast several 3,000
times—and the results were astonishing. The stations received requests for
the music, requests for recordings, and even requests that it be played on request programs.
Woods, Kintner, Priaulx for Five Years

Mr. Woods, Mr. Kintner, Mr. Priaulx

LONGEST list of NAB meetings in the association’s history will open next month, starting with committee sessions, continuing through the June 27-29 Program Directors Clinic and the July 11-13 board meeting, and winding up in the autumn with the 17 district and another meeting of state association gatherings.

Only committee meeting thus far scheduled is the Assn. of Women Broadcasters Executive Committee for June 9. Many of the other executive committees are expected to meet in June, prior to the board’s summer session, since all of the committees are being reconstituted.

The June program clinic is scheduled to be held at Northwestern U. in downtown Chicago. Judging by present signs, it will draw a heavy attendance from all parts of the country.

Site of the board meeting is Wentworth-by-the-Sea, Portsmouth, N. H. Originally booked had specified a Cape Cod site but Harold E. Fellows, WEEI Boston, District 1 director, picked the Portsmouth resort after an inspection trip several days ago.

The annual series of district meetings opens Sept. 8-9 (see schedule page 8) when District 7 meets at the Terrace Plaza, Cincinnati. The first series ends Nov. 1 with the District 1 gathering in Boston, then resumes Nov. 21-22 with District 8 in Detroit and winds up Dec. 19-20 when District 15 meets in San Francisco. Some objection has been raised to the fact that District 15 has a date close to Christmas and it may be changed.

For participants in the meetings there will be no area meetings in which two or more districts meet jointly. The grouping was adopted by the NAB board at its summer meeting in 1946 with the thought that NAB staff members would be spared some of the “flea circus” agony and spend less time and money on the road.

Miller To Attend

NAB President Justin Miller plans to attend some of the district meetings. Last year he made the entire summer-fall circuit.

In line with board policy since the separate Management Conference replaced the annual convention, district meetings will be on a workshop level and have a decided commercial flavor. Staff directors will be able to spend considerable time at principal centers during the series of district sessions, the schedule having been arranged with this in mind. They will have less time at meetings to be held at resorts, and after the District 4 meeting Oct. 17-18 at Pinehurst, N. C., the headquarters squadron will have a week in Washington.

Some state associations will meet in conjunction with their district conventions but this schedule is still in the nebulous stage.

NAB has not yet decided what staff’s role will be at the meetings, but it is anticipated most department heads will attend. Likely to have a prominent place on the agendas is the NAB Broadcast Advertising Bureau headed by Maurice B. Mitchell, since sales and competitive problems are uppermost in most minds.

Availability of non-member station delegates to attend district meetings is up to each district director.

All hotel reservations for district meetings will be handled through NAB, according to C. E. Arney Jr., secretary-treasurer.

Election of a district director will be held by some even-numbered districts for terms starting at the convention next April and continuing for two years. In such cases, district directors must notify NAB headquarters at least 40 days prior to the meeting so that the compulsory nomination-by-mail

(Continued on page 58)
SUMMER REVPAMCING

By BETTY STONE

AS RARE as a day in June is a sponsored comedian in July, judging from the advance schedules of the radio and television networks, currently involved in summer vacating, revamping and revising programs for hot-weather consumption.

Present status of summer programming is shown on the accompanying chart. Not indicated are programs that switch from one network to another, or those being dropped, along with the time, by sponsors. Such programs include the Fred Allen Show, Which方式进行 its June 26 broadcast. According to the network, although Ford has dropped the time, Mr. Allen will return to NBC "when he returns to radio."

The RCA Victor Show on NBC, originally scheduled to vacation starting May 29, has been dropped by the sponsor.

The U.S. Steel-sponsored Theater Guild of the Air switches from ABC to NBC in the fall, with the firm sponsoring the NBC Symphonies on that network during the summer. The symphony will be scheduled for the 8:30-9 Sunday evening slot early in June. When Henry Morgan goes off for a spell before replacing Duffy's Tavern for Bristol-Myers on Wednesdays at 9 p.m. When Mr. Allen vacates the 8-8:30 spot, U.S. Steel might replace one of his sponsor shows with a network program.

With the better-known sponsored comedians already replaced by musical shows and mysteries, i.e., Bob Hope, Phil Harris, Amos 'n Andy, etc., newer comics are to be aired by networks on a sustaining basis. The Lux Radio Theatre hiatus from CBS, Mondays, 9-10 p.m., for instance, gives the network opportunity to test a new format for comedian Joan Davis in the role of a department store saleslcerker (Leave It To Joan, 9-9:30), and to re-introduce its newly signed comedy-songster, Abe Burrows, in a whimsically titled program Breakfast with Burrows —He Gets Up Late, 9:30-10 p.m.

The irresponsible Henry Morgan gets a reprieve from his sponsorless existence when he moves into the Duffy's Tavern spot. The ungrammatical Ed Gardner and his tavern cronies are being dropped by Bristol-Myers, which is seeking a new show for the fall. Whether Mr. Morgan will be heard permanently in that spot depends on his summer behavior, it was suggested.

ABC Leases Space

SIGNING of a five-year lease for additional studio space was announced last week by ABC, New York Elysee Theatre at 202 W. 58th St. has been rented from Edin Films Inc., for use primarily as a radio studio, but will be available to the video network as well. Engineering and client's booth, installed when ABC previously rented the property from 1946 to 1948, are still intact.

BROADCASTING: Telecasting

REGISTRATION complete happiness is this trio as Freddy Martin's Showtime From Hollywood goes on the air over WSAI Cincinnati on behalf of the city's Pontiac dealers. Seated in a new Pontiac convertible are (l to r) Freddy Martin; Joseph Kottler, account executive for Frederic W. Ziv Co., producer of show, and Robert Acomb, agency head who handles Pontiac account.
MILES HIATUS

Savings To Expand Video

MILES LABS, Elkhart, Ind., will take its NBC Quiz Kids off the air this summer for 11 weeks and use the money for an expanded TV version of the juvenile series in the fall, according to Oliver B. Capelle, Miles sales promotion manager.

Mr. Capelle termed the move a "sensible swap" and made it clear that Miles is maintaining a heavy summer schedule for network broadcasts every week. He added that it in no sense indicates a preference by Miles for television over AM radio.

Miles has had the Quiz Kids on TV several months following the Milton Berle NBC TV program. Starting on WNBQ (TV) Chicago, series was extended to Cleveland and Detroit. The summer hiatus on NBC will provide sufficient funds to finance a September-December TV series on 16 NBC television stations, according to Mr. Capelle.

"Baseball broadcasts and other Sunday afternoon diversions provide tough competition for the Quiz Kids," Mr. Capelle said. "Use of the same money for the Quiz Kids on television in the fall seemed like a sensible swap to our distributors."

"However, our summertime radio schedule will still be a powerful one. In addition to shows in local areas, Aika-Seltzer will have 20 network broadcasts every week from our News of the World on NBC, Queen for a Day on MBS, Hilltop House on CBS and a summer show for Herb Shriner on Time on CBS, which is now under consideration."

COLE LIBRARY

Station Purchase Plan Set

HARRY S. GOODMAN Radio Productions, New York, last week announced a plan whereby radio stations may purchase outright the M. M. Cole Library. Goodman recently took over the library's sales distribution.

The plan is in accordance with resolution unanimously passed at the NAB convention covering the outright sale of transcription library.

At a fee of $30 per month for 30 months regardless of the market size, immediate shipment will be made of 1,800 selections to be followed by 2,000 a month until the library contains more than 2,000 numbers. After final payment, the library becomes the property of the buyer. For 15 months thereafter, Country will replace all defective or broken platters at no charge. More than 200 stations have subscribed to the plan to date.
Success story: Can WLEE sell magazines? You bet WLEE can! Just read this:

Recently a national women's magazine participated in WLEE's "Northside Man-on-the-Street" program for just one day. This program is broadcast from the street in the northern section of Richmond.

Result: Sales of the magazine in the northside section were 13% greater than the average for the city!

This is the kind of immediate action WLEE produces regularly for local and national advertisers. If you want to get results fast in Richmond, use WLEE. Call in your Forjoe man today for the whole story.
ASCAP EXTENDS

By BRUCE ROBERTSON

ASCAP has extended its temporary licenses authorizing the use of music of ASCAP members on their sight-and-sound programs.

Move, announced Thursday by Fred E. Ahlert, ASCAP president, puts off for two weeks at least the threat of a withdrawal of ASCAP tunes from the air. Since the society's cancellation of its long-term blanket license of Dec. 31, 1948, it has continued to permit its music to be televised by a series of extensions—the first for three months, followed by two of one month each—while negotiations were in progress between TV music committees of NAB and ASCAP.

Looked down on these negotiations on May 6, [Broadcasting, May 9, May 16] led to belief that June 1 might find television in a situation comparable to that of the sound broadcasting industry. The question at that time is whether ASCAP will withdraw ASCAP music. Both groups, however, have striven to avert such an event.

ASCAP's prompt invitation to the networks to negotiate individual contracts was promptly accepted and meetings of network and ASCAP committees at the top executive level began last week.

A friendly attitude but little progress was reported following lengthy sessions on Monday and Wednesday, but at the conclusion of the Thursday meeting Mr. Ahlert, in announcing the extension of the temporary licenses, stated: "Promptness in reaching today's meeting. No final decision was reached, but discussions will continue."

First Effect

First effect of the extension was the restoration of ASCAP music to programs which, in addition to their life tenures, are kinescoped—recorded on film from the face of a receiver tube—for delayed broadcast by non-interconnected stations. As the normal time for such delayed broadcasts is two weeks after the date of the original performance, ASCAP tunes had been ruled off these programs after May 17, as two weeks from that date would be June 1. As feared, such delayed broadcasts would have constituted infringements. On Tuesday, ASCAP was host to a score of executives of New York advertising agencies, to whom Mr. Ahlert outlined the difficulties confronting his organization and the TV broadcasters in arriving at a mutually satisfactory system for licensing the use of ASCAP music on television. One agency radio TV executive who attended the luncheon said that it impressed him as a public relations venture on the society's part, to which reactions to the extension that the problem is complicated and difficult and that it is not a matter of unreasonable demands on TV by the music copyright group.

Contrasts Attitudes

Contrasting the present attitude of ASCAP preceding its break with radio nine years ago, he said that the ASCAP position expressed at the luncheon was that both sides are trying to find a workable TV licensing plan and that they will continue to do so despite the failure of the original negotiating committees. There was none of the bellicosity of a decade ago, he reported, expressing the belief that before ASCAP would allow the TV problem to involve it in a serious dispute with the broadcasting industry. With last year contributing some $7 million of the ASCAP revenue, it would step out of the video picture and return the TV licensing rights to its members to handle individually.

The idea that ASCAP might withdraw from the video licensing field, which cropped up repeatedly in New York radio-music circles last week, was brushed aside as "ridiculous" by an ASCAP spokesmen queried by Broadcasting. Rather than dropping this additional use licensing, Mr. Ahlert said, ASCAP executives are determined to work out a solution acceptable to the TV broadcasters as well as to their own membership. "We've got to face it eventually," he pointed out, "so there's no reason to try to dodge it now."

Representing the TV networks at last week's meetings were: Charles R. Denny, NBC executive vice president; Joseph H. Ream, CBS executive vice president; Mark Woods, ABC president; Mortimer W. Loewi, director, DuMont TV Network; Theodore C. Streibert, president, WOR New York [WOR-TV]. ASCAP was represented by Mr. Ahlert, Oscar Robinson, ASCAP board member; Herman Finkelstein, resident counsel; Richard F. Murray.

Statement reviewing the ASCAP TV negotiations was issued Thursday by NAB Washington headquarters. It included text of letters exchanged by Robert P. Myers, NBC, chairman of the NAB Television Music Committee, and Mr. Ahlert; an introductory statement by NAB Executive Vice President A. D. Willard Jr. and a report by Mr. Myers to the NAB board.

Mr. Myers told the NAB board the committee could not accept ASCAP's proposal for two basic reasons—the proposal was too expensive; it could not recommend acceptance of the principle of special-use licensing. Costs were estimated at 23% times the amount ASCAP would receive under sound broadcasting contracts on the same gross billing.

The committee held the special-use proposal was "unacceptable as a matter of principle as it would be an improper subject of arbitration and that selection of an inexperienced third party for arbitration would have been impracticable.

CO-CHANNEL TV

RCA Has 'Off-Frequency' Plan

A SYSTEM of "off-frequency" co-channel television assignments has been developed by RCA Labs which its proponents are confident will reduce interference at least as much as synchronization, without the synchronization extra expense.

Not yet formally announced because work is still in progress, the plan is believed capable of permitting co-channel operations at spacings of approximately 150 miles — the separation FCC aimed at in its original allocation.

Dr. R. Jolliffe, executive vice president in charge of RCA Labs, told Broadcasting that the heart of the plan is to stagger the carrier frequencies of co-channel stations by about one-half the line frequency. Thus, he said, the Venetian-blind pattern arising from mutual interference is reduced to about the width of a scanning line, and disappears.

Dr. Jolliffe said the new system has been in operation on RCA-NBC's WNBT (TV) New York and WNBW (TV) Washington for about two months. The results, he said, are fully as good as were obtained by the exact synchronization allocation provided for spacings narrower than the goal of 150 miles for co-channels and 75 miles for adjacent channels.

Since FCC called the current TV freeze last fall and with industry's aid launched intensive studies of the interference problems, there has been considerable speculation that co-channel separations in the order of 200 miles or more may be needed.

Meanwhile there was still little likelihood that FCC could lift the television freeze before this fall, at the earliest. The commissioners, including the engineer-members, George E. Sterling and E. M. Webster, who are directing the TV work conferred Friday with key staff members.

The most recent target date for action is August. Since notice must be given and hearings held, this makes it unlikely that there could be a return to normal licensing before October or November, and protracted hearings would mean even greater delay.

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GLENN WALLICHS, president of Capitol Records, told.Broadcasting before leaving on five-week TV survey of East and Midwest, that firm expects to accelerate TV film production within six months after study of program needs. No budget has been set but firm will "appropriate money as need presents itself." Capitol plans limited activity in film production and will not venture into kinescope programming, Mr. Wallichs said. . .

Dynamic Broadcasting has released for video and general distribution, first of series of dance motion pictures in 16mm color. . . National Society for Crippled Children and Adults, Inc., is accepting bids from film companies coast-to-coast for production of 20-minute case history movie for the society. Mr. Campbell-Cahil, Chicago, has just completed 50-second spot for the First Federal Savings and Loan Assn., using live action with dissolves and montages. 

OLD Gold Cigarettes reportedly interested in 26 week film series being prepared by Paul Parry Productions, Hollywood. Films entitled "Adventures on Cocos Island" run 13 minutes and are semi-documentary. Same firm is reading auditions for film. Also Aimed at national advertisers each is 13 minutes in length. Two of the films are "A Day in Photography" a fashion film, and "Plantation Days," a musical . . . Five Star Productions, Hollywood film firm, is in three-way competition with itself. Commercials which it made for Magico, Ford and Acme Breweries are spotted at same time on three Hollywood stations, opposite each other. . .

Gil P. Dye, head of sales and promotion for Hayes-Parnell Inc., Hollywood, is in East for ten days contacting stations and agencies. . . Joseph G. Frankel, manager of Western Sales for Michael H. Goodman Film Corp., Ltd., New York, is in town for Magico week. 

Mr. Skouras made the announcement.

In talking of the plans, Mr. Skouras predicted that moving picture projects will reach their zenith this year. Television is either in the home or in the commercial experimentation. He said that shareholders of Twentieth Century-Fox Film Corp. to start theatre television in 30 moving picture houses in the Los Angeles area were revealed to stockholders Tuesday at the company's annual meeting in New York. Forerunners of Spyros P. Skouras made the announcement.

He told shareholders that Twentieth Century visualized production of four-hour shows in the Hollywood theatres—combining first-run moving pictures and television features on a single bill. Such features as "South Pacific," show stoppers as Bob Hope and musical artists as Arturo Toscanini would be sought for the television sections of the programs, said Mr. Skouras. Admission would be on a reserved seat basis, with performances scheduled afternoons and evenings.

Terms It Experiment
The plan has been developed by Mr. Skouras, who said that experiments being conducted by RCA and the company's subsidiary in home theatre television would be combined. . .

Films, video versions of AM forecast jingles that received first award at National Radio Conference, were produced in Kodachrome with eye to future color videotext. Speaker at the May 26 dinner meeting of National Television Film Council, to be held at New York's Brass Rail Restaurant, will be Norman Livingston, director of commercial program operations WOR and WOR-TV New York. His subject will be "What a TV Station Looks for and Can't Find in Television Film."

Boston, National Shawmut Bank, through Doremus & Co.; Pittsburgh, Duquesne Brewing Co., through Walter & Downing; St. Louis, Independent Packing Co., through Gardner Advertising; Columbus, WBN-S-TV direct; Baltimore, Joseph Katz Agency; Washington, Lewis Edwin Ryan Agency. . . Spots use marionettes with invisible strings. Negotiations currently under way for addition of 14 markets in next few days. Films, video versions of AM forecast jingles performed by the stockholder and the company where the company would be the only one that can produce the picture, said Mr. Skouras. . .

Mr. Skouras predicted that 1949 revenue would equal the record year of 1948. First quarter earnings were $1,04 per share, compared with $1.00 per share last year, Mr. Skouras revealed. Film rentals and theatre receipts were $8,490,960 compared with $4,036,174 last year and net earnings were $2,017,786 compared with $2,926,842 the year before.

The meeting itself produced a hot debate between one stockholder, James P. Fuller, Hartford, Conn., and management. Mr. Fuller objected to Mr. Skouras' high salary ($225,385), high pension provision ($25,600 annually), and to a deal in which Mr. Skouras' brother, Charles, participated in a transaction by which the brother and others sold shares in a subsidiary back to the parent company at a profit to them of over $7 2/3 million, a deal which is now in process of being compromised. After a full discussion of all the points, Mr. Fuller complimented the company on running "a good meeting."

The board of directors was elected except for one post, a vacancy caused by the death of John R. Dillon on Sept. 29, 1948. Former Postmaster General Robert E. Hannegan was elected to fill the vacancy.
Fastest start in all television
Zoom! Up went Los Angeles TV set ownership during KTTV's first 100 days—now note the whopping 58.5% gain! Today Los Angeles is 126,249 sets big*—and still growing lightning-fast! * KTTV is setting the pace for all Los Angeles television. Which is just what you'd expect from a station owned by The Los Angeles Times and the Columbia Broadcasting System. Like this...


Longest Uninterrupted Broadcast In TV History—24 hours and 50 minutes of continuous on-the-spot coverage of the San Marino well tragedy.

Full CBS-TV Network Schedule—blended with KTTV local shows with the "Hollywood touch."

Exclusive Rose Bowl Commercial Telecast—the first in history—seen by 88% of all Los Angeles television homes, with an average of 9.8 people per set.

Small wonder that 75 advertisers have successfully used KTTV during its first 100 days—the fastest start in all television. To make your sales go up equally fast in America's fastest-growing television market, ask Radio Sales about KTTV.

*May 1
SPORT FEES TAX

Bill is Blocked in Calif.

A bill regulating television contracts for boxing and wrestling matches has been successfully blocked on the floor of the California State Senate and returned to committee.

The bill was backed by the California Athletic Commission and the California Managers’ Assn. It would levy a 5% tax on all fees paid by broadcasters for rights to telecast matches and would give the Athletic Commission power to approve or disapprove such contracts [Broadcasting, May 2].

The bill, strongly opposed by the California State Broadcasters Assn, went to the Senate floor with a “do pass” recommendation. Before being returned to committee for further hearings and possible revision it was twice amended on the Senate floor.

Arthur Westlund, general manager of KKE Berkeley and president of the broadcasters association, said the amendments removed two sections to which the broadcasters object most strongly.

CHICAGO MOVIE TV
WBKB (TV) Marks Birthday

The Chicago Theatre will present television from its screen June 16, employing Paramount’s exclusive Teletranscription technique. John Balaban, director of WBKB (TV) Chicago, announced Thursday. The new entertainment medium, previously used only at the Paramount Theatre in New York, will be a regular feature at the theatre when major sports events occur, he said.

The June 16 show will be part of a mammoth television celebration planned by Balaban & Katz, owners of both WBKB and the Chicago Theatre. Eighth anniversary of the TV station, Chicago’s first, will be observed and WBKB will officially begin operation of a new high-powered transmitter atop the American National Bank Bldg. The new unit will be the highest in Chicago, station claims, dwarfing by 313 feet WBKB’s present tower on the State Lake Bldg. Telecasts of a star-studded Chicago Theatre stage revue direct from the stage also will be presented.

KLEENEX TELEVISION

To Back ‘Fun for the Money’

NEW entertainment program, Fun for the Money, will be sponsored on ABC-TV by International celluloid Products Co., manufacturer of Kleenex. The program, to start June 17, will be telecast on Fridays, 9:30-10 p.m., over the eastern and midwestern video networks. It is packaged by the James L. Saphier Agency, Chicago, and produced by Steve Hatos. The show will originate in Chicago.

Each $100 in Fun for the Money will be carried by ABC-owned and operated stations WJZ-TV New York, WENN-TV Chicago and WXYZ-TV Detroit, and by affiliates of WPX-TV Philadelphia, WFLF-TV Washington, WAAM (TV) Baltimore and WNN-TV Boston. Other stations are expected to join the line-up.

