an additional $125,000,000 pocketbook for you in the

**KLZ**

Summer Market...

Few radio markets in America offer you the summer-plus coverage of KLZ. 16,000 new customers a day—count 'em—with an additional $125,000,000 pocketbook! Customers buying soup and soap, drinks and delicacies, food, clothing and equipment they're hearing about on car radios, portables, and radios in hotels, cabins and mountain resorts. Year-round advertisers know the value of this rich Colorado market. New advertisers are buying choice program and spot schedules on KLZ. See your Katz man today.

Be sure your advertising dollars spend their summer in Colorado — where your customers are!
You can't cover California's Bonanza Beeline without on-the-spot radio

Skating on water is a cinch compared to trying to cover this market with outside radio. Because the Bonanza Beeline—California's rich central valleys plus western Nevada—is an independent market... well inland and remote from coastal influence. And Beeliners just hate outside radio in their own local stations.

So in radio's biggest, billion dollar markets—where annual retail sales exceed those of Indiana—you need on-the-spot radio. You need the five BEELINE stations.

Each of these stations is located right in a major Beeline city. And each is a strong local favorite. For example, a recent Hooper showed KFBK Sacramento leading all competition, with an audience share of 23.7 for total rated time periods. And now that it's 50,000 watts, KFBK delivers solid coverage of the whole 21-county Sacramento Trading Area!

McClatchy Broadcasting Company

KFBK          KOH          KERN          KWG          KMJ
Sacramento (ABC)  Reno (NBC)  Bakersfield (CBS)  Stockton (ABC)  Fresno (NBC)
31,000 watts  660 kc.  5000 watts  980 kc.  250 watts  1,250 kc.
... WGBI sets a record for all CBS stations studied!

WGBI, Scranton, Pa., leads all CBS stations in Mr. Hooper's record book with a phenomenal 72.0 in the heavy-listening evenings! WGBI's whopping morning rating (56.6) and even better afternoon score (59.0) are impressive returns, too... made even more impressive by the high sets-in-use figures!

674,000 prosperous people make up the rich Scranton—Wilkes-Barre market. You can reach and sell this big market any time, from early morn to late at night, on WGBI. You can do it economically and profitably, too. Ask your John Blair man about Scranton—Wilkes-Barre, WGBI and today's availabilities, today!
Closed Circuit

SPECULATION over appointment of successor to Donald W. Thornburgh, who assumes WCAU Philadelphia presidency Aug. 1, has centered upon Howard S. Meighan, CBS senior vice president. It’s known, however, that Mr. Meighan has purchased new home in Larchmont, New York, which he will occupy July 1 and that it’s doubted whether he would be interested in country move.

HUNT FOODS INC., Los Angeles, through Young & Rubicam, is mulling possible debut into network radio via “name” format. Firm also planning western regional program. TV experimentation to get under way with probability that program will be telecast over Los Angeles station before decision is made on origination in East.

TRAGIC DEATH of former Secretary of Defense James Forrestal, early Sunday morning, May 22, was heralded to stunned world almost exclusively by radio. President Truman, according to White House reports, first heard news when he tuned in 7 a.m. newscast. Like lamentable Pearl Harbor attack on another Sunday (Dec. 7, 1941), radio was only means of instantaneous distribution since morning newspapers had gone to press.

RALPH AUSTRIAN, video consultant, being talked as candidate for TBA paid presidential job should FCC Chairman Coy decide to pass it by.

PENDING before ABC board of directors is proposal that network and its five managed and operated stations resign from NAB. Proposal, made several weeks ago, was declared to have no relationship to recent resignations [BROADCASTING, May 23].

SENATE Interstate Commerce Committee consideration of nomination of Comr. E. M. Webster for full seven-year term to begin July 1 reportedly held up because of complaints in recent mobile service allocations, which he marshalled through FCC. While no formal comment is forthcoming, it’s reported that members of committee itself, as well as other Senators, have asked for hearings but Chairman Johnson hasn’t yet set definite date.

GROUP including Dan Golenspaul, producer of Information Please, Richard Rodgers and Oscar Hammerstein, Howard Lindsay and Russell Crouse talking of seeking television channel when applications again become possible. While whole matter still in talking stage, application is favored over purchase of existing station.

LINCOLN-MERCURY Dealers in process of determining whether they will renew Toast of the Town on CBS-TV for fall. New York dealers have agreed to renew. Others should meet decision by July 9. Part of TV-3 schedule, Kenyon & Eckhardt, New York, is agency.

Olsen & Johnson Show, to be sponsored (Continued on page 46)

Business Briefly

NAMES AGENCY • Coro Inc., New York, naming Hirschl-Durand, New York, as agency. Television will be used. Spot announcements and fashion shows are on schedule.

WESTERN SERIES • Dr. Ross Dog Food, Los Angeles, June 23 starts transcribed Hopalong Cassidy on full Don Lee network plus KOLL Phoenix—Thurs., 8-8:30 p.m. (PST), 5 weeks. Produced by Commodore Productions, Los Angeles. Agency, Rocett-Lauritzen, Los Angeles.

LIPTON REPLACES • It Page To Be Ignored replacing Arthur Godfrey’s Talent Scouts on CBS (television only) Mon., 8:30-9 p.m., starting June 6 when Lipton-sponsored program goes off for summer.

CENSUS BUREAU FINDS RADIO MANUFACTURERS UP

RADIO PRODUCTION’s contribution to growth of American economy highlighted in latest report of Census of Manufacturers, showing employment increase of 213% from 1939 to 1947; payroll increase of 581%. “Value added by manufacturers” (value of product less cost of materials, fuel, etc.) increased 57% to total $773.2 million in 1947.

Total production workers in radio manufacture in 1947 was 142,479; 45,484 in 1939. Total payroll $47.8 million in 1939; in 1947 reached $324.3 million. Number of businesses in field increased from 305 to 857 in same period. Leading states are Illinois which accounts for $180.5 million of value added; New York, $158.8 million. Census taken before big push on television, and does not reflect impact of TV.

TRANSIT SALES SESSION

SALES managers of 15 transit radio stations met in Chicago Thursday and Friday for clinic conducted by Frank E. Pellegret, vice president in charge of sales. Jack Holmes and Kay Keneally, media directors for McCormick-Erickson and Olin, respectively, discussed their angles on TTA lunch sessions. Loretta Kealy, national sales office manager, outlined station data requirements of time-buyers.

EARLY ACTION FORESEEN ON LOBBYING INQUIRY

IMMEDIATE action foreseen in Congress Friday on resolution to investigate lobbying by independent agencies and private organizations. Resolution, providing authorization of $50,000 for inquiry, to be reported to Senate early this week, then passed Rules Committee for approval of sum.

Senate Judiciary voted to report H. Con. Res. 62 with amendment by Joint Committee would comprise five, not seven, members from each house, and leave their selection to each Judiciary Committee chairman, rather than President and House Speaker.

Upcoming

May 29-Juno 1: Advertising Federation of America 45th annual convention, Rice Hotel, Houston, Tex.

Juno 3: ABW Executive Committee meeting, NAB Hdqtr., Washington.

Juno 3-4: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

(Other Upcomings on page 40)

Bulletins

GENERAL MILLS, Minneapolis, sponsoring $21,000 series of four contests on ABC Lone Ranger programs (Mon., Wed., Fri., 7:30-8 p.m.) starting June 13. Listeners to identify mystery deputy and compete for best letter writing. Prizes range from $5,000 grand prize to 250 prizes of $10 each. Agency, Dancer-Fitzgerald-Sample, New York.

VA. ASSN. URGES STANDARD SESAC PROCEDURE

NAB urged to conclude standard procedure with SESAC for fixing terms and rates in resolution adopted Friday by Virginia Assn. of Broadcasters, meeting at Tides Inn, Irvington, Va. (early story page 27).

Other resolutions urged law to curb secondary boycotts; favored inclusion of radio and TV set questions in U.S. Housing Census in 1960; commended NAB for formation of Broadcast Advertising Bureau; reaffirmed faith in AM as basic broadcast medium; lashed services of Campbell Arnoux, WTAR Norfolk, and Frank U. Fletcher, WRL Arlington, Va., on NAB board; endorsed All-Radio Presentation; commended VAB officers for successful meeting; thanked Lloyd Venard of Edward Petry Co., for talk on women’s programs, and other speakers; urged support of BMI.

These officers were elected: Philip P. Allen, WLVA Lynchburg, president; Mr. Fletcher, promoted from secretary-treasurer to vice president; John W. Schultz, WMVA Martinsville, secretary-treasurer. New directors are John W. New, WTAB Norfolk, retiring president; Jack T. Helms, WNVZ Norton; Irvin G. Aebeloff, WLEX Richmond; Frederick L. Alman, WSWA Harrisonburg; Frank E. Kohler, WROV Roanoke.

ACI BLASTS IBEW

AMERICAN Communications Assn., broadcast Local 1, CIO, in publication Off Mike, blasted AFL’s IBEW Friday. IBEW charged with raiding ACI at WOV New York, where IBEW won NLRB election, 7-3. ACI, which has had contract with station for years, could not appear on ballot because of noncompliance with Taft-Hartley law. ACI still understood to represent some 30 office workers and announcers at station, where it has just signed new contract with wage question still to be arbitrated.
This Is Why

KRLD

Is Your Best Buy

1st Again

HOOPER RATINGS

FOR DECEMBER, 1948
THROUGH APRIL, 1949

Show --

KRLD

has MORE listeners in
DALLAS than any other
station between:

6:00 P.M. to 10:30 P.M.
8:00 A.M. to 12:00 NOON
SATURDAY (ALL DAY)
8:00 A.M. to 6:00 P.M.

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

KRLD

The TIMES HERALD Station

TOTAL BMB DAY
692,670 Radio Families

THE BRAHAM COMPANY, Exclusive Representatives

★ CBS ★

TOTAL BMB NIGHT
842,560 Radio Families

BROADCASTING • Telecasting

May 30, 1949 • Page 5
For more than 27 years Gimbel Brothers, Philadelphia has sponsored the "Uncle Wip" program. For the past three years "Uncle Wip" commercials have been devoted exclusively to Buster Brown shoes and Gimbel Brothers, Philadelphia, has become America's number one outlet for Buster Brown shoes!
Here is half the story:

If you draw a 20-mile circle, using Broad and Market Streets, Newark, as your hub, you'll find yourself smack in the middle of the 5th largest market in North America. Greater than Detroit, Boston, Mexico City or Montreal.

In this small area, exclusive of New York's millions, live 3,500,000 souls. Outmoded city lines— even county lines which divide apartment houses, business offices and factories— mean nothing in the fabulous Newark-Northeast New Jersey sector. In the space of 20 minutes you can drive through 4 towns in any direction.

Remember: When you buy Newark, you are buying nearly a million prosperous families with $4,733,846,955 net effective buying income— more than 2-2/3% of the entire nation's total. Focal point, Essex County boasts an average family income of $6,761 per annum, one of the country's highest.

Why wait? Pick up the phone now. Call any Avery Knodel office.

Here is the other half:

You can't sell this tremendous market with New York media alone. Metropolitan Newarkers spend upwards of $3,000,000,000 yearly in Northeast New Jersey retail stores.

WNJR strikes a rich vein for advertising prospectors in this gold belt. High gear program showmanship with a local slant makes people hear and act upon your sales message.

And here is a plus value:

WNJR listenership extends well beyond the Newark Metropolitan area. Gives you sizeable bonus audiences in New York's 5 boroughs, in Westchester, part of Connecticut, and additional sections of New Jersey.

Ask us about other plus values— which no other radio station can match.
NORMAN CHESTER
Time Buyer, BBD&O

Norm handles the spot radio buying for UNITED FRUIT, F & M SCHAEFER BREWING, BON AMI, CLARK CANDY, AMERICAN HOME MAGAZINE and GENERAL TIME INSTRUMENTS. Welcome to the Patroons, Norm. The William G. Rambeau rep today presented Norm with a membership scroll and the deed to a tract of land in the heart of the Patroon country.

SOON
50,000 Watts
Night and Day

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

June 7, 1949

The Patroon of the Week

NORMAN CHESTER
Time Buyer, BBD&O

Norm handles the spot radio buying for UNITED FRUIT, F & M SCHAEFER BREWING, BON AMI, CLARK CANDY, AMERICAN HOME MAGAZINE and GENERAL TIME INSTRUMENTS. Welcome to the Patroons, Norm. The William G. Rambeau rep today presented Norm with a membership scroll and the deed to a tract of land in the heart of the Patroon country.

Sales success stories mean profit to the advertiser—promises mean nothing. WPTR's outstanding record of sales success for a number of advertisers proves this station's tremendous selling power. The Rambeau rep will show you the facts.

The Fact of the Week

The Patroon of the Week

John H. Porter, formerly president of his own independent advertising copy service and before that account executive with Abbott Kimball Co., joins Buchanan & Co., New York, as account executive.

L. E. Ahlswede joins Fuller & Smith & Ross, Chicago, as account executive after working in same capacity at Reincke, Meyer & Finn, same city, for past five years.

Chester W. Dudley Jr., formerly vice president of Benson & Benson Inc., joins Compton Adv., New York, as account executive. He previously was with Benton & Bowles and later director and treasurer of Capital Theatre Corp., post which he maintains.

H. Lane Losey, formerly with BBDO and Cities Service Co., advertising department, both New York, joins Courtland D. Ferguson Inc., Washington, as copy director.

Donald B. Hamilton, formerly with McCann-Erickson, joins BBDO as head of agency's Detroit office. He replaces George Vonderlin, who moved to Chicago as account executive.

Norman Bradford, formerly with Paris & Pearl and J. Walter Thompson Co., both New York, joins copy staff of Kudner Agency, also New York.

Jack Schaefer joins Lindsay Adv., New York and New Haven, as director of publicity and promotion.

Frank B. Patterson, formerly freelance Hollywood writer-producer, joins J. M. Lenz Adv., same city, as account executive.

David C. Stewart, secretary of Kenyon & Eckhardt, New York, elected to board of directors to fill vacancy left by recent death of Otis Allen Kenyon.

Alfred A. Coughlin and Frank Burns join radio-television department of Kudner Agency, New York, as producer-directors.

Robert V. Walsh, formerly with WJIM Lansing, WGFG Kalamazoo, and WFDX Clarksburg, W. Va., joins radio staff of VanSant, Dugdale & Co., Baltimore.

Cooper & Crowe Inc., Salt Lake City, beginning expansion program, Gordon Crowe, president, announced. Firm opened branch office in Ogden with Don L. Watkins as manager. Ogden office is in Kiesel Bldg. Gail Martin joins firm as associate in charge of public relations.

Vincent Tutting, former Brazilian sales and advertising manager for E. R. Squibb & Sons who joined Foote, Cone & Belding International, New York, early this year, appointed Canadian manager of firm. He will shortly establish agency's Canadian headquarters in Montreal.

Watts, Payne, New York, celebrates its 50th anniversary.

Julian Steyskal, formerly copy writer with Perrett Co., Los Angeles, joins Elwood J. Robinson Adv., that city, in similar capacity.


Dee Marlatt, previously with Muriel Johnston fashion division of formerixon-O'Donnell agency, appointed director of fashion advertising for Jack Goehring Co., New York agency.


Sykes Adv., Pittsburgh, held open house May 20 to celebrate agency's occupation of new quarters at 1101 Fifth Ave., Pittsburgh.

MacManus, John & Adams Inc., Detroit, celebrates its 15th anniversary this month. President James R. Adams and Chairman W. A. P. John, co-founders, were hosts to entire agency staff at buffet supper May 11.

Earle Ludgin, president and treasurer of Chicago agency bearing his name, took part in symposium, "How Can Television Do for Art What Radio Did for Music?", before members of American Federation of Arts at annual convention in Chicago fortnight ago.

Broadcasting • Telecasting
Fulton Lewis, Jr. sees

Finds Communist with Atomic Energy Commission Scholarship

On his broadcast May 10 Fulton Lewis, Jr. first broke the story of Hans Friestadt, the Communist at the University of North Carolina working toward a Ph.D. in Physics with the help of a $1,600 scholarship from the Atomic Energy Commission.

The Congressional stir created by the revelations resulted in an AEC ruling May 21 requiring non-Communist oaths for all persons certified for AEC fellowships.

This is one more example of the Lewis zeal for uncovering unhealthy situations—and his capacity for getting them corrected. Other reporting jobs of outstanding value to the nation have been his fact-crammed criticism of the Canol project, his series about the Latin American Highway, and his part in speeding up the synthetic rubber program during the war, to name just a few.

The Lewis capacity to influence listeners has been demonstrated time and time again. His OPA "mail-call" swamped Congress with thousands of letters; his more recent listener-vote on various phases of the Taft-Hartley bill resulted in an estimated 124,000 pieces of correspondence for Congressmen.

If you want a ready-made audience and a program with network prestige at local time cost with pro-rated talent cost, investigate now. Though currently sponsored on more than 300 stations, there may be an opening in your city for the Fulton Lewis, Jr. program. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
BMI IS PROUD THAT SO MUCH OF ITS MUSIC HAS BEEN SO SPLENDIDLY RECORDED BY SO MANY OUTSTANDING ARTISTS.

OVER 40,000 BMI-LICENSED COMPOSITIONS HAVE BEEN RECORDED BY RECORD AND TRANSCRIPTION COMPANIES TO DATE.
RECORDINGS ARE A RECOGNITION OF QUALITY IN BOTH MUSIC AND ARTIST
Open Mike

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

other members of the radio industry undoubtedly were, by... your series of articles entitled "Business of Broadcasting"...
Bill Simpson
Commercial Manager
KTMS Santa Barbara, Calif.

Urges More Co-op
EDITOR, BROADCASTING:
Richfield co-op item, Page 24 of May 3 issue, seems to be indicative of trend of many national advertisers, who find small-market national rates un-economical. Perhaps concentration of promotion by ALL small-market stations on obtaining more co-op, would prove the "great White Hope" for greater future potential. Comment from other small-market managers should provide additional aspects, and even instigate coordinated ACTION. Incidentally, 15 of KWRO's 80 retail accounts are already enjoying the benefits of co-op reimbursement, and 30 more could profit if their suppliers employed a co-op program.
Your radio coverage continues excellent. Keep up the good work.
Robert W. Harris
Manager
KWRO Coquille, Ore.

Disagrees With Quaal
EDITOR, BROADCASTING:
I wish to emphatically disagree with a statement made in the May 2 issue of BROADCASTING on page 36 by Ward Quaal who says, among other things, that "Anti-Clear Bill would threaten rural service" and that "small towns face a loss or impairment of their radio service." If Mr. Quaal would devote half his time and energies to getting FM stations in small towns and in rural communities where coverage really would be consistent and dependable, the question of clear channel and high power broadcasting would be almost solved.
Charles N. Cutler, Engineer
WSRK (FM) Shelbyville, Ind.

Selling for Us
EDITOR, BROADCASTING:
Here is a fifteen-second commercial for BROADCASTING:
"Radio Stations, BROADCASTING now makes available at cost, reprints of their series of articles, 'Business of Broadcasting.' Mail to your customers each month reprints of such articles as Schuster's 'Eighteen Radio Years,' and you will get new business. This is just one of many services that BROADCASTING offers.'
Seriously, why don't you make reprints of these articles available to us? They should do a lot of good.
Joseph K. Close
President
WKNE Keene, N. H.

Giveaway Solution
EDITOR, BROADCASTING:
This week's editorial [May 9] "Ploughed Under Down Under" is such a sensible, easy solution to the give-away problem that I wish you could make it a permanent part of BROADCASTING until everyone in our industry has digested...
A SALESMAN WHO KNOWS ALL THE ANGLES

YES SIR, that's the kind of a salesman you get when you put WJW on your payroll... a salesman who knows all the angles when it comes to backing your radio program with promotion, publicity and merchandising! For further details of this salesman's capabilities phone or write WJW or get in touch with Headley-Reed.

BILL O'NEIL, President

WJW

BASIC ABC Network

CLEVELAND

850 KC

5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
Money's Our Favorite Hobby . . .

Nothing gives us more pleasure than collecting a nice fat bank account—except maybe spending it.

Nature was generous to us with her gift of natural resources. But we keep working at them. Farmers are mighty proud of their $226,000,000 yearly income. Cotton manufacturers spin out some $132,294,265 worth of cloth a year. Lumber mills and wood processing flourish. Rural and urban enterprise combine diligently to balance our billion dollar economy.

When Piedmont people go to market, they're drawing on a $1,054,811,000 stockpile. And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.

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

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STANDARD OIL of Indiana begins spot mention campaign on 247 of its local newscasts and sports shows on personalized tourist information over 24 stations in 15 midwest states early in June. Promotion will include selling points of various Standard products. Live spots will continue through summer.

ALBERT'S PRODUCTS Co., Portland, Ore., appoints H. C. Morris & Co., Hollywood, to handle advertising for Portland Punch. June 15 firm starts 15-day test spot campaign with total of 300 spots on 12 Los Angeles area stations. After July 4 television also will be used. May 28 firm was scheduled to start once-weekly participation for 12 weeks on Ira Cook Show over KECA Los Angeles.


GREYHOUND LINES, through Beaumont & Hohman, Chicago, contemplating national spot schedule after beginning local series on three Chicago stations.

TOY PRODUCTIONS of Hollywood Inc. planning to spend more than $100,000 for radio and television Christmas campaign in all major markets for exploitation of Bugs Bunny and Porky Pig talking toys, starting Nov 7. Agency: L. W. Ramsey Adv., Los Angeles.

SANTA FE Vintage Co., Los Angeles (Santa Fe Wines), appoints Lockwood-Shackelford Adv., that city, to handle advertising, effective July 1. Firm has been expending approximately $250,000 yearly on all media. New allocation expected to be one-third of that figure for radio and television in Southern California. Firm currently running spots on KECA Los Angeles.


MOTOROLA DEALERS of Northern California has signed through W. J. Lancaster & Co., San Francisco to present boxing bouts of Army, Navy and Air Forces on KGO-TV San Francisco. The telecasts started May 19, and are scheduled for June 2, 23 and 30, July 14, Aug. 4, 11 and 25, and Sept. 1, 15 and 22. Motorola dealers sponsor half of each of 8 p.m. telecasts.


BUCKEYE BREWING Co., Toledo, appoints Livingston Porter Hicks Agency, Detroit, to handle advertising and merchandising. Spot radio will continue to be used.


Network Accounts • • •

GRIEN WATCN Co., Cincinnati, to sponsor second half hour of NBC give-away show, tentatively titled Hollywood Calling, scheduled to begin this summer in 6:30-7:30 p.m. Sunday time slot. Exact starting date has not been announced. Agency: Grey Adv., New York.

(Continued on page 51)

BROADCASTING • Telecasting
Whether you sell...

Fashion frocks and felt fedoras for fading flirtatious females . . .
flour for fixing fluffy frosted figbars . . . fudge, filberts, fragrant flowers for fidgety forgetful fugitives from fickle fretful fiancées . . .
flexible faucets for fizzling frappes or foaming fluid . . . feed for fine feathered friends . . .

ox furs for frivolous flappers . . . faith n' fellowship for fallen foremen . . . foundations for fat, flabby forms . . . forced feed fired furnaces or filter fans for forge flues . . .
fresh fish for frying . . . fowl, filets or french fries for family fare . . . funny follies for fatigued flatfoots . . .

ages for fretful future fathers . . . flying freight from Frisco to France . . . frozen food for freezers . . . fences for fending foxterriers from firs and foliage . . . funds for finagling . . . firm fasteners for filmy formals . . . finery for finicky femmes . . . festive fairs for farm folks . . . first-aid for faulty fountain pens . . .
better buy radio . . . better buy WGN!

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

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

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

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report
An Engineer's Book

EDITOR, Broadcasting:

I have been wishing there was available a book written expressly for the chief engineer of the broadcast radio station. Good books have been published to assist the manager, the program director, the announcer and others... but not for the chief engineer. I do not overlook the many good technical books covering most phases of theory and operation...

Subjects to be covered might include the following: Outline for getting a station on the air, suggestions and outlines for preventative maintenance plans, notes on the specialized test and measuring equipment used at stations, general discussion of the FCC as related to the broadcast station, aids on improving the operating economy in the engineering department, help with the paper work and the business contacts essential to the engineering department, policies for dealing with both employer and employee, and list of selected technical reference books and helpful magazines...

I wonder if there are others who would also like to see such a book?

Robert M. Harvey
Chief Engineer
WKBC North Wilkesboro, N.C.

Down Under DXer

EDITOR, Broadcasting:

...I appreciate your publication, for a DXer the information is very fine and helps very much in the knowledge of new station changes.

Reception here from North America is very good, some of our members have up to 1,000 verifications, as many as 600-800 from stations in North America, so this will give you some idea of reception. Any night we can listen to WXKY KMOX KSTP KGA KPBK etc., at strength as good as many New Zealand stations and many at times at just on local strength. Many of the frequency and equipment tests are also heard, and it is in this matter I wondered if you could help. For many months, with the many new stations testing, we have heard some very fine tone signals and equipment tests, but very seldom any station break or announcement. I know there is no FCC control on this matter, but it makes us a little mad "sitting" on a 250 watt on test for an hour without any break in the tone or announcement. It would be a "feather in the cap" of the station to get a report from here, at least 8,000 miles distant, on a new 250 watt test, so we not only don't get the chance of sending a report, but some station may never again get the chance of receiving a report from such a distant point. So DXers, when you test, please make a few station breaks and announcements, and we will send you a report if you are getting out here. ...

thur T. Cushen
New Zealand Radio DX League
212 Earn Street
Invercargill, New Zealand

Milestones

Charley Stookey, farm editor for KXOK St. Louis, celebrated 20 years in farm radio May 20. He has been with KXOK since August 1944. He conducted his first farm program on WLS Chicago in 1929.

Mary Margaret McBride, women's commentator on NBC, will celebrate her 15th anniversary in radio tomorrow (May 21) with gala broadcast from New York's Yankee Stadium. Prominent personalities of political, military and entertainment world will be featured guests.

WCAU-TV Philadelphia marked its first anniversary May 23. Station has graduated from 28 hours of programming weekly its first week of operation to its present 90 hours. WCAU-TV was first affiliate of CBS-TV network.

CELEBRATING fourth anniversary of its Last Word program is KDAL Duluth's Liz Daniels (I), who conducts program, and Hunter Como. They are showered with gifts from faithful listeners.

'United America' Aid

RADIO support of the Advertising Council's United America campaign increased 100 million listener impressions over 1947, reaching a total of 942,650,000 listener impressions for the year. Allocations are currently being received every month through the Council's radio allocation plan, and this year's coverage is expected to maintain the high level of previous years, the Council announced.

Open Mike

(CONTINUED FROM PAGE 12) it thoroughly—and I hope taken to heart.

Thanks for keeping us abreast always of the best in radio and for leading your almost one-man fight to better our service and thus our pocketbooks... Wilton E. Cobb General Mgr. WMAR Muncie, Ga.
Great Day in the Yawning!

You might think we're kidding when we say that lots of Baltimore folks go to bed early so they can get up early to hear Ray Moffett's "Musical Clock" from 6 in the yawning 'til 9 in the morning. Well, we are. But we're not kidding when we say that Ray has a terrific following hereabouts—and a yard-long list of "success stories" for every imaginable product. How about yours?

Baltimore Likes These Local Shows, Too!

BETTIE McCall
"Your Friendly Neighbor"
9:45—10:00 A.M.

HAL VICTOR SHOW
Baltimore's Favorite Wagster
5:30—5:45 P.M.

... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO
"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
TOP MEN in their profession are Eddie Melley (upper figure) and Buddy Speir as they tighten bolts at 450-ft. level of WOR-TV New York's tower under construction at North Bergen, N.J. When completed, tower will be 760 ft. high.

PLANS for the next season of the Radio Executives Club of New York arc discussed by the club's newly elected officers [Broadcasting, May 9]. L to r: Claude Barriere, talent representative, secretary; John J. Karol, CBS sales manager and new REC president; Gordon Mills, business manager, radio department of Kudner Agency, REC vice president, and Lewis Avery of Avery-Knodel Inc., treasurer of the club. Installation of the new panel of officers was held May 19.

INDUSTRY support for Greater New York Fund's 12th annual drive is pledged to John D. Rockefeller 3d (center), city-wide chairman, by this radio group. L to r: Ivar Kenway, ABC v.p.; Devereux Josephs, Fund's Manhattan chairman; Thomas Stix, radio producer; Mr. Rockefelle; Mortimer Loewi, DuMont TV Network; Mark Woods, ABC pres.; Gay] Haverlin, BMI pres.

VISITING Standard Oil Co. (Ind.) officials are greeted at WCCO Minneapolis by George Grim (2d from r), newscaster. L to r: Johnny Weber, Wesley L. Nunn and H. H. Miller of Standard Oil; Mr. Grim, and Bill Schoening, Standard Minneapolis Div.
WHHM
is happy to announce
the appointment of
INDEPENDENT METROPOLITAN SALES *

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BROADCASTING - TELECASTING
Feature of the Week

RADIO has gone fishing, at least in the High Banks Resort area at Lake Winnebago in Minnesota, where fishermen may now broadcast their luck from boat to boat.

The new approach is the brain child of Jim Beloungy, sports-minded chief engineer at WCCO, CBS outlet for the Twin Cities. Mr. Beloungy introduced the innovation on opening Minnesota's fishing season when he equipped each of four boats with a "handie-talkie" shortwave Motorola set for communication among members of the expedition.

When one group was more successful in landing a large catch, its members immediately radioed other groups on type of bait used, depth of lure and the extent of activity of fish in any one area. Thereupon, all would converge where fishing proved best. In addition, another handie-talkie was set up back at camp headquarters to spread the good word about "chow" and refreshments.

Members of Mr. Beloungy's party included Russ Person, another WCCO engineer, and Bob Davis, in charge of sale and distribution of Motorola shortwave equipment in Minnesota. To carry the idea through, Messrs. Beloungy and Davis had to obtain permits for the "handie-talkie" shortwave equipment. (Continued on page 61)

On All Accounts

Our geography books tell us that Hibbing, Minn., is famous for having the largest open-pit iron mine in the world. What they neglect to tell us, however, is that Hibbing, Minn., also is the birthplace of Frank Ryhlick, radio and television director of Ross Gardner & White Advt., Los Angeles.

Frank, being a modest fellow though, doesn't mind the oversight.

For he's making a pretty good name for himself in the television annals of Los Angeles. In his present position since 1947, Frank now personally handles radio and television for General Electric Supply Corp. and Hotpoint Appliance Dealers in Southern California and Arizona area, both currently running radio and television spots on Los Angeles and San Diego stations; radio for Silverwood's (department store); special television campaigns for Seesar's Candy; television for King's Tropical Inn French Dressing, Los Angeles, currently on two local TV stations.

In addition, he supervises both marketing for Jacaline of Calif. women's coats and suits; Gibson & DeVore Appliance Co., Los Angeles, sponsoring half-hour weekly Picture Album on KLAC-TV that city; Harbor Boat Building Co. (Special television spot campaign recently in Los Angeles, advertising their $22,500, forty foot harbor power cruiser, resulted in eight direct sales.)

Another of his agency chores is editing their monthly Video Digest started in 1947 and distributed to 2,000 clients, prospective clients and assorted business men in the trade.

Frank first joined the agency in 1946 as account executive. His first account, Snowden Chemical Co., Modesto, Calif. (fire extinguishers), was, according to him, the first company of its kind to use television. A six months' campaign of two minute films weekly on KTLA (TV) Hollywood demonstrating the use of a home fire extinguisher had such good results that the company went into the manufacture of one pound consumer units for home use.

His first inoculation with the television bug came in 1941 when he looked in on and later assisted with experimental telecasts on WBKB (TV) Chicago while in the city on a news assignment. Station was adapting wartime plays (Continued on page 61)
WEAW-FM, Evanston, Illinois, has been radiating 36 kilowatts with the Collins 737A "5 kw" transmitter and the Collins 37M-8 eight-bay antenna shown on this page.

Recently the station's management applied to FCC for permission to increase its effective radiated power from 36 to 45 kilowatts.

This increase can be made without buying a more powerful transmitter... without even using all the power of which the present transmitter is capable.

_Nominally rated in the 5 kw classification, the Collins 737A is actually a 6½ kw FM transmitter._

Operated conservatively, with a 37M-8 Collins antenna having a gain of 8.3, this transmitter presents plenty of power to the transmission line to cover line loss and furnish the 45 kw of radiated power for which WEAW-FM has applied.

The Collins 737A transmitter with a 4- to 8-bay Collins 37M antenna is your best and most economical equipment with which to radiate FM power in the range of 20 to 45 kilowatts. Write us for literature which will give you more complete information.

FOR THE BEST IN FM, IT'S...
"Mucho" results keep Cleveland advertisers from jumping around from station to station. They stay on WHK... where they reach the largest audience at the lowest (Network station) rates! A detailed survey for one advertiser proved that after only three months on WHK, the consumer purchases had gone up 17% and wholesale purchases had gone up 30%... so you see there is a reason why...

They stay on WHK

The Pool H. Roymer Co.
National Representative

It's Mutual in Cleveland
VIDEO STANDARDS SHOWDOWN

By RUFUS CRATER

IN A forward-looking plan which revived and injected the
color question on a clearly
limited basis, FCC last week
consolidated all its major tele-
vision problems into one pro-
ceeding and planned combined
VHF-UHF hearings to start in
late August.

The Commission made clear
that it would like to provide for
color television—but only on con-
dition that it won't discommode
black-and-white and that present
sets wouldn't have to pay too
much for conversion.

The announcement came Thurs-
day in a public notice which also:
• Disclosed plans to use the
lower half of the 470-500 mc UHF
band for regular 6-mc television,
reserving the upper half for video
experimentation.
• Set up a time table looking to
a final decision on the combined
UHF-VHF allocation by "late fall,"
conceding that the current
VHF freeze can't be lifted before
then but emphasizing that the de-
cision will resolve a lot of other
problems too.
• Promised within about six
weeks to release its proposed new
rules covering both the "contempo-
rated use of channels in the UHF
band" and a "revised allocation
table for the present VHF band."
These will be the subject of the
late-summer hearing.

Meanwhile, it was learned that
on the question of VHF ex-
channel separations—a fundament-
al problem in the current freeze—
the Commission is disposed to favor
225-mile spacings, as compared to the
150-mile separation which has been
the goal not always achieved in
current allocations.

The Commission's announced
plan to open up approximately half
of the 470-880 mc area gave cre-
dence to this report. Half of
the UHF area would amount to about
30 or 35 channels of 6-mc width. With
that many to complement the
present 12 VHF channels, obser-
vators pointed out, spacings could be
substantially wider than at pres-
ent and still permit a sizable in-
crease in the number of stations
available.

FCC's tentative time table called
for announcement of the hearing
issues in about six weeks from last
Thursday, which would be around
July 7. Some 30 days would then
be allowed for submission of com-
ments and alternative proposals,
with the hearing following within
10 days or two weeks. Oral argu-
ment would come two weeks after
the hearing, and the final decision
would then be given "priority
consideration."

Although the announcement con-
templated a decision in "late fall,"
many authorities felt it would be
much later. Their estimates ran
from "the first of next year" to "the middle of next year,"
depending upon the as yet unpre-
dictable length of the hearing.
Many observers had felt the
"freeze" question alone could not
be settled before late fall, and that
the allocation of the UHF and color
questions would vastly delay the
decision.

Meanwhile a proposal to deprive
television of five 6-mc channels in
the UHF region was set for argu-
ment during the forthcoming hear-
ing. On the basis of a petition by
Bell Telephone Labs, FCC added
an issue on "whether there should be
an allocation of the band 470-
500 mc to multi-channel broadcast-
band common carrier mobile radio oper-
ation in lieu of television broad-
casting."

No Active Advocates

Revival of the color question came
at a time when color has no active
advocates so far as immediate
use is concerned.

CBS, which lost its fight for
commercial operation of its me-
chanical color in early 1947, and
which is known to have a 6-mc
electronic color plan now but is not
actively campaigning for it, had no
comment on the FCC announce-
ment.

Neither did RCA, which favored
its own electronic color system in
opposition to the CBS plan in
FCC's 1946-47 hearings. Televi-
sion Broadcasters Assn. and ABC
similarly withheld their observa-
tions.

Praise for FCC's move, however,
came from Allen B. DuMont Labs,
radio-television manufacturer and
TV network operator. Said Presi-
dent Allen B. DuMont, who urged
allocation of UHF for black-and-
white in last fall's high-band hear-
ing [BROADCASTING, Sept. 27, 1948]:

I am extremely gratified to see the
FCC initiate the first concrete action of removing the de-
sable problem of over-
all nationwide television on a truly
competitive basis.

The Commission's attitude with
regard to the only possible in-
telligent approach. This color pro-
posal underlines the fall of obstini-
cence. The FCC undoubtedly realized
that each day's delay in reaching a
final solution to this problem post-
pones the opportunity for employment for hundreds of thousands of people
in this potential multi-billion-dollar
 television industry.

Sen. Ed C. Johnson (D-Col.),
(Continued on page 24)

THORNBURGH TO WCAU

Joins Aug. 1

APPPOINTMENT of Donald Thorn-
burgh, CBS Western Division vice
president, as president and general
manager of WCAU Philadelphia
was announced Friday by Richard
W. Slocum, general manager of the
Philadelphia Bulletin, which owns
the WCAU AM, TV and FM
properties.

Mr. Thornburgh, who assumes
his new duties August 1, succeeds
Dr. Leon Levy, president and co-
founder of WCAU, who relinquishes
day-to-day operation but will
continue, with his brother
Isaac D. Levy, on the board of di-
rectors. The Levy brothers are sub-
tantial stockholders in CBS
and also serve on its board.

Dr. Levy will remain in the
WCAU presidency until August 1
but is expected to spend consid-
erable time away from Philadelphia.
In July he probably will be on the
West Coast and will counsel with
his successor.

Appointment of Mr. Thorn-
burgh's successor in Hollywood
is expected to await the return of
Frank Stanton, CBS president, now
tentatively set for June 13. Mr. Stanton
has been vacationing in Europe.
West Coast responsibilities of

Mr. THORNBURGH

CBS were recently separated, with
the appointment of Arthur Hull
Hayes as vice president in San
Francisco and station manager of
KCBS (formerly KQW). The
importance of television in West
Coast operations may result in
further segregation of duties.

Mr. Thornburgh has been the
CBS Western Division vice pres-
ident for the past 13 years—the
only executive to hold that posi-
tion. He joined the network in
1938 in Chicago as a salesman.
In 1938 he became assistant to H.
L. Allen, president and Central
Division manager.

Appointment of Mr. Thorn-
burgh ended a search of several
months by Major Robert McLean, presi-
dent and publisher of the Bulletin
and chairman of WCAU Inc., Mr.
Slocum, and Dr. Levy for the lat-
ter's successor. A number of top-
flight broadcasting executives had
been interviewed for the position.
Mr. Thornburgh's selection, it is
understood, stemmed from a desire
on his part to work in the East and
the desire of the Bulletin or-
ganization to obtain the services of
an outstanding broadcaster
versed both in television and in
sound broadcasting.

It is understood the WCAU presi-
dency will pay in the neighbor-
hood of $50,000 annually, under a
three-year contract. Mr. Thorn-
burgh has been in the same ap-
proximate bracket.

Mr. Thornburgh was in the East
during the week of May 17 and
conferred with executives of the
(Continued on page 42)

May 30, 1949 • Page 23
TV Timetable (Technicolor, Too) . . . AN EDITORIAL

TELEVISION is as sensitive as it is dynamic. Any mention of new allocations—let alone a suggestion that color TV might be "around the corner"—sends the press into a tizzy. The result usually is confusion on the part of the public, and a consequent depressing effect upon sales of sets.

The FCC, in its infinite wisdom, last week announced a timetable on revised TV allocations, which entails opening of the UHF band, thawing of the VHF freeze, and the multidimensional related aspects which must be covered. It is gratifying to see its plans to accommodate color TV in both the low and high bands. If this can be done on six megacycle channels and without rendering completely obsolete the black and white receivers now in use, it was a bold move. Bold because the FCC has had its fingers burned every time it has mentioned color, or set a deadline.

The timetable indicates late November before the freeze can be thawed. Chances are it will be after the New Year. The FCC felt impelled to proceed in this manner because of the insistent demand from Congress, from manufacturers and from broadcasters seeking to enter TV for an indication as to when there would be an Open Sesame.

The freeze was imposed last September because the allocations in the low bands proved an incongruous monstrosity. The new timetable and the broad outline of allocation planning certainly are intended to clear the haze.

Although we look for the worst because of the expletives that will be induced by mere mention of color, we are not unmindful of the spot on which the FCC found itself. There are charges in Congress that color has been suppressed. Most manufacturers and engineers now contend that it is a rainbow-hued herring. CBS had its color battle two years ago and evidently isn't interested in spending its wherewithal again purely pro bono publico.

The FCC doesn't say that color is here. It simply makes provision for color if it proves feasible, and if it can be introduced under black and white standards and in such a way as to permit reception on the ordinary television receiver with relatively minor modifications.

Those are rigid requirements. The public's investment in the 1,700,000 TV receivers now installed is protected. It means that all receivers now on the market are protected. The public does not have to gamble. Prospective telecasters assume a minimum risk.

Thus, it seems that everything in TV can go forward without necessarily telling that story, and overtaking the innuendoes and the half-truths that will be published or whispered by those who would see TV still-born even at this late date.

Simple, forthright statements that will assuage the public fear of prompt or even foreseeable obsolescence are needed. The task at hand can be done by prudent promotion.

Video Standards (Continued from page 28)

chairman of the Senate Interstate & Foreign Commerce Committee, who has consistently prodded FCC on the television question, also considered the move a "great step forward."

"I'm very pleased with the Commission's announcement," he told Broadcasting. "It's what we've been fighting for all along. I'm very anxious to get some action and for FCC to lift the freeze. I hope they lift it by early fall."

He felt the statement with respect to color was somewhat confusing but that, as he understood it, it means "they're clearly going ahead with black-and-white applications in both the VHF and UHF and color will come along later."

Sen. Johnson declined to comment on reports that he had sent a letter earlier to the Bureau of Standards asking for a report on the status of color. The Bureau's K. A. Norton suggested in testimony last fall that the 12 VHF channels be used by Stratovision and that the UHF be devoted to color. FCC's proposal envisages Stratovision as one of the objects of upper-UHF experimentation.

Comdr. E. F. McDonald Jr., president of Zenith Radio Corp. and a key figure in the set obsolescence controversy which started a few months ago, greeted the plan to open UHF and unfreeze VHF as "the best thing that could have happened for the television industry and the public."

He said receivers built by Zenith for the CBS closed-circuit color television demonstration of surgical operations at the American Medical Assn. convention June 6-10 will receive color television "on the same standards that can be transmitted on present television channels or on the new UHF channels, as suggested in the Commission's statement."

With respect to opening of UHF, he said "every television receiver which Zenith has sold to the public has ... built-in provision against obsolescence."

He said converters to accommodate single-band television receivers for the ultrahighs will not prove satisfactory but that "an adapter for reception of color television on existing receivers is entirely feasible and can be provided whenever color-casting transmitters as proposed in the FCC statement are put on the air."

Dr. I. S. Ravdin, director of the Harrison Dept. of Surgical Research of the U. of Pennsylvania Medical School, places the use of color television for surgical demonstrations among the greatest advances in the history of medical teaching. The AMA demonstrations, and a preview May 31 at U. of Pennsylvania, will use equipment designed by Dr. Peter Goldmark, CBS director of engineering research and development, with receivers designed and manufactured through cooperation of Zenith and Webster-Chicago Corp. They are sponsored by Smith, Kline & French Labs, pharmaceutical manufacturer.

Under FCC's plan, if color is authorized then the individual broadcaster will be allowed to choose between black-and-white and color. It would be optimal in VHF as well as UHF. The test will be whether color can be "operated satisfactorily within a 6-mc channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications."

Apparently the task of convincing the Commission that this can be done will lie primarily upon industry. FCC's announcement said only that its forthcoming proceedings "will afford an opportunity for the submission of proposals."

How actively industry will respond to the opportunity is another question. There was relatively little-pro-color testimony during last September's session, except as a future development.

FCC's decision to combine its problems and approach them all at once was reached under the acting chairmanship of Comr. Rosel H. Hyde.

Chairman Wayne Coy, who has been the Commission's most pro-color television on television prospects, and Vice Chairman Paul A. Walker are in Paris attending an International Telephone and Telegraph Conference and were unable to make a decision. Before he left, Chairman Coy designated Comrs. E. M. Webster and George E. Sterling, the engineering staff, to direct technical work toward a solution.

Hennock Dissents

Comr. Freda B. Hennock dissented from issuance of the announcement, feeling that it was premature. She caused uncertainty in the minds of the public, and should have been avoided from the standpoint of orderly procedure.

While the announcement apparently went too far for Comr. Hennock's satisfaction, there was speculation that it did not go far enough for Comr. Robert F. Jones. He has been the Commission's most outspoken advocate of early color television.

"I am one Commissioner who believes color television is not for the next generation or the next five years," he said in a public address six months ago. "I think it is premature to wait for perfection before launching a new service."

That speech came a few weeks after he had watched a demonstration of the CBS color system, which reportedly included both electronic and sequential 6 and 12 mc methods [Broadcasting, Nov. 1, 1948].

FCC's announcement did not indicate whether VHF and UHF assignments would be made in the same communities, but Chairman (Continued on page 44)
STATION TAX THREAT

LITTLE ROCK RAGING EXPLOSIVE

By J. FRANK BEATTY

THREAT of a nationwide epidemic of local taxes on broadcast stations faces the industry. This prospect of a U. S. Supreme Court decision upholding Little Rock's city tax on radio stations, and by some Anarchy Supreme Court decision, undoubtedly will have a great national importance of the case," he told Broadcasting last week.

"The court's decision opens the way for every city to tax stations, and there's nothing to prevent a city from doubling the tax every week."

"We don't object to the amount of the tax but we deny that the city has the right to impose it. This is the foot in the door. Cities can impose taxes to suit their whims as a result of this decision, and they might put the bite on 50 kw stations in a big way.

"KARG and KGHI have borne the load this far and now consider it an industry problem. NAB should take over the case, even if it's necessary to call a special board meeting to ask all members stations a small amount to finance an appeal. The association should not let the industry down."

S. C. Vinsonhaler, general manager of KGHI, told Broadcasting: "States and cities are getting tax crazy. We were surprised at the ground on which the majority opinion was written—far off the point. Now it's up to NAB to take over the fight for all broadcasters."

"Our participation in the case has been very expensive, with a hearing in chancery along with briefs and lawyers fees. We have 18 judicial days within which to ask for a rehearing and we are willing to file the necessary petitions."

"I withdrew from NAB some years ago because it didn't do enough, but there's an opportunity for the association to perform a service for the whole industry."

Institute Comments

At the National Institute of Municipal Law Officers headquarters in Washington it was stated that the institute is glad when any city can solve any of its financial problems. Most cities are operating at terrific losses, it was explained, and seeking information and legal clearing houses for city attorneys. Institute officials hadn't read the decision and did not wish to comment, nor would they indicate whether the organization would enter into Supreme Court proceedings.

The Arkansas tax case was discussed Thursday at a meeting of the Virginia Assn. of Broadcasters, held at The Tides Inn, Irvington.


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GARDEN RADIO

GUILD Rejects Rights Percentage

It was the Enrique Bolanos-Billy Graham fight scheduled for June 3 which was cancelled. When this was announced, New York Herald Tribune called the guild-Garden tiff "The new television cold war."

The managers, about 80 coming together in secret meeting, voted to continue their fight—as individuals and not as a group, having need for the anti-trust violations that guild believed might not be effective. They empowered Mr. Hays to represent them individually in further negotiations with the Garden, meanwhile continuing that collectively they were just a social group.

The Robinson-Gavilan balking was an unexpected development because it was thought that the managers Guild had put its okay on their bout. Under that deal Robinson was to get 40% and Gavilan 17 1/4% of everything—gate, radio and television. The managers, it was believed, had put their blessing on that match because, though held under Garden auspices, it was being held at the Polo Grounds and was separate from the Garden's...
FLY GIVES VIEWS ON AM-FM 'DOOM'

Takes Exception to Aylesworth Article in 'Look'

EXCEPTION to Merlin H. (Deac) Aylesworth's contention that television has sounded the death knell of radio has been taken by James Lawrence Fly, former FCC chairman and now member of the law firm of Fly, Fitts and Shubruk.

Mr. Fly's lengthy letter in the June 7 issue of Look magazine is in answer to the former NBC president's article in the same publication [BROADCASTING, April 18].