INDUSTRIAL TV

St. Louis Sees Monsanto

KSD-TV St. Louis has presented a 30-minute program from an industrial plant, using facilities of two remote cameras. The show included demonstrations of Monsanto Chemical Co. chemist’s plasmas and examples of weed decay.

Most of the program originated in the new research pilot plant of the John F. Queeny plant, adjacent to Monsanto’s main office building in South St. Louis. In addition to being seen by St. Louis televisioners, the show was picked up at Hotel Jefferson, where the American Wood Producers Assn. was holding its national convention.

TELECINE CORP.

New TV Package Formed

TELECINE Corp. of America, new video package outfit, has set up offices at 745 Fifth Ave., New York, with Benn Jacobson, former story and talent executive for MGM and Eagle-Lion studios, as president. John M. Gray, formerly with the war savings staff of the U. S. Treasury, and, during the war, Air Force public relations officer, is secretary-treasurer.

According to Mr. Jacobson, who says he switched from movies to television because he believes that telecasting techniques will be built on moviemakers’ art, video within the next few years will be ready for color. By then, he says, the new art, having monopolized so much of the entertainment audience, will have passed as a producer and the radio as an advertising medium.

MOWREY ON TV

Speaks at Oakland Ad Club

“THE FASTEST WAY to build a television audience is to offer a comprehensive schedule of sports events.” This opinion was voiced by Paul B. Mowrey, national director of television for ABC in a talk before the Oakland Advertising Club on “The Future of Television in the 1950s.” After television becomes more firmly established, he said, the emphasis will be shifted to other video features such as drama, news and variety shows.

Mr. Mowrey has been in San Francisco for the past month in conjunction with the debut of KGO-TV, ABC’s Bay Area television affiliate. He was introduced to Ad Club members by Gayle V. Grubb, general manager of KGO and KGO-TV.

DuMont Summer Plans

DuMONT Television Network last Wednesday announced a complete revision of programs for the summer months. Plans include three new programs, now in rehearsal, to premiere within the next two weeks; eight new programs already written and cast, to be showcased, one a week, starting about the middle of June; 50 new programs already planned and scripted and under consideration by the network’s program board; and the scheduling of shows currently on the air.
The highest point in San Francisco County: KGO-TV's giant transmitter tower atop Mt. Sutro rises 1,362 feet above sea level. Viewers in Reno, Nevada, 220 miles distant, report "Consistently Good Reception."

NOW TELECASTING!

KGO-TV

CHANNEL 7—SAN FRANCISCO

One More ABC Owned & Operated Television Station in a Strategic Sales Market ... Another Powerful Link in the Fast-Growing ABC Television Network

When television was in the planning stages at ABC, it was decided that in order to serve advertisers best, TV stations should be located in mass buying markets.

With the opening of KGO-TV and the soon-to-be-on-the-air KECA-TV, Los Angeles, ABC will have Owned & Operated television stations in five of the six major markets in America. A distribution of TV stations not matched by any other broadcasting company!

By using ABC-TV facilities you buy from one representative ... one organization to cover America's top buying markets. All your television problems are handled under one roof.

The simple, efficient way to sell your products is to use ABC-TV

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
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<tbody>
<tr>
<td>New York WJZ-TV</td>
<td>Finest TV Studio Facilities</td>
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<tr>
<td>Chicago WENR-TV</td>
<td>Tallest TV Tower in Chicago</td>
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<tr>
<td>Detroit WXYZ-TV</td>
<td>Most Modern Studio Equipment</td>
</tr>
<tr>
<td>San Francisco KGO-TV</td>
<td>Atop Highest Point in San Francisco County</td>
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<tr>
<td>Los Angeles KECA-TV</td>
<td>A Movie Lot for a Studio</td>
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ABC TELEVISION

American Broadcasting Company

May 23, 1949 • Page 37
VAUDEVILLE for television, often classified as variety, is becoming for television what gay-time serials are to radio.

With a regularity that is astounding, new variety shows have hit the TV networks. As a result, it has become the main entertainment for the television audience.

On the networks, 219 of the 599 hours of programming during April were live variety shows. (See Table I) Among the sponsors of these fast-paced creations of the new medium are Texaco, Admiral, Ford, Lincoln-Mercury, Chevrolet, Arrow Shirts, General Electric, General Foods, Gulf Oil Co., Household Finance Co., The Swift Co., and Whitall Pharmacal.

In March, variety programming edged out sports as the top number of sponsored hours on network, spot, and local broadcasts. Variety shows held this position in April too, but as the baseball season opened, sports programs increased. Of the total of 298 hours of programming, sports programs occupied 212 hours. In March sports programming totaled 179 hours. Most of this sports programming is local. Stations pick up wrestling, boxing, racing, baseball or roller derby from their local arenas, tracks or stadiums. Of the total in April, 55 hours was network broadcasting, 55 locally sponsored, and 105 hours spot advertising, with the beer companies doing much of the buying for this type of broadcast.

Local activity in variety programming is slight; about 16 sponsored hours of variety programming were shown during a sample week in April. With the number of programming, the local stations provide more variety programming than the sponsored total indicates. Some of the local shows are build gradually and finally achieve sponsorship, much the same as in AM.

**Dramatic Next**

Next most popular form of sponsored program is the dramatic show. About 80% of 119 hours devoted to drama during the programming is network, and most of it live. Productions of Shakespeare, mystery, and original dramatic shows, both light comedy and serious, are Meter's "regulars," who have been seen on the video screen.

Most of the 15 hours of local dramatic programming is on film, with re-runs of old and foreign films. A few have bought special 15 minute and half-hour film packaged shows.

TV has been kind to the kids—there is as much variety on TV as dramatic programming. The now famous Howdy-Doody and others have captured the hearts of the juvenile viewers, and it would seem that there is a better future for this type of programming, with its clowns, puppets, and picture book characters than there is on AM.

**ACTOR BARGAINING**

4 A's committee charged with drafting the blueprint for a video actors union reached an agreement Wednesday night in New York.

The Committee then sent the agreement to the international governing board of the 4 A's (Associated Actors and Artists of America).

At the same time, the committee sent the 4 A's board two unresolved problems: what should be the makeup of the new union's governing board, and (2) what should be the bargaining agent for announcers doing TV but primarily working in AM.

The 4 A's board will submit the agreement to all the various 4 A's branches for their action, and meanwhile, will try to work out an accord on the two unresolved problems. After the 4 A's branches pass on the main agreement, it will come back to the international board for final action. It was said that the whole process could be completed in a month.

Thus, a new union, to be called the 4 A's Television Authority, would come into existence to bargain for video actors.

Such a union would end the danger of jurisdictional rivalry between such 4 A's branches as Actors Equity, American Federation of Radio Artists, American Guild of Variety Artists and others. The 4 A's committee which worked out the agreement for the new union was itself composed of the presidents and members of each of the News programming is frequent on TV, and a kind that has been sold to local sponsors. About half of all news is network-sponsored, but another 14 of the 51 hours is totally locally bought. Some of the news shows use newscast technique, others are straight talk from the now familiar Howdy-Doody and others have captured the hearts of the juvenile viewers, and it would seem that there is a better future for this type of programming, with its clowns, puppets, and picture book characters than there is on AM.

**4 A's Blueprint Agreement**

1. branches of the major 4 A's organization.

2. During the process of getting ratification by the 4 A's branches of the main agreement, it is believed the two other matters yet to be unraveled will be cleaned up by the 4 A's board.

3. In one of these problems, the makeup of the governing board of the new union, the question is whether representation of the various 4 A's branches shall be by proportional representation or by equal representation. AGVA, with its huge membership, contends that representation be by proportional representation based on the number of members of respective branches paying per capita taxes to the 4 A's. All other branches are said to be opposed to this arrangement.

4. The other problem also was posed by AGVA, it was said. AGVA objected to AFRA being given authority to bargain for staff announcers doing TV work although their main job was in the AM field. AGVA contended the new union should bargain for such announcers, too, it was said.
All home games of Atlanta's Southern League Crackers are Telecast by WSB-TV. Brown Distributing Company (PHILCO for Georgia) is the sponsor.
VARIETY CLUBS Hold San Francisco Meet

SHOW BUSINESS will hold its own against television. John H. Harris, international "chief boss" of Variety Clubs, told the 13th annual convention of the organization in San Francisco. Television is cutting into gate receipts today only because of its "novelty" attraction, Mr. Harris said.

He said television's great role is not so much substituting for other forms of entertainment, but bringing to people things they could not ordinarily see, either because of distance or capacity problems. "As long as people live close together in cities," he said, "they are going to go to theatres, football games and arenas where they can be close together."

Mr. Harris, one of the founders of Variety Clubs 21 years ago, owns theatres, a hockey club and ice show in Pittsburgh. More than 1,000 members of Variety Clubs from the U. S., Canada and Mexico attended the convention.

FEATURE FILMS

433 Ready for TV, Says TOA

THEATRE Owners of America Inc., in a special bulletin, told its members of 433 feature films now made available for television and that the same time commended motion picture industry leaders who have thus far declined to make available to television pictures currently being re-released.

The bulletin, signed by Gael Sullivan, executive director, also reported a recommendation of the TOA board that motion picture producers cooperate with the use of specially prepared trailers for selling pictures through television.

It further reported a recommendation of the board that picture producers and distributors and National Screen Service and exhibitors investigate the possibility of trailers especially produced for television. These trailers would be rented by theatres which, in turn, would purchase time, for their showing on local TV outlets.

The bulletin also was censured to analyze TV in his own market and decide whether he should file an application with FCC for a television license.

HOW OLD IS TV IN BUFFALO?

ONE YEAR!

How Big is TV in Buffalo?

it's a GIANT!

Yes — a giant from all angles. Advertisers? 200 local and national f firms have used WBEN-TV Sets. 22,388 are operating in the Buffalo Area. Networks? ABC Basic plus choice shows from ABC, DuMont, and CBS. Local Programs? 26 Buffalo-built shows each week, covering mystery, musical variety, barn dance, quizzes. Buffalo News-Telegram, personalities, homemaking, talent search, news, all major sports. Time is available. Programs are ready. See your nearest Petra office. Wide advertisers are consistently using Buffalo's pioneer television. Go to Petra's room for more on Channel Four!
GALVIN PREDICTS

"Video Won't Kill Radio"

TELEVISION, "which doesn't spell the end of radio," will change the character of the industry "but certainly will not kill it," Paul V. Galvin, president of Motorola Inc., said at the firm's anniversary celebration in Quincy, Ill. Occasion marked the first year of operation of two Motorola plants there.

Mr. Galvin also predicted: "Automobile radios will continue to be popular, and we may expect to see auto TV sets visible to the driver gradually legislated against throughout the nation." The moral and social effects of video "can not be over-estimated." In time, no community "can afford to be without it." In concluding, he asserted that every farm in the Mississippi Valley will be able "to enjoy the medium within five to seven years. Present-day television receivers will not soon be obsoleted, nor is any radical change in the quality or prices to be expected." The public can, however, expect a steady improvement in value for every dollar invested in new models, he said.

SCREEN DIRECTORS

Guild Plans TV Standards

SCREEN DIRECTORS Guild, New York, whose members primarily are active in documentary and commercial film making, is undertaking a study of its 120 members' status and practices in order to formulate standards which also will apply to television motion pictures. Announcement was made Tuesday, following a guild membership meeting, by Jack Glenn, president and a "March of Time" director.

"In our efforts to boost film standards in television," he said, "we hope to be instrumental in solving the enigma of high quality at low cost." He said guild members feel that the need for low budget television films can become a threat to the standards guild members have stood for. Therefore, the members are interested in cooperating in every way to find a solution which will keep standards high and budgets low.

Files for TV Station

APPLICATION for use of Channel 7 for a new television station serving Raleigh and Durham, N. C., areas was filed with FCC May 6 by Harold H. Thoms, owner of WHHT, 1 kw fulltime MBS outlet on 1580 kc at Durham. Site of the proposed new TV station is midway between Raleigh and Durham on Carpenter's Pond Road. The 327-ft. tower will be on an elevation giving it an overall height of 468 feet above average terrain, Mr. Thoms said. Equipment will be General Electric throughout.

Dealers Hear Bonfig

H. C. BONFIG, Zenith vice president and director of sales, was principal speaker at a meeting of 200 dealers in San Antonio. Panel of speakers at the session included J. R. Duncan, who will direct programming for WOAI-TV when the San Antonio station commences operation in the fall.

"Spell with Isbell"

... is the old-fashioned spelling bee in a brand new dress. Conducted by Harold Isbell, veteran of 27 years in radio, the program is a fun-filled half hour of contestants' groans and contortions interspersed with Isbell's gags and banter.

"Spell with Isbell" features teams of Chicago people... teams which have included ushers vs. usherettes, doctors vs. nurses, pilots vs. stewardesses, secretaries vs. their bosses, bus drivers vs. courier nurses, salesmen vs. housewives, models vs. photographers... representing a vast variety of businesses and social levels... good reasons why "Spell with Isbell" has a large following.

Viewers at home play an important active part in the program... the best list of ten words each week receives a valuable prize... an added reason for viewer interest.

Add to this the fact that the program is amazingly low priced, and you'll see "Spell with Isbell" is a show worth including in your television plans.

BROADCASTING * Telecasting

May 23, 1949 * Page 41
THE LATEST WCKY STORY

THE JAMBOREE DOES IT AGAIN!

4,143,100 BABY CHICKS

Yes, WCKY SOLD OVER FOUR MILLION BABY CHICKS

From January 3 To April 29, 1949

FOR ONE ADVERTISER—

Black’s Poultry Company of Columbia, S. C.

INVEST YOUR AD DOLLAR WCKY’S-LY
THE LATEST WCKY STORY

WOULD YOU LIKE TO KNOW
ABOUT OUR JAMBOREE LISTENERS?

I THEY OWN CARS - - - - -
THE JAMBOREE HAS SOLD OVER
36,858 AUTO SEAT COVERS.

II THEY LIKE TO READ - - -
THE JAMBOREE HAS SOLD OVER
83,176 ASSORTED BOOKS.

III BUSINESS PROBLEMS
INTEREST THEM- - - - - -
THE JAMBOREE HAS SOLD OVER
9,274 BUSINESS ENCYCLOPEDIAS IN ONLY
13 WEEKS.

IV THEY HAVE GARDENS - -
THE JAMBOREE HAS SOLD OVER
22,080 PLANTS AND FRUIT TREES ORDERS.

V THEY LIKE TO SEW- - - -
THE JAMBOREE HAS SOLD OVER
14,234 SEWING KITS AND 53,513 ORDERS FOR
QUILT PATCHES.

Call Collect Tom Welstead
53 E. 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. “Top” Topmiller
Cincinnati, Cherry 6565
TWX: CI 281

S.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Prince or Pauper

SOME OF the more glamorous but less savory features of show-business as practiced in Hollywood are rubbing off on radio. The newspaper headlines shout about $440,000 salaries for Arthur Godfrey, and $420,000 for Lowell Thomas. Don McNeill knocked off $180,000, and Paul Whiteman a neat $145,000. All these figures are from the corporate notices filed by CBS and ABC with the Securities & Exchange Commission, as required by its regulations. It's just like the Hollywood super-statistician figures, it seems.

But is it?

These reports do not say that Mr. Godfrey, for his cool 440 grand, paid off his staff, his orchestra, his talent, not to mention his income tax. He is the contractor for his organization, as are the Bennes, the Allen's, the Amos 'n' Andy's Commentator Thomas, for example, draws his 420 grand as "gross," which covers his staff, his wire-line charges when he's on tour, reporting, which is most of the time.

Contrast these reports with the release a few weeks ago of the Bureau of Labor Statistics, Dept. of Labor. It bemoaned extensive unemployment among singers and actors in radio, based largely upon AFRA research. It talked about paltry average pay. It was designed to make radio appear the Shylock of show business.

Now the SEC reports, at least as reflected in clipped sentences of the news report, scream the other extreme.

Somewhere between the two you'll get the answer. And we confidently predict that it will show that radio, from page boy to president, pays better than any other pursuit.

NAB Survival

SWERTNESS and light is losing ground to dark shadows. Those who misjudge the signs all along radio's perimeter are kidding themselves.

There's unhappiness and fear. Unahpiness breeds swiftly. Fear is deadly. The radio experience has been that these elements are present a whipping boy must be found. The NAB is now, as always, the main target. And with some justification. It's the old story of whose ox is gored. Broadcasters in non-TV markets fear the dislocations that will follow in the wake of video. Those in TV want nothing in their path.

And it's when the pocketbook is hit or threatened that disillusion sets in. Talk of cut-backs in network evening rates to compensate for losses in AM ratings to television is the latest bombshell to explode in affidavits' ranks. It is the stock-in-trade of advertisers to beat down rates. And it is up to media to justify them.

Actually, nothing yet has happened industry-wide to cause a coast-to-coast wave of unrest. There has been localized lolling off. Many newer stations are finding the going tough. And some business is harder to get. But overall radio business is keeping pace.

Business-wise, there's nothing in the current situation that sales ingenuity and programming resourcefulness of a "corporation" can't do. Newspapers and magazines have accomplished it with less to talk about. Their competitive problem, with the introduction of television, is ten times as vexatious as that which confronts radio. TV is a selling and demonstrating medium, and even at this early date it is getting the bulk of sources heretofore untapped by radio. It's new money for radio (and that embraces TV).

As for the NAB, the pendulum swings again. Several years ago, the charge was that the networks dominated the association. So, three years ago, the networks found themselves acquiescing to associate membership, with no automatic representation on the board of directors.

Now the charge, from older stations, is that the NAB is "dominated" by non-network stations and by the overwhelming majority voice of the newcomers, many of whom are pleading for succor.

We think a mistake was made at Chicago last month when the board failed to follow through on a functional reorganization—a project that had been in the works for months. Defections from the NAB are not without some valid reason. Steps must be taken to restore confidence and hold the membership of old-line stations, who by virtue of high income, have always carried a major portion of the load.

The alternative is an inevitable move toward a new trade association. Such a move doesn't get underway overnight. It gathers momentum. Telecasters generally are dissatisfied with the NAB. They could be expected, for the most part, to throw their weight behind a separate movement, particularly if it entices FCC Chairman Wayne Coy to take the helm.

It would be calamitous to have more than one trade association. The wise course is to remodel the NAB. The answer could be through its separation into units—AM, FM and TV; affiliated and non-affiliated. Then let each unit pay its own way, with a portion of the dues to go to the general administrative operation.

What the old-liners want is a healthy cut in their dues and a corresponding cut in NAB plush activities.

In less than two months the newly constituted NAB board meets again. No board since the reorganization of 1938 has faced a more arduous task. It is a task of survival.

Borsch TV Circuit

NOW COMES the voice of the Kremlin with the claim that television was invented by a Russian. This follows the claim that radio was the brain-child of Soviet inventive genius; that a Russkie Joe Doakes did the telephone job, and that borsch-zuppers invented everything save the hot-dog.

If by a Russian, the Kremlin means Zvorkyan, or that Sarnoff's foresight was responsible for its economic evolution, or that Goldmark had something to do with electronic color, we would understand. But these eminent Americans, who had their antecedents in the Old World, were wise enough to leave for the Land of Opportunity, where they could give rela to their genius.

These Kremlin connoisseurs also seem to have overlooked such names as Farnsworth, the young inventor who put together an electronic TV system in the 'Twenties, and DuMont, who was the genius behind the cathode ray tube—the heart of modern TV.

Oh, yes. The name of this Russian inventor is Boris Rosco. Could it be that Stalin's predecessors are looking at TV through Rosco colored glasses? (Continued on page 65)

Our Respects To

VICTOR JOHN ANDREW

BROADCASTERS know Dr. Victor J. Andrew as the manufacturer of a quality line of antenna equipment and the author of numerous articles on the economics of broadcasting. But the military knows him as builder of "bicycle pumps" for warplanes.

Before the war, it was common practice to blow moisture out of coaxial cables by compressed nitrogen. The AAF expected to use this method to keep radar compartments dry. But there arose the problem of handling those bulky nitrogen cylinders—and there was the ever-present weight factor, too.

Dr. Andrew had the answer. Taking an ordinary tire pump, he housed its barrel in a chamber of silica-gel. Passing the air through this chamber guaranteed that the output would be entirely dry.

When America's armada of fighters set out to polish off the Japs, the radar set underfoot the wing of each plane had been pres- ured by an Andrew dry-air pump—so had the radar guided missiles, used in the final stages of the war. By V-J Day, the Andrew Corp. had produced about 20,000 units.

This impromptu invention typifies the resourcefulness of Victor John Andrew, six-foot-three, 225-pound giant-of-a-man, who has been an "improvisor" since his high school days in Westover, Mass. At a farm in nearby Medina County, Aug. 31, 1902, he set up "shop" as a teen-ager in the back seat of his car and set forth as Wooster's first mobile radio service- man. He was a ham operator at 16, and during his undergraduate days at Wooster Col- lege, worked on radio wave propagation in association with the U.S. Naval Lab at Wash- ington. Graduating with a Bachelor of Science degree in 1926, he became a junior engineer at the U.S. Signal Corps Lab at Pt. Monmouth, N. J.