The New York lawyer admits that the seer record of former FCC chairman is not of the highest order—"In 1948 Charles Denny predicted FM would replace AM in two or three years. In 1947, silence. In 1948 Wayne Coy predicted the same result in 1949. . . ." However, he points out that Mr. Aylesworth's full logic applies only to the larger cities, which he describes as "neither the 48 states nor typical of them."

"The big networks and equipment manufacturers have generously Santa Claused New York TV losses," Mr. Fly writes. "They cannot do this for the whole nation. Further, it will be about four years before coaxial cables . . . connect our coasts . . . in mere skeleton form."

The former FCC chairman, poiting to video drawing, contends 86% of the video sets are concentrated in the 10 largest cities; stresses "recurring log-jams" on TV frequency allocations; cites the high cost of telecasting in equipment and programming.

Then, granting TV prosperity in New York, Mr. Fly nevertheless points to basic characteristics of the viewer—"he must make a date with TV, while radio is more commonly residual or 'on the go'".

The one-time FCC member concedes that TV is here to stay and that it will grow into a dominant force. However, referring to rural radio sets, he adds, "You'll use it for a long time to come."

"The only logical conclusion is that TV will cannibalize one of more slices from the total pie of public dissemination. No division will be immune. Which may be affected by TV is uncertain."

SCBA OFFICERS

Beaton Re-named President

WILLIAM J. BEATON, general manager of KWKW Pasadena, Calif., has been re-elected president of the Southern California Broadcasters' Assn. for the third successive year.

Also re-elected for a third term as vice president was Ernest L. Spencer, president and general manager, KVOC Santa Ana. A. E. Joscelyn, director of KNX Hollywood and Columbia Pacific Network, was elected secretary-treasurer.

Re-elected as board were Calvin J. Smith, manager KFAC Los Angeles; Robert O. Reynolds, manager WCPC Los Angeles; Harry Witt, general manager KTTV (TV) Los Angeles; Jennings Pierce, NBC Hollywood manager of station relations and public affairs and engineering.

Coincident with new administration June 1, association will move to new offices at 6533 Hollywood Blvd., under supervision of Robert J. McAndrews, recently named managing director, and Arlette Bartley, assistant.

BROADCASTING • Telecasting

BMB BACKING

AAAA Loans $15,000

AMERICAN ASN., of Advertising Agencies agreed last week to lend Broadcast Measurement Bureau $15,000 toward BMB current operating expenses.

The loan agreement, announced Thursday by Harry R. Gamble, AAAA president, stipulated the same terms that were attached to the NAB's loan of $75,000 to BMB. The loans will be used to pay current operating expenses of BMB, and NAB will remain in administrative control of BMB as long as the loans are outstanding.

The AAAA agreement is the latest of the $15,000 loan entails the cancellation of a commitment by AAAA to underwrite $15,000 of the tax fund contingent of BMB. AAAA, the NAB and others had guaranteed to ante up in case BMB were declared a taxable business by the Bureau of Internal Revenue.

Repayment of the AAAA's $15,000 and the NAB's $75,000 loans to BMB are to be in proportionate steps. Under the present waiver plan, the 1,000 BMB subscribers, more than 400 stations have waited the 90-day cancellation clause in their subscription contracts, thus assuring their payments through June 1950. If enough waivers are obtained, subscriptions funds will be adequate to repay the operating capital borrowed from AAAA and NAB, according to the AAAA.

In an official statement issued with the AAAA's loan announcement, Dr. Kenneth H. Baker, NAB director of research, who is on loan to BMB as its acting president, said the agreement was "rewarded evidence of the importance attached to uniform audience research by advertising agencies of the nation."

"We are confident," said Dr. Baker, "that the second BMB study will prove to be the most valuable document of its kind yet prepared for broadcasters and those purchasing the medium."

AVCO REPEAL

Oral Argument Date Set

ORAL ARGUMENT was scheduled by FCC last week for June 27 in the Commission's proposed repeal of the Avco rule and institution of new regulations whereby changes in AM, FM and TV fields would have to be advertised.

FCC's proposed changes in the procedure for filing and handling broadcast applications were announced in February [BROADCASTING, March 30]. FCC in repealing the Avco rule and still require advertising of station sales in local papers but would do away with provisions whereby competing bids could be filed in the facility being which being involved. Other new provisions would provide for advertising of new station requests and changes in local papers and on local stations and establishment of a cut-off dates for filing of mutually exclusive applications.

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"The only logical conclusion is that TV will cannibalize one of more slices from the total pie of public dissemination. No division will be immune. Which may be affected by TV is uncertain."

SCBA OFFICERS

Beaton Re-named President

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Also re-elected for a third term as vice president was Ernest L. Spencer, president and general manager, KVOC Santa Ana. A. E. Joscelyn, director of KNX Hollywood and Columbia Pacific Network, was elected secretary-treasurer.

Re-elected as board were Calvin J. Smith, manager KFAC Los Angeles; Robert O. Reynolds, manager WCPC Los Angeles; Harry Witt, general manager KTTV (TV) Los Angeles; Jennings Pierce, NBC Hollywood manager of station relations and public affairs and engineering.

Coincident with new administration June 1, association will move to new offices at 6533 Hollywood Blvd., under supervision of Robert J. McAndrews, recently named managing director, and Arlette Bartley, assistant.

FLY GIVES VIEWS ON AM-FM 'DOOM'

Takes Exception to Aylesworth Article in 'Look'

EXCEPTION to Merlin H. (Deac) Aylesworth's contention that television has sounded the death knell of radio has been taken by James Lawrence Fly, former FCC chairman and now member of the law firm of Fly, Fitts and Shubruk.

Mr. Fly's lengthy letter in the June 7 issue of Look magazine is in answer to the former NBC president's article in the same publication [BROADCASTING, April 18].

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Cutting Overhead

By Richard P. Doherty

The Economics of Successful Station Operations

The economics of successful operation is the same in radio as in every other field of private business. First, a man must offer a product or service which the buyer wants. Second, you must attract buyers to your product or service, through constructive merchandising—promotional techniques. Third, you must produce the product or service under cost conditions which will allow a profit and bring in more revenues. If the end result is a higher revenue, the operating ratio will decline because costs do not rise as fast as sales efforts and sales increases; and many instances—with given increases in commercial income. Second, the station may examine its total cost structure with the view of reducing its fixed costs or point. Thereby, achieving a greater margin of profit. Obviously, a combination of both approaches will result in many situations.

With the prevailing large number of stations, competition has become substantially keenen for the local market's advertising dollar. The broadcasting industry has reached the point where it is imperative that station management devote primary attention to local radio advertising and to raising the volume of local radio advertising.

Programming Reaps Dividends

Good programs are both a counterpart of, and essential to, commercial sponsorship. With inadequate revenues, a station will find it difficult to support appealing and high grade programs. Without good programs, the sales department will find it difficult to prove salable listenership.

However, a station's ability to stay solvent and continue as a going concern depends equally on its costs, as well as its sales. The cost is the largest single item of operational expense.

The three legs supporting successful station management are: (a) creative programming; tailored to the audience being served; (b) aggressive and vitalized selling, in the hands of a wide-awake sales force; (c) constructive labor relations which improve productivity, promote efficiency and preserve a logical ratio between personnel costs and station income.

By and large, the economic solution to effective labor costs is greater specialization and productivity per man-hour and not reduced weekly or hourly wage scale.

We must start out with the assumption that there are certain tasks which are performed in any given station. From there we proceed in finding the most feasible formula by which these total tasks may be performed with that minimum number of persons which per-
NEWS commentators and the whole issue of responsibility for defamatory broadcasts with respect to networks, stations and sponsors, were thrown into sharp focus on a number of fronts last week, with principles at stake in courts from New York, Washington D.C., and Tampa, Fla.

Controversy reached fever pitch on Capitol Hill amid tributes to the late Forrestal, whose death projected ABC Commentators. Drew Pearson and Walter Winchell into Congressional disfavor; in New York, where Mr. Pearson, himself, filed suit for libel; and in Tampa where two freelance radio commentators and a station manager were reported dipping state payroll remuneration.

Sharpest criticism in Congress was leveled at Messrs. Pearson and Winchell by an alleged campaign of vilification and abuse against the former Defense Secretary. Previous broadcasts by the ABC commentators, in the light of Mr. Forrestal's death, stirred a hot nest's nest of reaction which threatened to have its legislative effects on networks, station and sponsors.

In the newsmagazine, "Irresponsible Elements" (Continued on page 48)

By JOHN OSBON

Defamation Mulled

TWO vice presidents of Grey Advertising Agency Inc., New York, last week left the organization to become members of a new agency. Concurrently the Grey firm underwent a sweeping staff upheaval, with firings and firings in several departments, including a complete re-organization in radio and television.

Mr. Doyle and William Bernbach, both Grey vice presidents, joined Maxwell Dane, until now the head of his own agency, to form Doyle, Dane, Bernbach Inc., with new offices to be opened Wednesdays (June 1) at 333 Madison Ave., New York. With them will go a number of Grey's leading accounts — Ohrbach's, operators of 36 stores in New York, Los Angeles and Newark, and extensive users of radio-participating sponsors of Tex and Jim on W NBC New York—and spot radio in three cities. Also to the new agency went Bob Gage, Grey's art director for 1949, and Phylis Robinson, a copywriter.

No Policy Clash

According to Mr. Doyle, there was no clash of policy between the Grey agency and himself and Mr. Bernbach. "We wanted to taste our own blood," he said, and believed there was a greater future for themselves as individuals.

At the same time, Jack Wyatt, hired in April by Grey from Cecil & Presbrey Inc., New York, to handle the Ronson account, newly acquired from that agency, swept the Grey radio and television department as clean as the proverbial new broom.

Mr. Doyle and Mr. Bernbach and Charles Lewin, director of radio [BROADCASTING, April 4], Mr. Wyatt, desires of hiring his own people, brought in Joseph Bailey, former vice president and treasurer of Louis G. Cowan Inc., as manager of radio and television department. He will report to Mr. Wyatt, whose title changes from that of account executive of radio and TV to that of director of the department.

It was understood that there were differences of opinion between Mr. Wyatt and Mr. Lewin on the handling of Ronson's Twenty Questions show (MBS Saturday 8-8:30 p.m.), about which Mr. Lewin had made recommendations before Mr. Wyatt joined the Grey agency.

Mr. Shradar, it was learned, is joining Creative Labs Inc., as a vice president, and Mr. Lewin's plans are still undecided.

Among other personnel changes at Grey announced last week were the appointment of Frederick B. Sherman, formerly with Ralph H. Jones Co., Cincinnati, as an account executive, and Bernard Ekelstein, with Grey's art department since 1946, as director.

The agency's television activity at present is limited to spot commercials for Doritos and B.V.J.L. But it was learned that future plans include the possibility of putting Twenty Questions on video.

It was expected that such an undertaking would have to await the reality of a Mutual video network, as the show is under contract to that network.
A COMPROMISE hailed by broadcasting representatives as "very gratifying" was reached by radio and aviation interests last Tuesday in a day-long conference on the proposed new antenna standards [BROADCASTING, May 2, 9].

Many existing towers would no longer need to be marked and those proposed by many applicants would not have to be given study or approval if FCC effects the agreement reached in the conference.

Authorities have stated that the criteria, by showing where towers may be located without the usual clearance, might make specific site approval unnecessary for about 80% of the applications.

If adopted, the standards agreed upon "will relieve broadcasters of many restrictions now imposed," said NAB Engineering Director Royal V. Howard.

Glen D. Gillett, president of the Assn. of Federal Communications Consulting Engineers, felt the conference gave "a much better basis for solution of our problems, and a better indication of open-mindedness on the part of the aeronautical authorities, than we have ever had in the past." FCC authorities hoped to start rule-making proceedings on the new standards about July 1. They also revealed that simplified standards on tower painting and marking are in preparation and may be issued at about the same time.

Coupled with the compromise on standards was general agreement on the procedures under which they should be applied. But there still are strong doubts that the government's interdepartmental, cabinet-level Air Coordinating Committee, which is given the final word on procedures, would approve these in full.

One of the key expediting procedures—a proposal that power of final approval be given the regional group which passes initially on questionable sites—seemed sure to be accepted by military authorities. In that case, some broadcast representatives maintained, much of the value of the plan would be lost.
ZENITH TARGET

New FM Set Promotion Backfires Early

ZENITH RADIO Corp.'s latest set promotion campaign, on behalf of its new FM-only receiver "The Major," apparently had started to backfire before it was fully launched.

First, Zenith did little to influence advertising campaign around newspapers and magazines.

Second, it got at least one squawk from stations that received unordered Major sets, followed by invocations for $27.06 each.

The promotion fund offers "the best evidence that I know of FM's vitality and maturity," according to Ted Leitzell, Zenith's public relations vice president.

H. C. Bonfig, Zenith vice president, and director of sales, announced that "slightly more than $100,000 is going into national publications, including three large-circulation farm magazines, Successful Farming, Capper's Farmer and Progressive Farmer; Ladies Home Journal, Saturday Evening Post; Coronet, etc. Cooperative advertising in the amount of $250,000 will be used across the country, chiefly in newspapers. The advertising is backed up with large-scale dealer promotions."

Mr. Bonfig added that Zenith decided to support the new Major model with a large budget because FM has become firmly established as the outstanding auroral broadcasting medium in much of the country and offers the greatest new market for radio receivers the industry has ever known. In many areas FM is virtually the only market for radio receivers.

Zenith's idea of sending unordered Major sets to station drew a red-hot reaction from WGN, general manager of KXWA and KXLA-FM St. Louis. Mr. Runion wrote Mr. Leitzell that it did not want anything done beyond what the unopened cartons were on the premises where they could be picked up. "Otherwise we shall dump them in the ash heap," Mr. Runion said.

Comdr. E. F. McDonald Jr., Zenith president, had written stations about the new FM receiver's reception qualities and notifying them a model would be shipped from the first batch coming off the production line. He felt station officials would want to test the set personally, according to the letter.

Mr. Baird Named

NATIONAL Assn. of Radio Station Representatives has established a Boston Council, Dan Baird, Boston manager of National Broadcasting & Co., has announced. Mr. Baird was named chairman of the group.

The NARS council was set up by the directors of the association at a recent meeting in New York offices.

OHIO SUPPORT

Given NAB-BAB Aims

NAB and its new Broadcast Advertising Bureau were urged by Republican Sen. Consumer and Government Affairs Committee Chairman Senator Robert F. Taft to move forward on all fronts to tell the story of radio as an advertising medium in a resolution adopted Thursday at the 14th annual convention of the Ohio Assn. of Broadcasters, held at Columbus.

Carl George, WGAR Cleveland, was elected OAB president succeeding E. H. Waddington, WABC Toledo. Al Albiner, WCOL Columbus, succeeds Gene Carr, WHBC Canton, as vice president.

Fred Beck, WADC Akron, was re-elected senior vice-president.

The NAB-BAB resolution was introduced by Robert T. Mason, WMRN Marion, a former NAB director. It commended NAB on creation of BAB.

Topics discussed at a management forum included television, sales, programming, copyright, personnel, new engineering.

Many delegates contended too much attention is being given TV at the expense of AM broadcasting.

In high school to levy fees for coverage of athletic events drew station objections as "discrimination" in view of the fact that newspapers are not charged a fee.

C. I. Weaver, president of Ohio Fuel Gas Co., warned of a trend toward "state socialism" and urged broadcasters, "for public service over and above demand."

Prof. James C. Yokum, Ohio State U., editor of Ohio Retail Analyst, spoke at the opening session Wednesday noon. He told stations they will have to do a better job of selling next year to maintain gross revenue. Paul Daugherty, of the Ohio Chamber of Commerce, reported on government legislation. Some 50 members of the Legislature were guests at the OAB banquet Wednesday evening. Next year's meeting will be held in mid-November, probably at Cleveland.

IRAC TO FCC

Shift Is Proposed

A PROPOSAL that the International Radio Advisory Committee (IRAC), assigned to FCC for reporting and broadcasting purposes was recommended by the Hoover Commission on Organization of the Executive Branch of the Government Thursday in its final report to Congress.

IRAC, which advises the President on governmental allocations, was one of several inter-agency groups which the Hoover Commission recommended should be assigned to regulate departments or agencies "to improve overall coordination." Authorities felt such a change would be nominal, since the proposals revisions or new assignments of IRAC functions and since FCC already provides its secretariat.

AM Duplication

Suggestion by FCC Chairman Wayne Coy in recent speeches that FM stations be forced to duplicate AM programs when facilities are jointly owned and that FM outlets be required to maintain the same length of time as their AM stations, brought a charge from FM Assn. President William E. Bonfig, of WABC, New York. "It is "a fatal stab in the back,"" he said, to the FM industry.

"After closely studying the opinion of the broadcasters in our organization," Mr. Ware (KFMM Council Bluffs, Iowa) said, "I find the almost unanimous feeling that such proposed regulations would sound the death knell of FM."

"In short, all signs at this time indicate that operators of FM stations are against Mr. Coy's proposals. They feel that these proposals would be fatal to FM broadcasting," Mr. Ware said. FM broadcasters in general feel that forced duplication of programs on FM would not be in the public interest and added that compulsory full-time operation would create financial disaster to many outlets.

FM polls opinions of FM outlets on Chairman Coy's views. Specific objections of station operators are cited in the association.

Mr. Ware urged Edward C. Obrist, general manager of WPEN and WPEN-FM Philadelphia, to turn in his FM permit if he is not a "firm believer in FM." Mr. Obrist had claimed "few if any" metropolitan operators are interested in FM.

The Obrist comment was part of an exchange of letters with NAB headquarters following WPEN's resignation from the association.

In making his suggestion, Mr. Ware said the FCC has no reason for not allowing a station that you are not interested in FM. An FM station is the only one who can adequately operate WPEN-FM so that the interests of the public are served, he said. "FCC is treating this new medium simply as another channel, which is far from the idea of the Commissioners in hope that they will realize the significance of my question."

I understand that there are few if any remaining FM channels available in the Philadelphia area. If you are a genuine believer in FM, why don't you turn in your permit?"

FCC Actions

GRANTS for four new AM stations and improved facilities for one existing outlet, plus a proposed decision looking toward another new AM station, were issued by FCC last week. Authorizations for two 2,000-watt stations were announced, and deletions of 14 FM authorizations were reported. FCC also approved five station transfers. Details of these actions are carried in FCC Roundup, starting on page 64.

ABC PROMOTES LAWS

New Western Sales Manager

ROBERT F. LAWS, formerly sales promotion, advertising and publicity manager of KGO San Francisco, has been named sales manager of ABC's Western Division. Mr. Laws joined the network in April 1944, as sales promotion manager for the ABC in San Francisco.

Mr. Laws

In his new position, which he assumed last Thursday, Mr. Laws is in charge of sales operations for the division, covering AM, FM and TV.

CANADIAN ACE

Fined $4,900 by FCC

CIVIL penalties of $4,900 have been imposed on Canadian Ace Brewing Co., Chicago, by the Federal Trade Commission for violation of a cease and desist order involving the company's use of trademarks, commercials on AM and five stations, FTC has announced. Penalties were levied May 18 by the U. S. District Court for the Northern District of Illinois.

The court found four violations of terms of a modified order, issued by the commission in April 1946, which prohibited the company (Canadian Ace Brand beer, ale) from using the word "Canadian" in the brand name unless accompanying statements "conspicuously and adequately" show the product was brewed in the U. S. The government's complaint alleged that the commercials had failed to comply with this requirement.

Total of 147 violations were noted by the court in its decision. The advertisements were aired on WCLF WENR WIND (all Chicago stations), WRB Columbus, Ga., and KSEK Pittsburgh, Kan.

The government had asked fines of $5,000 for each violation, a total of $73,500. Termining the violations "not of major importance," Federal Judge John Barnes in Chicago, imposed the greatly reduced fines.

Canadian Ace is controlled by Louis Greenberg, Frank J. MeAdams, company attorney, argued the violations were not intentional.

Broadcasting • Teletcasting

Page 30 • May 30, 1949
THE fact that 41% of Iowa car owners have radios in their cars* is especially significant in the summer.

On long trips, 60.1% of all Iowa car radios are in use “almost all the time” or “quite a bit of the time.” On short trips, the remarkably high percentage of 36.6 are in use “almost all the time” or “quite a bit of the time.”

These extra (“non-Hooper”!) listeners provide a substantial, year-round bonus audience in Iowa. In summertime, this bonus audience may very well increase the total number of listeners, even as compared with wintertime figures.

Up-to-date, factual information on use of car radios is only one of many extremely interesting subjects covered in Iowa Radio Audience Surveys. They confirm the Survey’s 11-year policy of modernizing your old data — “bringing to light new information not previously gathered.” Write for your copy today, or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a “must” for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

for Iowa PLUS

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
RETAIL SALES

Increase Ad Money 10%,
Abrahams Advises

AN IMMEDIATE 10% increase in advertising appropriations is needed to maintain current sales volume in retail stores, Howard P. Abrahams, manager, sales promotion division of the visual merchandising group of National Retail Dry Goods Assn., vigorously asserted that satisfactory sales volume in the 1949 buyers’ market can’t be attained “with 1948’s sellers’ market advertising percentage expenditures.”

“Retailers and manufacturers cannot coast along on the skimpy war and postwar advertising appropriations,” he declared. He explained how he arrived at the conclusion that 10% more money should be appropriated for advertising now. In pre-war 1939, he said, stores in the $2 to $5 million bracket required over 25% more advertising expenditures than in postwar 1948. The 1939 figures need not be matched because retailers have learned advertising efficiencies, making the advertising dollar go farther now than then.

Already alert stores are raising their advertising appropriations, he said, citing one “major retailer” who increased its budget 5% to 7% and declaring he knew others who had gone beyond a 10% increase. Mr. Abrahams also pointed to a new trend in top sales recruitment — seeking executives of 45 to 50 years of age, men who lived through hard selling periods. Too many retailers have people in important positions who never worked in a competitive era, he said.

As for sales themselves, Mr. Abrahams cited Federal Reserve Board figures showing that department store volume is off only 3% from 1948 for the first five months of 1949. He debunked the effect of the drop, pointing out that “today’s plateau” is only 3% under “the amazing all-high retail sales volume performance.”

‘Lux Theatre’ Renews

LEVER BROS., Cambridge, through J. Walter Thompson Co., New York, has renewed Lux Radio Theatre on CBS after an unsuccessful attempt by NBC to woo the program to its fold. The Monday night dramatic show, the second oldest CBS commercial program, returns to the network for its 15th consecutive year after a summer hiatus from July 4 through August 22 [BROADCASTING, May 23]. Lux Radio Theatre is aired Monday 9-10 p.m. from Hollywood.

LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE

(or Don’t Let Hooper* Fool You!)

More local advertisers buy more local time on WQUA than on the two other QUAd-City full-time stations combined! And, WQUA’s local rates are lower than the local rates of either of its competing 5000 Watt major network (NBC and ABC) stations! * Local buyers don’t agree with Mr. Hooper! We invite your inquiry for national availability.

<table>
<thead>
<tr>
<th>Total Local Advertisers</th>
<th>$50 A</th>
<th>$50 B</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQUA over 50 A</td>
<td>120</td>
<td>53</td>
</tr>
<tr>
<td>WQUA over 50 B</td>
<td>126%</td>
<td>135%</td>
</tr>
</tbody>
</table>

More than $4,000 in total local program time — filling the need for personal knowledge of the local advertisers.

*direct mail

The QUAD Cities’ Station

WQUA

Represented by RAMBEAU

Radio Center

Moline, Ill.


REDAWHER

Ramsey Heads Radio Work

WILLIAM M. RAMSEY, director of radio for Procter & Gamble, will head the national Campaign Radio Committee for the 1949 Red Feather Fund campaign. Tom Teale and Simon, Henry Ford II, national chairman of Community Chests of America, announced today (May 30).

Mr. Ramsey will succeed M. J. Roche, advertising director of Lever Bros. Co., who served as radio chairman during 1947 and 1948. Appointment of Mr. Ramsey marks a major step in organization plans for radio promotion of the 1949 Red Feather campaign.

He hopes to better the 1949 record, when cooperation from advertisers, agencies and networks achieved an estimated one billion listener impressions and at least two million visual impressions via television.

Mr. Ramsey already is in process of lining up his supporting committees, which will include representatives of almost all important radio sponsors, advertising agencies and networks. A meeting with network presidents and appropriate vice presidents to define radio aims is to be held.