On June 13 Wooster College will honor Dr. Andrew with a Doctor of Science degree—to be awarded "on the basis of his scientific attainments."

Resolved to learn radio engineering via the scientific, or pure, approach, he entered the U. of Chicago 18 months later, graduated for a master's degree in physics. His thesis on radio wave propagation so impressed West- inghouse engineers that they offered him a job at the firm's radio transmitter plant at Chicopee Falls, Mass. A year later, the Dept. of Commerce selected him to head up its development program for frequency measuring equipment at Grand Island, Neb.

Shooting for a doctor's degree, Mr. Andrew returned to the U. of Chicago in 1930 and branched into X-ray theory and the study of cosmic rays. He was one of 13 scientists who

(Continued on page 65)
OHIO STATE UNIVERSITY'S
19th Institute for Education by Radio

SPECIAL AWARD

to WOV

for

"THE MAN NEXT DOOR"

"A pioneering effort . . . an authoritative and intensely human series of programs which build up the democratic tradition and fight prejudice and discrimination."

WOV is honored to receive this distinguished award from one of America's great institutions of learning. It is appropriate for us to rededicate ourselves to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.
WNHC-TV ADDS ABC
Affiliations Total 34
WNHC-TV New Haven has signed an affiliation agreement with ABC-TV, bringing to 34 stations, 24 of which are on the air, the network's current total of affiliates, including owned and operated stations.
Station, owned by the Elm City Broadcasting Corp., is managed by James T. Milne and operates on Channel 6. WNHC-TV is also affiliated with DuMont, CBS and NBC.

Navy Games on TV
THE Baltimore Sunpapers (WMAR-TV) have acquired local and network television rights to three U. S. Naval Academy 1949 football games. Games the Sunpapers' station will teletcast include: Princeton, at Baltimore Stadium Oct. 1; Duke, at Annapolis Oct. 8, and Columbia, at Annapolis Nov. 12.

Plan TV Forum
EDWIN S. SEVERSON, chairman of the public relations and sales promotion committee of the retail council of Philadelphia Chamber of Commerce has announced a television forum will be held at the Bellevue-Stratford during the week of Oct. 10. Purpose of the forum is to discuss the effects of the rapidly growing industry on the country's economy.

NO GUSH, NO MUSH, NO BLOOD, NO THUNDER, NO COMMENTATORS, NO ANALYSTS

BUT LOTS OF GOOD MUSIC!
and lots of GOOD HOOPERS

Ask Jack Koste in New York, or Jack Muohland in Chicago

KITE
SAN ANTONIO
1000 Watts at 930 on Any Dial
represented nationally by INDEPENDENT METROPOLITAN SALES

YOU SELL CUFFS, SMALLS, SOCKS, MONEY BUCKLES AND ZIPS?

RPPS
THE KITCO FAMILY

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?
>
See Centerpread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

POLICY

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

Page 46 • May 23, 1949
...over five million people listen to one station every week
including your customers in Los Angeles County, where per capita automobile ownership is higher than in any other section of the United States. Los Angeles is second in the nation in automobile assembly, second in tire production and first in per capita purchase of gasoline and related products.

KNX
Los Angeles • 50,000 Watts

COLUMBIA OWNED
Represented by RADIO SALES
GAG RULE

DECISION of the Maryland Court of Appeals on the validity of the gag rules imposed by the broadcasters and newspapers is seen to be within the expected month. Hearing the contempt convictions of the six-judge appellate court heard argument by the state that the gag rule is valid under the Maryland Constitution. The defendant stations claimed it was unconstitutional censorship and a blow at free speech. They argued the Baltimore Criminal Court in adopting the gag rule was following the "reasonable tendency" rule in contempt cases.

In its argument, the state attempted to justify the "reasonable tendency" rule, rejected by the U. S. Supreme Court, by applying to it the philosophy of the "clear and present danger" contempt doctrine now almost universal use by U. S. courts.

For the stations it was argued that impartial trials can only be found in nations with a free press. The state contended the printing and broadcasting of news about the defendants prevents a fair and impartial jury trial.

Defendants in the case are WBFR Baltimore; WCBB Baltimore; WHBF Baltimore and James P. Connelly, newsman. All stand convicted in lower court on contempt charges. Should the Maryland appellate court rule against stations, they will carry the fight to the U. S. Supreme Court because of its basic threats to all freedom of speech.

NAB participated in the case as a friend of the court, as did American Newspaper Publishers Assn., Junior Bar Assn. of Baltimore, City Bar Assn. of Baltimore, American Society of Newspaper Editors, American Civil Liberties Union and A. S. Abell Co. (Sunpapers).

The NAB brief included a comment stating a claim by ASNE that newspapers are entitled to greater freedom of speech than broadcasters, but the brief was Don Petry, general counsel [BROADCASTING, May 16].

Three questions remain to be answered by the appellate court: Is the gag (Rule 904) authorized by the State Constitution? does the case come within Rule 904 or under inherent power of the court (not clear in lower court's decision)? did the facts constitute clear and present danger to the administration of justice in alleging inability of the arrested person to have an impartial jury trial?

The Court asked frequent questions centering on the extent of the state's proof that the broadcasts actually interfered with the administration of justice.

A fourth Baltimore station, WBAL, also stands convicted under the contempt procedure but obtained a separate hearing in the lower court. Its appeal will be heard soon. WSID Essex, suburban Baltimore station, was freed of contempt charges by the lower court on the grounds proof was not shown that its newscasts had been heard in the city.

PROFESSOR, FULTON LEWIS LOCK HORNS

Commentator Parries 'Indiscretion' With 'Irresponsibility'

GIRAUD CHESTER's article pointing to "occasional indiscretions" by radio commentators which analyzes some broadcasts and campaigns of Fulton Lewis Jr. in a not too favorable light, evoked this fiery counter-questions from the MBN commentary, "What constitutes irresponsibility in print?"

Mr. Chester, former assistant professor of speech at Cornell U., expressed his views in an article, "What Constitutes Irresponsibility on the Air? In the current issue of Princeton U.'s Public Opinion Quarterly, Mr. Lewis, referring to the publication and article, said: "It evidently had taken Mr. Chester a long time to find a magazine willing to print such tripe."

The article suggests that "a lesser commentator who indulged in Lewis' free-wheeling and free-hitting style of broadcasts would have difficulty remaining on the air." Mr. Chester concedes that some inaccuracies will creep into a commentator's work and that "to limit the radio analyst to proven facts and matter-of-fact statements would be to dispense with many of his virtues as well as his vices."

He further asserts: "It is only when opportunities for fair correction are denied, or when an attempt at responsible retraction is refused, or when there is persistent error, emotionalism, or unfairness that his disservices to society become egregious."

Mr. Lewis' statement follows:

Giraud Chester came to my office about two years ago representing that he had a commission from a national magazine to do a story concerning my activities. The editor of that national magazine told me recently that Chester had no such commission and that later when the article was submitted to him, he rejected it because it was shot with inaccuracies and mis-statements.

It evidently has taken Mr. Chester a long time to find a magazine willing to print such tripe and so it comes to light in the Public Opinion Quarterly. That is now the first time any of my work has appeared in a national magazine whose journalistic standards obviously differ from those of most publications.

For instance, the fly leaf of that magazine carries the extraordinary disclaimer that "statements of FACT and opinion are made on the responsibility of the author alone and do not reflect the opinions of the editor of the magazine."

Se, may I ask, "What constitutes irresponsibility in print?"

BROADCASTING * Telecasting
The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX
ANTENNA TOWERS
Radio's Future
(Continued from page 23)
to two holdovers, one, R. E. Carlson, vice president, Tung-Sol Lamp Works; W. J. Barkley, executive vice president, Collins Radio Co., and Mr. Liberman. Mr. Balcom was chosen chairman of the tube division. Other division chairmen: T. A. Smith, RCA Victor; amplifier and sound equipment, A. G. Schifino, Stromberg-Carlson.
The four-day Parts Show and RMA silver anniversary celebration was highlighted with a banquet in the Stevens Hotel grand ballroom Thursday evening. Mr. Mater, chairman of the convention committee, presented the guest speaker, Col. Herbert H. Frost of Washington, D. C., first president of the RMA.
Col. Frost, terming the anniversary as proof "of the solid foundation and flexible structure," outlined fallacious predictions made during the early years of radio. These were prompted by the "frequent statement that TV will put radio into the museum." He sees television as "additional means for the dissemination of education, entertainment, information and public services." The predictions which failed—Radio will never be profitable, and must be subsidized by the manufacturers, stage and movie attendance will drop 50%, phonograph and recording businesses will fail, federal control of broadcasting will become a tool of Washington politicians.
After the dinner, Walter O'Keefe, NBC comedy star, acted as master of ceremonies, introducing the Dorben Dancers, Comedian Gil Lamb, Lew Breese and his orchestra and variety acts.
Major business during the convention was appropriation of $15,000 by the board Wednesday for promotion of National Radio Week and the 28th birthday of radio broadcasting Oct. 30 to Nov. 5. Money will be used for dealer promotion and joint sponsorship of the Voice of Democracy contest by the NAB and the U. S. Junior Chamber of Commerce. The board approved collection and release of TV statistical information every three months on the number of receivers shipped by manufacturers to each TV market. Data will be supplied by TracPhone in 40 areas, according to G. M. Gardner, chairman of the set division executive committee.
RMA statistics on TV receiver production and TV statistical information will provide more comprehensive data on the types of sets manufactured, especially on those with AM facilities.
President Balcom will appoint a committee to work on the Town Meetings of radio technicians, six of which were sponsored by the RMA during the past 15 months. The board, which voted to continue the sessions, has proposed that the committee prepare 19 one-minute films explaining the operation and care of video receivers for use on TV stations.

First Award—
19TH INSTITUTE FOR EDUCATION BY RADIO
Again WBNS gains another "First." This time for its holiday production of "Santa Claus Land" written and produced by Park Blanton and Chet Long. It was cited as being an original and effective approach to the idea of Santa and his elves in Toyland. A production that was so different and typical of WBNS that it won the award "hands down." 52% OF COLUMBUS FOLKS OWN THEIR HOMES
When families move to Columbus they come to stay. They enjoy the city with its metropolitan hustle and bustling rural area. 162,550 of these families are loyal WBNS listeners. Their buying power has proved again and again that WBNS time pays dividends.

ON WBNS SINCE ’41
A recent survey shows that Hanna Paint is the first choice in the WBNS listening area. Comments on this station have helped put this company in its top position.

WBNs/spotlight 40

Cover's Central Ohio

WBNS POWER 5000 D-1000 N CBS
ASK JOHN BLAIR

BROADCASTING • Telecasting
are prepared to meet military needs, though orders are far below predictions. Release of military contracts is expected to increase considerably, he said, as a result of larger appropriations.

The Radio-in-Every-Room campaign of RMA has produced excellent results in Porto Rico, as well as along with other promotion and public relations projects. The Town Meetings for servicemen have been beneficial, he said, in training servicemen.

The National Radio Week and Voice of Democracy contests conducted in cooperation with NAB have been outstanding to public interest as well as sales promotion for manufacturers, jobbers and dealers," he said.

Plans to observe National Radio Week with all industry segments participating, were reviewed by the RMA Advertising Committee. Presiding at the committee meeting, held Tuesday, was Chairman Stanley H. Mann, Stromberg-Carlson Co. The Office of Education participates in the observance. Date is still tentative.

The committee went over results of the Voice of Democracy contest, which last year drew 200,000 entries in 2,000 communities. Expanded observance is planned this year.

National Radio Week activities of RMA are directed by W. B. McGill, advertising director of Westminster Radio Stations Inc. and chairman of the RMA-NAB Radio Week Committee in 1948.

Production of component parts should make the year one of the most profitable for parts manufacturers, though production of radio sets is declining as TV expands, according to Chairman A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the RMA parts division. The average TV set uses 10 times as many components as the average radio and its price in 1948 was six times as much, he said, predicting TV output of 2,000,000 or more sets in 1949.

Sales of TV sets by manufacturers represent well over half the set industry's total income, and with some producers the dollar return ratio of TV and radio sets is 10 to 1, according to G. M. Gardner, Wells-Gardner & Co., chairman of the RMA Set Division.

Mr. Gardner said television development "into the fastest-growing American industry, with an incalculable future" has been the overall problem of the entire industry." He said it has "vitally affected" his industry as well as broadcasting, advertising, motion picture, newspaper, book publishing and other industries.

Reviewing overall business, the RMA Credit Committee reported eight radio set and component manufacturers had failed during the 10-month period ended March 31, in each case attributed to internal weaknesses, according to W. W. Paul, Radio Condenser Co., committee chairman.

RMA exports of radio sets are hampered by shortage of American dollars in foreign markets, leading to increasing development of local set assembly industries, according to James E. Burke, Stewart-Warner Corp., chairman of the RMA Export Committee. Set exports dropped from 1,580,818 units valued at $55,557,000 in 1947 to 710,400 valued at $26,122,000 in 1948. He noted a trend toward industrialization in many countries, leading to embargoes on U. S. sets.

The Parts Show, of which the RMA is a section, attracted 4,000 persons, all termed highly price-conscious by conventioners.

Television, the "glamour girl" of the 294-booth display generated interest out of proportion to its present role in the parts field. Major attention centered on unofficial exhibits of large-screen, low-priced video receivers shown by four manufacturers.

Most of those attending, however, represented the jobbing or distributing element, and were followed in volume by sales representatives.

NAB Agenda

(Continued from page 28)

procedure can be set in motion.

If even-numbered district directors decide to hold mail elections, NAB must be notified by Jan. 1 since the by-laws require that elections must be held at least 30 days prior to the convention.

The first of the summer committee meetings will be that of the AWB group, slated June 3 in Washington. Chairman of the committee is Katherine Fox, WLW Cincinnati.

Judge Miller has not completed appointment of members for the other committees other than to name John J. Gillin Jr., chairman of the Sales Managers Executive Committee so he could join the BAB Policy Committee as an automatic member at the group's May 11 meeting.

The complete schedule of district meetings follows:

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<tr>
<th>Date</th>
<th>District</th>
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<tr>
<td>Sept. 8-9</td>
<td>Dist. 7</td>
<td>Terrace Plaza, Cincinnati</td>
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<td>Sept. 15-18</td>
<td>Dist. 9</td>
<td>The Northern Hotel, Three Lakes, Wis.</td>
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<td>Sept. 19-20</td>
<td>Dist. 11</td>
<td>Raddison Hotel, Minneapolis</td>
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<td>Sept. 26-27</td>
<td>Dist. 10</td>
<td>Savery, Des Moines</td>
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<td>Sept. 28-30</td>
<td>Dist. 12</td>
<td>Ault, Wichita, Kan.</td>
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<td>Oct. 3-4</td>
<td>Dist. 13</td>
<td>Adolphus, Dallas</td>
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<td>Oct. 6-7</td>
<td>Dist. 8</td>
<td>Peabody, Memphis</td>
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<td>Oct. 13-14</td>
<td>Dist. 5</td>
<td>Roosevelt, Jacksonville, Fla.</td>
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<td>Oct. 17-24</td>
<td>Dist. 4</td>
<td>Carolina Inn, Pinehurst, N. C.</td>
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<td>Oct. 23-29</td>
<td>Dist. 2</td>
<td>Skytop Lodge, Skytop, Pa.</td>
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<td>Oct. 27-28</td>
<td>Dist. 1</td>
<td>Berkeley-Carrtrey, Arbury Park, N. J.</td>
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<td>Nov. 21-22</td>
<td>Dist. 8</td>
<td>Book Cadillac, Detroit</td>
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<td>Nov. 21-29</td>
<td>Dist. 15</td>
<td>Paradise Inn, Phoenix</td>
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<tr>
<td>Dec. 2-9</td>
<td>Dist. 14</td>
<td>Salt Lake City</td>
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<tr>
<td>Dec. 19-20</td>
<td>Dist. 15</td>
<td>Mark Hopkins, San Francisco</td>
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AMERICAN Medical Assn. has invited RCA to demonstrate two working models of electron telescope and techniques of electron microscopy at society's annual convention in Atlantic City, June 5-10.

Folks rave about Rio!

... but you should hear how sponsors praise WSIX and the Nashville market area ... The best proof is the way they use WSIX year in and year out to reach this rich sales territory ... WSIX's 60 BMB counties more than cover the Nashville retail trade area where 1,321,400 people* pile up a total of $654,888,000* in retail sales each year ... Check it any way you like, but for steady sales results it's WSIX!

*projected from Sales Management, May, 1948

BSIX gives you all three: MARKET, COVERAGE, ECONOMY

BROADCASTING • Telegasting

May 23, 1949 • Page 53
AM PROPOSALS

PROPOSED decisions were announced by FCC early last week looking toward:

Grant of Cleveland County Broadcasting Co. application for new AM station at Norman, Okla., on 1390 kc with 500 w full-time.

Grant of new station application of James Madison Broadcasting Corp., Orange, Va., for 250 w full-time on 1420 kc.

Grant of request of KTBS Davenport, Iowa, to switch from 250 w daytime on 1270 kc to 1 kw full-time on 1710 kc, directional.

In the Norman case, the Commission proposed to deny competitive bids of Norman Broadcasting Co. and University City Broadcasting Co. for the same facilities. Cleveland County Broadcasting was preferred on basis of 100% integration of local ownership and operation.

The bid of Norman Broadcasting was disqualified by the Commission because of non-resident ownership and in view of the fact that a principal stockholder, Byrle Ross, is owner of KLPR Oklahoma City, who would have operated daytime with the Norman station.

Between Cleveland County Broadcasting and University City, the FCC preferred the former because all of its three owners would devote full-time to the operation of the station. In spite of the greater local ownership aspect of University City, the Commission held this to be outweighed by the fact the owners would give only limited time to their station.

Further, the Commission preferred Cleveland County Broadcasting in order to assure greater diversification of news and information since University City is associated in ownership with the only daily paper, Transcript.

"Controlling ownership of this newspaper by the dominant owners of University City Broadcasting," the FCC said, "is not a disqualifying factor. However, having before us no considerations persuasive of a contrary conclusion, we believe that the public interest will be better served by the encouragement of a genuine and unfettered competition in the dissemination of news, information and ideas within the orbit of service of both the Norman Transcript and the proposed station.

The decision stated that FCC's policy of favoring non-newspaper applicants over newspaper applicants in such situations has been so consistently and repeatedly stated as to be no longer open to question or challenge."

James Madison Broadcasting, to be owned about one-third by Frederick L. Allman, owner of WSVA Harrisonburg, Va., is controlled by a group of 29 local businessmen and firms, FCC stated. Welford A. Sherman, in heating, plumbing and electrical appliance business, is president. Orange had a population of 1,980 according to the 1940 census.

Commission stated it found no grounds for denial of the application on the basis of slight interference that would be caused to WINX Washington in view of multiple services available in the interference area as compared with single primary service available at Orange.

Shelton B. Hickox Jr., manager, NBC station relations. (Also see picture, page 24.)

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

HERE IS THE DISTRIBUTION OF THIS NEWSSTATION IN THE 14 VIRGINIA COUNTIES

Here is the Distribution of Audience in this News-Station Area

Coverage Index Fall 1948

*Hooper Listening Area

<table>
<thead>
<tr>
<th>Stations</th>
<th>Morning</th>
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<tr>
<td>WDBJ</td>
<td>37%</td>
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<td>WBTC</td>
<td>45%</td>
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<td>WDBJ-FM</td>
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**AM PROPOSALS**

FCC Acts on Norman, Orange, KSTT Bids

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Coverage Index Fall 1948

*Hooper Listening Area
Unrest Stirs Stations
(Continued from page 21)

B. Mitchell, new BAB head, believes one of his first jobs is to look after the competitive angle; and there was general approval of the job done by Richard P. Doherty, employer-employee relations director.

NAB Revamping Mentioned

As to the overall NAB operation, there was some expression in favor of a general reorganization. Misgivings were expressed over the manner in which funds are being spent. There was talk about the possible effect of a full-scale trade association activity for TV by the Television Broadcasters Assn. and what might happen if FCC Chairman Coy decided to assume such a post. [Broadcasting, May 9]

The question of proposed transfer of Executive Vice President A. D. (Jeas) Willard Jr. to the newly-created post of TV vice president in the NAB was discussed and the opinion appeared to be divided as to its desirability. Those most ardently opposed to TV felt that their funds should not be expended for the development of the visual art.

Mr. Halff, in explaining reasons for his resignation, said he had not engaged in a "fight" with the NAB. He said the industry, in his judgment, had become "too vast for one overall, all-encompassing organization that can hope to be all things to all people." He suggested that a more effective and more equitable setup would be to break down the organization into separate divisions, such as AM, FM and TV, and that these in turn be broken down into the necessary units, with each unit self-supporting and stations paying on the basis of the number of units to which they belong and in which they have a voice, plus an additional amount for the general administration of NAB which would handle matters of interest to the entire industry and "be a front for the entire industry."

'Watch and Wait'

Wholly aside from the expression in Shreveport, other broadcasters have concluded to "watch and wait." One prominent New York State broadcaster, who asked that his name be withheld, said last week that the primary purpose of NAB was to "properly represent the independently-owned stations before government agencies and Congress" but that these functions "have been lost in the scramble to add new and questionable departments." He added that a few NAB departments are doing a good job and fulfill a need.