In charge of radio at P & G since 1930, Mr. Ramsey also has been active in Community Chest work for many years. He was a member of Mr. Roche’s Campaign Radio Committee last year. He also has been radio chairman of the Community Chest of Cincinnati and Hamilton County for the past eight years.

IRVING WOLFF

Cited by Navy Dept.

DR. IRVING WOLFF, director of the radio tube research laboratory of RCA Labs, Princeton, N. J., has been given the Navy Dept.’s Distinguished Public Service Award for his developments in electronics and radar.

The award was presented by Rear Adm. C. D. Wheelock, deputy chief of the Bureau of Ships. It is the highest given to a civilian by the Navy. Dr. Wolff’s work was carried on for RCA. He was not an employee of the Navy.

If you take time to read this, then take time to write a letter to Radio Station KYRE, Box 761, El Paso, Texas. For a full picture of the job KYRE can do for you, RTRE can do for you, the station with three networks.
Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you’re using W·I·T·H, you are indeed! W·I·T·H is famous for producing low-cost results.

You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W·I·T·H.

So get set for the tough, competitive days ahead. Get W·I·T·H on your schedule fast. Call in your Headley-Reed man and get the full story today.
Replace your old AM transmitter

with RCA's new 50 kw...

The revolutionary, new power triode RCA-5671. This tube takes about one-third the filament power of conventional triodes used in the older transmitters. It reduces hum modulation below FCC requirements—**even without r-f feedback**.

The two 5671's in the r-f power amplifier and the two in the class B modulator of this 50-kw transmitter save up to $1200 yearly in filament power alone.
The finest transmitter ever built... the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment! Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty"—and it's paying its way.

HERES WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—$12,000 a year, based on daily operation at 19 hours a day!

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance—and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19EE, RCA Engineering Products, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal
Editorial

Voice of Abrahams

LIKE MANNA from heaven is the suggestion of Howard P. Abrahams, sales promotion executive of the National Retail Dry Goods Assn, that retail stores increase their advertising appropriations by 10% to maintain current sales volume levels (see story page 32).

With sound logic, Mr. Abrahams points out that retailers and manufacturers can't coast on the "skimpy" war and postwar advertising budgets. He doesn't expect to achieve in the 1949 buyers' market the volume of the 1946 sellers' market on the same percentage expenditures.

This is a challenge to radio salesmen to hit their local retail accounts for a chunk of the expanded budgets. There are many program vehicles—locally developed shows plus the extraordinarily high quality of syndicated transcripts now available. And the repeat tie-in on nationally advertised brands offers a new approach on brand-name selling locally.

Radio is getting far less than its just share of the retail dollar. Mr. Abrahams' 10% proposal should go into every salesman's kit. There are success stories galore on radio in retailing. Recent back issues of this Journal cite some of the current sales sagas.

Snobby Lobby

A JOINT Congressional inquiry into lobbying activity is in the works. Senate approval of a House resolution calling for a 14-man inquiry committee—seven from each body—is foreseen. President Truman has given it his blessing.

The probe may be sufficiently far-reaching to embrace radio activity—or the lack of it. There are too many radio who believe registration under the lobbying act is a stigma. Influent members of Senate and House, more in private than publicly, have commented on the failure of John Miller to register under the act. Judge Miller does not feel he is under mandate from his board of directors or the NAB membership to register, but has advised the board he will do so if he is directed.

The committee inquiry should help clear the haze. There has been widespread misunderstanding of the Lobby Registration law since its enactment two years ago. The term lobby has been given an evil connotation largely because of the reckless oratory of members of Congress themselves, and even of our chief executive.

The present statute hasn't accomplished its purpose. It is difficult to interpret due to vague language. It takes no account of the lobbying done by agencies of government in favor of or against legislation. Every time a member of the FCC, for example, confers with a lobbyist, he is, in effect, lobbying.

Is there anything reprehensible about that? Is there anything wrong about the head of the NAB counseling with members of the committee in which radio legislation is handled? Who could be more expert on such matters than the men who specialize?

Maybe it's a matter of nomenclature. If it were called "legislative liaison" or perhaps "contact," possibly much of the onus would be removed.

Little Rock Crusher

THE SUPREME COURT of Arkansas has held valid on occupation tax on radio in Little Rock, none incurring legal precedent. Herefo-fore, the courts invariably have held that radio, as an instrumentality of interstate commerce, is not subject to state or local ordinances and that regulation and taxation thereof is vested exclusively in the Federal Government.

The tax, in itself, appears inconsequential. It is $250 for engaging in intrastate broad- castings—again high with transmission of "electromagnetic waves." There's an additional $50 tax for soliciting radio advertising within the city. The Supreme Court waived aside the finding of the lower court, which had held the tax invalid.

State and local governments are hungry for new revenue. They will tap every possible source. The Arkansas decision can spread like wildfire. If the same franchise tax were adopted for all municipalities, there would be at stake nearly $1 million of new tribute—what with 3,000 licensed entities on the air.

If the Arkansas action stands, what's to prevent franchise taxes of several times the $300 stipend, or perhaps at so much a watt or kilocycle?

The Arkansas case should be carried to the Supreme Court, over the objection of Mr. Little Rock stations which underwrote the state litigation, certainly can't be expected to carry the burden of the petition for Supreme Court review. It is precisely this kind of case that should be prosecuted to the end through the NAB, acting in behalf of American radio.

News Odor

COLUMNISTS and commentators (usually they are both) are taking it on the chin again as a consequence of the tragic death of James Forrestal. Almost simultaneously odoriferous stories broke about news and radio men being on the payroll of Florida state, and about newspapermen on the Illinois state payroll. There are sinister implications which breed public suspicion and contempt.

Our Respects To —

HERMAN EDWARD FAST

THE tempo of Herman Edward Fast's life has followed the speed demanded by his inquiring legal precedent. Herefo-fore, with WKRC in Cincinnati he rose from salesman to station manager of the 50 kw CBS affiliate, a position he has held for almost five years. This rapid advancement was accomplished not so much with held executive efficiency as with friendliness. His policy of an informal atmosphere and individual recognition permeates the entire WKRC organization. First names are the rule rather than the exception around the station and the comradely spirit is fostered by parties for the entire staff in summer and winter.

Mr. Fast stresses performance and accomplishment rather than punching the time clock. "I believe people do more for recognition of achievement than for any other inducement," he says. As a result of this theory, WKRC has granted year-end bonuses commensurate with the financial success for the year.

Born in Cincinnati on May 22, 1895, Herman Fast received his grade and high school education there and at Ithaca, N. Y. In 1911, at the age of 18 the wanderlust spirit overcame his thirst for knowledge and he left his hometown with the firm intention of never returning.

After sampling practically every state in the country, he finally succumbed to Southern California promotion ads and took a job in Los Angeles. World War I brought an end to his "year-round summer" life. Mr. Fast enlisted as a private in the Signal Corps at Chanute Field. Shortly after the Signal Corps merged with the Air Services, he was promoted to first sergeant in the 38th squadron as a result of articles he had written for the field paper.

Sgt. Fast never had an accident in a plane at a time when flying was both novel and hazardous, but his predilection to crack up an automobile. When recovered, he was sent to Cornell U. in Ithaca, N. Y., for further aviation training. With the signing of the Armistice, Sgt. Fast again displayed his speed by getting out of the service in exactly ten days.

Following his discharge, Mr. Fast went to work for the Charles W. Brremen Co., window shade manufacturer. There he rose rapidly to sales manager and later to Pacific Coast executive in charge of both manu-facturing and sales—with headquarters at his beloved Los Angeles.

Seeking greener pastures, Mr. Fast turned to advertising and joined a national advertising organization in New York. As fate would (Continued on page 38)
You'd think Thomas Moore, the Irish poet, had been talking to some of our advertisers when he rhapsodized, "Music! O, how faint, how weak, language fades before thy spell." For it is music that keeps more than half a million New York families tuned constantly to WQXR and WQXR-FM... so constantly, no other station reaches them so effectively. These families love good things as they love good music... and can afford to buy them, too. That's why advertisers seek them out as the most profitable part of this biggest and richest of all markets. May we help you find them, too?
AWARDS of the Massachusetts Committee, George Foster Peabody Radio Awards were presented to nine Massachusetts stations May 18 for outstanding locally originated programs. [Broadcasting, May 23].

Ben Hudelson, educational director, WBZ-WBZB Boston-Springfield; Arthur E. Helay, general manager, WBSM Boston, and Quincy A. Brackett, president, WSPR Springfield; seated—Committee members Kelsey B. Swoot, radio director, State Dept. of Education; Mrs. Harold B. Murch, secretary, Massachusetts Parent-Teacher Assn.; Daniel Bloomfield, manager, Boston Retail Trade Board; Mrs. Dorothy Kraus, chairman; Erwin D. Canham, editor, The Christian Science Monitor; and Mrs. Henry J. Zyfors, president, Massachusetts Business & Professional Women's Republican Club.

Management

HUGH CARLYLE, director of personnel and programming at WHAP Hopewell, Va., has been appointed general manager. He replaces A. HARTWELL CAMPBELL, who has resigned to become general manager at WJTC Greenville, N. C. Mr. Campbell retains his financial interest in WHAP and will continue to serve as a director of Hopewell Broadcasting Co., WHAP license. Mr. Carlyle previously was with WRLN and WRVA, both in Richmond, Va., and with KMOX St. Louis.

ROBERT E. BAUMAN has been appointed general manager of WANE Fort Wayne, Ind. He previously was business manager of WIRE Indianapolis and from 1941 to 1947 was business manager of WISH Indianapolis. He also was associated for several years in management of WOT South Bend and WHBU Anderson, both of which are owned by corporations headed by BRUCE McCONNELL, president of Radio Fort Wayne Inc., which owns WANE.

GLENN R. THAYER, former WANE manager, will remain with the station.

RILEY R. GIBSON, former general manager of KOPP Ogden, Utah, has been appointed general manager of KXO El Centro, Calif. Mr. Gibson started in radio in 1938 at KXOA Siloam Springs, Ark.; spent two years overseas with Armed Forces Radio, and built and managed KREO Indio, Calif., for three years prior to joining KOPP.

EDUCATIONAL FM

NAEB Praises FCC Action

FCC IS urged by the National Assn. of Educational Broadcasters to maintain present standards in licensing 10 w operation in the 88-92 mc FM education band. The Commission was notified of this stand in a letter by Richard B. Hull, NAEB president.

Mr. Hull included in his letter to FCC members a copy of a resolution adopted May 8 by NAEB during its mid-year meeting. The association commended FCC's sanction of 10 w transmitters in the FM educational band "as affording increased opportunities for community service through universities, colleges and public school systems to enter the educational and public service broadcasting field.

The association opposed "any policy which would divert any portion of the 20-channel FM educational band for assignment to any other than accredited educational institutions." It pointed out that "the sole assurances for American education of communication outlets in the future rests in the electronic natural resources which the non-commercial educational FM spectrum provides and which the Commission with commendable foresight has reserved for this purpose."

Microgroove Survey

TOTAL OF 662 AM stations are now equipped to play Microgroove transcriptions, according to a survey made by Robert J. Clarkson, general manager of Columbia Transcriptions, a division of Columbia Records Inc. Mr. Clarkson polled 2,100 AM stations in his survey. He found that the 662 stations with Microgroove equipment will be augmented by 185 more, which plan to install such pickups within two or three months.

Respects

(Continued from page 36)
Ladies Day

A HECTIC day was enjoyed by all staffers at WMG in Hamilton, Ohio, when 25 students from the radio department of Western College for Women at Oxford showed up at the studios. The ladies took over the entire station from 6:30 a.m. to sign-off at 11:30 p.m. — after receiving inoculations in Western Union ticker tape, technical operations and program aspects. Joseph True, WMG general manager, turned the key to the station over to one of the fair ladies, grabbed his hat and coat and left the problems of management to her.

WGAY PETITION
Requests 1050 kc Fulltime

REGULAR license for fulltime operation on Mexican Class I-A 1050 kc was requested last week in petition filed with FCC by WGAY Silver Spring, Md., metropolitan Washington outlet now operating daytime with 1 kc on that channel.

WGAY claimed that it is entitled to consideration for this assignment since the North American Regional Broadcasting Agreement has expired as has the "gentlemen's agreement" with Mexico whereby the U.S. would assign daytime-only stations on the six Mexican I-A channels. WGAY further pointed out that 1050 kc already is being used fulltime in this country by WMGM New York, assigned 50 kc fulltime, directionally, on the frequency.

WGAY explained that Canadian and Cuban stations are using the frequencies at night while 106 daytime U.S. stations cannot do so because of the limitations. WGAY's request was supported by letters from local civic, fraternal and business organizations.

Some six other daytime stations already have petitioned the Commission for special service authorizations to operate at night on the frequencies involved [BROADCASTING April 18].

A. SINSHEIMER
Dies in New York

ARTHUR SINSHEIMER, 63, radio director of Peck Advertising, New York, until his retirement last year, and a founder and first president of New York's Radio Executive's Club, died last week in Caledonia Hospital, Brooklyn.

Mr. Sinsheimer, before joining Peck in 1931, had been radio editor of The Dry Goods Economist, before which he had a brief career in show business as a young man. Surviving are his wife, Mrs. Beatrice Sinsheimer; his mother, Mrs. Amelia Butrie, and two daughters.

HOOVER
Reorganization Crystallizing

LEGISLATION empowering the President to reorganize Federal agencies, in line with recommendations of the Hoover Commission, was crystallizing on Capitol Hill last week.

The Senate passed and sent to a conference committee May 16 its version of the reorganization bill, which had been approved earlier by the House. Differences in the two measures were discussed by conference last week, with the House members scheduled next to report to the House for further instructions on the area of disagreement. In effect, the Upper House substituted many of the provisions of its own bill (S 526) with approving the House measure (HR 2961).

Present Form

In its present form, the proposed legislation would:

Exempt no independent agencies, such as FCC and FTC, from special treatment which would require the Chief Executive to submit special reorganization plans for them.

Impose an April 1, 1953, time limit on all reorganization plans.

Require the President to specify the reduction of expenditures envisioned through any one reorganization plan.

Provide single House veto power — that is, any reorganization proposal could be stymied by disapproval of either Senate or House.

The Senate took action after President Truman had urged immediate action in a message to both Houses. He pointed out that any plan must lie before Congress for 60 days without disapproval to become effective, and announced his intention of submitting some plans in the present session.

While the Senate would exempt FCC, it did not exempt its related organizations, "continental interest" that each reorganization plan proposed by the President "contain only related organizations."

Committee's Reluctance

In its report the Senate Executive Expenditures Committee said it was reluctant to include exemptions for specified agencies lest they might "interfere with realignments that would be desirable and in the public interest." A simple resolution of disapproval by either House would be sufficient to reject any plan, it noted.

The exemptions would place restraints on the President in submission of reorganization plans, the report said, and for that reason amendments proposed earlier by Sen. Edwin C. Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, and Sen. Burnet E. Maybank (D-S.C.) were unanimously rejected in committee. They had suggested so-called "single package" treatment for FCC, FTC and others by requiring submission of individual plans related to them only.

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Capitol Subscribers Do!

Yes, we've proved that our subscribers use all the music in Capitol's Transcription Library. What's more, it is convenient. They find the size of each repertoire category is in exact proportion to their overall programming needs!

We learned this by checking the orders for replacement of worn-out discs over a five-month period. We tabulated these orders by repertoire category: Standard pops, Western, Hawaiian and eight others. And we found that replacement discs ordered in each category were in almost direct proportion to the repertoire breakdown of the Capitol Library as a whole.

Here is conclusive proof that Capitol offers you a truly balanced transcription library ... with "deadwood" entirely eliminated. Every one of the more than 4,000 library selections fills a definite programming need.

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City ____________________________ State__________________________
AUGUST

Johns Hopkins U. Reports
On Business Listeners

ADVERTISERS receive a "tremendous" bonus audience in the form of radio sets in business places, according to a Baltimore survey conducted by the Johns Hopkins U. School of the dean and faculty members.

This extra audience is not shown in Hooper or any of the other surveys of home listening.

The study was financed by WHB, led by Robert C. Embry, vice president in charge of sales. Mr. Embry said the station had suggested the idea years ago but the university had no one capable of making a necessary personnel for the extensive undertaking until this year.

Mr. Embry reminded that the large audience in places of business "is a plus on top of the Hooper home audience. We financed the study so advertisers would know what they are getting for their money."

A news release accompanying the study explains it is "the first survey of this type that has ever been made giving time buyers, and all persons interested in the size of audience they are getting for their money, a very valuable additional bit of information. Through your information, added to the Hooperings, gives a better idea of the over-all size of the audience hearing their messages."

The survey was confined to Baltimore city independent groceries, drug stores, bars and taverns, barber shops and beauty parlors. Two

June 7: NAB FM Executive Committee, Washington.

June 11: Wisconsin-Michigan Sales Managers Assoc. meeting, Flat- ston Hotel, Milwaukee.


July 25-26: Advertising Assn. of the West 46th annual convention. Hotel Vancouver, Vancouver, B. C.


July 11-13: NAB Board meeting, West- worth-by-the-Sea, Portmouth, N. H.


Aug. 30-Sept. 1: Pacific Electronics Exhibit, Civic Audito- rium, San Francisco.

Sept. 8-9: Western Assn. of Broad- casters annual meeting, Banff Springs Elk, M. M., Alta.


Johns Hopkins senior students, Frank P. Montgomery Jr. and Francis G. Malone, conducted the survey under scientific procedure and by school interviews, which were made by personal calls, with scientific research tech- niques employed.

The university plans later to survey listening habits of people who have radios in their cars, it points out in announcing the results of the Baltimore business establish- ment study.

In independent grocery stores 41.1% had radios and 38.5% of radio-equipped stores (17.1% of all stores) had them in their time of interview (between noon and 6 p.m., Mondays through Fri- days, the first two weeks of March 1945), according to the Baltimore survey.

Further Breakdown

Drug stores—43% had radios and 30% of these (13% of all drug stores) had them playing; bars and taverns—56.8% had radios and 36.5% of these (20.7% of all bars and taverns) had them playing; barber shops, 82% had radios and 51% of these (42.2% of all barber shops) had them playing; beauty parlors, 52.3% had radios and 46.6% of these (24.3% of all beauty parlors) had them playing.

Number of establishments that had radios playing was few: Inde- pendent grocery stores, 430; drug stores, 62; bars and taverns, 572; barber shops, 630; beauty shops, 317.

Average number of persons in establishments at time of interview ranged from 3.2 to 4.8 persons in independent groceries; from 3.3 to 12.8 at drug stores; from 5.5 to 8.1 at bars and taverns; from 2.7 to 3.7 at barber shops; from 3.2 to 5.2 at beauty shops.

The ratio of men and women is about even at independent grocery stores and drug stores. At bars and taverns the audience is largely males. Number of women in barber shops was negligible and few men in beauty parlors.

Thus the survey shows an audi- ence ranging from 1,000 to 3,000 in grocery stores with radios playing; from 138 to 551 persons in drug stores with radios playing; from 825 to 6,532 persons in bars and taverns with radios playing; from 1,054 to 3,010 persons in barber shops with radios playing; from 820 to 2,111 persons in beauty par- lors with radios playing.

Summed up, the survey shows the number of persons in establish- ments listening to radios playing between noon and 6 p.m. as outlined in the above table.

TV Analysis

Analyzing television viewing in bars and taverns, the survey show- ed that 76.5% of 2,051 of the 2,770 in the city have TV sets. After- noon viewing was not extensive, with only 110.8% or 5% of sets playing (4% of all bars and taverns). Television was made available in the form of the amount of program service available from Baltimore tele- vision stations in daylight hours.

The study also breaks down listeners' preferences covering individ- ual stations.

NABET MERGER

N.Y. Chapters Unite

THE THREE NABET chapters in New York merged this week into one big chapter in order to streamline organization and prevent dupli- cation of efforts in the area.

The merger was ordered by Clarence Westover, national executive secretary, after the national council and national executive board had decided the issue.

As a result of the three groups taking the name of the WOR unit's Hudson Chapter and the Hud- son officers, Donald Hale, chair- man, and James Carter, secretary- treasurer, will remain in their respective positions to be named.

The other two units are the New York Chapter, with 400 mem- bers working at RCA Victor, Mus- zik, NBC and ABC, and the En- gineering Chapter, comprising about 200 in NBC television and NBC general engineering. The Hudson Chapter was the one with the largest membership, about 105 members.

In the merger order, the Hudson Chapter also was authorized to elect or engage a full-time business agent to conduct operations for the chapter, which never had such an officer before.

It probably will headquarter for the time being at the national office in New York.

The executive board of the merged chapter will be made up of the two top officers of each of the former units—Messrs. Hale and Carter from Hudson; Ed Stolzen- berger and Neal Youngster, chair- man and secretary-treasurer res- pectively from the New York Chapter; Carl Cabas and Tony Rokosz, chairman and secretary- treasurer respectively of the old Engineering Chapter.

SARNOFF

Cites Electronic Strides

WORKABLE radio receivers small enough to be housed in a wrist watch and miniature television sets were two of many future develop- ments in electronics foreseen last week by Brig. Gen. David Sarnoff, chairman of the board of RCA.

Speaking at commencement ex- ercises for 165 graduates of RCA Institute, New York, Gen. Sarnoff outlined developments to date in the science of radio and electronics and said they were "only an index to the tremendous advances that exist.

"A serious error that must be avoided when considering the heights of achievements reached in the last five years," said Gen. Sarnoff said, "is to think that everything has been done."

The chairman of the board told the graduates that "radio and elec- tronics deserve our utmost atten- tion in finding or devising new tasks for them."

"For a number of years," he said "we have been working to reduce the size of personal radios, and with some success. As a result there are instruments about the size of a watch box that operate very satisfactorily. But why stop there? How about a radio the size of a wrist watch?"

"About a year ago, a Swiss firm introduced a wrist watch contain- ing a buzzer alarm. If the Swiss can devise an alarm clock to wear on the wrist, I believe that Ameri- cans can perfect a wrist-watch ra- dio, and eventually a miniature tele- vision set."

LEAVE WLWT(TV)

Allison, Callahan Resign

RESIGNATIONS of Wilton F. Al- lison, WBRC sales manager of WLWT (TV) Cincinnati, and Walter Calla- han, WLWT salesman, were an- nounced last week by the Crosley Broadcasting Corp. TV outlet. No successors have been named.

Mr. Allison was with WLWT for a year and a half and formerly had been with WPNF Philadelphia. From 1940 to 1944 he was sales promotion manager of WLW Cin- cinnati. Mr. Callahan formerly was with WLWT in sales and administra- tive capacities and previously had been with WSAI and WCPO, both Cincinnati.

Demands to GE WE

WAGE increases and other eco- nomic benefits amounting to $500 million in employees' pay were de- manded from General Electric Co. and Westinghouse Electric Co. by the United Electrical, Radio and Machine Workers of America (UE) union. The union pre- sented the two companies to open negotiations for contract revisions providing for the increases. The union seeks improvements in unemployment benefits, health pro- grams as well as other benefits such as a reduction of hours with- out reduction of pay.
FARMERS’ trips abroad seem to be “breaking out all over” as a result of WRFD, which has been successful in initiating the promotion last fall, according to William Wiseman, station promotion manager. “At least five stations and one national farm publication are planning foreign tours designed to acquaint farmers with the farm problems in foreign lands,” Mr. Wiseman told Broadcasting.

“Many of these plans are still in the ‘talk’ stage, but... travel bureaus, air lines and steamship lines have been contacted and itineraries have been planned...” Mr. Wiseman lists these stations as making similar plans: WCCO and WDCY Minneapolis, WIBW Topeka, WKOW Madison, Wis., and WRFD Worthington, Ohio. WCCO has been discouring travel to the Scandinavian countries, and WIBW for proposed European or South American farmers’ trips next fall, he said. In addition, WKOW and WRFD are also reported to be working on European trips.

WOW’s tour last fall comprised 26 WOW-land farmers who visited nine European countries. Since returning, they have made 751 speeches before 80,000 people in the WOW listening area, according to Mr. Wiseman.

Hansen, WOW farm director, and Mr. Wiseman have completed over 160 speaking engagements between them. Trip furnished WOW with 74 local broadcasts and NBC over a dozen network programs.

Meanwhile, the Omaha NBC affiliate is planning another tour and expects to announce short details of a projected trip, Mr. Wiseman reported.

Winz Petition Answers FCC Charges

PETITION to set aside FCC's revocation of license of Winz Hollywood, Fla., was filed with the Commission last week by the station.