"To restore confidence and hold membership of old-line stronger stations," this broadcaster said, "NAB should promptly cut the budget and reduce dues. Changed business conditions and sharp competition resulting from too many stations on the air call for lower dues and a stop to the spending zeal at NAB. The war honeymoon is over, or at least the 'bloom is off the boom' enjoyed up to now by big and little stations generally. This has not yet fully penetrated to those in control of NAB policies. They don't know how hard it is to get an order today and how tough to trim station costs."

Edward C. Obrist, general manager of WPEN, in tendering his resignation to NAB last week, said that the "industry has so far outgrown the association in numbers of stations and diversity of interests and problems that tangible benefit no longer accrues either to the station or the association by continued active membership on the part of WPEN."

In NAB's last membership report (as of March 1) 783 of the 1892 station members were network affiliates, 444 nonaffiliates, 600 FM and 4 television. Two more TV stations have been added since March 1. Seventy-one per cent of all affiliates are NAB members, compared to 43% of nonaffiliates and 63% of FM outlets. The four TV stations comprise about 3% of the 129 total including construction permits. Of these, however, 61 are on the air. The association's 1949 budget of $774,000 compares to $772,000 in 1948. Of the 1948 budget, $35,000 was not spent. In the period between conventions — April 1, 1948 to March 1, 1949—NAB's income was $761,332, $106,840 in excess of expenditures during the period.

GEN. CLAY
Radio, TV Cover Return

RADIO and television, under the guiding hand of the National Military Establishment, played an important part in the celebrated return of Gen. Lucius Clay to the U. S. last week, while simultaneously underscoring the effectiveness of the military's newly-coordinated information office realignment.

John Adams, civilian deputy and formerly with CBS (see separate story), and Charles Dillon, director of the military's radio-TV activities, coordinated coverage of Gen. Clay's arrival, which included a radio-TV simulcast from Washington last Tuesday night.

ABC and MBS carried the radio side, and NBC-TV the telecast version of the Clay 25-minute report to the nation, heard from 10 to 10:30 p.m. EDT. Telecast was aired locally by WNBW (TV) and WMAL-TV. WNBW's telecast was offered to NBC-TV's Midwest feed. The general spoke from NBC-TV Studios at the Wardman Park Hotel.

Army, Navy and Air Force personnel took part in supervision of the evening broadcast and telecast, as well as in morning and afternoon radio coverage. NBC produced a tape-recording of Gen. Clay's arrival at Washington airport as part of a pool, offering the tape to all networks. At 3 p.m. NME tape-recorded the general's news conference for use by radio.

No other station — Chicago or elsewhere — only WSBT does that!

Sure, other stations can be heard in South Bend — but they usually are WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in Share of Audience. Look at any South Bend Hooper for convincing proof.

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting
May 23, 1949 • Page 55
On WOW
The Sponsor
Gets The
CAPITAL GAINS!

NOTE...
these observations on Radio WOW's Fall-Winter Hoopers... compared with a year ago.

* The "Quiz Kids" (NBC) had a 7.9 rating a year ago—this year it's an 11.1.

* The Skippy Hollywood Theater (National Spot) had a 13.1 rating a year ago and this year it is 15.6.

* The Fred Waring Show (morning) had a 6.4 a year ago—and 6.7 this year.

* "Amos 'n Andy had a big fat 80.0 on WOW a year ago. This year, on "Station B" it has a 13.4.

* "Ma Perkins" (NBC) had a 6.9 a year ago. This year it has an 8.6.

* "Screen Guild Players" had a 14.2 last year on "Station B". This year it has a 10.9 on WOW.

* "Can You Top This?" had a beautiful 17.1 a year ago on WOW. This year, on "Station D", it has a skinny 4.9.

* "The Hit Parade" had a nice 23.6 a year ago and a whopping 27.2 this year because it "stayed put".

* The 10 o'clock (night) news on WOW came up with a nice 19. The 5:30 PM news with a 16.4; the noonday news with a good 10.5.

* "The Phil Harris" show has a whooper-duper 20.6 this year — 25.3 a year ago.

These are OHIOA HOOPERS. Outstate WOW's leadership is as good or better!

That's why WOW alone will do your advertising job here.

TEXAS STAR

Grant Proposed at Dallas

PROPOSED decision was reported by FCC last Wednesday looking toward grant of the application of Roy N. Walker of the Dallas International Broadcasting Co. for new AM station at Dallas, Tex., on 740 kc with 10 kw day, 5 kw night directional beam.

The Commission would deny request of KTHI, Houston, assigned 50 kw on 740 kc with fulltime directional array, to change its daytime directional pattern to increase coverage. The FCC majority reversed the recommended decision of Hearing Examiner Hugh B. Hutchison to deny Texas Star and grant KTHI.

Comrs. Paul A. Walker and Robert F. Jones dissented from the majority in favor of the hearing examiner's recommendation.

Texas Star Broadcasting is licensee of KTHI Houston, permittee of KSOX Harlingen, Tex., and applicant for a new station at Dallas. Mr. Hofheins and Hooper last week also received final grant for new AM outlet in New Orleans (see story page 46).

The FCC majority concluded the Texas Star grant at Dallas would result in more fair and efficient distribution of radio facilities since Dallas and Houston are of comparable size and the former has only four outlets while the latter has eight. The new Dallas outlet would serve 250,160 persons daytime and 642,000 nighttime, FCC found, whereas the grant of daytime directional change to KTHI would add no new transmission facility and would increase rural coverage from between 374,492 to 427,197 persons.

The majority said it was aware of over 1.842 interference that was claimed would result to KSEO, Durant, Okla., on adjacent channel 780 kc, but that even if it were as great as claimed by KSEO, Dallas' grant still was more in the public interest. FCC pointed out that the interference area was in the Dallas trade area only and that no loss of service would occur due to interference because, with the 10 ke separation involved, the Dallas service would be substituted for the Durant service.

This conflict in evidence concerning interference to KSEO prompted the hearing examiner to deny the Dallas proposal. Texas Star contended it would cause interference to KSEO within an area of 376 sq. mi., including a population of 12,100 or 6.1% of those residents in the remaining interference-free area of KSEO. The Durant station claimed it would receive interference within an area of 4,880 sq. mi., including 164,500 persons or 60% of remainder.

The Dallas grant included several engineering conditions including acceptance of such interference as may be below the standards from the operation of 740 kc of the new All-Oklahoma Broadcasting Co. station at Tulsa.

Mr. Frankel (1) holds the mike for victorious Franklin D. Roosevelt Jr. as he delivers his acceptance speech over New York's new FM outlet, WFD R.

6 NEW AM CPs

Granted by FCC

FIVE NEW AM daytime only stations and one new fulltime outlet were authorized last week by FCC. In addition changes in facilities were granted four existing outlets.

All of the new station grantees include persons who presently are identified with existing AM or FM stations.

KAMQ Amarillo, Tex., was granted switch from 1 kw day on 1010 kc to 1 kw day, 50 kw w night directional on that frequency fulltime. WDIX Jackson, Tenn., was granted switch from 1 kw day, 5 kw on 1010 kc daytime.

WKMA Charleston, W. Va., was given daytime power increase from 1 kw to 5 kw on 960 kc, with 1 kw night. Single directional pattern change between the terminals. WADT Tallmadge, Ohio, was given permission to switch main studio location to Akron.

Details of new AM grants:

Nevada, Mo.—Cecil W. Roberts, 1200 kw 250 w unlimited. Estimated cost $12,365. Mr. Roberts is owner-manager of KREI Farmington, Mo., and AM applicant for Festus, Mo.

San Francisco, Calif.—The Chrisp andorp Co., 1280 kc, 1 kw day, 1 kw w. Estimated cost $35,060. Mr. Crisp's new station will be a子里 of WBAQ of San Francisco.

WYATT, Tex.—Mr. Charles A. C. Walker, 1280 kc, 1 kw day. Estimated cost $8,970. Mr. Walker is sole owner of a subsidiary of the WBAQ of San Francisco.

Mnneapolis, Minn.—Peoples Broadcast Co., 1280 kc, 1 kw day. Estimated cost $3,000. Mr. Walker is owner of WBAQ of San Francisco.

Memphis, Tenn.—The Tennessean Co., 1280 kc, 1 kw day. Estimated cost $2,000. Mr. Walker is sole owner of WBAQ of San Francisco.

Tulsa—Mr. Paul H. Koch, 2000 kw 50 kw w. Estimated cost $3,000. Mr. Koch is sole owner of a subsidiary of KREI Farmington, Mo.

Los Angeles—Mr. Samuel L. Geller, 1560 kc, 1 kw day, 5 kw w. Estimated cost $17,000. Mr. Geller is sole owner of WBAQ of San Francisco.

Bab offices

Space Sought in N. Y.

Space house to the new Broadcast Advertising Bureau was being sought in New York last week by C. E. Arney Jr., executive secretary of the NAB and Maurice Mitchell, NAB, director.

At week's end the NAB executives had about decided to discard the Broadcast Measurement Bureau offices at 270 Park Ave. as too large for NAB because they felt the quarters were inadequate. At least 16 persons, including Mr. Mitchell, will be employed in the BAB New York office.

COTTON BOWL GAME

NBC Signs for Radio, TV

NBC last Thursday announced the signing of an exclusive three-year contract to broadcast and telecast the New Year's Day Cotton Bowl football game from Dallas, Tex.

Bill Sterrett, head of NBC's director of sports, will describe the classic next Jan. 1, marking the first national television coverage of the gridiron feature.

WTNN

Minneapolis-St. Paul was awarded a citation by the Minneapolis Church Federation for its broad policy of airing religious features.

IF YOU take time to read this ad, then take time to talk to Wisconsin's Halpern in St. Paul. His station, KTRK, Box 701, Lefkuim, Texas, is buying million dollar deals in the sales of the Network's top stations. You can do your job KTRK can do for you. Contact the details with three networks.

WFD R (FM) OPENS

Starts Early for Elections

WFD R (FM) New York, the International Ladies Garment Workers Union station, began test program last Tuesday (May 17) at 6 p.m., with broadcasts of results of the city's 9th District Congressional election. Owned by FDR Broadcasting Corp., the ILGWU subsidiary, the station originally intended to begin its test program Wednesday but shifted its debut ahead a day to carry the election results.

Test programming will continue for a month or less before regular program schedules begin. Fred F. Umhey, executive secretary of the ILGWU, is president of the subsidiary. FDR Broadcasting Corp. has 25.3 kw at 10,000 w. Wage- consultant, is adviser to WFD R as well as other ILGWU outlets in Chattanooga and Los Angeles.

The WFD R staff includes:

David H. Harris, formerly of WTAG Worcester and WOL Washington, production manager, formerly promotion manager of Rural Radio Network, N.Y.; Joseph Hovig, director of special events and publicity, formerly with WGV Genaue, N. Y., and WBLS WOL, New York; Bertrand B. Arrow, chief engineer and Jack Brod, assistant supervisor. WFD R is located at 444 Madison Ave., New York.
EARNINGS
SEC Lists Radio Salaries

PERFORMER John F. Reeder, for the past year vice president and general manager of C. J. La Roche & Co., New York, has joined William H. Weintraub & Co., also New York, as vice president and account executive for Kaiser-Frazer.

Mr. Reeder has been associated with advertising and automobiles for years, having served from 1932 to 1934 as advertising manager for Cadillac in Detroit. Between 1934 and 1940 he was vice president of the Young & Rubicam Detroit office, working on the Packard account. Moving to the Y&R New York office in 1940, he was vice president and manager of the contract department until the war.

Returning to Y&R after service in the Navy, Mr. Reeder directed the agency's WAC account, and later became vice president and general manager of Walt Disney Productions, Burbank, Calif., from 1945 to 1948.

LOBBYING Probe Foreseen

A THOROUGH investigation into lobbying practices of Federal agencies and private organizations which intend to "influence, encourage, promote or retard legislation" was foreseen last week in Congressional circles.

The House passed a concurrent resolution to create a Joint Congressional Committee. The investigation now awaits Senate approval, expected this week. The committee would be composed of seven members each from the Senate and House.

FCC, FTC and other independent establishments would be slated for inquiry if the Senate concurs. In addition, Washington representatives of certain radio interests would be involved, it is believed. The resolution had been broadened by the House Rules Committee to include Federal bureaus as well, with a view to uncovering Government activities favoring certain legislation.

Only Congressional approval is needed to set up such a committee. President Truman’s signature is required only on joint resolutions, it was pointed out.

Rep. Frank Buchanan (D-Pa.), author of the resolution, said "there is widespread public belief that lobbying is carried on by people not registered" under the Lobby Registration Act of 1946. All previous monies for funds spent have been broken during the first quarter of 1949, with a total of 258 registered for that period, he added.

The Second Most Famous Amateur Pianist in Washington

Although his recitals are never reviewed by music critics, he, like the gentleman in the White House, plays to a vast audience. By Carnegie Hall standards his keyboard performance may be limited, but in his professional field his technique is widely admired.

As one of the networks' best known news commentators he displays the same desire to get behind the news that he discloses in his recreational curiosity about the ins and outs of a piano or organ keyboard. His nightly "top of the news as it looks from here" is heard by an estimated weekly audience of 14,000,000 listeners—and even his severest critics acknowledge his great influence.

His broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. As the original news "co-op" it offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
MRS. BENJAMIN R. RIGGS (center), personnel director of Porteous, Mitchell & Braun, Portland, describes store's successful use of radio to Fay Clark (r), AWB District 1 chairman, at fourth annual meeting of New England women broadcasters in Boston. At left is Dorothy Campbell who conducts Porteous' Betty Mitchell show on WGAN Portland.

AWB DIST. 1 MEET

INCREASING importance of women broadcasters in a buyer's market and the need to sell radio as a medium was stressed by speakers at all sessions of the fourth annual convention of District 1, Assn. of Women Broadcasters, in Boston May 13-14 (Broadcasting, May 9). It was the first AWB meeting to be held since the group became a full-fledged department of NAB.

Addressing delegates from all sections of New England, Craig Lawrence, general manager of WCOP Boston, told the women they must direct their actions to promoting broadcasting as a medium and to selling the merchandise and services radio advertises. Although today's changing economy is taking us away from the lush days of the war years, "we don't have to be afraid in radio," he declared. "Radio had its most fruitful days during the depression when it went through its adolescence and adulthood, and we're better prepared now than we were then."

He outlined a three-point plan for selling women's programs:
1. Devote constant effort and imagination to program technique so that many women will listen. 40 to 80% of the women are home during the day, but only 20 to 30% of the radio sets are on in the Boston area, he said.
2. Those who prepare copy as well as those who are on the air should do more aggressive selling job of advertised products on the air. Make people think and act the way you want them to and there won't be any need to worry about increased competition from other media, he advised.
3. Cultivate and develop new business from those who haven't been using broadcast advertising or who only use it sporadically. There's a great reservoir of advertisers who don't know the results radio can get and it's the job of women broadcasters as well as sales departments to explain the broadcast medium to them.

Mrs. Benjamin A. Riggs, personnel director of Porteous, Mitchell & Braun, Portland, Me., described the store's experiences with the Betty Mitchell program, a daily 10-minute morning show on WGAN Portland. Although the store's radio advertising is usually tied up with newspaper and other promotion so that it is difficult to separate the results of each, she said that items which arrived too late for printed ads gave the store a definite picture of the show's success.

Mrs. Riggs admonished radio salesmen who merely try to sell time to retailers without understanding their problems or offering time segments and programs that best meet their particular needs.

Harold E. Fellows, general manager of WEEI Boston and District 1 director of NAB, told the group that the new AWB position within NAB brought them closer to management and that this was important because the industry "must get down to brass tacks and the closer you are the better idea you'll have of the realism of the situation."

Pat Griffith, NAB director of women's activities and AWB executive secretary, also placed emphasis on the advertising angle in the Saturday morning session. She told of the sales and advertising manual, called "The Feminine Touch," which NAB is preparing for women's programs.

Lawrence, Riggs, Fellows Speak

 GOING-AWAY gift is presented to retiring AWB District 1 Chairman Fay Clark of WBIS Bristol by Mildred Bailey (foreground), WCOP Boston, at convention breakfast given for New England women delegates by WEEI Boston. L to r: Pat Griffith, NAB director of women's activities; Miss Clerk; Julie Chase, WTAG Worcester; Miss Bailey; Wynne Casey, WJOY Burlington; Julie Blake, WMUR Manchester; and Marguerite Staples, WTVL Waterville.
SCRIPPS HOWARD

Must Choose In Cincinnati

FCC last week reaffirmed its ruling that Scripps-Howard Radio Inc. must decide whether it wishes to pursue its application to switch WCPO Cincinnati from 1230 kc to 630 kc or its bids to purchase WVLK Versailles, Ky., and move it to Cincinnati.

Scripps-Howard had petitioned for reconsideration of the earlier ruling on grounds that it had only the WCPO bid pending and that the WVLK requests, filed by WVLK itself, had never been for consideration. The FCC and were contingent upon decision in the 630 kc case at Cincinnati [BROADCASTING, Dec. 15, 1948].

FCC dismissed the claim and denied the petition. Scripps-Howard must decide in 30 days which request it will pursue. Both the WCPO and WVLK bids will be dismissed if no choice is made, FCC said. The company which may be chosen, the alternative application will be dismissed.

Also in the same proceeding, the FCC last week set aside a Motions for Reconsideration of Commissioner's decision and denied request of Queen City Broadcasting Co. to amend its application for new station on 630 kc at Cincinnati so as to specify a new transmitter. Interference had been requested by WCPO and WLAP Lexington, Ky., which seeks switch to 630 kc from its present local assignment on 1460 kc. An original grant to WLAP for 630 kc had been set aside by FCC for further hearing last October [BROADCASTING, Oct. 25, 1948].

In denying the Queen City request to amend, the Commission majority pointed out it had denied the request once before in November 1948 on grounds it had been filed too late. The majority further said the amendment was faulty and that further hearing would be required. Comr. Frieda B. Hennock dissented in this action and Chairman Wayne Coy and Comrs. Paul A. Walker and Robert F. Jones did not participate.

Meanwhile last week the Commission announced memorandum opinions and orders in three other docket case proceedings. The FCC: Denied petition of KNOW Austin, Tex., seeking rehearing of new station grant to Bee Broadcasting Co., Beaville, Tex.; denied petition of WBNY Buffalo, N. Y., seeking that FCC set aside its order dismissing WBNY's earlier petition for reconsideration of new station grant to Dunkirk Broadcasting Corp., Dunkirk, N. Y.; reopened record on technical issues in proceeding on new station applications of Antilles Broadcasting Stations Inc., Rio Piedras, P. R., and Radio Americas Corp., San Juan.

KNOW Claims

KNOW, which claimed it would receive substantial interference from the new Beaville station [BROADCASTING, March 7], sought reconsideration on grounds of technical errors in FCC's finding. Comr. Rosel H. Hyde dissented from the majority's ruling to deny KNOW's petition on same issues he held in his dissent in the grant.

WBNY alleged it would receive objectional interference from the new Dunkirk grant [BROADCASTING, Dec. 20, 1948], but its petition was denied as not making sufficient technical showing according to FCC's rules and standards.

The Commission opened the Puerto Rico case for further hearing because of changed conditions involving ownership since the close of the record and various resulting petitions. It also wishes to investigate possible interference to the proposed new Navy communications station at Seabana Seca, P. R., and to certain foreign stations.

NATIONAL DST

Staggers Bill in Congress

CONGRESS would be authorized to establish daylight saving as standard time for all zones for any year, under provisions of a measure introduced in the House last Wednesday. Author of the bill, referred to House Interstate & Foreign Commerce, is Harley Staggers (D-W. Va.).

Time could be advanced not earlier than the last Sunday of April and not later than the last Sunday of September, with advanced time to be considered the standard time in all zones for such a period. In addition, private business in respective zones would be required to observe time as established by Congress. Officers and employees of the United States also would fall into the time set by the act.

BUY A DOZEN

Get a Half Million!

In twelve counties along the southeast coast of Florida, 665,500 people have a net buying income of $778,501,000. In the same twelve counties in 1948 ... retail sales totaled $789,451,000!

- When you buy WIOD ... you buy solid coverage of this twelve-county market—coverage proved by results . . . by B&b . . . by mail response . . . by engineering data! This was true yesterday—and it is today, too!

- Sales Management's 1949 Survey
FCC Okays Three, Denies Three

STATION BIDS

FINAL decision was adopted by FCC last Tuesday approving application of Roy Hofheinz and W. N. Hooper d/b as Louisiana Broadcasting Co. for a new AM station at New Orleans on 1540 kc with 50 kw day, 25 kw night, directional fulltime.

In the same action, the Commission also approved the bid of KBGC Galveston, Tex., to change operation on 1540 kc from 1 kw daytime to fulltime with 1 kw day and 250 w night, directional night. New station request of Bayou Broadcasting Co. Inc., for 50 kw day, 10 kw night, directional night, on 1540 kc at Baton Rouge, La., was denied. This was done after approval was given Bayou to amend its request from original bid for 250 w fulltime on 1540 kc.

Meanwhile last week the Commission announced final decision to grant the application of East Liverpool Broadcasting Co. for a new station at East Liverpool, Ohio, on 1490 kc with 250 w full-time and to deny a competitive bid for the same assignment there by Radio Courier Inc.

In still another final ruling, the Commission denied on technical grounds the bid of United Broadcasting Co. for a new AM station in Pittsburgh on 1470 kc with 6 kw day, 1 kw night, fulltime.