Winz contended that certain of the technical violation charges made by the Commission and used as basis for its revocation order were in error while others were unwarranted under the circumstances. WINZ was granted in May 1946 with 1 kw day on 940 kc and given boost to 1 kw fulltime, directional night, in May 1947. It is licensed to Hollywood Broadcasting Co. with Jonas Weiland, chief owner.

Winz told the Commission that some of the notices of technical violations referred to the daytime only operation at the old transmitter site which has been used for over a year. Others, it was pointed out, refer to operation at the present site when Winz was operating under emergency conditions.

The station pointed out that in September 1948 one of four towers was torn down by a hurricane. Reconstruction was done. But right away, Winz said, but another hurricane in the same month destroyed two more towers and additional damage was done. After the second hurricane the transmitter site was flooded, the petition explained, and in November the company retained to reconstruct the towers "abandoned the job.

The Commission was informed that all the damaged towers have been rebuilt and other damage repaired. Wreckage lists have been made which show that Winz is now operating in accordance with FCC standards, the Commission was told.

ARRANGEMENTS for Mitchell & Cassell Inc. (Dodge-Plymouth car, MoPar parts distributor) sponsorship of Fulton Lewis Jr. on WMJM Peoria, Ill., were completed by William Kutsch (II), WMJMI president, and Harry Mitchell, Mitchell & Cassell president.

Radio Freedom Worth Fight

Bar Assn. Meet Told

PRINCIPLES looking toward " orderly development of radio law and its wise administration" in the American nations were offered last week by NAB President Justin Miller in a paper read to the sixth conference of the Inter-American Bar Assn., meeting May 22-June 1 in Detroit.

"Let there be no doubt that freedom of radio is worth the fight," Judge Miller told the conference. "Within a generation, broadcasting has become one of the most important media of mass communication. No dictator can tolerate a free radio, for freedom of expression is the keystone of a free society."

In a heavily documented paper, Judge Miller offered a set of basic principles applicable throughout the hemisphere, all based on the concept of free enterprise and free expression. He said freedom of speech and press covers all mass media, including broadcasting, and no national or international compact should violate this basic constitutional concept. In this notion, he explained, "lies the best hope of peace in our time."

Suggested Principles

Judge Miller offered this set of principles for licensing: "No media of mass communication should ever be subject to licensing unless absolutely necessary, and then only to the extent necessary; and the licensing powers should not be used as an excuse or device for abridging the freedom of such media, or to impose obligations which result in such abridgment; licensing of radio broadcasting shall be limited solely to the prevention of electrical interference through allocation of frequencies and enforcement of good engineering standards and the imposition of license qualifications limited to considerations of financial stability, engineering capacity, and willingness to abide by the fundamental standards.

AWARDS for programs conforming "to standards established by the state radio department" of the Illinois Federation of Women's Clubs have been given to WBBM Chicago and CBS for Let's Pretend and New York Philharmonic Symphony broadcasts.

Kvak Sale

Deal Dropped, FCC Told

PROPOSED sale of Kvak Atchison, Kan., by H. L. Peterson for $80,000 to Dr. Albert Alvin Almada has been dropped, FCC was informed last week by the station.

Kvak petitioned the Commission to disapprove the transfer for assignment of the station's permit to Dr. Almada and asked that the hearing in the case be dropped. Kvak asked that its application for license also be removed from hearing. An issue in the proceeding was whether the station had been transferred without Commission consent.

The petition explained that the sale agreement, executed in 1947 with the Sacramento, Calif., physician, had been extended several times while awaiting FCC action and will expire June 26. However since action seems just as far away now as then, petition explained, the parties have decided to cancel the pact.

FCC was told that Dr. Almada gave up a lucrative practice in Sacramento in late 1947 and moved to Atchison because of broadcasting business first hand and so he would qualify as a licensee. He became an employee of Kvak, the petition related, and gained experience as salesman, writer, program director and announcer. After 10 months he joined the medical department of the Missouri State Hospital. He found "little reason to continue to accept further financial loss," petition said, adding he has lost some $10,000 since the sale contract was first signed.

Affidavits were attached by both Dr. Almada and Mr. Paterson affirming that the physician had never controlled station affairs. Mr. Paterson stated he is seeking another affiliation and a license secured prior to his control was acquired by the Commission because of his establishment of KJAY Topeka, Kan. Kvak is assigned 1 kw on 1470 kc fulltime.

Nbc u. of Air

Britannica, Schools Back

ENCYCLOPEDIA BRITANNICA has joined NBC and three universities in promoting adult education by radio through NBC's University of the Air programs.

Starting June 5, sets of the 24-volume Britannica will be awarded as prizes to students most successfully completing radio home-study courses offered by the network through the cooperating institutions, U. of Louisville and Kansas State Teachers College. Each participating school will set up a jury of selection to pick its winners from among students finishing the home study courses.

John wiley & Sons Inc. 440 4th Ave., New York, has published its list of books on radio and electronics.

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Station Tax Threat

(Continued from page 25)

Va. A. D. Willard Jr., NAB executive vice president, told the luncheon meeting that the decision is believed to be the first state court ruling in which a radio station has been required to pay its license fees on a broad base.

In reversing the chancery decision and holding the tax valid, Judge Smith recognized that the radio station's charter was based on interstate commerce, but added that the question "is whether radio broadcasting also involves intrastate activity which may be subject to local taxation. In this instance the appellees (stations) interest is derived from local advertising, and the rest from sponsors outside the state."

The business is intrastate as well as interstate, he concluded, with the intended appeal and actual effect of programs originating in Little Rock being "wholly local."

The fact that "a hundred of nonresidents may listen momentarily to the broadcast before turning to a program of greater interest" is immaterial, Judge Smith wrote, adding that:

"Such transient inroads... is merely an adventitious consequence of the uncontrollable carrying power of radio waves."

This ordinance taxes only the local transaction expressly exempting these fortuitous interstate aspects.

The tax is laid "upon a course of conduct that constitutes engaging in an interstate business," Judge Smith wrote. "A substantial part of the appellees' programs originate locally and are of purely local interest, and to this extent the appellees are engaged in a local enterprise readily separable from their interstate activity..." But as Judge Smith pointed out, "a large number of nonresidents may listen momentarily to the broadcast before turning to a program of greater interest."

Supports Separation

Judge Smith supported the city's "delicate separation of the broadcasting processes to justify imposition of a tax on the act of putting an impulse into the air as a radio wave."

He rejected the long-established Fisher's decision by the U. S. Supreme Court by taking dicta and implying that the tribunal was an "essential" court of justice. He thus rejected the rule that a "radio station is a private concern, and the essential public interest in its operations is determinable by the courts only as to matters involving it as such, or on local broadcasting or local advertising."

The Little Rock city ordinance contains nine sections. It declares the business of generating electromagnetic waves for radio broadcasting purposes and/or the business of interstate radio broadcasting in Little Rock is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1948.

Another $50 license fee is levied on the business of soliciting intrastate radio advertising, also declared to be a privilege. The ordinance declares the city council's intent not to tax interstate broadcasting and/or advertising solicitation. A penalty of $250 is imposed for each failure to pay the tax.

This ordinance, the lower court held, constituted a burden on interstate commerce and was unconstitutional.

Finding Desk Memos is a Little Difficult

Now in his 55th year, Donald Wayne Thornburgh, was born in Indianapolis in 1894. He graduated at Indiana U. in 1915 and enlisted in the Army in 1917. He was commissioned a first lieutenant in the field artillery and went to France with the AEF in 1918, mustering out as a captain. A salesman from the start, Mr. Thornburgh for 10 years was with Wasmuth-Endicott Co., kitchen equipment manufacturers of Huntington, Ind., and became vice president in charge of sales and advertising as well as advertising manager. He married Julia Kelsey of Fort Wayne, Ind., in 1920. They have a daughter, Barbara.

In 1923 the Thornburgh family moved to Chicago. He established a brokerage business in building specialties when a fortuitous opportunity to enter radio developed. He became manager of the Chicago office of Cosmos Broadcasting Co.—one of the earliest "package" firms. Cosmos produced and sold its own programs, with CBS releasing some of them through its network. This brought him in direct contact with Mr. Atlass, and later in 1930 he was persuaded to join the CBS sales staff.

He inaugurated such radio accounts as Pillsbury Flour Mills Co., National Biscuit Co., Philadelphia Record, WBNY, etc., in New York, having leased an apartment in the latter city. His brother Ike, one of Philadelphia's leading attorneys and industrialists, worked with him in the establishment of WCAU as one of the nation's premier stations. The property originally was sold to J. David Stern, publisher of the now suspended Philadelphia Record, for a striped price of about $2,150,000. When the Bulletin acquired the Record properties two years ago, the WCAU properties were part of the transaction and were pegged at roughly $2,950,000. Subsequently the Bulletin sold WPEN, Philadelphia, independent, for $500,000 to clear the duplo- wy regulations, and Dr. Levy consented to stay temporarily.

The following statements were made on the occasion of Mr. Thornburgh's appointment:

Mr. Slocum: We are very pleased to have as our successor Mr. Thornburgh. His character and ability of Mr. Thornburgh since May interest in the station. I am very anxious to see the station continue to progress and am sure the board will.

Mr. Thornburgh: WCAU is one of the greatest stations of the country. That many more people listen to it than any other Philadelphia station. WCAU is a station in which its service is held. I look forward to the opportunity of making a contribution to continuous improvement of the station's share of the Philadelphia community.

KCMO conducted the contest under the auspices of the National Needlecraft Guild.

Mr. Reeg:

Dr. Levy: I am happy to have as my successor a man of the character and ability of Mr. Thornburgh since May interest in the station. I am very anxious to see the station continue to progress and am sure the board will.

Mr. Thornburgh:

WCAU is one of the great stations of the country. That many more people listen to it than any other Philadelphia station. WCAU is a station in which its service is held. I look forward to the opportunity of making a contribution to continuous improvement of the station's share of the Philadelphia community.

Leopold Reeg, acting program manager of the ABC Eastern Division since April, has been appointed permanently to the position. J. Donald Wilson, network producer and in charge of program development, was named the announce-
Cutting Overhead  
(Continued from page 87)

carried to a point which impairs work programming and effective program service.

The obvious correction would come by paying higher wages and increasing within limits total expenditures for personnel so as to attract and retain a more qualified staff to service a larger listening audience.

The end result would be an increase in dollar cost of operation but an even higher proportionate increase in profits.

Top rendition of broadcast service—as is normally true in most other service fields—generally requires a certain amount of "excess" labor employment. To arrange work schedules of announcers, engineers, etc., so tightly that we just barely cover job assignments with the absolute minimum of staff employees, within each area of station operations, affords virtually no leeway for creative work, for emergencies, for well-rounded program performance and, in general, for smooth and attractive broadcasting, tailored to listener tastes. In other words, mechanized, over-streamlined broadcasting is not good broadcasting.

The general blueprint by which station management should be guided in its efforts to achieve higher man-hour accomplishments includes:

(a) Economic integration of certain jobs. Such joint integration does not merely mean the lumping together of work assignments in order to fill a given employee's work day or workweek. Proper efficient integration of jobs means to combine assignments of a reasonable level of importance and also integrating tasks which float together and permit team or complementary performance;

(b) Careful selection of new employees according to acceptable standards of job qualifications;

(c) Elimination of or, at least, minimization of uneconomic feather-bedding;

(d) More attention to training and greater emphasis upon good supervision.

(e) Development of an equitable wage structure among the various classes of station jobs. Obviously, the salary paid for any given type of job should not only reflect the relative importance of the job but should bear a justifiable relationship to other jobs within the station.

The rise in radio labor cost, during the past few years, has been a product of many factors. First, and probably foremost, is the fact that all American industry has experienced high weekly payrolls due to the broad inflationary forces at work in our economic system. However, one cannot possibly overlook the fact that station labor costs have risen at a relatively faster rate than income because many stations have permitted staff structures to grow out of proportion to genuine operating needs.

### National Nielsen-Ratings April 17-23

<table>
<thead>
<tr>
<th>Program</th>
<th>Previous</th>
<th>Current</th>
<th>Points Change</th>
<th>Percentage Change</th>
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<tr>
<td>EVENING, ONE-A-WEEK</td>
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<tr>
<td>1</td>
<td>Lane Ranger</td>
<td>4,816</td>
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<td>2</td>
<td>3 Bad Girl</td>
<td>4,364</td>
<td>11.6</td>
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<td>3</td>
<td>Counterspy</td>
<td>4,327</td>
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<td>WEEKEND</td>
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<td>1</td>
<td>Arthur Godfrey (Lipp, &amp; Myers)</td>
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<td>11.3</td>
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<tr>
<td>2</td>
<td>2 Me Perkins (CBS)</td>
<td>3,557</td>
<td>9.4</td>
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<tr>
<td>3</td>
<td>7 When a Girl Is Good</td>
<td>3,499</td>
<td>8.9</td>
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<tr>
<td>4</td>
<td>10 Young Widener Brown</td>
<td>3,461</td>
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<td>5</td>
<td>12 Pepper Young's Family</td>
<td>3,396</td>
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<td>6</td>
<td>9 Rhythm and Bluebirds</td>
<td>3,361</td>
<td>8.1</td>
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<td>7</td>
<td>6 My True Story</td>
<td>3,312</td>
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<td>8</td>
<td>8 Wendy Wynn</td>
<td>3,272</td>
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<td>9</td>
<td>10 Our Gang, Sunday</td>
<td>3,273</td>
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<td>10</td>
<td>11 Backstage Wife</td>
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<td>11</td>
<td>12 Stella Dell</td>
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<td>12</td>
<td>13 Big Story</td>
<td>3,173</td>
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<td>13</td>
<td>14 Echoes of Helen Trent</td>
<td>3,085</td>
<td>2.6</td>
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<tr>
<td>14</td>
<td>15 Guiding Light</td>
<td>3,047</td>
<td>3.1</td>
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</table>

| DAY, SATURDAY                   |          |         |               |                  |
| 1                               | Armstrong Theatre                  | 4,816   | 12.8          |                  |
| 2                               | Grand Central Station              | 4,257   | 11.8          |                  |
| 3                               | 4 Salle Over Hollywood             | 4,002   | 11.4          |                  |
| 4                               | 5 True Detective Mysteries         | 3,085   | 8.4           |                  |
| 5                               | 2 Quick on a Flash                  | 2,892   | 7.5           |                  |
| 6                               | 4 The Goldfields of St. Louis      | 2,708   | 7.3           |                  |

### WORL Quits

Operations Cease May 31

WORL Boston will cease operation on Monday, May 31, FCC was informed last week when the station requested dismissal of its earlier petition for further temporary extension of license.

Station changed its plans because it has been losing considerable sums of money during the past several months and has decided it wished to terminate its affairs as quickly as possible in view of the Supreme Court's ruling which upheld FCC's denial of license renewal to WORL (BROADCASTING, May 28). Assigned 1 kw daytime on 960 kc, WORL has been operating since 1926.

WORL has been fighting for license renewal since 1946 with much of that time in court litigation. FCC denied renewal on grounds of hidden ownership and WORL subsequently won reversal of this decision in the U. S. Court of Appeals for the District of Columbia. SCOTUS overruled the lower court.

Station has been licensed to Broadcasting Service Organization Inc. with ownership held by Harold A. Lafount, general manager of the Arde Bulova radio interests and former Federal Radio Commission, and Sanford H. and George Cohen, New York attorneys. Ashley L. Robison is acting manager.

According to WORL's Washington counsel, John P. Southmayd, the station had hoped to continue operation until the successor for its assignment had been chosen by FCC.

### Comments

(Continued from page 28)

comments were forthcoming from the two commentators. In addition, two newspaper columnists were named by Mr. Glendenin.

The attack on radio and press had been renewed earlier in the year by Sir. J. Howard McGrath, D.R.I., chairman of the Democratic National Committee. He also cited radio commentators but identified none in particular.

Sen. McGrath characterized the two media as "subsidized groups" which make it impossible for the people to get facts about the Democratic Party program, according to the Washington Evening Star.

He spoke before the United Democratic Women's Clubs of Maryland at the U. of Maryland May 19.

### Hamilton Named

DONALD R. HAMILTON, who joined BBDO Detroit, May 1, from McCann-Erickson where he worked on the Ford Dealers cooperative advertising, has been named to the BBDO Detroit office. He replaces George Vonderlin, who has transferred to the Chicago office as account executive.
Video Standards

(Continued from page 24)

Coy has hinted that there may be an inter-mixure in some areas, at least.

Text of FCC's announcement, dated May 28, followed by Miss Hennock's statement:

The FCC announced today that in accordance with its announced Friday, May 20, 1949, it will institute further proceeding looking into lifting the "freeze" on the present VHF television band, (2) providing a substantial number of UHF channels for commercial television broadcast service, (3) affording an opportunity for the submission of proposals, whereby the operation of the optional use of 6 megacycle channels is limited to those situations whereby the Commission may permit reception on an ordinary television receiver, (5) making available minor modifications, and (4) adopting methods of priority permitting commercial operation in both bands.

The Commission finds that these problems are so closely related that it has determined to initiate the present "freeze" without having first made available an over-all allocation plan. Accordingly, it proposes to initiate a Notice of Proposed Rule Making for television research such as Stratovision, permitting high definition monochrome and color.

The Commission also proposes to afford an opportunity for the submission of proposals looking toward utilization of the unused portion of the 30 channel band for 6 mc monochrome or color on an experimental basis. The purpose of the Notice of Proposed Rule Making is to keep the Commission informed of developments in television such as telecasting participants in the Washington Airspace Subcommittee will be required to accept by the next month.

The combined schedule calls for completion of the proposal by August 30, 1949, as required by the Administrative Procedures Act, 5 U.S.C. 291. (Continued from page 29)

DEFAMATION

Calif. Bill Passed

RELIEF for California radio and television stations from possible defamation suits resulting from political broadcast or station origination, was received last week with expected State Senate passage of SB 493, following "do pass" approval of the upper houses' judiciary committee. Presentation of this legislation to the legislature was accomplished by the California Broadcasters Association, in the shape of the measure arranged by Donn Tatum, Don Lee, vice president and general counsel, as well as CBA counsel. The bill covers four prime points:

(1) It provides that a station is not liable for any defamatory matter broadcast by some person other than the owner, his agent or employee if the station alleges it could exercise reasonable control to prevent the broadcast. (2) Any defamatory matter broadcast via a network program is not the responsibility of each station carrying the comment but rather of the responder making the statement and network originating the program. No station shall be liable for defamatory matter material otherwise broadcast but not supported by an adequate contractual relationship is restrained from censoring such broadcasts by the FCC. (4) Radio is defined to include television.

KWC-FM Poplar Bluff, Mo., currently is serving as feeder station for Griesedieck Bros. baseball network for St. Louis Cardinals broadcasts.

GEN. DWIGHT D. EISENHOWER, while resting at Augusta (Ga.) National Golf Club, was luncheon guest of participants in the second annual Augusta radio-newspaper golf tournament. Here the general (third from left) is shown with players representing three of Augusta's stations and one of its newspapers. L to r: Donald M. Kelly, WGAC commercial manager; Gainer Bryan, Augusta Chronicle; Gen. Eisenhower; Eileen Stulb, WBBQ sales representative; J. R. Owens, WRDW salesman, and J. B. Fuqua, WGAC vice president-general manager.

Tower Sites

(Continued from page 29)

could be reached in order to avoid indefinitely protracted hearings on the entire plan. Television and FM spokesmen in particular considered the lifting of this ceiling essential to success of the plan.

Broadcasting representatives won their drive for exact limitations on the specified areas wherein television must operate. Any station (other than 174 foot tower) would require approval. And it was made clear that in no event would towers exceeding 170 feet above ground need either annual study and approval or painting and marking, unless located in airport and airport approach areas.

The conferes also accepted NAB's proposal for a "grandfather clause" specifically exempting existing towers (and those under 500 feet or whatever height is finally set) would require approval. And it was made clear that in no event would towers exceeding 170 feet above ground need either annual study and approval or painting and marking, unless located in airport and airport approach areas.

Among the procedures recommended in the conference, the proposal considered most likely to draw ACC disapproval was one whereby the Regional Airspace Subcommittees which would make the initial studies on sites requiring special approval, might grant approvals without further clearance in the ACC structure.

Military representatives felt this provision would be contrary to established military procedure. If they persist, there seemed little likelihood that the ACC would approve it, since (1) ACC has military representation, and (2) ACC generally operates only by unanimity.

The regional groups act under the Washington Airspace Committee, which is part of the ACC structure.

The procedures recommended at the conference, subject to editorial revisions before submission to ACC, are as follows:

1. As a result of the meeting, an aeronautical study will be forwarded to the appropriate Regional Airspace Subcommittees.

2. If the regional secretariat would undertake to secure informal clearance. Effort will be made in the event that informal clearance queries will be received.

3. If informal clearance is obtained, the FCC will obtain a clearance to FCC's announcement through such a request. If informal clearance is not obtained, the appropriate forwarding of the request with notice of the reasons for their objections (obtaining clearance to FCC's announcement) will be the sole result of failure to reach agreement they should be prepared to testify to the FCC at subsequent legal proceedings and fully justify their objections.

4. If the objections are resolved as a result of the hearing, the case will be forwarded to ACC as approved and the applicant advised by the secretariat.

5. If the case is not resolved at the regional secretariat, the request for action will be forwarded to the Airspace Subcommittees where any further voluntary actions or other actions at the regional secretariat through ACC, as the case may be, will be mandatory.

6. If no solution is reached in the ACC, there will be another opportunity to formally present argument at FCC hearings. This opportunity will be forwarded to the Airspace Subcommittees and, in the event of disagreement, the case will be forwarded to a higher level in the ACC, ACC itself, and the President of the United States.

7. If no solution is obtained and the问题 remains unresolved at the FCC, the aviation interests will supply such witnesses as may be necessary to resolve the question in the ordinary course, which will be the subject of a declaratory ruling proceeding on which the review of the courts will be limited.

Authorities felt that as a practical matter Step No. 8 would be used rarely if ever. If the Airspace Subcommittees were to Washington was unable to agree to approve the case, they said, the applicant would be given a choice of asking for immediate relief, or pushing the proposal through on the higher levels of the ACC. It was pointed out that the applicant could ask for FCC hearings, which they would be required to forward to the ACC.

Officials emphasized that the FCC retains in all cases the final authority for approving or disapproving requests. FCC Commr. E. M. Webster and Edwin L. White, chief of FCC's Aviation Division, were in charge of the conference. Principal broadcasting participants included Gen. Fuqua, White, chief of the FCC, the aviation interests will supply such witnesses as may be necessary to resolve the question in the ordinary course, which will be the subject of a declaratory ruling proceeding on which the review of the courts will be limited.

ACKERMAN

Gets Added Duties at CBS

HARRY S. ACKERMAN, CBS vice president and director of network programs, Hollywood, has been named program director as program director of CBS-TV on the West Coast.

Mr. Ackerman, who became a vice president last Feb. 16, as assistant program director of CBS-TV on the West Coast.

The post was created in anticipation of an increase in CBS television network program origination in Hollywood, it was said.
BAB PLANNING

Mitchell Readies Operations

BROADCAST Advertising Bureau, NAB's new sales promotion adjunct, goes into formal operation June 1 under Director Maurice B. Mitchell, though it actually has been functioning as such at times during the past few weeks.

Among BAB's projects will be a regular bulletin. This probably will be a four-page news letter giving sales tips and reviewing media developments.

Research will start immediately on a revised list of dealer cooperational material. The Bureau will get its information swiftly, and then get it into station hands as quickly as possible. This will be followed by recaptations and detailed material.

Already BAB has contacted two prominent manufacturers to explain the advantages of spot advertising and discuss different ways of using the broadcast medium. This will be a regular type of BAB activity.

Special insignia to provide high identity for BAB material will be developed. BAB is planning to work closely with station representatives.

Mr. Mitchell returned to Wash-

SHARE-TIME

FCC Clarification Sought

CONCERN as to just what FCC means in its proposal to ban new share-time or specified-hours AM stations without first considering about a dozen existing stations in comments filed by deadline last Monday.

Under the proposed new rule the Commission would grant no new part-time operations but would take no action regarding existing stations. The current application in this category (BROADCASTING, April 18) has raised this question. The Commission in its notice accompanying the proposed new rule stated it would not consider the share-time stations to make any changes in their operations.

The briefs in general questioned the latter interpretation of the proposal and have expressed objection to the fact of the matter. Most held that if the interpretation was correct the existing share-time stations would be unjustly forbid existing share-time stations to make any changes in their operations.

Among the filing comments were:

-KPC Pasadena, Calif.;
-WBSC, WLS, WENR and WAIT all Chicago:
-WNOW York, Pa.;
-WVW Tonnal in New York;
-WFAXA Dallas;
-DBP Fort Worth;
-WHAT Philadelphia.

KPRC PROGRAM

To Assist Texas Parolees

KPRC Houston and the Rotary Clubs of Texas are collaborating with the Texas Parole Board in a unique campaign to rehabilitate parolees who leave prison with good records, Jack Harris, KPRC general manager, announced.

Beginning June 4 the station will air a weekly series of programs titled Thirty Minutes Behind the Walls and featuring prison talent. Former prisoners and parolees are invited to show materials they have developed. BAB PLANNING

Commission in

Mitchell

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THEATRE TELEVISION has advanced far enough to "warrant its introduction to the American public," 20th Century-Fox Film Corp. reported on its experimental station The Central Component Station of this color TV, in view of the magnitude of the problems and investment involved, possibly "could be made available to the general public in the not too distant future." It could be proven feasible for home reception.

"It is believed that both the sequential and the simultaneous methods of color television, as applied to theatre projection, are deserving of serious consideration and experimentation," the report declared. It was filed through Welch, Mott & Morgan, Washington attorneys for the film firm.

The report, prepared under the direction of Earl I. Sponible, 20th Century-Fox vice president, and released to the press, expressed the view that theatre television, although ready for public introduction, will continue to need further development and more refined methods.

CHARLES GLETT
To Head Don Lee Video

CHARLES L. GLETT, managing director of the Motion Picture Center in Hollywood and previously vice president in charge of David O. Selznick production and studio operations, was named over the week-end to the newly created post of vice president in charge of television for Don Lee Broadcasting System.

The appointment is effective June 7, according to a joint announcement by Lewis Allen Weiss, Don Lee board chairman, and Willet H. Brown, Don Lee president. In making the announcement, it was pointed out that Mr. Glett is familiar with all phases of the motion picture business from financing through production and distribution.

During the war he was a major in the 1st Corps, serving as chief of the operations branch, western division, supervising the work of 25 active film production units which turned out a total of more than 500 pictures. These films were primarily concerned with military training and psychological indoctrination.

Before entering the service he was vice president of the Myron Selznick Agency, a talent firm representing actors, directors, producers and writers in the motion picture field. Before joining Mr. Selznick, he was elected president by the executives with leave of absence for war service.

A native of New York City, Mr. Glett has been in the motion picture business since the age of 18. He has been in production, distribution, management, with many companies in addition to considerable activity in the industrial motion picture field.

TOOK DUMONT TIME

DRUG STORE TeleVision Production, a newly formed association of the country's major drug chains, will sponsor Cavalcade of Stars on the Dumont TV Network, starting June 4. Scheduled for Saturday, June 11, the show will feature Comician Jack Carter as emcee, and guest talent. The talent budget was said to be $8,000.

The program, to be viewed in New York, Chicago, Detroit, Cleveland, Buffalo, Philadelphia, Baltimore, Pittsburgh and Washington, will be sponsored by a different drug chain in each city in "cooperation with Drug Store Television Productions." Local cut-ins will be used to identify sponsor.


Stanton B. Fisher Inc., New York advertising agency, is handling the program, which is being supported locally by extensive newspaper advertising, publicity and store promotion. The campaign is implemented with copy, mats and other materials.

Giese Named V-P

GEORGE H. GIESE, who has been associated with McCann-Erickson for the past four and a half years, has been appointed vice president and director of the agency's television division. The division comprises 13 offices in Europe and Latin America and a foreign department in New York. George D. Streeter, formerly manager of the latter department, succeeds Mr. Giese as manager of the New York office.

Mr. Giese also said that one of the firm's major clients is the TV Network, and that the agency is currently working on a number of television commercials.

The agency is actively engaged in all phases of television advertising, including commercial production, creative development, and media planning and buying.

Giese also discussed the growth of television advertising, which has increased dramatically in recent years. He noted that the agency is seeing a growing trend toward the use of television for national advertising campaigns, as well as for local and regional campaigns.

He also mentioned the importance of developing a strong creative strategy for television advertising, as well as the need to carefully plan and execute media placements.

The agency is currently working on a number of high-profile television campaigns, including one for a major consumer product.

Mr. Giese concluded by noting that the agency is committed to providing its clients with the highest level of service and creativity in all aspects of television advertising.
**KMAC, KISS UP**

**Davis Outlets Raise Power**

NEW 5 kw transmitting plant using four towers in a directional array has been installed by KMAC San Antonio, Tex., at a cost in excess of $200,000, station reports. KMAC changed frequency and increased power May 18, moving from 1240 kc to 630 kc with a power increase from 250 w to 5 kw.

In conjunction with KMAC's increase, its FM affiliate KISS upped power to 50 kw on Channel 258 (99.5 mc). KMAC's four towers—three are 305 feet high and the fourth 522 feet—are located about 11 miles southeast of San Antonio. The six-bay antenna for KISS is mounted atop the 522-foot tower. Equipment was installed by Graybar Electric Co., General Electric Co. and Gates Radio Co. under the supervision of Charles L. Brady, KMAC chief engineer. The power increase will enlarge KMAC's coverage to approximately 1,255,179 people in its primary service area with a total of 359,170 radio homes, according to station spokesmen. The station is affiliated with MBS and the Texas State Network. KMAC and KISS are owned by Howard W. Davis, who also serves as general manager.

**PROGRAMS ABROAD**

**FCC Relaxes Rules**

RELAXATION of rules to allow informal applications rather than formal requests to be made for authority to transmit programs abroad has been proposed by the FCC. Informal application could be made provided the program had been or would be aired also in the U. S.

The Commission in announcing the proposed rules amendments said it is obvious that if a licensee or permittee has been found qualified to broadcast programs in this country, he should be qualified to originate the same programs for transmission to a foreign country for broadcast there. Comments are invited by June 30.

Sec. 325(b) of the Communications Act provides that an application be made to FCC for authority to transmit programs to a foreign station which can be received consistently in the U. S. the notice pointed out. The new informal request proposed would be acted upon by the FCC's secretary instead of the Commission itself. Where programs are originated for foreign use and not broadcast in the U. S., permission still will have to be obtained from the Commission through use of formal Form 306 as heretofore.

**WEOL LABOR**

**12 Walk Out in Protest**

CHARGES and counter-charges have been made by employees and management of WEOL Elyria, Ohio, concerning a protest work-stoppage by 12 employees who left their jobs May 10, signing the station off the air. Broadcasts were resumed in about 24 hours.

Spokesmen for the employees involved said the operating interruption was a protest against unjustified dismissal of several other employees. The only means to secure minimum employee benefits, a matter which they said had been unsettled for eight months despite an understanding the problems were being considered by station management, also prompted the action.

WEOL said the walk-out and station sign-off occurred without any advance notice and that not once had employees asked officers of the station for discussion of working conditions. WEOL further alleged that technical equipment had been tampered with to keep the station off the air.

The station said that it was continuing to receive advertising support. The management will continue, the statement said, "to treat its employees in a fair manner and is ready and willing, at any time, to discuss any grievance which an employee might have."

**VOCM St. John's, Newfoundland, will temporarily operate new RCA 1 kw transmitter on 1320 kc, and move to another frequency at a later date, VOCM management reports.**

**RICHARD D. HEATH, formerly commercial manager of KTAR Phoenix, Ariz., and more recently president of Sun Country Broadcasting Corp., has been named commercial manager of KPHO Phoenix, effective June 1. Mr. Heath is presently managing director of Arnold Adv. Agency.**

**DON J. LYNCH, account executive with WHRM Memphis, has been named commercial manager. He has been with the station since it began Aug. 1, 1946. He previously was with WJBO Balon Rouge, La.**

**JACK DAVIS has been appointed manager of New York office of W. S. Grant Co., station representative.**

**MARVIN WEISS, former newspaper advertising salesman in Chicago, has joined sales staff of WMOR (FM) Chicago.**

**JAMES CRAWFORD has joined sales staff of WPEN Philadelphia.**

**CARL OWEN has been named assistant commercial manager of WCAU Philadelphia. He has been with station for past eight years.**

LOU AIKEN, newscaster of WINX Washington, has been named commercial manager of WCWM (FM) Washington. He joined WINX after war, interrupting service there for turn at KURV Edinburg, Tex. Previously he had been at RMOX St. Louis, WSM Nashville and WLY Cincinnati.

**RA-TEL REPRESENTATIVES, Inc., has been appointed by WIBX Utica, N. Y., as spot sales representative for the mid-west and south. Firm's Chicago, Dallas, Oklahoma City and Atlanta offices will serve station Representatives for WIBX remain same in following areas: Greater New York and Philadelphia, HELEN WOOD & COLTON; New England, BERTHA BANNON; West Coast, WALTER BEDNICK.**

**WTG (TV) WASHINGTON has issued its Rate Card #4, effective June 1. Basically, new schedule will affect only five-minute and announcement rate, other time charges remaining as listed in Rate Card #3.**

**LARRY KRAHNER of Forjoe & Co., Los Angeles, station representative, is the father of a boy, Kenneth.**
When you think of REPLACEMENTS

When you ever think of replacing your tubes, don't forget AMPEREX. AMPEREX tubes have been recognized for their superior performance, high quality, and reliability. They are designed to meet the most stringent standards and are used in a wide range of applications, from radios and televisions to computers and industrial equipment.

When it comes to replacement tubes, AMPEREX offers a comprehensive selection to suit every need. Whether you're looking for a specific type of tube for a particular application, or you need a replacement for a less common type of tube, AMPEREX can help you find the right solution.

AMPEREX tubes are made with high-grade materials and advanced manufacturing processes, ensuring long life and reliable performance. They are backed by a rigorous quality control process, so you can be confident that you're getting the best possible product for your needs.

Whether you're a professional in the electronics industry, or a hobbyist building your own projects, AMPEREX tubes are an excellent choice for any application.
DISTANT STUDIOS

WMAM’s Far-Flung Branches

"THE LITTLE Station With the Big Wallop"—WMAM Marinette, Wis., and Manistique, Mich.—says it is living up to its slogan by setting a new record in long-distance broadcasting. Station Manager Joseph D. Mackin claims WMAM has branch studios far away from the transmitter than any other station in the country.

From Manistique, Mich.—140 road or 110 air miles from the Twin Cities—the station receives a five-a-week, one-hour participation show on its "famous frequency" (another slogan) of 870 kc. A secondary studio there began operations May 9 after businessmen sought local identification with WMAM.

Mr. Mackin, after attending a dinner and organization meeting,

CONGRATULATIONS on WMAM’s long-distance programming are given Mr. Frederik (seated) by Walter Nelson (r.), president of the Manistique-Schoolcraft Chamber of Commerce. Manager Mackin (center) is pleased, too.

signed 28 local participation sponsors for the daily show, each for a 52-week contract. This is not the 250 wattters’ first experience with distant branch studios. For several years the station maintained a sub-operation at Iron Mountain, Mich., 75 miles away. The signal strength is received throughout the Upper Lakes area, which prompted the Manistique merchants to promote their own show. William Frederik is the branch manager. WMAM, affiliated with NBC, expects to increase its coverage area soon when the FCC approves its application for 1 kw.

Radio Continuities

FEDERAL Trade Commission set aside 1,756 out of a total of 61,963 radio continuities examined during April for further study on the grounds they contained possible "false and misleading" advertising content, according to the commission’s monthly report. Percentage-wise, the figure represented about one half of all radio continuities examined.

RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters

- RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.
JOHN F. HOGAN, first president of National Assn. of Radio News Directors, has been appointed Washington correspondent for WIDE Biddeford, Me.

STAN MATLOCK, former assistant national promotional manager of Frederic W. Ziv Co., Cincinnati, has been named to handle early morning news shows on WKEC Cincinnati. He succeeds BOB CASEY, resigned. Mr. Matlock previously worked WCKY Cincinnati.

KILBOURNE A. HENRY has been appointed public affairs director for KMOX St. Louis. He will handle public relations for station and will supervise farm, religious and educational programs and activities. He has been with KMOX since December 1948.

RUSTON E. MARSHALL, former news and special events director of WPAY Portsmouth, Ohio, has been appointed local news editor of WSTV Steubenville, Ohio.

Armstrong Booklet

DAYTIME spot announcements and participating programs are suggested as profitable selling vehicles by Armstrong Cork Co. in its new promotion booklet, "Profitable Ways to Promote Armstrong's Vosun Wall Tile." Prepared as an aid to tile contractors, the booklet devotes one entire section to radio advertising. Careful placement of spots is suggested for most efficient use of the media and a test campaign is recommended for firms using radio for the first time. Four pages of sample spots are included which may be adapted for use by the dealers.

London Library Service

- 10 inch 78 RPM.
- Full-range recordings (30-14,000 cycles - Reproduces every sound audible to the normal ear.
- Instrumentals only (no vocals).
- Basic library plus regular monthly releases.

For further details write or wire:

London Library Service
16 West 22nd St., New York 10
A Division of the London Gramophone Corp.

Ray Arvin has joined WREX Topeka, Kan., as director of news.

Phil Alampi, W2J New York; Bill Givens, WGY Schenectady; Don Huckle, WGR Buffalo, and Bob Child, FM Rural Radio Network, all farm program directors, have been selected as judges in competition to be held in conjunction with 1949 convention of American Assn. of Agricultural College Editors at Cornell U., July 6-9.

Al Gordon, news director of KFWB Los Angeles, is the father of twin girls.

Bob Thomas, news editor of KEX Portland, Ore., has been initiated as professional member of Oregon chapter of Sigma Delta Chi, men's national professional journalism fraternity.

Bill Dacey, formerly with news room of KYW Philadelphia, has joined WCAU Philadelphia news staff, handling local news.

Larry Harg, farm service director of WCCO Minneapolis, is the father of a girl, Susan Ann.

Stephen Fentress, senior at Medill School of Journalism, Northwestern U., has been appointed by WGN-TV Chicago to serve one-year internship on television newsreal staff.

Radio News

Praised by Rayburn

Radio news out of Washington has proved "a great service and has helped out tremendously in the enlightenment of the people," House Speaker Sam Rayburn (D-Tex.) told Washington radio listeners May 20 on the occasion of the House Radio Gallery's tenth anniversary. He appeared as guest commentator Albert Warner's Congress Today on WOL Washington.

Speaker Rayburn paid tribute to the Gallery for its "splendid service" to House members and people throughout the nation. Similar congratulations were voiced in the House May 19, paying tribute to such early Gallery pioneers as Mr. Warner, Fulton Lewis Jr., William McAndrew and Frank Morrison, and its present superintendent, Bob Menaugh. Gallery celebrated its anniversary with special broadcasts by Bill Coyle, Dave Brinkley, Bakhage, Robert McCormack, Leif Eid, Bill Shadel, George Reddy, Earl Godwin, Mr. Warner and others [Broadcasting, May 16].
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<th>Consulting Radio Engineers</th>
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<tr>
<td><strong>JANSKY &amp; BAILEY</strong></td>
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<td>Executive Office</td>
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<td>National Press Building</td>
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<td>Offices and Laboratories</td>
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<tr>
<td>1339 Wisconsin Ave., N.W.</td>
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<td>Washington, D.C.</td>
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<td><strong>Mcnary &amp; Wrathall</strong></td>
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<td>Radio Engineers</td>
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<td>206 North Press Bldg.</td>
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<td>1407 Pacific Ave.</td>
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<td>Washington 4, D.C.</td>
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<td>Santa Cruz, Cal.</td>
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<td><strong>George C. Davis</strong></td>
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<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<td><strong>Commercial Radio Equip. Co.</strong></td>
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<td><strong>Raymond M. Wilmotte</strong></td>
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<td>Paul A. deMars</td>
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<tr>
<td>Associate</td>
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<td>1449 Church St., N.W.</td>
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<td>Washington 5, D.C.</td>
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<td><strong>Russell P. May</strong></td>
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<td>1422 F St., N.W.</td>
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<td>Kellogg Bldg.</td>
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<td><strong>Andrew Corporation</strong></td>
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<td>Consulting Radio Engineers</td>
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<td>343 E. 75th St.</td>
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<td>Indianapolis 4400</td>
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<td>Chicago 19, Illinois</td>
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<tr>
<td><strong>Chambers &amp; Garrison</strong></td>
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<td>1519 Connecticut Avenue</td>
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<td>Washington, D.C.</td>
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<td>Michigan 2261</td>
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<td><strong>John Creutz</strong></td>
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<td><strong>Guy C. Hutcheson</strong></td>
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<td>1100 W. Abram St.</td>
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<td>Phone 1218</td>
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<tr>
<td>Arlington, Texas</td>
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<tr>
<td><strong>Lynne C. Smeby</strong></td>
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<tr>
<td>&quot;Registered Professional Engineer&quot;</td>
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<td>820 13th St., N.W.</td>
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<td><strong>40 years of professional background</strong></td>
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<td>Paul Godley Co.</td>
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<td>Labs: Great Neck, N. J.</td>
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<td><strong>Gautney, Ray &amp; Price</strong></td>
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<tr>
<td>(successors to John Barron)</td>
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<td>Consulting Radio Engineers</td>
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<td>1052 Warner Bldg. Washington 4, D.C. National 7757</td>
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<td><strong>Frank H. McIntosh</strong></td>
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<td>710 14th St., N.W.—Metropolitan 4477</td>
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<td><strong>Herbert L. Wilson</strong></td>
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<td><strong>E. C. Page</strong></td>
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<td>Bond Bldg. Executive 5670</td>
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<td><strong>William L. Foos, Inc.</strong></td>
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<td>Formerly Colton &amp; Foos, Inc.</td>
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<td>927 15th St., N.W.</td>
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<td>Republic 3883</td>
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<td>• Ardsley, N. Y.</td>
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<td>• Dobbs Ferry 2-2773</td>
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<td>Radio Consultants</td>
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<td><strong>Sillman &amp; Barclay</strong></td>
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<td>Specializing in Antenna Problems</td>
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<td>1011 New Hampshire Ave. RE 6646</td>
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<td><strong>A. R. Biler</strong></td>
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<td>Consulting Radio Engineers</td>
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<td>4125 Monroe Street</td>
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<td>Toledo 6, Ohio</td>
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<td>Telephones—Kingswood 7631, 9541</td>
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<td><strong>Lee E. Baker</strong></td>
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<td>Consulting Radio Engineer</td>
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<td>826-28 Sanders Bldg.—Ph. 3421</td>
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<td>Springfield, Missouri</td>
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<td><strong>George P. Adair</strong></td>
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<td>Radio Engineering Consultant</td>
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<td>Executive 5651</td>
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<td>1833 M Street, N. W.</td>
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<td>Executive 1230 WASHINGTON 4, D. C.</td>
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<td><strong>Broadcasting • Telecasting</strong></td>
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<td>May 30, 1949 • Page 51</td>
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Wanted—Announcer with pleasing voice and clean-cut appearance wanted for station in eastern area. Salary and expenses expected. Box 24B, BROADCASTING.

Salesman—1000 watt network affiliate, south. Must have proven record of local sales, 5 years minimum. Must be located in large southeastern city. Full salary, expenses, car, and good prospects. Box 258B, BROADCASTING.

Accountant—Required for large network. Must have sound knowledge of accounting procedures and legalities. Box 261B, BROADCASTING.

Radio producer—Box 282B, BROADCASTING.

Salesmen: Top dollar and easy accounts. Write Box 285B, BROADCASTING.

A new position opens in eastern location for the best salesman, engineer, or production man. Write Box 288B, BROADCASTING.

Salesmen—Man with a Class B license can earn above-scale wages with large eastern network. Write Box 290B, BROADCASTING.

Accountant—Wanted by a large station in the middle West. No experience necessary. Box 291B, BROADCASTING.

Top dollar for right man. Write Box 292B, BROADCASTING.

Announcer—Wanted to fill new position in Chicago. Write Box 293B, BROADCASTING.

Salesmen—Excellent opportunities. Write Box 294B, BROADCASTING.

Salesmen—Manager position for the best man. Write Box 295B, BROADCASTING.

Manager—Top salary and opportunity for the best man. Write Box 296B, BROADCASTING.

Chief Engineer—Excellent opportunity for the best man. Write Box 297B, BROADCASTING.

Announcer—Required by large eastern network. Write Box 298B, BROADCASTING.

Salesmen wanted. Write Box 299B, BROADCASTING.

Announcer—Top dollar for the right man. Write Box 300B, BROADCASTING.

Announcer—Wanted by large network. Write Box 301B, BROADCASTING.

Announcer—Wanted by large network. Write Box 302B, BROADCASTING.

Announcer—Wanted to fill new position in Chicago. Write Box 303B, BROADCASTING.

Technical—Immediate opening for chief engineer. New 5000 watt station near Charlotte. Address Box 262B, BROADCASTING.

Need three combination engineer-announcer-analysts. Write for Class B licenses for these positions. Send disc, salary required. Full data on first letter to Tom Morris, WDUK, Durham, N. C.

Situations Wanted

Manager—Sales manager, salesmen, stitchers. Experience a must. Salary considered less important. Box 304B, BROADCASTING.

Educated, aggressive, experienced to fill top position at good metropolitan station. Box 305B, BROADCASTING.

Announced, experienced and reliable former TV producer and director—DC. Box 306B, BROADCASTING.

Station owners. What's the difference between a real business and management—in the red? Get a manager who knows how to manage. Experienced, knowledgeable, steady. Box 307B, BROADCASTING.

Station locating money? Experienced and well known in the newspaper business. Actively seeks position for substantial earnings. Box 308B, BROADCASTING.

Manager successful operation desires change. Work for key station at top dollar. Proven outstanding record. Box 309B, BROADCASTING.

WANTED: EXPERIENCED PRODUCER: Top New York or New Orleans. Box 310B, BROADCASTING.

Manager—Top salary and opportunity for the best man. Write Box 311B, BROADCASTING.

Top dollar for the right man. Write Box 312B, BROADCASTING.

Manager—BROADCASTING station in a large eastern city. Offer for substantial earnings. Box 313B, BROADCASTING.

Salesmen—Top dollar for the right man. Write Box 314B, BROADCASTING.

Announcement—Announcer and program director with emphasis on play-by-play, sports, special events and news. Available immediately. Box 315B, BROADCASTING.

Announcer, experienced, versatile. Seeking position in or around Washington. Box 316B, BROADCASTING.

Opportunity for substantial earnings. Box 317B, BROADCASTING.

Top announcer—eat, play-by-play, experienced all sports, all announcers. Presently employed but desire change as soon as possible. Write Box 318B, BROADCASTING.

Opportunity for substantial earnings. Box 319B, BROADCASTING.

Manager independent, major market, past experience. Box 320B, BROADCASTING.

Manager, present station; desires position in the northern or northeastern United States. Box 321B, BROADCASTING.

Announcer—Wanted. Experience preferred. Box 322B, BROADCASTING.

Typesetter—Highly experienced. Box 323B, BROADCASTING.

Manager—Top salary and opportunity for the best man. Write Box 324B, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Situations Wanted, Continued. Box 325B, BROADCASTING.

Top announcer—presently Independent, major market, past experience. Box 326B, BROADCASTING.

Announcer—Announced, experienced and reliable former TV producer and director. Box 327B, BROADCASTING.
Announcer


Available immediately—announcer, 13 months experience Radio, useful, pleasant voice. Dick Moore, 1821 Rae Avenue, Kansas City, Missouri.

Want $50 week, plus paid tuition at radio engineering school. Your town. 6 years experience, chief, program, private industry, radio. Will recommend. Details by return mail. Low cost school. Box 716B, BROADCASTING.

Chief engineer, installation and maintenance. Experienced technician. Have good references and car. Complete details on request. Box 516B, BROADCASTING.

Combination announcer—engineer. First phone, 7 months experience all phases announcing. Available upon 2 weeks notice. Box 161B, BROADCASTING.

Will travel anywhere to get experience with first permanent job. First position. Prefer $50 weekly. Second position. Box 222B, BROADCASTING.

Engineer, experienced in consulting work, DA design, field measurements. Has 2 years position as technical director or chief engineer with small chain or network. $6000. Complete details and references on request for any bona fide offer in any part of country. Box 223B, BROADCASTING.