Following Proposed Action

The Commission majority in the 1540 kc case in general followed conclusions of FCC's proposed decision to favor Louisiana and deny Bayou, but switched from proposed denial of KGBG to approval despite the high nighttime limitation which would result in the Galveston outlet [Broadcasting, July 5, 1948]. In the final ruling both Comr. Rosel H. Hyde and Robert F. Sanders voted with the majority. Comrs. Paul A. Walker and George E. Sterling did not participate.

Comr. Jones favored grant of KGBG but hit the majority's choice of Louisiana over Bayou. He considered the approval of the highest daytime mm/m limitation that the Commission has ever permitted in granting a Class II station was unnecessary. He pointed out this could have been avoided by granting Bayou instead of Louisiana and objected to the technical disqualification of Bayou on grounds of objectionable interference to Mexican station XENC Celaya.

Comr. Jones pointed out that the majority failed to consider "the uncontroverted testimony of the Baton Rouge engineer, received without objection, that by a slight change of the array, objectionable interference could be largely minimized." He said the contention this was a new proposal which could not be considered without amendment "smacks of an adher-
May 25: FTC hearing on proposed rules for station industry, Rm. 222, FTC Bldg., Washington.

June 3: Executive Committee meeting, NAB Rdqns., Washington.

June 3: Kentucky Broadcasters Ass’n, Louisville.


June 26-30: Advertising Ass’n of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

July 24: AFRA annual convention, Hotel Statler, New York.


Sept. 8-10: Western Ass’n of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

SESAC-KOTA

Hearing on Suit Postponed

HEARING on a suit by SESAC Inc. for contract performance, filed against KOTA Rapid City, S. D., has been postponed by Seventh Judicial Circuit Court in South Dakota to the term starting Nov. 1.

The station had charged it was pressured into signing a SESAC contract, that the rate charged is not the same as that paid by other stations in its category [BROADCASTING, April 25], and that SESAC is not qualified to enter into contracts in the state.

In answering the station’s allegations, SESAC contends its contract negotiations with KOTA were carried on in New York or in interstate commerce. It holds the station is deprived from asserting its interests in the contract because it has exercised its license and has held “itself out to its advertisers and prospective advertisers as authorized” to use such license.

SESAC’s reply asks that the KOTA counter-claims be dismissed and that it be granted judgment. The reply was filed for SESAC by Bangs & McCullen and Robert W. Gunderson, its counsel in Rapid City.

General counsel for SESAC is Victor E. Whitleck, of Holm, Whitleck & Scarff, New York. Western SESAC counsel is David R. Milten, of Milten, Milten, Johnston & Morehead, Tulsa. Representing KOTA is the firm of Botum & Bottom.

Co-op Ad Plan

JACOBSON TO BUCK DEALERS

COOPERATIVE advertising plan announced by F. Jacobson & Sons Inc., New York manufacturer of Jayson shirts and pajamas and Excello shirts, allows dealers to collect from the manufacturer one-half of amount spent on advertising up to 5% of the firm’s net shipment to them. Amount spent by the dealers in excess of the 5% are not to be included in computing the one-half manufacturer payment.

Jacobson also is sending to its dealers suggested commercial radio announcements, which can be used as-is or re-written. The company requires submission of broadcast scripts and proof-of-broadcast for payment of bill. Some 1,800 dealers in major markets across the country are being offered the plan, with most of the radio emphasis expected from the Midwest area.

According to John Northway, advertising manager, television advertising by dealers will be applied on an individual basis. Salesmen were told to have dealers contact the firm regarding reimbursement for TV advertising.

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TRANSFER GRANTS
KEPO, 12 Others Are Approved

TOTAL of 13 AM stations received approval by FCC last week for transfers of control and assignment of licenses. KEPO El Paso, Tex., was given approval for assignment of license from H. J. Griffith, sole owner, to new firm in which Mr. Griffith holds 54.3% interest. He originally held 66% in firm. Mr. Agudo received approval and cancellation of $2,598,138 balance due on firm for building out. Other stockholders are Alberto Diaz Atiiles, president, Domingo Diaz Alejandro, W.R.A. a general manager, secretary, 12.3%; Gus Tex Diaz Attiiiles, assistant manager, treasurer, 12.2%; WENA is assigned 250 kw on 1500 kc fully.

WENA Bayamon, P. R.—Granted assignment of license from H. J. Griffith to West Texas Broadcasting Co., Inc. WENA, owner of KEPO El Paso, Tex., acquired 5% owner of KWTX Wicks Falls, Tex. Mr. Brown is KWFT general manager and president.

WJVB Jacksonville, Fla., was granted transfer from present group of 16 owners to new firm headed by Reginald B. Martin, vice president and part owner of WFTL Port Lauderdale, Fla., for $24,925.

Details of ownership transfers:

KEPO El Paso, Tex.—Granted assignment of license from H. J. Griffith to West Texas Broadcasting Co., Inc. WENA, owner of KEPO El Paso, Tex., acquired 5% owner of KWTX Wichita Falls, Tex. Mr. Brown is KWFT general manager and president.

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C. GLOVER DeLANEY, general manager of WTHT Hartford, has been elected chairman of the Gannett Group radio stations for the coming year. He replaces Dale Taylor, general manager of WENY Elmira, WJVG Peoria and WCHB Chicago, and promotion manager of WDAY Dan-

vile, Ill., is the new secretary.

Officers were elected at the wind-
up of a two-day radio conference held May 12-13 at the Statler Washington, D.C., by the Gannett Group. Members of the FCC were honor guests at a dinner.

The conference agenda included a talk on Gannett radio operations by Paul Miller, Gannett Group vice president and coordinator of the six stations in the group. Gun-

nar O. Wiig, general manager of WHEC Rochester, called for closer group cooperation including legal and news services. Mr. DeLaney re-

ported on reduction of overhead at WTHT, with a roundtable on costs following his talk.

Bernard O’Brien, chief engineer at WHHC, outlined the strengths of Gannett AM, FM and TV facilities, time. He spends considerable time at Havana, where he maintains an office for his export business, for the cultivation of Latin American friendships, and for “writing and rest.”

In Dr. Andrews’ opinion, the countries south of the border are 30 years behind the United States. He is reassured of this on each visit, and likes to go there to reflect how America has gone since he was a boy. It helps him chart a future course for his company, he says.

He wishes the State Dept. was more aware of the technical, economic, and political “incompe-
tence” of these countries.

“...The Department should find ways of helping rather than proceed on the assumption that they are our equal,” he suggests.

While Dr. Andrews’ hobby is economical and international travel, that of his wife, Alleen, is soci-

ology. Half-owner of the Andrews Corp., she has charge of personnel.

The Andrews were married in 1922 when she was employed with a Wall St. brokerage firm and he was at the Signal Corps Lab at nearby Ft. Monmouth. Their two children—Edward, 18, and the jr., 10—attended school in Havana. They speak Spanish fluently.

Dr. Andrews maintains engineering as well as radio contacts in all the Caribbean countries, Mexico and Central America. He is planning trips to South America and Europe in the near future.

Mr. Andrews is a member of the Chairman of the Chicago group of the Chicago Radio Engineers Club, is a member of 27 technical articles on all phases of radio engineering, has written a continuing study of “Profit Opportunities for New Stations” in three annual instal-

ments and his “Industry Barometer,” published last fall, has been widely circulated.
May 13 Decisions . . .
DOCKET CASE ACTION
AM-940 kc
An announced decision looking toward grant of applications of Northeast Radio Inc., for new station at Lawrence, Mass., 500 kc 1 kw D cond., and Enterprise Pub. Co., licensee WBZ Brockton, Mass., operating on 590 kc, to increase power from 250 w to 1 kw, install new trans., and deny application of Viking Broadcasting, Co., for new station at Newport, R. I., 180 kc 500 w.

ACTIONS ON MOTIONS
By Commissioner Winner
Esley Best Co., Esley, S. C.—Granted petition to accept of appearance in proceeding on application, and denial of application for TV late.


Warner Bros. Pictures Inc., Chicago—Denied over at request of counsel petition to dismiss without prejudice application for TV late.


Waraz TV Justice Inc., Va.—On Commission's own motion scheduled hearing for June 27 re application for additional time in which to complete construction.

Walt Pekin Best Co. Inc., Pekin, Ill.—Grant petition for leave to amend application for mod. CP to show revised financial and program data and to change proposed DA-DO.

WTUX Wilmington, Del.—Granted petition for leave to amend application for renewal of license to make correction in application relative to percentage of commercial programs and number of hours.

Centinela Valley Best Co., Inglewood, Calif.—Granted petition to accept late written appearance in proceeding upon application for FM CP.

John J. Dempsey—On Commission's own motion continued hearing in re petition of Dempsey (against Station KGB) from May 23 to July 28 at Albuquerque, N. M.

AM-1790 kc
An announced decision looking toward renewal of license of WTVX, Davenport, Iowa. for new station at Orange, Va., 1340 kc 250 w uni. DA-EN cond.

AM-1340 kc
An announced decision looking toward renewal of application of James Madison Best Co. for new station at Orange, Va.

BY COMMISSION EN Banc
License Renewal
WBNY-AM Buffalo, N. Y.—Granted renewal of license for regular period.

WVFV Ithaca, N. Y.—Granted STA to suspend program tests until July 4, pending completion of proposed license transfer from WOI, Des Moines, to Ithaca. is also granted license for authorization of FM broadcast properties of station.

WMVW Wilmington, Del.—On Commission's own motion ordered that notice of hearing be published, and that the application be set down for hearing, and that time to file brief be extended to June 17.

May 16 Decisions . . .
DOCKET CASE ACTIONS
AM-1176 kc
An announced decision looking toward renewal of application of Davenport Best Co. Inc. to change facilities of KSTT, Des Moines, Iowa, from 790 kc 250 w D to 1170 kc 1 kw uni. DA-EN cond.

FM-1240 kc
An announced decision looking toward renewal of application of James Madison Best Co. for renewal of license for regular period.

WTVX Davenport, Iowa. from 14,000 to 16,000 kc.

Mayo Best Co., Mayodan, N. C.—Granted CP Class A station; Ch. 328 (90.5 mc) for new station at Mayodan, N. C.; 200 kw; antenna 550 ft.; estimated cost $17,196 exclusive of land and building.

FM-109.9 mc
Voice of Cullman, Cullman, Ala.—Denied petition for temporary confirmation of license.

FM-101.5 mc
Cornbelt Best Co., Storm Lake, Iowa.—Amended tentative allocation plan for Class B FM station to include location of Channel 304 (108.9 mc) to Storm Lake, Iowa. The additional 250 kw is included therein.

Transfer of Control
KMA McKinney, Tex.—Granted transfer control from Clay E. Thompson, Jr. and Noel E. Thompson to George W. Smith Jr. through sale of 90% of licensee's stock for $11,750.

WEVB Jacksonville, Fla.—Granted transfer control from J. Lyle Williams and 15 other stockholders to Reginald B. Martin and Leland M. Lucas, who will pay $2,503 for 90% of voting stock.

WPT Thomaston, Ga.—Granted transfer control in which R. E. Hightower will sell 50% interest for $10,000 to Julian T. Hightower and estate of William H. Hightower Sr., with R. E. Hightower retaining control.

(Continued on page 66)
Programs

**SOMETHING NEW in Clevelanders morning radio diet appeared over WHK Cleveland May 16 on its Breakfast Party (see Radio & TV page 10). Breakfast Party originates in different home in Cleveland each day. Every morning Rena and Bob Lad- 

Music Scholarships

TWO MUSICAL scholarships will be prize awards when WOL Washington presents series of 26 talent-hunt broadcasts next fall for Hamilton National Bank of Washington. Pro- 

Program Exchange

CO-OPERATIVE agreement between WMPC Hollywood stations in Australia, Honolulu, New Zealand, South Africa and the Antipodes, for exchange of programs typical to each particular locale was announced by Jesse Butcher, assistant manager and program director of WMPC. Exclusive broadcasts will be titled World Pan- 

Children's Fund

AS PART of extended fund raising campaign of District of Columbia's crippled Children's Society, WMAL- 

Announcer Jack Frawley of KPOA, al- 

New RCA Victor hits for your turntables*

**DJ** disks couple the cream of the RCA Victor hits for your convenient**
Decisions Cont.: Assignment of License

WBDJ Dothan, Ala.—Granted assignment of license to Howard J. Biggs, W.B. Robertson, J.W. Martin, M.J. Wilmore, and O.L. Johnson, for $35,000.

WNOC Norwalk, Conn.—Granted assignment of license from R. Ross, to E. Johnson, L. Johnson, and W. Johnson, for $50,000.

WENA Bayamon, P.R.—Granted assignment of license to Bayamon Broadcasting Corp., to Ramon Aguado, Alberto and Gustavo Catalano, and Oscar Almodovar, and with Aguado holding 51% interest.

KWTC Barstow, Calif.—Granted assignment of license, without probate, to William T. Brown, Burton & Iosahart, Robert F. Reno, to Mojave Valley Broadcasting, Inc., plus above with Maynard F. Marquardt and Helen V. Longe.

Hearing Designated

Eastland County Bestg., Eastland, Tex.—Designated for hearing application for new station to operate on 730 kc. in W.D. space.

Modification of CP

WDBX Jackson, Tenn.—Modified CP, changing location of facilities from 1 kw to 5 kw and change daytime ENG pattern. Approved.

-950 kc.

WKNR Cleveland, Ohio—Granted CP increase D power from 1 kw to 5 kw and change daytime ENG pattern. Against.

-1150 kc.

WBNW Milwaukee, Wis.—Granted CP changes in ENG pattern of CP. Against.

-960 kc.

WSJF Delphos, Ohio—Granted CP, change daytime ENG pattern. Approved.

-1320 kc.

WAGI Tallmadge, Ohio—Granted application to change main studio location from Tallmadge to Akron, Ohio.

-698 kc.

KYIS Butte, Mont.—Granted extension of time for construction of station 610 kc. 1 kw, subject to filing within this period an application for mod. CP specifying trans. site, and ant. system. Conditions.

-315 kc.

May 16 Applications

ACCEPTED FOR FILING

KRAI Craig, Colo.—Assignment of license from Newell S. Cahoon to W.R. Orton, to Northwestern Colorado Bestg. Co.

AM-1540 kc.

May 17 Decisions

DOCKET CASE APPLICATION

AM-1400 kc.

Announced decision granting decision looking toward grant of application of Northwestern Colorado Bestg. Co. to operate station in Norman, Okla., 1400 kw, 50 kw to 1 kw, from present stock, and to change facilities of KBGC Galveston, Tex., 5 kw, 1 kw.

-950 kHz.

Assignment of License

KEPO Elko, Nev.—Granted assignment of license from H.J. Griffith (tr/s West Texas Bestg. Co. to KEPO Inc., a new corporation to be owned 50% by Griffith. KEPO, and 50% by another corporation. KEPO would own the radio station, another corporation would own the television station which the stockholder (Comr. Jones voting for his dissent). Hearing voted to defer action.

-950 kc.

Expertise in broadcast, telecommunication, and audiovisual technology.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Experience</th>
<th>Role</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1469 Church St., N.W. D.C.</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>906 Natl. Press Bldg. 1407 Pacific Ave.</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>Munsey Bldg. 2347</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Bldg. District 8215</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W. D.C.</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D.C.</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>ROTHROCK &amp; BAILEY</td>
<td>Suite 604, 1757 K St., N.W.</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>Worthington C. Lent</td>
<td>Consulting Engineers Office &amp; Laboratories</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W.</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N.W. STERLING 7922</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>H. V. ANDERSON</td>
<td>Consulting Radio Engineers</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PH 1218</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>NATHAN WILLIAMS</td>
<td>Allelcon &amp; Field Engineering</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
<td>Phone</td>
<td>40 years of professional background</td>
<td>Member AFCCB*</td>
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</tbody>
</table>

**CONSULTING RADIO ENGINEERS**

**George C. Davis**
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCB*

**Gautney, Ray & Price**
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
Member AFCCB*

**Frank H. McIntosh**
710 14th St., N.W.—Metropolitan 4477
WASHINGTON 4, D. C.
Member AFCCB*

**Herbert L. Wilson**
1025 Connecticut Ave., N.W.
WASHINGTON 4, D. C. NA. 7161
Member AFCCB*

**E. C. Page**
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5570
WASHINGTON 4, D. C.
Member AFCCB*

**William L. Foss, Inc.**
Formerly Colton & Foss, Inc.
927 15th St., N.W. Republic 3883
WASHINGTON 4, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2273
RADIO CONSULTANTS

**Silliman & Barclay**
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

**Walter F. Kean**
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(e Chicago suburbs)
**Help Wanted**

**Managerial**

Our experience shows that the classified columns of BROADCASTING are a source of many worthwhile opportunities for radio personnel. We are in touch with a number of capable people who wish to be considered for positions in the radio business. If you are interested in attaining a new position or changing fields, this is your opportunity. We will hold every inquiry in strictest confidence, State particulars and salary expected. Box 155B, BROADCASTING.

**Salesmen**

Salesman for Pennsylvania and New Jersey, CBS affiliate, 100,000 population. Box 40B, BROADCASTING. Required: Good voice, experience. Salary to $2,500. Salesman for West Texas station. Must be experienced in competitive market, excellent personality, and be able to draw new account to station. Salary $500. Box 42B, BROADCASTING. Salesman—wanted—$100.00 per week, plus expense, for a 2-year period. Must have experience in selling, and be able to draw new accounts. Box 153B, BROADCASTING.

**Help Wanted (Cont'd)**

**Announcer**

Wanted—Announcer with valuable experience. State particulars and salary expected. Box 155B, BROADCASTING.

**Wanted—Announcer with voice and experience in TV. Must answer. Box 155B, BROADCASTING.
Situations Wanted (Cont'd)

"... you may be interested in knowing that in the couple of years I've found without exception that every insertion has paid dividends. Undoubtedly others will find this to be true also. Because I now have been in the industry for over a year and see section seems to get bigger every day. So I'm writing to let you know that in more and more."

-Mart Wayne, New York City

Situations Wanted (Cont'd)

"We have from time to time used the classified section of BROADCASTING..."


Complete FM Radio Station For Sale

At Best Price Offered

Equipment practically new, used less than two years. General Electric 3 kilowatt transmitter, effective output 8,700 watts. Have studio, transmitter, building and two acres of ground. Building 28 x 44.

Microphones, recording devices, extensive library of records, office equipment. Truscon Steel tower, 329 ft. high, etc. Will sell either as going station, or equipment to be removed. For further information, address

BOX 162 B, BROADCASTING

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**WHITE HOUSE**

Decay Sounds on WTOP Show

ACTUAL sounds, magnified 1,000 times, of White House structural disintegration were highlighted in the first of a new series, Dear Mr. President, which started May 13 on WTOP-AM-FM Washington. The sounds were recorded at the White House from a "microscope for sound" developed by the Naval Research Laboratory for use in hearing flaws in machinery.

Series, to be aired in four half-hour broadcasts, was conceived by John S. Hayes, WTOP general manager. Format for programs is a letter to President Truman, read by Narrator Maurice Jarvis, to help the President "catch up on some of the little out-of-the-way goings-on in Washington, the town, rather than Washington, the nation's capital." Tape-recorded sounds and interviews are worked into the series.

When informed of the series by Ted Koop, CBS Washington director of news and public affairs, Mr. Truman said he would try to listen to the programs, WTOP reports. Mr. Hayes also plans to bring the program to the President's attention and special transcriptions will be sent to the Chief Executive.

Dear Mr. President is written by Robert E. Nichols, WTOP-CBS newsmen, and produced by Ray Beckerman. Music is by John Salb, WTOP staff organist who has played for five presidents in the White House.

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Heads Omaha Ad Club

JAMES D. FARRIS of The Caplies Co. was elected president of the Omaha Advertising Club May 12, succeeding Ned Reynolds, Carpenter Paper Co. Robert Howard, of Northwestern Bell Telephone Co., Omaha, was named vice president. Other officers are Kenneth Flint, second vice president; John J. Henry, secretary, and Walter A. Youngstrom, treasurer. First women director in club history is May Yard, manager of Western Newspaper Union, Omaha.

---

**For Sale**

Five KW Station

- Good frequency
- CBS affiliation
- Earnings in excess of $50,000.

**Price $450,000**

- Terms if desired.

**FOR SALE**

Box 197B, BROADCASTING

---

**APPLAUSE METER**

Used one week
3' wide x 2' high
Red circular frame
Arrow in glass

**PRICE $150.00**
Delivered within 500 miles of Detroit
Write Wm. H. Plau
4484 Cass Ave., Detroit 1

---

For Sale (Cont'd)
YANKEE STRIKE
Network, IBEW Agree

THE two-week strike of 80 engineers at six Yankee Network stations [BROADCASTING, May 9, 16] was settled May 17 after an all-day conference between officials of the network and the International Brotherhood of Electrical Workers (AFL).

Provisions of the agreement are essentially the same as those in the contract which expired May 1. Terms include no wage reductions, no layoffs, and some improvements in working conditions. No specific improvements were announced.

Engineers whom the company had originally planned to drop from the payroll will be absorbed in the expanding television operations of the network, according to a joint statement issued by management and union representatives.