Chief engineer, medium or low power station, 18 years experience including construction of two stations. Presently employed chief, engineering. Can do topnotch work. Excellent references. Box 231B, BROADCASTING.

Engineer—16 months experience transmitter and remote. Presently employed chief, Justice. Requires $45 per week. Box 241B, BROADCASTING.

Why be short of help during vacation time? Experienced technician and combination man desires summer employment. Three week class in college. Box 245B, BROADCASTING.

First Class radio telephone license, willing to travel, no experience, veteran, age 22 and single. Box 252B, BROADCASTING.

Situations Wanted (Cont’d)

Situations Wanted (Cont’d)

Young man who has just finished 8 months experience, class operators license would like a possible radio operator job. Has worked on radio station. Box 261B, BROADCASTING.

First phone, desires professional. Has 3 years experience. Enough to warrant local job. Will travel. Box 272B, BROADCASTING.

Situations Wanted (Cont’d)

First phone, desires professional. Has 3 years experience. Enough to warrant local job. Will travel. Box 272B, BROADCASTING.

Some

Television

TV announcer, salesperson. Skilled in writing, TV operation, presently employed New York, June 1st, 2004. Box 284B, BROADCASTING.


Production—Programming, others

Continuity writer wants assignments in financial news. Box 471B, BROADCASTING.

Girl—23 years of age, six years experience in radio, traffic, promotion, secretarial work. Desires position in St. Louis or Chicago area. Box 172B, BROADCASTING.

"As the result of our recent classified issues, I received many applications. We are going to try BROADCASTING for the industry's most effective means of advertising. Write for list." Frank Webb, General Manager, KFI, Westwood, Calif.

Successful program director now employed on-midwest network. Best in his field. Six years experience. Consider. Any college job. Box 185B, BROADCASTING.

Program director, combination man. Young, ambitious, ambitious and post war experience, including network. First experience, and ambitions. Programming in highly competitive market. Desire full responsibility, travel anywhere. Box 212B, BROADCASTING.

Budget burdened? Husband and wife team can take the financial and work burden. Highest guarantee and fees available. Husband and wife team can take the financial and work burden. Highest guarantee and fees available. Man—25. Woman—24. Box 258B, BROADCASTING.

One cent sale! $600 month for experienced program director, announcer. Add one cent and get experienced continuity and traffic men. If you are married, Box 202B, BROADCASTING.

Writer-producer, agency, station experience. Has working knowledge of Topnotch copy at salary you can afford. Box 224B, BROADCASTING.

Copywriter—continuity that sells. Ideas, Console, same announcing. University, Box 242B, BROADCASTING.

Here's someone who knows the score. Radio director-producer, 4 years NYC experience. Anxious to switch, but cannot TV man on contract. Will eventually be unemployed. BA, vet, married. Box 252B, BROADCASTING.

Consistent young woman veteran, single, 24, college graduate, profession, announcer. Has writing, or writer or woman commentator. Opportunities for advancement. Prefer circumstances more important than salary. Box 258B, BROADCASTING.

Want a man who can bring you in more money. Combination programs and program key to the city and rural homes audience. Box 265B, BROADCASTING. Then check this honest-to-goodness hillybilly radio and recording artist in thousands of stations. Has humor and traditional songs; does disc jockey chores and writes and delivers advertising and mail order copy. Desire reasonable guarantee and fees on business. Transmission and details on request. Box 265B, BROADCASTING.

Check my ad, "Want $50 week." announcer column, this issue.

Help Wanted

Salesmen

Western entertainers. Electric Spanish guitar, vocals, competent MC. Radio years. Will work solo, group or as short order cook. Stable work. Recently featured top Miami Beach, sta. $1000. 2485 NW 35th Street. Miami, Florida. Phone 507146.

Announcer

SPORTS-COMMERCIAL ANNOUNCER has been sponsored by Wheaties, Lifebuoy, others. Now willing to move in progress. Has station as staff announcer with daily sports program as specialty. 74 yrs. successful experience. Excellent references, audition and contract details to interested. Forerun, male or female, 30 yrs. old. Available to you on two weeks notice at $75 per week. Write Box 274B, BROADCASTING.

For Sale

Equipment, etc.

FOR SALE—100-250 watt RCA used transmitter, 178 foot IDEC0 tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B, BROADCASTING.

CONDENSERS FOR SALE

C-911, mill. 25,000 volt K 500.00 C-901, mill. 15,000 volt K 500.00 C-500, mill. 10,000 volt $ 500.00

Solar 2000 mfd, 6000 volt 1,000.00 1,400.00 1,600.00 3,000.00

For sale of all other capacitances and voltages. Shipped RR, Express, COD. Alfred C. Denson, Redwood City, Calif.
New Business

(Continued from page 14)

LIGGETT & MYERS Tobacco Co., New York, renews ABC Chesterfield Roundup on Texas State Network for fourth year. Three additional stations have been added to group carrying program; they are: KPPT Parti, KCMC Texarkana, and KFRO Longview. Other stations are: KFJZ Fort Worth, WRR Dallas, KTTI Houston, KABC San Antonio, KRIO McAllen, KNW Austin, WACO Waco, KRBC Abilene, and KGEL San Angelo.


LEVER BROS. Co., through Sullivan, Stauffer, Colwell & Bayles, New York, renews Big Town on NBC, Tues., 10-10:30 p.m. for summer months.

QUAKER OATS Co., Chicago, renews The Roy Rogers Show (Saturdays, 5-5:30 p.m. CDT) on MBS, for fifth consecutive year, through Sherman & Marquette, same city. Show will stay on the air all summer.

AMERICAN TOBACCO Co., New York, through its television agency N. W. Ayer & Son Inc., also New York, dropped Your Show Time, on NBC-TV (Fridays, 9:30-10 p.m.) at conclusion of its 26-week cycle on May 26 [Broadcasting, April 18]. Sponsors is seeking another show to fill time slot, which is being retained.

Adapople . . .

JOHN E. SMITH, advertising director of McCall's magazine, was one of seven new vice presidents elected to McCall Corp. last Tuesday (May 24).

DANBURY GRANT

Proposed to Fairfield Group

NEW AM station at Danbury, Conn., on 550 kc, with 1 kw day, 500 w night directional, full time, would be granted to The Fairfield Broadcasting Co., according to proposed decision announced by FCC last Monday. Fairfield is FM grantee there.

FCC proposed to deny competitive bids of WNWB New Bedford, Mass., for switch from 250 w fulltime on 1340 kc to 5 kw fulltime on 550 kc directional, and Atlantic Radio Corp. for new station in Boston on 550 kc fulltime, directional, with 5 kw day, 1 kw night. Atlantic is headed by Massachusetts Gov. Paul A. Dever.

Hyde Dissent

Comr. Rosel H. Hyde dissented from the majority opinion to favor WNWB. Comrs. Wayne Coy, Paul A. Walker and Robert F. Jones did not participate.

At the same time the Commission also announced a memorandum opinion and order to deny petition of WLAD-AM-FM Danbury which opposed the Fairfield AM application, and sought reopening of the proceedings, in which Fairfield received its FM grant.

In its memorandum opinion, FCC indicated that Fairfield had satisfactorily answered allegations made by WLAD and showed its proposed operation would be in the public interest. WLAD charged that the Danbury News-Times, alleged in common control with Fairfield, had discriminated against WLAD and sponsors using the station.

FCC also found that complaints filed by United Hatters, Cap and Millinery Workers International Union and the Danbury Church of Christ against the paper were in sufficient to disqualify the proposed grantee.

In the AM proceeding, the Commission favored the grant of Danbury's first fulltime outlet and a more equitable distribution of broadcast facilities than the improvement of New Bedford's existing fulltime station, WNWB, or the addition of another station to Boston.

Ownership of new applicants:

Danbury, Conn.—The Fairfield Broadcasting Co., lim. 1 kw day, 500 w night directional, fulltime. Principals: James R. Lee, president; Frank H. Lee Jr., vice president; Leonard McMahone, attorney and state court judge, secretary 4%; Charles A. Kilbane, in various phases of radio for 24 years including consulting radio engineering, proposed general manager, treasurer 4%. James R. and Frank H. Lee Jr. and other members of the Lee family own Frank H. Lee Co., hat store, Frank H. Lee Jr. is beneficial owner of 1,812 of 3,000 shares in Danbury News-Times, held under trust agreement, Frank Lee Jr. is vice president of the corporation which received FM grant in December 1947 but no construction permit has been issued.


BPS PURCHASE

Buys 800 Hours of ET Shows

PURCHASE of over 800 hours of transcribed programs at a cost of $150,000 has been announced by Bruce Eells & Assoc., Hollywood. Firm directs the Broadcasters Program Service, a cooperative transcribed program distribution plan. Programs are for the exclusive broadcast use of the 134 BPS member stations at a cost other than the pressings. The purchase was made, M. Eells said, "as a major step to compensate AM station loss of effective network program feeds, during the holidays.

The $150,000 purchase price already has been underwritten from aggregate BPS station membership fees, according to Mr. Eells. Members have access to any one or all of the programs. If all of the present member stations request most of the shows, Mr. Eells stated, an overall volume in excess of 158,000 pressings is anticipated. As new stations join the service, M. Eells feels the ultimate cost per double-faced disc should not exceed $1.35.

The new purchase adds 68 different program series in every category from comedy-variety, to dramatic shows to those now being offered to members. All of the new programs have been produced since 1939 and include such stars as Bob Burns, Martha Raye, Phil Harris and others. Purchase was negotiated with Lou R. Winston, president of Radio Producers of Hollywood.

Further Suspension

PERMISSION has been granted by FCC to AT&T to file before June 1 certain supplements to its original participation tariffs for private line services and television transmission channel tariffs. Existing supplements are cancelled in these tariffs and their effective dates are deferred until Sept. 1. Schedules are included in FCC's general inquiry into telephone company's network television interconnection policy and other TV rate matters [Broadcasting, March 7, Jan. 24].

One Station Market

Network Opportunity

Here is one of the best possible situations for a capable operator who will live in this attractive southern central market and actively manage this enterprise, due to the previous owner taking the property. The station is presently earning more than $1,000 monthly under a non-exclusive ownership. The first qualified buyer who can set quickly will get this prize property for $42,500.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

BROADCASTING • Telecasting

WASHINGTON D. C.
James W. Blackburn 711 Construction Bldg. Washington, D.C.
Sterling 4341-2 Central 1177

DALLAS
Ray V. Hamilton 218 Broadcast Bldg. Dallas 13

SAN FRANCISCO
L. E. Bayles 429 Broadcast Bldg. San Francisco 11

MEDIA BROKERS

Kebbrook 2-5672
NEW AUDIENCE participation show, featuring variety of stunts, games and quizzes will be aired over WMAL in Washington starting this Thursday (June 2) at 10 p.m. Show titled It's All Yours will be emceed by Gil Hodges. "Mystery Voice" feature will be included to give home listeners opportunity to win prizes. Audience contestants will participate in "gripe and compliment" quiz, identify musical selections by means of sound effects and compete in various stunts for awards.

'Fellowship Forum' PHILADELPHIA Fellowship Commission is sponsoring Fellowship Forum on WHAT Philadelphia. Program consists of series of discussions revolving around vital issues of the day and brings to microphone leading authorities discussing issues affecting human relations and human rights.

Series on Alcoholism WTMJ (AM and FM) Milwaukee has completed series on alcoholism in cooperation with Wisconsin Assn. for the Prevention of Alcoholism. Series emphasized alcoholism as disease that can be cured. Complete information about what to do and where to go in the Milwaukee area for cure was offered.

Election Coverage WAAT Newark, N. J., with radio line to editorial offices of Jersey Journal brought its listeners complete coverage of Jersey City election results. Results were aired at frequent intervals from 9 p.m. until Mayor Frank Hague Eggers conceded election to ticket headed by John V. Kenny at 10 p.m. WAAT also announced complete returns in other New Jersey municipalities, including Newark, through Associated Press coverage.

African Rhythms NATIVE African music sprinkled with U. S. bebop is offered in This Musical Planet, described as an anthropological disc show. WLSJ (FM) Chicago. It is presided over by Dr. Richard A. Waterman, Northwestern U. anthropologist, who teaches primitive music. As authority on African tongues, he traces much of current bebop dialect to the tribes of Yoruba and Bobinga. Bernhardt Harwood and Richard Lane, N. U. speech graduates, are co-authors and producers. Dr. Waterman is heard Fridays at 8 p.m. CDT.

'Musical Vagabond' MUSIC from foreign lands is being featured on new weekly half-hour recorded program Musical Vagabond on KFMY (FM) Los Angeles. From time to time foreign guests will be interviewed. Program narrator, Ralph Auer, Der Heide, did similar program during war for Office of War Information.

'Trials' and tribulations of a young couple attending college will make up the theme of the new half-hour CBS package Young Love, starting June 5 on the whole CBS network as replacement for Electric Theatre, Sundays (6:30 p.m. EST). Program stars Janet Waldo and Jimmy Lydon. Robert Lee and Jerry Lawrence will write, produce and direct series.

Industries Exposition FIVE different demonstrations were telecast by WNEK (TV) Cleveland from United Industries Exposition held in Cleveland's Public Auditorium May 18-22. Exposition, labor's presentation of its handiwork, offered such exhibits as cigar making, baked goods work, brick laying contest, wire cable manufacture, etc.

WSM Greets Dutra VISIT to Nashville by President Eurico Gaspar Dutra of Brazil and his official party was given full coverage by WSM Nashville. Plane arrival and news conference May 25 were broadcast by station after schedule had been rearranged to make time available. Following day Vandebilt U. officials conferred title of Honorary Chairman of Institute of Brazilian Studies on President Dutra before WSM microphones and air coverage was provided for visit of official party to George Peabody College for Teachers and Vanderbilt reception. In addition, WSM in cooperation with State Dept., provided facilities for shortwave broadcast by Senor Vasconcellos, Brazilian presidential announcer, to Brazilian home network.

KITO-Newspaper Tie-In NEWS of Hamet-San Jacinto Valley is being aired over KITO San Bernadino-Riverside, Calif., through arrangement with The Hamet News. Program, aired Mon.-Fri. at 12:45 p.m., is written by newspaper's staff and broadcast from KITO's Riverside studios. At 12:00 p.m., Mon-Fri., KITO also broadcasts five-minute summary of Riverside news through similar arrangement with Riverside News. Both agreements were set up by Fred Reinhardt, KITO Riverside manager.

TV Golf Instructions GOLF professionals Jimmy Hines and Johnny Revolta talk with visiting golfers and give instructions on new WGN-TV Chicago series, Par, Birds and Eagles. St. Andrews and Mission Hills golf courses, Chicago, are sponsoring show for 13 weeks on Mondays, 9-10 p.m. (CDT). Instructions in golf are demonstrated by professionals teaching a young lady. Herbert S. Laufman and Assoc., independent production firm, claims televisioners can break 100 if they follow instructions completely.

'Make It Yourself' HALF-HOUR program, Make It Yourself, sponsored by Telemall Corp. of New York, is new feature on WCAU-TV Philadelphia. Mary Young, home consultant, demonstrates dress or household drapes on one program and invites viewers to send for kit containing materials and instructions on how to make it. Following week, Miss Young makes dresses or drapes before cameras, giving instructions and tips as she goes. Live models demonstrate gowns. Fashion editors and celebrities appear as guests. 'Choosing a College Education' IN COOPERATION with SUNY's B. U., WBMS Boston is airing series of six weekly broadcasts on Choosing a College Education. Purpose is to aid high school students in understanding considerations involved in choosing college education. Each week different field or profession is investigated by two high school students from Boston area. Questions asked by students are answered by Boston U.'s faculty members and representatives of university's School and College Relations Dept.

Security Show NEW 13-week series of 15-minute recorded programs, You—and Your Security, is being aired by WMAL Washington, Sundays, 11-11:15 a.m. Programs tell story of Federal old-age and survivors insurance. Series of stories has been dramatized to clarify various phases of Social Security benefits. John Byrne writes and directs broadcasts.

'Young American Club' WOAI San Antonio's newest program, The Young American Club, is talent and quiz show for youngsters 2 to 16. Guest at program's debut was mayor-elect A. C. White of San Antonio. Program is sponsored by Foremost Dairies Inc.

Racing Recap RACING FANS who find it impossible to witness races at Jamaica now hear day's activities as transcribed by Ampex tape recorder over WGMG New York. Program, Today's Races at Jamaica, is aired Mon.-Fri., 9:30-7 p.m. As races move to Empire and Aqueduct tracks same type of program will be continued. Program is presented by Daily Racing Form and New York Racing Asns.

TEX BENEKE The Beautiful Blonde From Bashful Bend They Can't Take That Away From Me DJ-706

SAMMY KAYE with DON CORNELL and LAURA LESLIE Whispering Waters Baby, It's Cold Outside DJ-707

GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

COUNT BASIE Bran' New Daily Cheek to Cheek DJ-705

RCA Victor RECORDS

May 30, 1949 • Page 55
Here's a top-notch opportunity to attract

SRDS 1949-1950 Edition of "CONSUMER MARKETS," specifically designed to help advertisers and agencies with their market selection problems, presents an important promotion opportunity for individual newspapers, radio stations, and other consumer media.

What "CONSUMER MARKETS" is

SRDS "CONSUMER MARKETS" is a compilation of the most recent market data available at state, county, and city levels. It provides sales, advertising, marketing, and media executives with the statistical factors they require for planning advertising and distribution in today's changing, competitive markets.

It presents 1948 estimates on population, households, retail sales, service activity, supplemented by current data from U. S. Government and other reliable sources to use as a basis for comparisons which assist interpretation of the changes that are taking place in all important marketing areas. It includes state and city maps specially designed to help buyers of space and time visualize areas of specific interest to them.

Why "CONSUMER MARKETS" is an important marketing tool for your prospects

Standard Rate & Data Service is sparing no effort to make the 1949-1950 Edition of "CONSUMER MARKETS" the most complete, authoritative compilation of county, city, and state market information available anywhere in a single volume, so arranged as to facilitate ease of use and to eliminate confusion.

It will cover all counties in the U. S.; all cities and towns having daily newspapers and/or radio stations in the U. S., U. S. Possessions, Canada, and the Philippines; all incorporated and urban U. S. areas with populations of 5,000 and over.

The data will not be for selected markets. They will cover ALL market areas with populations of 5,000 and over. This important all-inclusive coverage is unduplicated by any other single source of market information. It's one of the reasons for the rapidly expanding use of "CONSUMER MARKETS".

What advertisers and agencies say about "CONSUMER MARKETS"

Over two hundred "case histories" of usage indicate that 90 per cent of those who have worked with the 1948-1949 Edition of "CONSUMER MARKETS" became enthusiastic boosters of its value and utility as a marketing tool. Here are some representative comments:

"CONSUMER MARKETS" is one of the most helpful and valuable reference books that I've ever had." (Advertiser) . . . "This is one of the most complete and comprehensive reports we have access to." (Agency) . . . "It's a quick, easy, information reference—a delight to any media or market research department." (Agency) . . . "We like all the information contained in the book." (Advertiser) . . . "The book is a gold mine of market facts." (Agency) . . . "As currently presented, it is quite complete." (Advertiser) . . . "In use daily. We are relying regularly on your county information to determine the expenditures and efforts of our clients." (Agency) . . . "An invaluable book." (Advertiser)

Such statements, and we have hundreds more, suggest the reason for the intensive use of this book which brings together in one convenient place territorial and marketing data that advertisers and agencies otherwise have to search for in many places.

How advertisers and agencies are using "CONSUMER MARKETS"

Here are some of the uses advertisers and agencies have reported for "CONSUMER MARKETS":

- For presentation of newspaper budget.
- For originating presentations and plans for our clients.
- "Planning tests for local newspaper advertising."
- "As a marketing guide in the selection of local media, and allocation of budget."
- "Looking for markets to expand a retail business."
- "To help figure out coverage patterns."
- "Use in decisions on cities in which to advertise."
- "To determine best trading areas."
- "Market study preliminary to launching a new product."
- "Constant usage to get complete basic information on market."
- "For checking on dealers in small cities and towns."
- "Selection of key cities for promotion."
- "County data for newspaper coverage and test advertising."
- "Placing of advertising in properly populated localities, farm and industrial centers."

What "CONSUMER MARKETS" means to newspapers, radio stations, and other consumer media

The intensive use of "CONSUMER MARKETS" by sales, advertising, marketing, and media executives, at the times when they are actively evaluating markets and investigating how to develop those markets, provides an ideal opportunity for you to register the values of your medium in terms of your prospects' immediate marketing interests.

This is the time and the place to show how your medium enables the advertiser to reach and penetrate the buying area you serve.

This is the time and the place for you to interpret the cold, statistical data that "CONSUMER MARKETS" reports, in terms of the live buying interest your medium delivers.

This is the time and the place to throw the weight of your evidence into the market considerations that are under way when "CONSUMER MARKETS" is being used, when decisions of how to advertise in your market and how much to spend are being made.

Decide now to take advantage of these timely opportunities

You can develop these opportunities to increase favorable consideration of your market and your medium by presenting your story in a Service-Ad* near the data listings for your area in the new 1949-1950 Edition of "CONSUMER MARKETS."
MORE ADVERTISERS to your market...

Take space enough adequately to define the scope, penetration, and character of your coverage; to describe your audience—who they are, how they live, what they buy, what proportion of the total market they represent; to offer any market survey material you have that will contribute to an appreciation of your market's potentials and how to develop them.

July 1st is the deadline

The 1949-1950 Edition of "CONSUMER MARKETS," scheduled for September 1st publication, will close for Service-Ad copy on July 1st.

This edition will go to all subscribers to the Newspaper, Radio (including TV and AM), Consumer Magazine, Transportation Advertising, and Farm Publication Sections of SRDS. These subscribers, who pay $80 a year for the complete Service, probably constitute the highest qualified list of media prospects available anywhere.

In addition to the regular subscribers, the 1949-1950 Edition of "CONSUMER MARKETS" will go to a list of national advertisers, guaranteeing extensive, penetrating coverage for your Service-Ad.

**"Service-Ad"—An informative advertisement in SRDS "CONSUMER MARKETS" that Sells by Helping People Buy.**

Expert Copy Service Available

The SRDS Copy Service Department will be glad to help you prepare a "CONSUMER MARKETS" Service-Ad that will effectively tie your medium in with the interests of advertisers and agencies when they are using this book. This copy help will involve no cost or obligation, but time is limited. We urge you to put in your copy service request at once. Just get in touch with the nearest SRDS office or send all pertinent information and a copy of your publication or station log to Lyman Forbes, Manager of Copy Service, in our Chicago office.

The 1949-1950 Edition of "CONSUMER MARKETS" offers an opportunity not to be missed if one of your sales problems is to get advertisers and agencies to give your market greater and more frequent consideration.

For Your Immediate Convenience

LYMAN FORBES
Standard Rate & Data Service, Inc.
333 North Michigan Avenue, Chicago 1, Ill.

Please give me more information about the opportunity to attract more national advertisers to our market presented by the 1949-1950 Edition of SRDS "CONSUMER MARKETS."

Name

Title

Company

Street Address

City

State

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When a Small Crowd Makes for a Packed House —

Only 650 were in attendance at the show put on by WLS National Barn Dance stars recently in Harrisville, Ill., but it was a full house, nevertheless. For the theater was the Veterans Administration Hospital and the 650 were the hospital's ambulatory and wheel chair patients.

WLS stars giving their time and talents for the vet show were Lulu Belle and Scotty, Red Blanchard, Bob Atcher, Evelyn, Phyllis, Captain Stubby and the Buccaneers, and emcee Bill Bailey.

During the same month, WLS Barn Dance acts played to 4,000 people in Michigan; and presented shows in 15 other cities in Illinois, Indiana, Michigan and Wisconsin, with a total of 38,700 paid admissions for all performances.

Because WLS programs are so well accepted, so solidly established, WLS talent is in constant demand in cities and towns throughout the rich four-state area. Just a few are WLS-advertised products.

WLS 1924 — — — 1949

Chicago 7

Represented nationally by John Blair

JUDITH WALLER, director of public affairs and education at NBC's Central Division, will be a delegate to UNESCO meeting on educational broadcasting in Paris June 27 to July 1. Miss Waller is member of UNESCO radio committee and NAB's education section committee.

FRANKIE ALLEN, former control room engineer at WLBH Mattoon, Ill., has joined KFTM Fort Morgan, Col., as program director.

MYLES FOLAND Jr. has been appointed assistant program director and chief announcer of WSIV Pekin, Ill.