The engineers walked out May 3 in protest against a 20% wage cut after IBEW had rejected a proposal that 17 technicians in stations outside Boston be laid off. They were joined by 30 AFRA announcers and 11 news writers, members of the Boston Editorial Assn. (AFL), who refused to cross the picket lines.

Stations Affected
Stations affected were WNAC (AM, FM, and TV) Boston, WEAN Providence, WICC Bridgeport, WONS Hartford, WAAB Worcester, and WMTW Portland. All employees returned to work Wednesday morning.

At the signing of the agreement were John J. Regan, International vice president of IBEW; Russell D. Lighty, International Representative, IBEW, and George Hamilton, chairman of the negotiating committee.

Representing the Yankee Network were Thomas F. O'Neill, vice president and director; Linus Travers, executive vice-president and general manager, and George Steffy, vice president. Taking part in the conferences was Charles Ray of the Federal Mediation and Conciliation Service.

NEWLY-ELECTED president of Radio Executives Club (New York) [BROADCASTING, May 9] John J. Karol (center), CBS sales manager, is greeted by the outgoing president, Cari Haverlin, head of BMI. At left is William S. Foley, CBS board chairman.

PHILCO REPORT
Sales Down for Quarter

SALES of Philco Corp. in the first quarter of 1949 were $58,006,000 as compared with $58,661,000 in the first quarter a year ago. William Balderston, president, announced May 13.

Net income in the first quarter this year was $915,000 and was equivalent, after preferred dividends, to 49¢ per common share on the 1,678,779 shares outstanding on March 31, 1949. In the first quarter of 1948, net income totaled $1,959,000 after tax-paid reserves of $8,000,000 for inventory and $186,000 for future research development work. This was equivalent to $1.16 per common share on the 1,607,576 shares outstanding at the end of 1948, after preferred dividends.

"The sharp reduction in earnings in the first quarter of 1949," Mr. Balderston said, "was the result of reduced television output while production was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed ... starting production of the entire new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business. ... With the demand for television continuing strong, and our new facilities nearing completion, the outlook for our over-all business in television and refrigerator products looks quite favorable."

AFRA Labor Bill Fight

MEMBERS of American Federation of Radio Artists were urged last week to write their Congressmen demanding support of the AFRA position on repeal of the Taft-Hartley Law. Such an appeal was made by George Heller, national executive secretary of AFRA who also is a member of the AFL legislative council. The latter organization has been active in the fight to repeal T-H.

Bakery Buys 'Ranger'

AMERICAN Bakeries Co. of Atlanta, formerly a spot radio user, bought full regional network time last week, signing with ABC to sponsor The Love Ranger on 35 stations on ABC's Southeastern network under a 65-week contract beginning June 13. Contract, covering Monday, Wednesday and Friday broadcasts at 7:30 p.m., was placed through Tucker Wayne & Co., Atlanta.

OUTLETS IN METROPOLITAN MARKETS

Highly Profitable

MIDDLE ATLANTIC
250 Watt AM-FM
Full-Time Independent

SOUTH ATLANTIC
1000-Watt AM
Daytime Operation

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, President
Albert Zog, Exec. Vice-President
317 South Sixteenth Street
Philadelphia 2, Pa.
Production

 Neal Van ELS has been appointed chief announcer of WLWD (TV) Dayton, Ohio. He was formerly with WBOW Terre Haute, Ind., as announcer and news director.

 CAIL COMPTON, resigns as farm editor of Chicago Tribune effective today (May 23) to join program staff of RFD America, a Louis G. Cowan production. He will serve as technical farm advisor and assistant to JOHN LEWELLEN, program director. He will headquarter at firm’s Chicago office.

 RICHARD ORTNER and RICHARD WYATT have been named production assistants at ABC-TV Chicago.

 Robert A. HANSEN has been appointed program director of KSFO San Francisco. He replaces KEITH KERBY, resigned (Broadcasting, May 21). Succeeding Mr. Kerby as acting program director of KPIX, TV affiliate of KSFO, is SANFORD SPILLMAN.

 JIM LOUNSBURY, formerly disc jockey-announcer with WHAS Louisville and WLEX Lexington, Ky., will join WDOK (FM) Boston as disc jockey May 29.

 BARBARA STILLSON, formerly continuity director of WRUN Utica, N. Y., has joined WPTT Albany, N. Y., in same capacity.

 FRED GREENE, announcer at WHB Harrisburg, Pa., for past three years, has joined announcing staff of KWW Philadelphia as summer replacement. Mr. Greene and Patti Cranford, former vocalist with Clarence Fuhrman and KMY Orchestra, have announced their engagement.

 NORMAN EVANS, former announcer with WSID Essex, Md., has joined announcing staff of WAAM Baltimore.

 FRED LEVINGS has resigned as program director of KMGM (FM) Los Angeles, to join Don Lee Network where he will handle Cisco Kid, Frederick Waring Co. transcribed program. WILLIAM F. MacCRYSTAL, general manager of KMGM, will absorb Mr. Levings’ former duties temporarily.

 JIM LOWE, formerly with KWTO Springfield, Mo., as disc m. e. and announcer, has joined WIRE Indianapolis in similar position.

 DON BAKER, formerly with CBS New York, has joined EMM Hollywood, as vacation relief announcer.

 HOMER CANFIELD, program manager for NBC Western Division, is the father of a girl, Kathleen.

 SAM ZURICH, announcer at WIS Columbus, S. C., is the father of a girl, Kathleen Ellen.

 SHARING in award of “Edgar” given by Mystery Writers of America to CBS’ Inner Sanctum as radio’s top mystery show [Broadcasting, April 25] are (1 to r) John Rosbury, show’s principal writer; Hi Brown, producer-director; and Hubbell Robinson Jr., CBS vice president and director of programs. The statuette is a bust of Edgar Allan Poe.

 RADIO AWARDS

 9 Mass. Stations Honored

 GEORGE FOSTER PEABODY radio awards were presented to nine Massachusetts stations last Wednesday at the annual dinner at Boston’s Hotel Statler. Citations were awarded by Dorothy Kraus, Massachusetts Committee, George Foster Peabody Awards for Radio, for meritorious public service through locally originated broadcasts.

 Awards went to these stations: for public service (stations over 1 kw)—WAGN Boston for The Yankee Network Institute and WLAW Lawrence for This Week in the State House; public service (stations 1 kw and under)—WSPR Springfield for The WSPR Community Forum; news and news reporting—WOCB Boston for The Monitor Views the News and WBZ Boston and WBZA Springfield for special broadcast of six programs, Berlin Journal; outstanding drama—WBZ WBZA for carrying NBC program, Dress Rehearsal, and WBMS Boston for Elite Sons’ Music Gallery; outstanding drama—WNAC for carrying special program, Great Scenes from Great Plays; outstanding education—WHDH Boston for Success Story and WZWB WBZA for Classroom Concert; outstanding children’s program—WBZ WBZA for The Chimney Corner and WCOF for The Children’s Songbag; outstanding international program—WURL (shortwave) for Caravan Diary and WPAG Worcester for Town to Town.

 Honorable mention was made of program Report to Boston and overall news coverage of WCOF. Members of Massachusetts committee included, among others, Erwin D. Canham, editor, Christian Science Monitor.

 Signs With KABC

 AMERICAN Hospital and Life Insurance Co., with headquarters in San Antonio, has signed with KABC San Antonio to sponsor a Sunday afternoon musical show, American Serenade, backed with a heavy spot schedule during the week. This is the firm’s first use of radio, according to KABC. The company serves a 12 state area with offices in 19 cities. Show, which features semi-classic and light opera music, was auditioned by 65 home office employees before its first airing. Agency for the insurance company is Pitluck Advertising, San Antonio.

 A CHICKEN IN EVERY POT! WHAT STATION CAN DO IT?

 See Centerspread This Issue

 ON THE AIR EVERYWHERE 24 HOURS A DAY

 L. B. WILSON

 WCKY

 CINCINNATI

 50,000 WATTS OF SELLING POWER

 BROADCASTING * Telecasting
LIQUOR AD BAN
Langer Introduces Bill

LEGISLATION to outlaw alcoholic beverage advertisements on radio broadcasts, now pending in a House committee, was revived in a Senate bill introduced last Monday by Sen. William Langer (R.-N. D.).

The measure (S. 1847), identical to one authored by Rep. Joseph Bryson (D.-S. C.) last January, was referred to the Senate Interstate & Foreign Commerce Committee for consideration. A source of perennial harassment to the industry, the proposal is given little chance by committee spokesmen for early action, not to mention eventual passage. The House counterpart bill has been languishing in House Interstate & Foreign Commerce, with little prospect of consideration. It has not been assigned to any subcommittee.

Both proposals would extend liability to advertisers and station operators alike, and cover beers, wines and liquors, the former two heavy users of radio. Newspapers, periodicals, newsmags, photographic films and records also would be affected.

ROYAL COMMISSION
Collecting Radio Data

CANADIAN ASSOCIATION of Broadcasters will present a brief for the independent broadcasting stations to the Royal Commission on Broadcasting which is expected to start sittings in August at Ottawa. Independent stations are now sending in material on their public service programs, their program and talent development activities, and other operations to be used by the CAB executives in preparing the brief. Stations also are preparing individual briefs to be presented to the Royal Commission when sittings are held in or near the city where each station is located.

These briefs are considered of extreme importance, as the findings of the Royal Commission, probably late in 1950, will definitely set a policy for all phases of radio and television development in Canada. The procedure is expected to follow the 1929 Air Royal Commission which resulted in the present set-up of Canadian broadcasting with government and independent stations both in commercial radio broadcasting.

GREENBERG
On Radio Service Marks


This article should be of interest to nearly everyone in station management. The author is not only a contributing editor of the Trade Mark Reporter, but is trade-mark attorney of RCA. The purpose of the article is to present the radio trade-mark, or as it is called in the new Lanham Trade-Mark Act of July 1946, the "radio service mark," in a setting of history, economics, legislative discussion and decided cases.

The article includes considerable references to source material for the history and economics of broadcasting. A complete transcript of the Lanham Act hearings relative to radio service marks is given. Finally, a discussion of all available radio "unfair competition" cases is included. Copies of this article may be secured from the U. S. Trade-Mark Assn. at 522 Fifth Ave., New York.

N. Y., is observing his 23rd year of broadcasting over WMBO Auburn, N. Y.

Harry Broderick, studio engineer at WDRC Hartford, Conn., is observing his eighth anniversary with the station this month.

John Ademy, singer-announcer-associate news editor, this month begins his third year of 5 p.m. Mon.-Sat. newscast on WCAO and WCAO-FM Baltimore.

WLDY Ladymith, Wis., celebrated its first birthday May 7. Station held open house at which 40 towns and cities were represented. Souvenir key chains and notebooks were given to all visitors.

Milestones

Franklin M. Doolittle, president and founder of WDRC Hartford, Conn., this month marks his 27th year with the station. He founded WDRC in 1922.

Charles Messer, county agricultural agent in Cayuga County, ...
McCALL CAMPAIGN
On Roosevelt Memoirs

RADIO and television spot campaign will be launched by McCall's magazine, New York, effective May 26, to promote the publication of Mrs. Eleanor Roosevelt's memoirs starting in the magazine's June issue.

The two-week campaign includes 160 one-minute and 20-second television spot announcements on 22 stations in New York, Philadelphia, Boston, Washington, St. Louis, Chicago, Detroit, Cleveland, Minneapolis and St. Paul. Mrs. Roosevelt will appear on the screen via sound film shot at Hyde Park.

The one-minute radio announcements plus station breaks will be placed in 16 cities, the ten listed above plus San Francisco, New Orleans, Philadelphia, Cincinnati, Houston and Atlanta.

Federal Adv. Agency, New York, is handling the campaign for McCalls.

KVAl to Join CBS
KVAl Amarillo, Tex., joins CBS July 15, the network announced last week. The new affiliate brings to 183 the total of CBS outlets. Owner and operated by the Plains Empire Broadcasting Co., the station is managed by Carl Benefiel. It operates on 940 kc with 1 kw fulltime. KVAl is also affiliated with Mutual.

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE
IN JACKSON MISSISSIPPI

Continually listed as one of the ten cities in the U. S. to hold and improve its financial progress, in the past ten years Jackson's total value of building permits has increased 60%. Here's a fertile field for your service or product and a top station to sell it.

5000 - DAY 1000 - NIGHT
19 YEARS' LEADERSHIP
Represented Nationally by
George P. Hollingsbery Co.

SHUFFLINGS in personnel continued at NBC Chicago last week [BROADCASTING, May 9] as William Drips, national farm director, resigned and the promotion department was integrated into sales.

Mr. Drips, director of agricultural programming since 1935, has supervised all of the network's farm shows including, specifically, the National Farm and Home Hour (Saturdays, 12-12:30 p.m. CDT), sponsored by Allis-Chalmers, Milwaukee.

His resignation will go into effect as soon as work which he is now doing is completed, according to I. E. Benefiel, vice president in charge of the Central Division.

Mr. Drips gave no reason for his leaving, and said he has no immediate plans. He succeeded Frank Mullen, the first national farm director. Mr. Mullen is now president of the G. A. Richards Foundation. Mr. Drips will remain at his home in suburban Wheaton. His work will be handled by his former assistant, Paul Visser.

Promotion activities will be correlated with sales in the future, Mr. Bowserman explained. David Lasley, network promotion director at the Central Division, will work with Paul McCluer, network sales manager. Harold Smith, who supervises local and spot promotion, will report to Oliver Morton, national spot sales manager.

Coincident with these changes, Norman Ross, m.c. on the 400 Hour (five-a-week, 7-7:55 a.m. CDT) since 1937 on the network's AM outlet, WMAQ, announced his resignation from the classical music department.

ARMY CONTRACTS
27 LOT IN FOUR CITIES

RCA VICTOR Div., Harrison, N. J., is among the firms awarded contracts for $1 million or more by Army Dept., National Military Establishment. Total of 27 contracts were let by government agencies in New York, Philadelphia, Detroit and Chicago.

RCA will provide 268,000 electron tubes costing $135,600. Other contracts: Western Electric Company, New York, 25 A/FRC-10 radio sets, $2,276,072; Hallicrafters Co., Chicago, 700 R-274 FFR radio receivers, $259,905; Presto Recording Co., Hackensack, N. J., 250 sound-locating sets, $1,071,912; Daven Co., Newark, 3,321 tube testers, $263,384.

Mrs. Samuel Kerner
MRS. SAMUEL KERNER, 35, of Samuel Kerner, formerly co-owner, KWIK Burbank, Calif., died May 11 in Temple Hospital, Los Angeles, following an accidental overdose of sleeping tablets. Besides her husband, she is survived by three children.

NBC CHANGES
Drips Quits Central Div., Departments Shuffled

NBC HOPES to move enough programs from New York to Chicago to free space in its New York headquarters for another television studio, it was reported last week.

First announcement of NBC's intention to transfer some shows to its midwestern studios came from Niles Trammell, NBC president [BROADCASTING, May 16]. A committee of NBC executives, including O. B. Hannon, vice president and chief engineer, and Thomas McCray, national program director, is at work on the problem.

The network believes it may be possible to shift not only sustaining but also commercial programs to Chicago, to relieve the strain on New York facilities. Considerable studio space is now available in Chicago, it was said. Although the cramped situation in New York is acute, it was believed that the program transfers of programs to Chicago would require a thorough investigation and that it would be some time before transfers begin.

ernelle Films

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NBC HOPES to move enough programs from New York to Chicago to free space in its New York headquarters for another television studio, it was reported last week.

First announcement of NBC's intention to transfer some shows to its midwestern studios came from Niles Trammell, NBC president [BROADCASTING, May 16]. A committee of NBC executives, including O. B. Hannon, vice president and chief engineer, and Thomas McCray, national program director, is at work on the problem.

The network believes it may be possible to shift not only sustaining but also commercial programs to Chicago, to relieve the strain on New York facilities. Considerable studio space is now available in Chicago, it was said. Although the cramped situation in New York is acute, it was believed that the program transfers of programs to Chicago would require a thorough investigation and that it would be some time before transfers begin.

LOANS TO RCA
$40 Million Now Drawn

SIXTY MILLION dollars worth of loans have been taken from various investment institutions by RCA to prepay term bank loans amounting to roughly $40 million and to increase working capital, Brig. Gen. David Sarnoff, chairman of the RCA board, said last week.

RCA has drawn $40 million of the total $60 million loans it intends to get and will borrow the rest before Dec. 29, 1950, Gen. Sarnoff announced. The loans are being arranged through Lehman Bros., New York, investment bankers.

Promissory notes given by RCA will bear a 3% annual interest rate and will mature May 1, 1974. They will constitute the only long-term debt of RCA, Gen. Sarnoff said.

Bank loans to be prepaid by the new loans mature from 1951 through 1956, according to Gen. Sarnoff. The $20 million additional that will be borrowed will be added to working capital and used for financing expansion.

Lever, GM Subscribe
LEVER BROS. Co. and General Mills Inc. are among the first national advertisers to enter subscriptions to TV-network Hooperatings, C. E. Hooper Inc. announced last Tuesday. The new service will begin its monthly publication June 23 and cover the May TV-network program audiences. Both daytime and nighttime sponsored shows will be included on an individual city basis as well as on a network basis.
FRIDAY 13th JINX

FRIEDAY THE THIRTEENTH

FRIDAY'S 13TH JINX

FRIDAY THE THIRTEENTH jinx rode rough-shod over networks when two ordinarily unrelated incidents, thanks to the intricacies of radio, became almost inseparable.

A series of explosions and fires at 9 a.m. touched off the day-long merriment-round by disrupting network service for approximately a half-hour. At 2:07 p.m. an enthusiastic explosion contractor in Reno divorced the transcontinental lines of three of the major networks.

The first incident also affected television cables between New York and Philadelphia, and led network officials to expect extensive program switching over the weekend (May 14-15), but only ABC-TV reported loss of a video show.

Stand by for Crime, Saturday night show originating in Chicago, was not seen in the East, and stations east of Cleveland had to substitute shows.

The two occurrences wrecked havoc at Mutual. Early, service was lost to Hazelton, Pottsville and Wilkes-Barre. The Reno affair affected the Queen for a Day program, emanating from Hollywood, which was lost at the break-point at 2:07 p.m. daylight time. When transcontinental lines were rerouted at 2:41 p.m., Say It With Music from Cleveland was on, the first 11 minutes of which went West only as far as Reno. Mutual's fun started when it attempted to repeat Queen for standard time stations, and very nearly accomplished it.

MBS, which tapes in New York, arranged with AT&T for special facility routing from Hollywood, which was accomplished as far as New Jersey. However, connection could not be completed into New York because of the morning turn-off.

12-inch standard (12LP4) $60, and with aluminized screen (12KLP4) $65.50.

A Fairchild Recording Equipment Corp. Whitestone, N. Y., has made available another unit to expand the "Unitized Audio System." Unit 628, a player, automatically applies equalization necessary to compensate for loss in high frequency reproduction that occurs at inner diameters while recording at 33⅓ rpm.

in New York's Holland Tunnel at 2:07 a.m. explosion. Queen for a Day sponsors will be rebated for time, with Miles Laboratories receiving 50% rebate, and Philip Morris 10%.

ABC, which claims not to have been affected by the 9 a.m. break, had difficulties with the Breakfast in Hollywood program, 2:30 p.m.

Ordinarily recorded in Chicago, the show was rerouted for repeat in Los Angeles, fed to Chicago for rebroadcast to eastern and central time zones. However, the thirteenth, 15 minutes after the program, was lost due to time involved in making last-minute arrangements.

Breakfast in Hollywood is a cooperative program, and rebates to sponsors are left to individual stations.

Bride and Groom, scheduled 2:30-3 p.m., lost 3½ minutes of broadcast in mountain and daylight time zones, for which rebate will be made by ABC to Sterling Drug Co., the sponsor.

The Holland Tunnel fire affected CBS programs out of New York to the network from 9:07 to 9:24 a.m., but New York local shows were not affected. The Reno mishap did not affect Columbia.

NBC lines to stations on the Maryland leg were hit by the tunnel configuration from 9:12 to 9:24 a.m., affecting Honeymoon in New York and Clevelandaires. Areas affected were Lancaster, Reading, Easton, Allentown, Lebanon, Wilkes-Barre, Williamsport, York and Harrisburg, all Pennsylvania.

Re-routing from 9:49 a.m. to 4:05 p.m. re-established the network's service after which routing was normal. The Reno break interrupted Double or Nothing from 9:08 to 2:50 p.m. affecting the entire live network during that period.

NBC Hollywood record of Double or Nothing, usually made for Honolulu feed, was transmitted to Chicago one hour later and fed back to regular play-back lines, so the entire program was repeated for standard time zones.

Campbell Soup, according to NBC, will not be charged for time lost in the daylight time zones.

Network executives are expected to keep their fingers crossed until the next Friday the thirteenth, which occurs in January 1950.
LARGEST mail response in seven years was reported by WTMJ Milwaukee when 16,685 requests came in for a set of seed offer. Packets of seeds were offered by Gordon Thomas on Top o the Morning for 13 days in an annual feature to promote gourd-growing for decorative purposes. In 1943, when gourds were first given, there were 6,005 requests. Last year, the previous high, 15,173 listeners responded. Seeds are given in both spring and fall when the Milwaukee Journal station conducts gourd exhibits at its Radio City.

KOA Coverage
LATEST promotion piece for KOA-NBC Denver is folder distributed by NBC Spot Sales. Folder gives comparisons between KOA's area coverage and that of city's largest newspaper and nation's largest magazine. Maps of Colorado and surrounding states are used to illustrate comparisons.

'45 rpm Time'
COINCIDENT with release of RCA's 45 rpm record player, WKNA Charleston, W. Va., began airing its RCA Victor 45 rpm Time, half-hour dinner-time musical program sponsored by Van Zandt Supply Co., Huntington, W. Va. Arrangements for program and broad scale promotion plan were completed months in advance of record player's unveiling. Promotion plans included air promotion, bus cards, news pictures in Charleston store windows, newspaper ads, and articles and ads in Listen, WKNA's weekly radio new service.

WTOP Top
SPINNING top, promoting its Sundial and Moon dial disc shows, has been distri buted to radio dealers throughout WTOP Washington. Done in black, white and red, copy on top states "Spin the Sundial in the Morning - the Moon Dial at Night." Both shows are conducted by WTOP personality Eddie Gallaher.

'Showroom' Promotion
PLANS for promotion of Sammy Kaye Showroom, paper publishing OS Chrysler-Plymouth dealers throughout U.S., which debuted May 16, were underway when Mr. Kaye visited Indianapolis recently. Officials of WIBC Indianapolis, which carries showroom, introduced him to radio dealers. Mr. Kaye also made series of transcribed announcements pointing up his show, and met with Easy Gwynn, WIBC's disc jockey, who outlined his plans for build-up of show.

A Little Bit More
"What Does Arthur Godfrey Have That Ernie Tannen Doesn't Have?" is question being asked by Mr. Tannen, morning man at WGAY Silver Spring, Md. Listener with best answer will receive $125 in prizes and table model radio with an unusual characteristic, "No matter where you turn the dial, the prize radio tunes in only WGAY." WGAY reports that to date best answer to question appeared in Broadcasting in story on 1948 salaries at CBS. Mr. Godfrey received $258,400 in TV-Broadcast. "That puts him considerably ahead of Ernie for 1948." "Moving Day"
TO ACQUIRE a little bit of new time of three of its shows, WVOY New York carried large ad in New York Journal-American headed "Today Is Moving Day On WVOY." Ad featured pictures of personalities who conduct shows, plus name of shows, new time, and notes on program content.

Tie-In With TV
NEWSPAPER promotion of its sponsorship of races from Garden City track over WFIL-TV Philadelphia is being tied by Hormoga Brewing Co., Philadelphia. Ads, which have appeared in all local papers, tie in company's past TV advertising with present campaign, such as its beauty contest, and also point up coming features to be heard on WFIL and WFIL-TV.

'Sewing Contest' Awards
SPECIAL awards broadcast honoring winners of Huntington (W. Va.) Dry Goods Co.'s "Sewing Contest" aired recently over WSAZ Huntington. This is fifth consecutive year that store and WSAZ have cooperated in contest. First prize winning entries were forwarded to New York for judging in Ninth Annual National Sewing Contest.

Lobster Party
ANNUAL lobster party for agency and network executives was held by CKCw Moneton, N. B., at Royal York Hotel, Toronto, May 15. "closest the Lobster," CKCw trademark, was host to affair which has grown from small party to important annual affair, with repeat party at Montreal for broadcast-industry people in that city.

Sign-off Time
KXV Philadelphia has purchased sign-off announcements on WPTZ (TV), same city. Purpose is to promote pivotal local programs in KXV's daily broadcast time and to increase listen ership during late evening post-television hours. Pictures of personalities are featured along with recorded announcements by each personality. In addition to plugging his own show, he suggests that viewers turn to KXV for best in late evening radio listening.

Coverage Map
WDXY Chattanooga, Tenn.'s program schedule for first week in May carried station's coverage map plus statistics on sales, products, resources, and population, by area.

Personnel
PAUL BARON, former program director of WHUC Hudson, N. Y., has joined WOKE Albany, N. Y., as promotion manager and supervisor of continuity.

PATRICE NEELEY, formerly of KPRO Portland, Ore., has joined KFI and KFI-TV Los Angeles publicity and promotion staff.

SALES TRAINING Conducted by BAB Proposed
PROPOSAL that NAB's new Broadcasting Advertising Bureau conduct a sales training seminar has been advanced by Walter M. Windsor, WGBA and WGBA-FM Columbus, Ga.

Stations would send sales people to the NAB seminar at their own expense, with instruction and materials furnished by NAB, under the plan. Seminars could be held periodically, and possibly rotated among NAB districts. They would provide salesmen with basic facts needed in contacting clients.

The idea might include a placement service for qualified persons.

Feature of the Week (Continued from page 20)
personally to say, "The broadcast was the best example of public service to a community that I have ever known through any means of public communication."

Taking its cue from public interest, and his power to explain, AEC then scheduled a half-hour session on WATO the day rent increases were announced. Listeners were invited to phone or write requests to be answered on the air by commission officials.

Deluge of Calls
The deluge of calls tied up WATO lines for a 10-hour period, according to Mr. Pengra. So many questions were received that the program had to be extended an additional hour—and even then, not all were answered.

Mr. Pengra observed: "I thought we hit our peak back on March 19 when we originated six hours of special remote pickups when the gates of Oak Ridge were officially opened to the public. We gave it the first opening with the help of six Knoxville stations and their staff men."

But that explosion was nothing compared to the roar that went up over the rent increases. Maybe we violated a lot of rules of good broadcasting, but the people of the atomic city... want to hear exactly what the man said. That's what we're trying to furnish them at WATO."

Mr. Windsor points out that many stations urgently need trained salesmen and would welcome NAB assistance. "You will be doing two big things," he said, "selling American business on radio more correctly and more quickly than ever before and providing the member stations with manpower to lick the critical salesmen shortage and the synonymous critical client shortage."

PASADENA, Calif. Institute for Radio is offering two full scholarships to graduates of California Junior Colleges to begin with the term opening June 20.
To Meet June 13-16

TENTATIVE AGENDA for 15th annual meeting of the Canadian Assn. of Broadcasters features open meetings on selling, new developments in broadcasting and television and the agency side of the industry. Closed business meetings are on the agenda for the last two sessions of the four day meet—June 13-15 at the Algonquin Hotel, St. Andrews, N. B.

First morning’s session will include address of welcome from G. R. A. Rice, CFRN Edmonton and CAB board of directors. Followed by report from the CAB general manager, Jim Allard. Lou Phemmer, president of Bureau of Broadcast Measurement, will conduct annual meeting and election of officers for 1949-50 for his group.

Monday afternoon session includes talk by R. M. Campbell, vice president, J. Walter Thompson Co., Toronto, on “The Agency Executive Looks at Broadcasting,” followed by “New Forms of the Broadcasting Arts” by Stewart Finlayson, general manager of Canadian Marconi Co., Toronto. A panel on publicity for radio also is scheduled for the afternoon.

Tuesday morning’s session starts with “Report on Surveys” by Walter Elliott of Elliott-Haynes Ltd., Toronto, and talks on television development and prospects. Afternoon session will consist of panel sessions on “Selling the Industry”; “Keeping Posted” and “Report from Advisory Committee.”

Wednesday morning’s open session will deal with spot programs. Wednesday afternoon will be a closed session for CAB members only, dealing with a report on BMI Canada Ltd., and plans for representation to the Canadian Parliamentary Committee on Radio Broadcasting and to the Royal Commission on Radio and Television.

Thursday morning’s closed session will be devoted to discussions on the forthcoming NARBA conference, with George Chandler, CJOR Vancouver, presiding. There also will be a report by Bill Guild, CJOC Lethbridge, on rate structure, and reports on performing rights fees. Election of directors and various administrative matters will be handled.

Entertainment at the convention includes cocktail parties by Canadian National and Canadian Pacific Telegraphs, and Canadian Marconi Co. Annual banquet on Tuesday, June 14, is to be addressed by a Canadian, not yet announced.

AIR PATROL
4,000 in Emergency Network

SPEECHES at the annual dinner of the Civil Air Patrol Convention in Washington’s Statler Hotel May 11 were carried over “the world’s largest radio network.” One by the Communications Div. of CAP, an auxiliary of the U. S. Air Force, the network numbers nearly 4,000 stations throughout the country and expects to have 5,000 licensed by July 1. Goal is 10,000 by the end of this year, according to Edwin Hullinger of the CAP public information office. Dinner speakers included high Air Force officials and an unexpected visit from President Truman, who spoke over the network.

Headquarters for the network are at Bolling Field, in Washington, D. C., with Maj. Arthur Rhodes, director of the Communications Div., in charge. Maj. Rhodes is largely responsible for development of the network, whose purpose is to form a basis for air protection.

In its first year of operation, the network has demonstrated its effectiveness repeatedly by keeping up communications in disaster locations, Mr. Hullinger said. It is capable of maintaining effective communications on a local, regional or national basis even if all existing radio, telephone, telegraph and electric power systems were destroyed, he added, as most of the stations are mobile units and have their own portable power plants.

NEWS EDITORS
Meet June 25 at Kent U.

FIRST annual radio news editors conference will be held June 25 at Kent State U., Kent, Ohio. Sponsored by the Ohio Assn. of Radio News Editors in cooperation with NAB, the one-day session will be highlighted by a tailor-made television film, “Television—What Is It—Will It Mean to You?” Film was prepared by Floyd Weidman of WEWS (TV) Cleveland.

Scheduled speakers include Arthur Stringer, NAB staff director, who will open the morning session with an address on “Radio—The Sights and Sounds of the News Editor”; Robert M. Maser of WMBN Marion, Ohio, speaking on the importance of news in programming; and Bill Crooks, WFMU Youngstown. Theme, News-Editorial Affiliates—Cooperation or Competition.”

Charles Day, news director of WQAR College and president of OARN, will preside over the luncheon and introduce the speaker, Dave Keeler of WHAM Rochester.

In addition to the television film, the afternoon meeting will open with a general “gripes” session. National wire services have been invited to send representatives to answer questions of radio newsmen. Robert French, general manager of WVKQ-FM Columbus and conference director, will monitor the session.

Afternoon meeting will close with an analysis of the legal aspects of radio broadcasting by Paul Ginger, a Columbus attorney. Eugene Carr, director of radio for Brush-Moore newspapers, will serve as toastmaster for the evening banquet at Akron’s Mayflower Hotel. Speaker for the banquet has not been announced. Registration for the conference is now open to station managers, program directors and radio newsmen in Ohio, western Pennsylvania and eastern Michigan. Further information can be obtained from Prof. Carleton J. Smith, executive secretary, Kent State U.

NAB INDOCTRINATES
New Directors in Functions

FIVE of the six new NAB directors who took office at Chicago last month have been given a two-day indoctrination at Washington headquarters. All NAB department heads and most assistants took part in the proceedings.

The new directors heard the work of each department explained in detail. A chart was drawn to show how NAB information now flows to member stations from NAB management through the various departments to the publications committee, and finally to the Dept. of Publications & Public Relations headed by Robert K. Richards. From that department the bulletins and information summaries go to station management and thence to the appropriate station operating departments.

Attending the indoctrination were these new directors: James D. House, WLW Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex.; Merrill Lindsay, WSOY Decatur, Ill.; Frank U. Fletcher, WARL Arlington, Va., and Glenn Shaw, KLX Oakland. Allen M. Woodall, WDAK Columbus, Ga., was unable to attend.

LEROY MILLER, WFIL Philadelphia entertainer, is sponsoring the “Pirates,” baseball team, of Philadelphia’s Sunfowl Recreation Center, providing uniforms and other equipment.

97,410 RADIO HOMES

The station with more listeners in Northwestern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives

AMERICAN BROADCASTING CO.
Decisions Cont.: WTOP Toledo, Ohio.—Granted CP in station.
KQCC Sidney, Mont.—Granted CP to make changes.
WLOW Norfolk, Va.—Granted CP to re-route CP to install FM ant. on AM tower.
KDGN-FM Monterey, Calif.—Granted mod. license change studio location to Salinas, Calif.
KSSL Salem, Or.—Granted mod. CP change trans. location.
WPKY Princeton, Ky.—Granted mod. CP for approval and trans. location.
WFIL-KSCJ 8-Dec.
KBDN-FM Denton,Tex.—Mod. CP to install FM antenna on A to B to C, Channel 318 (105.5 mc)
ERP 760 watts
WBM-O-47
Designated for license for CP
WMO-BF-Auburn, N. Y.—License for CP new FM station.
WDAK-FM—Huntsville, Ala.—License for CP new FM station.

Modification of CP

WTVY Boulevard, Ill.—Mod. CP new commercial TV station to change ERP at
channel 31 to 14; 15.5 and 7.5 kw. a.m. at 7.78 kw. a.m.

TENDERED FOR FILING

WDRD Birmingham, Ala.—Assignment of CP from K. M. Meiklof and pass. to City Bestg. Co. to Magic City Bestg. Co., Inc.

AM DELETIONS

AM-1290
KDEF Frank Quinn, Albuquerque, N. M.—Application for new AM station 1290 kc 1 kw D.; DENVER DRAWN CO., Denver, Colo., and WIRC-FM, Fargo, N. D., applicants for new AM station 1290 kc 1 kw D.

May 18 Decisions...

DOCKET CASE ACTIONS

AM-1400
Commission announced its final decision granting application of East Lansing, Mich., to change frequencies of AM station on East Lansing, Ohio, on 1400 kc, 250 kw. on cond. and denying application of Radio City & Associated Swimming Basics, for same facilities.

AM-140
Commission announced another decision looking toward grant of application of Texas Star Bestg. and assignee company. requesting reconsideration from a new AM station in Dallas, Texas, on 740 kc, 5 kw. on cond. and denial of application of KTRH Bestg. & Co. for AM station in Houston, 740 kc, 50 kw, on D.; to change frequency and oper. condition on AM station in Kansas City, Mo., and hearing on petition of Texas Star Bestg. Co. for hearing on conditions for dismall application of KTRH.

AM-140
In final new CP denied application of United Bestg. Corp. for new FM station on 1470 kc D. N.

BY COMMISSION EN BANC

Hearing Designated

WGBQ Greensboro, N. C. and WBBB Burlington, N. C.—Designated for hearing on 4th filing of application for new FM station of services of United Bestg. Corp. on 103.5 mc D.

Petition Granted

Suffolk Bestg. Corp., Pachaug, N. Y.—Designated for hearing on petition of Norfolk Bestg. Corp. for change of ownership of United Bestg. Corp. to add CP new FM station on 96.1 mc D.; to remove 3.6 kw. tower of WWJ Detroit, and made WWJ party to proceeding.

Petition Granted

KQDM Stockton, Calif.—Designated for hearing on petition for approval of addition of completion date from March 21 to Oct. 1, 1971, to new AM station authorized to increase power and make changes on DA-N and install new trans. in same proceeding with application for extension of time to use TV station.

A STILL TONGUE DEEPEST WISE HEAD,

Let “The Other Guy” Talk while in Memphis you quietly

Buy

WMPS 0,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY RADIO REPRESENTATIVES, INC.
Hearing Designated

WKAT Inc., Miami Beach, Fla., and A. Frank Katzentine, Miami Beach, Fla.—Granted petition by WKAT Inc. requesting that application for new TV station be designated for hearing in pending consolidated proceedings. Granted petition by Katzentine to dismiss without prejudice application for TV station.

WTPB-TV New Orleans. La.—Set aside Commission action April 13 denying application for additional time in which to complete construction of TV station: designated said application for hearing.

May 18 Applications

ACCEPTED FOR FILING

Assignment of license

KCRT Trinidad, Col.—Assignment of license from H. L. Corley to as Corley Radio and Sound Service to Ernest M. Cooper and Rembert O. Coyle d/b/a Mel-Met-Best Co. Inc.

WRDW Augusta, Ga.—Assignment of license from Augusta Bcstg. Co. to Radio Augusta Inc. Contingent on granting transfer of stock filed simultaneously.


Transfer of Control

WGRV Greeneville, Tenn.—Transfer of stock ownership from Robert A. Runnion to Andrew R. Bersted in Radio Greeneville Inc. to Paul O. Cate.


Assignment of CP

WPRE Pikesville, Ky.—Assignment of CP from John T. H. Scott, Oscar William Thompson and W. Frank Scott d/b/a EastKentucky Bcstg. Co. to EastKentucky Bcstg. Corp.

WNAF Providence, R. I.—Assignment of CP from Community Bcstg. Service Co. to Narragansett Bay Bcstg.

Transfer of Stock

WRDW Augusta, Ga.—Transfer of present stock in WRDW to Radio Augusta Inc.

WPXR Fayetteville, Tenn.—Transfer of 18 shares of common stock owned by R. A. Langen in Elk River Bcstg. Inc. to Arthur D. Smith.

License Renewal

KSON Sioux City, Iowa.—Application for license renewal.

WATN Watertown, N. Y.—Same.

Transfer of Control

WFBO Fort Myers, Fla.—Transfer of control to Seneca Radio Corp. from Leonard W. Harry to Andrew Emerine, Alfred Bersted and Arthur E. Kaubich through purchase of 52.8% of common stock.

Modification of CP

WDRO-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WNJO-FM West Palm Beach, Fla.—Same.

WMNZ-FM Macon, Ga.—Same.

KBTR Minneapolis, Minn.—Same.

WMSD-FM Wilmingomt, N. C.—Same.

WEST-FM Bethlehem, Pa.—Same.

WLTV-Grand Rapids, Mich.—Mod. CP new commercial TV station for extension of completion date to Oct. 15.

KMTV Omaha, Neb.—Same to Oct. 12.

WHAM-TV Rochester, N. Y.—Same to Dec. 5.

WHN Syracuse, N. Y.—Same to Dec. 13.

WKTV Utica, N. Y.—Same to Sept. 30.

WFTL-Philadelphia, Philadelphia.—Same to July 31.

TENDERED FOR FILING

AM—580 kc

KCGN Tucson, Ariz.—CP new AM station to change from 1340 kc 250 w. untl. to 580 kc 5 kw-D 1 kw-DA-ON.

KFPW Fort Smith, Ark.—CP new AM station to change from frequency of 1400 kc to 1280 kc.

Assignment of License

WVMW Vicksburg, Miss.—Assignment of license from P. J. Ewing Jr., and Myrtle E. Ewing and Myrtle M. Ewing d/b/a P wing Bcstg. Co. to Radio Mississippi Inc.


WRAC-AM—1320 kc

KING San Francisco, Calif.—Assignment of AM license and CP from KRKC Inc. to The Enterprise Co.

Rejection

May 19 Decisions

DOCKET CASE ACTION

Further Hearing Granted

Announced memorandum opinion and order reopening record for further hearing in matter of applications for Radio Am-15, Inc. to BEH, moving to re-hear and reconsider.

Petition Denied

Announced memorandum opinion and order denying petitions of Frontier Bcstg. Co. (KNOW), Austin, Tex., for rehearing of denial of d/b Asheboro, granting application of Bee Bcstg. Co. for new station at Beeville, Tex., and for interim relief.

Petition Granted

Announced memorandum opinion and order granting petitions filed by Scripps-Howard Radio Corp., (WPAL), Lexington, Ky., and Radio America Corp. (WPAC) Cincinnati, requesting reviews of March 15 decisions of Commission granting the petition of Queen City Bcstg. Co. Inc., Cincinnati, for leave to amend application to specify new frequency; set aside said action of motions commissioner and denied said petition to amend.

Petition Denied

In memorandum opinion and order, Commission denied petition for reconsideration filed by Scripps-Howard Radio Inc. (WPAC) addressed to Commission’s memorandum opinion and order adopted Dec. 6, 1948; ordered that Scripps-Howard Radio Inc. is directed, within 30 days to notify Commission whether it desires to prosecute its 630 kc application and WVLK applications: that in event such notice is not given, Commission will dismiss 630 kc application and WVLK applications: that in event an election is made to prosecute 630 kc applications, WVLK applications will be dismissed: that in event election is made to prosecute WVLK applications, $300 kc application will be dismissed; amended Para. 7 of Dec. 6, 1948, memorandum opinion and order regarding citation.

BY COMMISSION EN BANC

Petition Denied

WRNY Buffalo, N. Y.—Denied memorandum opinion and order denying petition requested by Commission set aside order of Feb. 16, 1949, which granted WRNY further earlier petition for reconsideration directed against action of December 15, 1948, granting application of Dinkirk Bcstg. Co. to Dinkirk, N. Y., and for other relief.

Action Set Aside

KSTN Stockton, Calif.—Dismiss petition, set aside March 19 action denying application for mod. CP to extend completion date; granted application for assignment of CP to new partnership composed of Dr. Barry Morgan, Knoll Johnson, John Antos and A. Dwight Newton; granted extension of completion date of construction to July 1.

May 19 Applications

ACCEPTED FOR FILING

Modification of CP

WAWA Rochester, N. Y.—Mod. CP new AM station increase power etc. for extension of completion date.

WPRA Mayaguez, P. R.—Same.

Modification of License

WQV Charlotte, N. C.—Mod. license change name from Public Bcstg. Service of Charlotte Inc. to Charlotte Radio and Television Corp.

License Renewal

KXNO San Bernardino, Calif.—Renewal of license for AM station.

KCBT Trinidad, Col.—Same.

KICA Clovis, N. M.—Same.

WCHV Charleston, S. C.—Same.

KGY Olympia, Wash.—Same.

Transfer of Control


Modification of CP

WCAU-TV Philadelphia—Mod. CP new commercial TV station for extension of completion date.

License for CP

WCAU-TV Philadelphia—License for new commercial TV station.

TENDERED FOR FILING

WHLW Rutland, Vt.—Assignment of CP from Herbert L. Wilson to Central Vermont Bcstg. Co.

WAVU Albertville, Ala.—Assignment of license from Pat Murphy Courington to Pat Murphy Courington and Ivo H. Sparkman d/b/a Sand Mountain Bcstg. Service.

THE LONG ISLAND STORY

WHLI daytime listenerphone now tops 3 network stations in Long Island’s Hempstead Town where retail sales exceed $1,000,000-a-day...

$392,000,000-a-year...

$4234-a-family.

Retail sales here are 35% higher than the US average.

FCC's inquiry into Western Union's rates and practices for baseball play-by-play service was partially heard in Washington last week and then continued to June 7.

With Hearing Examiner Elizabeth C. Smith presiding, Western Union presented its only witness, A. J. Douglas, assistant vice president, who reviewed his firm's past policy and rates and outlined the formulation of the new rates which became effective April 18 [Broadcasting, May 2, 1948]. The new rates call for payment of $2 per game by each station using the service in addition to the regular fee paid by the originating station subscriber.

Upon direct questioning by WU counsel, William Wendt, Mr. Douglas stated the reasons for increasing the rates were to protect WU's investment and because the service is of greater value to stations for network use. He said WU has paid the following sums during the past five years for the privilege of obtaining its basic reports: 1944, $80,824.57; 1945, $90,524.17; 1946, $121,850.12; 1947, $137,568.37; 1948, $148,834.66.

WIND Chicago has opposed the new rates as being discriminatory to radio stations. WIND Washington counsel in the proceeding is Thomas N. Dowd.

**BASEBALL RATES**

**WU Case Partially Heard**

**SUMMARY TO MAY 19**

**Box Score**

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**Call ASSIGNMENTS:** KIBM Beaverton, Oreg. (Beetwocasting Co., 1494 kc, 250 w, unlimited); WBUC Union, S.C. (Union-Carolina Broadcasting Co., 1460 kc, 1 kw); WORL-DU New York (Battery Broadcasting, 1910 kc, 2 kw, daytime); WRCO Richland Center, Wis. (Richland Broadcasting Corp., 1540 kc, 250 w, unlimited); KASI-FM Ames, Iowa (Ames Broadcasting Co., 1510 kw; Frank W. Lipperetti); WDMG-FM Douglas, Ga. (WDMG Inc.); WFOR-FM Hattiesburg, Miss. (Forrest Broadcasting Co.); WLBH-FM Mattoon, Ill. (Mattoon Broadcasting Co.); WLBH-FM Princeton, W. Va. (Mountain Broadcasting Service Co.); WFRN (FM) Princeton, Ind. (Princeton Pub Co. Inc.).

**TV APPLICATION**

Nashville, Tenn.—Charles S. Correll, Channel 2 (54-60 mc), ERP 16.2 kw visual, 8.1 kw aural, antenna height 200 ft; estimated cost $116,122.66, first year operating expenses $17,076.11. Filed May 7.

**FM APPLICATION**

Bostom, Mass. — Emerson College, Channel 301 (46.4 mc), ERP 10 kw maximum. Estimated cost $3,722. Professional group under the card assignment is Charles W. Doctor, new director of radio. Filed May 11.

**AM APPLICATIONS**

Plattsburg, N.Y.—Clinton County Broadcasting Co., Channel 1600 kc, was limited; estimated cost $9,285. Principals: John E. Cummins, attorney, president; J. Harold Caplan, attorney, secretary; Frank E.ività, treasurer. Filed May 7.

Cleoquet, Minn.—Cleoquet Broadcasting Co., 1500 kc, 250 w unlimited; estimated cost $15,583.41. Principals: John O. Vick, chief engineer WSHB Stillwater, secretary-treasurer 65%; Victor Y. Tedesco, manager and 23.4% owner WSHB; president 50%; Albert S. Tedesco WSHB program director and 20% stockholder, vice president 15%. Filed May 10.

**WORL CASE**

SCOTUS Upholds FCC Denial

DELETION of WORL Boston loomed last week as the U. S. Supreme Court upheld FCC in its denial of the station's license renewal application on grounds of concealed ownership [Broadcasting Oct. 10, 1947]. The station is operating under a temporary license which expires June 1, but Commission authorities thought additional time would be required to permit WORL to wind up its affairs. Three weeks ago the station asked for an extension to 90 days from the date of the Court decision, regardless of the outcome. This must be acted upon before June 1.

The Court's action reversed the decision of the Court of Appeals for the District of Columbia, which had overruled FCC's refusal to renew. The Supreme Court issued no opinion, simply citing the case as being in the WOKE WORL-L case, a similar federal orion where FCC's power to deny renewal on grounds of concealed ownership was upheld.

The speed with which the decision was issued was somewhat unexpected. It came Monday, exactly one week after the Court heard oral argument [Broadcasting May 18].

WORL station spokesmen said their next step had not been determined. There is a possibility they will appeal to the Supreme Court for rehearing.

Meanwhile, six applications for WORL's facilities already have been heard by the Commission and presumably can be acted upon without further delay, unless additional proceedings develop. The applicants: Pilgrim Broadcasting Co., Beacon Broadcasting Co., Boston Radio Co., Continental Television Corp., Joseph Solimene, and Bunker Hill Broadcasting Co. WORL has one kw, 1 kw daytime only. It is owned by Harold L. Lafount, former member of the Federal Radio Commission and former general manager of the Arde Bulova radio interests, and Sanford H. and George Cohen, New York attorneys.

**MURPHY ELECTED**

**TRANSPORT RADIO**

Sponsors Up, Says Pellegro

SPONSORS numbering 365 in 37 business classifications were using Transit Radio May 1, Frank Pellegro, vice president in charge of sales, announced in Chicago last week. This total represents an increase of 145 since February, he added. Listing includes national, regional and local advertisers on 10 FM stations.

Additional Transit Radio outlets soon will begin commercial operations in Worcester, Mass.; Evansville, Ind.; Allentown-Bethlehem, Pa.; Kansas City, Mo. and Baltimore, Md. Additional advertisers include Swift & Co., Fitch Shampoo, Carling's Ale, Household Finance Corp. and Esquire Publications, Mr. Pellegro said.

**MILITARY NEWS**

Key Personnel Announced

APPOINTMENTS of key positions in the news division of the newly-consolidated Office of Public Information, National Military Establishment, were announced last Thursday by William F. Fairchild, information director. The news division merges the media sections of the Army, Navy, and Air Force.

Heading the division is Curtis Mitchell, formerly national director of advertising, publicity and exploitation for Paramount Pictures Inc. John Adams, formerly with CBS, will serve as civilian deputy. Personnel division is divided into four branches headed by the following: Charles Dillon, chief of radio-television activities; Lee Hargus, press chief; Jose A. Yovin, pictorial chief, and Commdr William Lederer, magazine-books chief.

The radio-television section also coordinates those activities which have been conducted separately by the Army, Navy and Air Force. Assisting Mr. Dillon, former radio director for Voice of America Administration, are Commdrs. Harrison H. Holton, news and special events; Maj. Thomas O. Mathews, scripts and production; Capt. Robert P. Keim television.

Special emphasis is being placed on television operations to meet the growing demand of the TV industry, Mr. Frye said. Former staff member of both Army and Air Force and Marine radio sections have been placed in the branch to augment operations.

**THE PATRIOTIC POST CARD**

The listener was absent mind- ed. He forgot to put an address on the postcard. So the back had been written on, "Please send me the flower bulbs you have been advertising. That's all he wrote, but it was enough.

The postoffice sent the card "right to the Old Corral" in case of KDYL — right where it belonged.

That's just one example of the acceptance of KDYL in the rich Utah market. KDYL-TV, now in its second year, does the same smart selling job in television, too.

National Representative: John Blair & Co.

Page 80 • May 23, 1949
MEMORIES of radio's historic Shuler case were stirred by the U. S. Supreme Court's free-speech decision in the Terminiello case last week, while broadcasters pondered what it could mean to their own operations.

The Shuler case, in 1932, denied a licensee's right to broadcast attacks on certain religious groups and others, and, in effect, to use his station to air his own "prejudices." In the Terminiello case the Supreme Court upheld a man's right to speak in public even if his speech "stirred people to anger, invited public disturbance," as the Court put it, "and brought about a condition of unrest."

One question raised by legal observers was whether the Terminiello case, though not specifically involving radio, did not, in effect, reverse the doctrine of the Shuler decision.

If the courts may not find a man $100 for a speech which "provoked a hostile mob and incited a friendly one, and threatened violence between the two," they asked, would the Court today uphold a denial of a license to another Dr. Shuler or to a station whose programming lacked, for instance, the "balance" that FCC prefers? More practically, they asked, if a man is entitled to hire a hall and, with a mob outside, condemn the mob and "vigorously if not viciously criticize various racial and religious groups, then might he not also demand the right to make the same speech on the air?" If so, how could broadcasters be required to give him that time? That was perhaps the uppermost question.

Distinguishing Feature

Some authorities, including FCC attorneys, saw Dr. Shuler's licensee status—rather, his position as head of the licensee—as the feature which distinguished the two cases. They pointed out that the Court which handed down the Shuler decision drew this distinction:

"But many of them felt, considering together the Terminiello case and FCC's Scott Decision on the broadcast rights of atheists, that Father Terminiello would be entitled to air time to repeat his speech if he requested it, since he represents a viewpoint." Whether the Supreme Court would uphold that right was another question. A station which carried such a speech, it was conceded, would face a multimillion-dollar judgment if the speech offended the majority.

Shuler decision was handed down Nov. 28, 1932, by the Court of Appeals for the District of Columbia and was not reviewed by the Supreme Court. It upheld denial of license renewal of KGEF Los Angeles, which was licensed to Trinity Methodist Church, South. Dr. Shuler was minister of the church. The decision said in part:

Applicant may continue to indulge his religious convictions, but he cannot insist on being heard in public. Free speech does not mean free license to erupt religious practices which he does not approve. He may even indulge in private malice or personal slander, if of course, he is not required to answer for the abuse thereof—but he may not, as we think, demand the use of his medium for the expression of any view which he chooses to promote, with the constitutional guarantee of freedom of speech.

The Terminiello case split the Supreme Court 5 to 4. Justice Robert H. Jackson issued a dissenting dissent. He charged that the majority, if it does not "temper its doctrinaire logic with a little practical wisdom," may "convert to a radio the constitutional Bill of Rights into a suicide pact."

The majority opinion, by Justice William O. Douglas, held that the broadcast under our system of government is to invite dispute, continuing:

It may indeed best serve its high purposes in a condition of unrest, creates dissatisfaction with conditions as they are, or even stirs people to anger. Speech is often provocative and challenging. It may strike prejudices and preconceptions and have profound unsettling effects as it presses for acceptance of an idea. That is true of free speech in all its forms, though not absolute...is nevertheless protected against governmental punishment, unless shown likely to produce a clear and present danger of a seriousevil that no other remedy is far above public inconvenience, anonygating, or unrest. There is no room under our Constitution for a more restrictive view. For the alternative would be to sterilize the air with ideas either by legislatures, courts, or dominant political or community groups.

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At Deadline...

REGIONAL POWER GRANTED TO KONO SAN ANTONIO

IMPROVED facilities of 5 kw day, 1 kw night directional on 860 kc fulltime were awarded to KONO San Antonio Friday in final decision by FCC which denied competitive bid of Roy Medalin and W. N. Herk, owners of Texas Star Broadcasting Co. for new station site. An early “Blue Book” station, KONO won boost from present 250 w fulltime assignment on 400 kW nighttime power, and transmitters operating during past two years and Eugene J. Roth, owner, pioneered in San Antonio radio [BROADCASTING, Sept. 9, 1948].

Comrs. A. W. Walker and Frieda H. Hendron were appointed by majority opinion, in which Comrs. E. M. Webster and George E. Sterling did not participate, and voted for grant of Texas Star. Both believed Texas Star would give better programs. Comrs. Herron cited recent decision of U. S. Court of Appeals in WJLD Bessemer, Ala., case which said FCC must consider programming as vital element in decision in comparative proceedings [BROADCASTING, May 9]. Texas Star was involved in two other FCC hearing cases last week (see stories pages 56 and 60).

WGL BIDDER DROPS OUT

COMPETITIVE bid of Anthony Wayne Radio Inc. for permit to televise in front of “national test” was dismissed by FCC Friday on request of applicant. Firm had matched $150,000 offer of Fort Wayne News-Sentinel for Farnsworth Radio & Television Corp. outlet [BROADCASTING, Feb. 7]. Anthony Wayne, which includes ex-FCC Chairman James Lawrence Fy, told Commission it had been put in poor competitive position by FCC denial of request to amend its license to allow more local people to subscribe for stock. Firm was reimbursed for expenses, $9,632.60, by paper.

WOR-FM MOVES TO N. J.

WOR-FM New York discontinuing broadcasts for two weeks to move transmitter from 444 Madison Ave. in New York City to North Bergen, N. J., site of WOR-TV new video antenna tower, Old location being taken over by WFDR (FM) New York, new station.

SERVICING BILL REFERRED

ILLINOIS House Bill 702 limiting TV servicing, repair and installation to graduates of recognized TV schools, referred to committee after vigorous opposition from electronic parts and equipment manufacturers and Radio Mfrs. Assn. Assn. calls for elimination and license by Dept. of Registration & Education.

TV COVERS FLOOD

POWER of TV was graphically illustrated during flood last week in Fort Worth, Tex., area, according to Harold Lough, general manager, WBAP. WBAP-TV, Station recorded film shots of disaster which washed out 1,600 homes and caused $15 million property damage. WBAP-TV, which started week (May 18) with baseball telecast in front of “moldering” stands, telecast 17 minutes of flood newsreel, using mobile unit to catch family rescues, horses stalled on housetops, etc. In all, televiewers received 60 minutes of filmed shots taken in Fort Worth and Dallas during period.

PARAMOUNT PRODUCTIONS, KTLA AWAITS SUIT NOTICE

ACTION awaited on $200,000 libel suit against KTLA (TV) Hollywood and Paramount Television Productions filed in Los Angeles Superior Court. Filed in name of D. Gergio Fruit Corp. by Bakerfield, suit seeks $100,000 actual and $100,000 exemplary damages. Action contends that film, allegedly prepared and teletaced by KTLA May 27, 1946, held harmless, “violated KTLA’s contract and right of privacy by misrepresenting life among laborers.

Klaus Landberg, Paramount Productions West Coast director, disclaimed any knowledge of suit. Time for film, titled Poverty in the Valley of Plenty, was paid for jointly and presented by AFL Film Council and Los Angeles Central Labor Council, not station, according to Mr. Landsberg. John Morrow, D. Gergio attorney, denied "truth" in imputation to KTLA.

LAWYERS SCORE ABA’S RULE ON TV APPEARANCES

CHARGES of “ridiculous” and “sensitive” were hurled at American Bar Assn. Friday after KTSV Hollywood was compelled to drop lawyer participation TV show, Television Examiner. Weekly program, which featured group of attorneys discussing various topics, was hit by interpretation of ABA’s Canon 18, which brands appearances as advertising and therefore unethical.

One attorney told BROADCASTING: “It is as ridiculous to contend that an appearance on television is advertising as to argue that public which surrounds a criminal lawyer is advertising.” Another cited illogic of TV policy while permitting lawyers to take part in political campaigns, civic drives and committee activities despite publicity that accrues.

HELBROS CURTAILS


THOMPSON HEADS KFYO

RESIGNATION of DeWitt (Judge) Landis, general manager of KFYO Lubbock since 1936, and appointment of Assistant Manager Gordon Thompson to succeed him were announced Friday by O. L. (Ted) Taylor, executive general manager. Mr. Landis leaving to devote more time to KICA Clavis, N. M., of which he is substantial stockholder, and to personal investments including Salt Lake City bottling firm owned by him and Mr. Taylor.

SEN. WHITE IMPROVING

CONDITION of Wallace H. White Jr., retired Republican Senator and former chairman of Senate Interstate & Foreign Commerce Committee, who suffered heart attack May 13, was described as “continuing to improve” late Friday. Mr. White is home in hospital given May 12 by NAB President Justin Miller [BROADCASTING, May 16]. Following day he was stricken.

DAYTIME STUDY SHOWS AUDIENCE UNDER-RATED

RADIO advertisers who pitch messages to housewives during mornings and afternoons were found by a special WOR New York study to capture for radio than ordinary diaries, according to Hooper, Pulse and Nielsen ratings would indicate.

WOR housewife study, conducted among telephones not in homes last fall by Pulse, revealed that:

1. Twenty-six percent of all metropolitan New York housewives are listening to radio during average daytime half-hour as compared with 16% shown by general market surveys.

2. Among housewives at home, 25% were listening to radio, as compared to Hooper daytime level of 28%, but twice the Pulse and Nielsen ratings.

Also significant is finding that those in middle and lower income brackets listen to radio more “well-to-do’s” as do housewives in homes without phones, who average 20% more listening than those with phones. More sets-in-use were found among younger women, and those with children under 16, than among older women, women with older children or no children at all.

Robert Hoffman, WOR research director, says survey shows “daytime radio is doing a far more effective job for advertisers than is reflected by audience-measurments methods which currently cover all daytime listeners.” Difference in listening levels for housewives alone for all daytime listeners, Mr. Hoffman says, is understandable because most daytime programs are directed to women.

Survey was conducted in 10 metropolitan New York counties, do as many listening habit from 8 a.m. to 6 p.m., Mon.-Fri., on non-rainy days to eliminate effect of weather.

Closed Circuit

(Closed from page 4)

PMA petition for hearing on question of duplication AM programs on FM [BROADCASTING, Nov. 3, 1947].

Proable action: Hearing. FCC Chairman Coy is on record for requiring duplication by AM-FM broadcasters.

FCC DUE to come to grips soon with difficult and as yet unsettled question of whether its ruling on duopoly programs on TV sound track (either independent programming or by duplication of AM-FM programs) during test pattern transmissions. Though there have been occasional horseback opinions against such programs, FCC’s present rule is unclear. At least two stations which are duplicating AM and FM on TV aural transmitter have been asked what they think.

INTEllIGENCE from abroad: FCC Chairman Wayne Coy and CBS President Frank Stanton are lunching in Paris June 6. Mr. Coy is heading U. S. delegation to telephone and telegraph conference; Mr. Stanton is vacationing in Europe.

WBKB (TV) Chicago rehearsing puppet show similar to Kukla, Frankie & Oliver as replacement for NBC-TV feature which moves to WNBP (TV) Chicago June 13. Format—girl talking with puppets and discussion at Hollywood studio. Show, tentatively called Larry on Location, is being groomed for CBS-TV.

COMMUNICATION at deadline: “Please be so good as to publish correction of erroneous statement made in CLOSED CIRCUIT May 16 issue. Mr. Wilmott’s first application directive antenna principles to broadcasting came much later than alleged by your paper. Mr. Wilmott made during summer of 1930. Regards. (s) Paul F. Godley [Consulting Engineer].”

BROADCASTING • Telecasting
"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type. Final report of the Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions: First, "What Radio Stations do you listen to regularly?" Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The Team's Phil Evans and Bob Riley were far in the lead. Ken Parsons, although then a relatively new air name, ranked fifth.

Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations do you listen to for Market reports?" The Team led in number of mentions to this question by 80 per cent over the second-place station.

Fifth: "What Radio Stations do you listen to for other Farm programs?" The Team had four times more mentions than the second rank station.

Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The Team received twice as many mentions as the second place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the $4,789,417,000 Kansas City Primary Trade territory.

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states — 3,970,100 people within The Team's half-millionvolt contours! This wide coverage, also the remarkably wide-spread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man!

KMBC-KFRM FEATURES SKILLED AND VETERAN NEWS STAFF

"To keep in touch with the times—keep tuned to KMBC" became a news-by-word many years ago in the minds of radio listeners in the Kansas City area, when KMBC pioneered newscasting.

The KMBC-KFRM Team's News staff, greater among Kansas City broadcasters, has a combined total of 76 years news experience. The six full-time veteran journalists are experts in compiling, editing and writing newscasts that are tailored to Heart of America listeners.

Under the direction of Erle Smith, 14 years as managing editor at KMBC, the staff presents 19 daily newscasts on the two stations, all specially prepared and up-to-the-minute on local, regional, national and world happenings. Supplemeting the battery of teletypes, members of the staff cover regular news runs, in addition to their broadcasts. Special correspondents in many communities throughout the Kansas City Trade area provide local coverage for "hometown headlines."

In addition, The Team is the only Kansas City broadcaster with a Washington correspondent. He is Walter Cronkite, famous United Press European correspondent who covered the Nuremberg trials and last year returned from Moscow. Cronkite daily telephones material of interest and importance to the Kansas City Trade area.

Oldest continuous sponsor of KMBC newscasts (also on KFRM) is Phillips Petroleum. Other nationally known news sponsors include Studebaker-Metropolitan Life, Procter & Gamble, National Biscuit, Mid-Continent Petroleum, Peter Paul confecctions and others.
"... that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion."

—ABRAHAM LINCOLN