ROY RECTOR, formerly associated with Ralph Edwards' Truth or Consequences, and Posto, Cone & Belding, New York, has joined WKY-TV Oklahoma City.

GORDON TUELLE, staff announcer at KIRO Seattle, has been elected president of West Seattle Rotary Club, effective July 1.

BARRY KAYE, formerly with WBMD Baltimore, has started new program, The Barry Kaye Show on WPAT Paterson, N. J. MILTON BERLE, television star, made special transcription to play on Comedian Kaye's first WPAT show.

GEORGE WALLACH has resigned as director of program College, Yellow Springs, Ohio, has been chosen by judges for Dr. Christian Award for 1949 to receive special award. He was honored for his script To Live a Dream.

ROBERT L. JAWER of WPTZ, and JOHN F. MEAGHER of KYW, both Philadelphia stations, were elected to membership in Poor Richard Club. EWING H. HANTZ, Wnad, Wilmington, Del., was elected to non-resident membership.

JACK FUNK, formerly with KSIL Silver City, N. M., and KHMO Hannibal, Mo., has joined KECK Odessa, Tex., as announcer and music librarian. VIRGINIA GLASS, former with newscast department of KHMO, is copy writer at KECK.

CECIL B. HALL, who has been doing part-time announcing with WHT Durham, N. C., will become fulltime announcer with station upon completion of his school year at Duke U.

ROGER CLARK, formerly with WALDON TARRANT, S. C., has joined announcing-engineering staff of WHAR Clarckburg, W. Va.

JOE DEMBO, formerly with WCTC New Brunswick and WSGU Rutgers U. station, has joined WMTR Morristown, N. J. DON WESLEY, who has been with WMTR since its opening, is leaving to return to Princeton U. this fall after bicycle tour of Europe in summer.

FRANKIE ALLEN, formerly of WINS New York, has joined WIND Chicago announcing staff.

JOYCE MERRELL, continuity editor at WRB Dallas, has been notified that her entry in Southwest Annual Radio Conference at U. of Oklahoma has been judged first in newestcast commercial class.

HELEN RAMSAY, continuity writer at CFRN Edmonton, won Townsend Trophy for top photograph in Townsend contest. She also was awarded second and third place.

MARTIN EDWARDS of WBMD Baltimore has joined WAAM (TV) Baltimore as part-time announcer.

HORST GOTTCHALK has joined WHOT South Bend, Ind., as staff announcer.

JEAN COLBERT, WITC Hartford, Conn., director of women's activities, has left for Europe on second annual trip in interest of her daily program, Radio Bazaar.

BOSH PRITCHARD, Philadelphia Eagles' football halfback and singing star, is now disc jockey for WDAS Philadelphia.

ROY BRISCOE has joined WSTV Steubenville, Ohio, as m.c. of its Nite Club of the Air.

ROSS MILLER, announcer at WTV Hartford, Conn., is the father of a girl, Lisa.

HUGH JAMES, freelance announcer, and his wife, CLEMENTINE TORRELL, former radio actress, are parents of a boy, born May 22.

VERNE SMITH, announcer on CBS Ozie & Harriet, is the father of a boy.

DON LAFERR, former WIND Chicago announcer, has been added to announcing staff of WMOR (FM) Chicago.

AMVETS has cited WTMJ Milwaukee's They Can Come Back series "for outstanding service towards the welfare of our nation." Other recipients were the Assn. for the Prevention of Alcoholism, which is co-producer with the station, and Robert Vail, writer of series.

Rural Disc Jockey

A VERSATILE fellow is Harrell Sisson, heard over KWCJ Nashville, Tenn., Mr. Sisson, who is with the Production and Marketing Administration, rides herd on the station's early morning farm show, but also can be seen in no ordinary agriculture broadcast. Between suggestions for improving pastures and constructing terraces, Mr. Sisson spins records of rural rhythm, with ad lib introductions. All of which makes him one of the few people to bear the unusual title: Disc Jockey-Production and Marketing Administration Agent.

HEADLINERS

Cite Radio Newsmen

FOUR radio newsmen, Bill Henry of MBS, Elmer Davis of ABC, Robert Trout of NBC and Charles Collingwood of CBS, won 1948 Headliners Award for journalistic achievement, the National Headliners Club announced yesterday (May 29) in Atlantic City. A fifth award was given to Columbia Records for its recorded album, "I Can Hear It Now," in which Edward R. Murrow, CBS board member, is narrator.

Thus radio and radio people accounted for five of the 16 awards. The winners were selected from more than 500 entries. The presentations will be in June.

Bill Henry's selection set a precedent because he now became the holder of both a radio and newspaper Headliner award. In 1943 he was selected for outstanding work as a columnist on the Los Angeles Times. This year he made it for "outstanding on-the-spot coverage of the 1948 presidential campaign for The Los Angeles Times.

Mr. Davis won his medal for outstanding commentary coverage of the 1948 Presidential campaign for the 15-hour, all-night NBC coverage of the Presidential election, and Mr. Collingwood for reporting for CBS of the Arizona-California dispute over division of water from the Colorado river.
KBA CONVENTION
Two-Day Meet Opens June 3

TWO-DAY meeting of the Kentucky Broadcasters Assn. will open Friday (June 3) at the Seelbach Hotel, Louisville. Pre-convention activities on Thursday will include a meeting of Kentucky MBS affiliates at WCHR Louisville with Norman Knight, MBS eastern manager of station relations, and a television demonstration at WAVE-TV Louisville.

Roundtable on sales and sales problems will highlight the Friday afternoon sessions. Panel members will include W. T. Isaac, WHIR Danville, chairman; J. W. Betts, WPTM Maysville; Fred Bullard, WRIK Hazard; Kathryn Peden, WHOP Hopkinsville; Kenneth Z. Turner, WNBS Murray; James Shacklette, WTCO Campbellsville, and Louis Rayburn, WKAY Glasgow.

Frank Silvernail, chief time-buyer at BBDO, New York, will address the Friday luncheon session, and Soi Taishoff, editor and publisher of Broadcasting, will be the speaker for the evening banquet.

Saturday sessions will open with a business meeting at which a site for the autumn meeting will be selected. Gilmore Nunn, head of Nunn radio stations and NAB director of District 7, will speak at the Saturday luncheon. Kentucky Associated Press radio members will meet following adjournment of KBA Saturday.

SALES MEETING
For Wis.-Upper Mich. June 11

PRINCIPAL speaker at the semi-annual meeting of the Wisconsin-Upper Michigan Sales Managers Assn. June 11 will be Lee Hart, assistant director of broadcast advertising for the NAB. She will speak at the group's sales clinic in the Plankinton Hotel, Milwaukee.

Other speakers will be E. R. Borroff, president of Taylor-Borroff representative firm, Chicago and Charles Caley, executive vice president of WMBD Peoria, Ill.

They will discuss "selling at the local level," theme of the clinic, according to Forster Cooper, commercial manager of WDUZ Green Bay, and association president.

After a dinner for members and guests, the group will tour studios of WTMJ-TV Milwaukee.

Features Winchell

FOUR-PAGE spread on the Damon Runyon Memorial Fund, June 11 will feature Winchell, was featured in the May 10 issue of Look magazine. The article, "Winchell Leads Dramatic Fight Against Cancer," points out Mr. Winchell's use of his ABC broadcasts in the drive to raise funds for cancer research and Milton Berle's recent television marathon.

In two and a half years, the campaign has collected almost $3 million and "is proving an eye-opener in the world of science," the article states.

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

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

Facts on low Air Express rates

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

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

for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1290 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED
OWEN DAVIS JR.

Dies on Yachting Trip

OWEN DAVIS Jr., director of program preparation and procurement for NBC-TV, died May 21 while on a weekend yachting expedition.

His body was found in Long Island Sound off Kings Point, L. I., and near him was a life preserver from the 29-foot auxiliary sloop Barada. Mr. Davis was last seen alive nine hours earlier aboard the Barada by Herbert V. Anderson, NBC sales executive and owner of the sloop.

Mr. Davis, 42, was the son of Owen Davis, Pulitzer prize playwright. He was a stage, movie and radio actor before joining NBC. On Broadway he had appeared in "Mr. and Mrs. North," written by his father; "The Barker," "Jenebel," with Miriam Hopkins, and "The Solid South," with Bette Davis. His Hollywood debut was in "All Quiet on the Western Front." Among radio shows in which he appeared were: Rudy Vallee Show, Those We Love, The Circle, The Goldbergs.

Mr. Davis joined NBC in 1946. He superintended all matters of casting, writing, script procurement and general program preparation for TV.

Surviving are his parents, with whom he lived in New York, and a brother, Donald.

During May and June listeners to WDPQ Jacksonville, Fla., were invited to enter station's $250 vacation contest. Contestants are asked to fill in statement in 60 words or less stating: "One of my favorite WDPQ programs is..." Entrant must specify which vacation he would like to win as winners will be selected in each class. Vacations include: Week in Havana; week in North Carolina; week in New York; week at Miami Beach; week at Forest Woods' Southampton's Lodge at Welaka, Fla.; and week at Rainbow Springs. Vacations are all expenses paid.

"KWK Expanded"

RUBBER BAND, stretched to cover word "expanded," is featured on KWK Philadelphia's newest promotion piece. Done on heavy white cardboard, piece tells story of station's new antenna system and 50 kw power to carry "your sales story..."

Scaffold Comments

STAFFERS at WAVL Apollo, Pa., were "up in the air" when scaffold was erected in front of building housing studios and offices in Vandergrift, Pa. Taking advantage of unusual broadcast situation, Announcer Forrest Boyd ran long mide cord up scaffold and climbed to top himself to interview building's construction company and several bricklayers. For several days preceding broadcast station aired announcements saying "if the weather's fair, we'll be there." WAVL reports that as result of program, construction company and scaffold company plan to place advertising on station.

Selling Bee

McCLATCHY stations and newspapers in California awarded a $600 college scholarship and gold watch to winner in second annual Central Valleys Selling Bee. Stations KFBK Sacramento, KMJ Fresno, KBBE (PM) Modesto, KFG Stockton, and KERN Bakersfield took part in event. Following contest, contestants and their chaperons were feted at a banquet.

Picture Jamboree

TO PROMOTE its Camera Club of the Air, weekly WWSW Pittsburgh features People's Camera Exchange, local photo supply house, staged its first Pix Shooting Jamboree for members on May 21. Members photograph river-boat race, part of city's "Welcome Week" celebration, with winners receiving merchandise prizes from sponsors stock. All members were invited cloth lapel badges carrying legend "Member Photographer, People's Camera Club of the Air sponsored by PEOPLE'S CAMERA EXCHANGE, . . . over WWSW.

Music and News

WITH an implied criticism of broadcasts using live studio audiences, KKA Seattle has taken ads in local papers inviting listeners to tune in for music and news, rather than participating shows. Line sketch of "fawning" listener holding hands to ears is accompanied, in two-inch ads, with this copy: "Shrinking audiences drive you nuts? Then listen to KKA—Music and News All Day. Stay tuned to 770."

Better Business

BUSINESS letters to trade are being distributed by WTOP Washington. Letters titled "Business Is Always Better in Washington!" give statistics to prove that Washington's business is above that of rest of nation. First two letters gave proof of city's increased department store sales, and its increased telephone book size.

Television Demonstration

FIRST demonstration of television program by WOC-TV Davenport, Iowa, recently took place in form of closed circuit telecast for studio audience of TV equipment distributors. Program included several commercial shows and news program. WOC-TV expects to try on air with regular telecasts in October.

Arizona Booklet

BOOKLET titled "Arizona—An Adventure in Irrigation" has been distributed by KOY Phoenix, Ariz. Booklet is designed to explain state's water problem and its right to water from Colorado River, now being disputed in Congressional hearings by California.

"Pacific Playground"

SIXTY-PAGE, five color brochure explaining beauty of Pacific Northwest and titled "Pacific Northwest Playground, 1949," is being distributed by region's broadcasters. In addition to XL stations and KING Seattle, KGZ Kalispell, Mont., is cooperating. Lavishly illustrated, book covers states of Washington, Idaho, Montana and Oregon, and Canadian provinces of Alberta and British Columbia. Except for published credits and brief note listing stations and stating that "Summer or winter—the Pacific Northwest provides the best in radio entertainment . . . ," entire brochure is devoted to area, rather than radio.

Congratulations WBAL

WAAM (TV) Baltimore aired a sign-off announcement late last month congratulating its competitor WBAL Baltimore on latter's efforts in behalf of Cancer Fund Drive. Following announcement, WAAM requested its listeners to tune to WBAL-TV and watch final wind-up of station's Cancer Fund auction.

Mexican Independence Day

On 87th anniversary of Mexican Independence Day, KIOA Des Moines aided in celebration by Mexican population of Iowa. Truman Walrod, who conducts special nightly program in Spanish, affiliated at coronation of king and queen who reigned over festival and also served as judge of royal contest.

Super Market TV

ONE HUNDRED video receivers have been leased from Bell Television Inc., New York, for installation in 25 Grand Union Super Markets throughout New York City for reception of Market Melodies being telecast over WZJ-TV New York (BCSTOCK, May 23). Martin Sugar, Bell president, reports 15-inch direct view receivers with remote control units are being used, and audience of 155,000 people weekly are expected to view WZJ-TV's two-hour program.

RCA Booklet

ACTIVITIES in RCA are described in new booklet published by its Dept. of Information, New York. All phases of RCA's work are covered, from its formation through its foreign trade activities. RCA's broadcasting and telecasting activities from research to finished product are reviewed. Booklet is titled "RCA . . . What It Is. . . What It Does," and is designed to give "answers to questions often asked."

American Heritage

TWENTY sets of enlarged reproductions of the 26 American Heritage Documents are being distributed for Los Angeles schools by local station KFWB. Documents include the Constitution, Declaration of Independence, Lincoln's Gettysburg Address and other famous papers.

Agriculture

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
WHA Pennington Award is presented to Jack Newell, Jr., Denver's "Athlete of the Year," by Lloyd E. Yoder, general manager of KOA Denver. Mr. Newell was selected as the city's outstanding prep athlete of 1948 in a vote conducted by KOA among the 23 Denver public high school coaches in cooperation with Bill Greim, director of health education for Denver Public Schools.

On All Accounts (Continued from page 80) to television. It was five years, however, before he could get at it again. For, Joining the Merchant Marine in 1942, he went through the North Atlantic, South Pacific and Mediterranean before finally drying his feet before a television camera in Los Angeles in 1946.

His formal education started in Wausau, Wis., to which the family moved when he was five, and where he attended grammar and high school. In 1935 he received his B.A. from Ripon College, Ripon, Wis., a foreign language and English major.

His education secure, he struck out the next year for New York where he landed a $15 a week job as copy boy for the Daily News. In 1938, by which time he had become a feature writer and assistant night city editor, he was transferred to the Washington bureau of the paper. Two years later he deserted the News and became Washington correspondent for the Philadelphia Record and New York Post. During this period Frank found time to indulge in other interests, and, besides keeping these two papers happy, he wrote and announced a quarter-hour program on WINX Washington, freelanced on another local station, and wrote articles for Esquire, Survey Graphic and Ken magazines.

The fact that Frank has carried his education over into his everyday life is witnessed by one outstanding detail—Elfriede Stobbe, whom he met in French class at Ripon and married in 1936. Now their chief majors at their home in Manhattan Beach are Ann, 10, and Peter, 7.

Frank is a member of the Los Angeles Athletic Club, Mariner's Club and Sierra Club (mountain climbing). Writing adventure and sea stories for pulp magazines (under the name of Frank Riley) takes up a little more of his spare time.

Feature of The Week (Continued from page 80) sets from FCC which is authorizing a radio band for shortwave sets for sportmen.

“They're the clear rig for lake rescues, lost fishermen, shore-to-ship warnings of storms and emergencies at sea,” they pointed out.

In any event, the gimmick created so much interest among Twin Cities' sportmen that the Minneapolis Sunday Tribune covered the fishing party on its expedition, and the Minneapolis Star's sports editor, Jack Connor, speculated on further possibilities.

Said Mr. Connor: "Next thing some radio guy will carry a radar set to sound for fish."

"That'll make the television people mad and they'll come up with a set that not only tunes in the wavelengths of a fish, but televises a picture of him snubbing one of those bogus worms."

Program Clinic Chicago Slate Is Set

FIRST NAB Program Directors Clinic, to be held June 27-29 at the downtown campus of Northwestern U., Chicago, will present a list of nationally known specialists, according to Harold Fair, NAB Program Dept. director.

Speakers will include NAB President Justin Miller, who will discuss benefits of the Standards of Practice in programming during a period of growing competition and Maurice B. Mitchell, director of NAB's new Broadcast Advertising Bureau, and Sylvester L. (Pat) Wei, Young & Rubicam radio-television vice president.

Lewis H. Avery, of Avery-Knodel, representative, will discuss cooperation of stations and representatives in stimulating spot sales.

Ideas on using of library services will be given by Walter Davisson, Capitol Transcriptions; C. A. Langlois, Lang-Worth Feature Programs; and John L. Sim, World Broadcasting System. Representing copyright societies will be Herman Finkelstein, ASCAP; Kurt Jadermann, SESAC; Carl Hinckle and Robert Burton, BMI. They will tell how to make efficient use of copyright services.

Dr. Kenneth H. Baker, NAB research director and BMI acting president, will talk on ways of conducting research in a community at minimum cost.

Discussing record programs will be Dick Redmond, program director of WHP Harrisburg, Pa., and John Timmes, assistant station director of KWK St. Louis.

Charles A. Batson, executive of NAB's series of television reports, will review potential program material for guidance of those planning TV schedules.

Handling a discussion of news services will be E. R. Wadeboncour, vice president of Xlyk's YSY Syracuse, moderating a panel consisting of John M. Cooper, INS; Phil Newsom, UP, and Tom O'Neill, AP.

Edgar Bill, president of WMBD Peoria, Ill., will speak on "How Management Expectations of the Program Director," covering community relations, entertainment and business aspects. Practices for giving listeners farm service programming will be presented by Chuck Worcester, farm director of WMT Cedar Rapids, Iowa. Public interest programming will be covered by Rex Howell, general manager of KPJX Grand Junction, Colo., with specific cases cited by Ernie Brevik, public interest director of WDAY Fargo, N.D., and Ed Wheeler, assistant general manager of WWD Detroit.

Taking up the engineering side will be Royal V. Howard and Neal McNaughten, NAB director and assistant director of engineering, respectively.

Lee Little, general manager of KTUC Tucson, Ariz., will speak on the importance of continuing work in program promotion.

Registration fee for the three-day clinic is $15, covering all sessions. Meetings will be held in the auditorium of Northwestern U.'s Thorn Hall. Audition rooms will be available.

Chicago Slate Is Set
**SEATTLE AWARDS**

Made in Radio, Video

AWARDS for excellence in the production of radio programs and announcements were presented May 17 by the Seattle Advertising and Sales Club in its second annual advertising competition. The meeting, which attracted an overflow of broadcasting executives and ad personnel, was the occasion also for the presentation of television awards for the first time.

A special award for outstanding merit for a commercial program was presented to KIRO for its participating show *Pass the Buck*, launched last fall and subsequently transferred to the Columbia Pacific Network.

First place for commercial programs went to Washday Jamboree, broadcast on KOMO Seattle for Troy-Empire City Launderers. Lunke-Maudale & Assoc. is the agency. Second place award went to the Ann Sterling Show, participating on KJR, and third to Evergreen Anthem Time, sponsored by Evergreen-Washelli Cemeteries.

In the category of live announcements, the nod went to Fisher's Chicken 'n Chips, a spot campaign for Fisher Flouring Mills, placed through Pacific National Advertising Agency. First place among transcribed announcements was awarded to the 1949 Ford announcements by Northwest Ford Dealers Advertising Assn., handled by J. Walter Thompson, Seattle.

In the category of television, First place program went to KIRO for its seven second spot for “Hit It & Forget It,” a spot campaign for Fisher Flouring Mills, placed through Pacific National Advertising Agency. First place among commercials was awarded to W-A-M, handled by the Bill Mochlin brokerage.

Second place was presented to KIRO for its participating early-morning program, "The Old Boat Puller," Bill Mochlin's Farm Forum, on KJR under the sponsorship of Puget Sound Power & Light Co., with Strang & Posser as the agency, won honorable mention.

An award for public relations announcements went to the Olympia Brewing Co., for its long range campaign of traffic safety spots. Botsford, Constantine & Gardner is the agency.

**TV Awards were:**

Commercial announcements (film slide or opaque)—Bardahl Motor Oil, through Wallace Mackay Advertising Co.

Commercial announcements (TV film)—Sick's Century Brewery, through Western Agency Inc.

Best television program promoting public relations and/or community service—University Symphony Concert, a sustaining program.

Also, a commercial program designed to sell merchandise and/or service—High school basketball championships, sponsored by Part-T-Pak Beverage Co., through Romig Co.

All the television programs were carried on KRSC-TV.

**Technical**

ALEXANDER DUBENSKY has been appointed chief engineer of WNOG Norwich, Conn.

KENNETH RICE has joined engineering staff of WOOT Steubenville, Ohio.

FAIRCHILD RECORDING Equipment Corp., N.Y., has announced new rack mounting VC panel for visual monitoring of audio levels.

WORKSHOP Assoc. Inc., Newton Highlands, Mass., has announced availability of 12 models of parabolic reflector type antennas for 900-940 mc and 1990-2110 mc. Prices range from $325 to $1,350.

TELEVISION Technical Training Program, for early this month at RCA Victor, Camden, N. J., was attended by 15 foreign engineers, representing 12 organizations, in addition to 67 other engineers. This was seventh meeting of clinic.

**HASTE MAKES WASTE, Except**

**WHEN YOU HASTEN TO BUY**

**STATION WMPS IN MEMPHIS**

**WMPS**

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

BROADCASTING • Telecasting
FCC Actions

(Continued from page 48)

Decisions Cont.: WHAY New Britain, Conn.—Granted mod. CP to change type tran. and change location.

WRCO Richland, Wis.—Granted mod. CP approval on ant. and classification; specify ant. location and change type tran.

WMIL Evansville, Ind.—Granted li-

FCC Corrections

CORRECTIONS issued by FCC:
May 17 decisions — WMCF Mem-

Grant temporary extension of li-

cence to Sept. 1 pending final action on application to renew new FM sta-

KFOX Long Beach, Calif.—Same.

kency on new FM station.

Money—New FM station

KERR Kalamazoo, Mich.—Granted li-

cence change in Colling FM.

WKBO Columbus, Ohio—Granted li-

cence change in station.

The Dispatch Printing Co., Columbus, Ohio—Granted li-

cence change in station.


WKAM Warsaw, Ind.—Granted mod. CP approval on location and change studio location.

By COMMISSIONER WEBSTER

Patrick G. Smith, Bishop, Calif.—

Grant petition requesting dismissal

May 24 Applications

ACCCEPTED FOR FILING

AM-550 sk.

KENA Tucson, Ariz.—CP new AM sta-

tion to change 1400 kw to 1500 kw.

AM-1230 kw.

KFPW Fort Worth, Texas—CP new AM station to change from 1400 to 1500 kw.

License for CP

KMAC Madison, Ind.—License to cover CP new FM station.

Modification of CP

WWIP Pittsfield, Mass.—CP new AM station to increase power etc. for extension.

Requests for extension of completion date

KWBU Corpus Christi—Extension of

application for new AM station to change 1400 kw to 1500 kw.

APPLICATION DISMISSED

Ralph M. Tanne, Springfield, Tenn.—Dismissed 20 new AM station application for new AM station 1400 kw 100 kw un.

May 25 Decisions

By COMMISSION EN BANC

License renewal granted for renewal period ending Feb. 1, 1952: WPTC Kinaston, N. C.: WBTL Dayton, Ohio; WAWS Way-

cross, Ga.; WHPF Huntsville, Ala.; KNOK Montgomery, Ala.; KKFJ Tallahassee, Fla.; KDKO Kansas City, Mo.; WTHJ Sheboy-

gan, Wis.; WRTT Watertown, N. Y.; WJVB Jacksonvile Beach, Fla.—Granted license renewal period ending May 1, 1951.

MINN. ASSN.

Meagher Heads New Group

FORMATION of the Minnesota Broadcatters Assn. took place May 23 in Minneapolis at a meeting of representatives from 40 stations.

Session elected John Meagher, KSYX Minneapolis, as NAB 11 director, as president. Other of-

ficers are C. T. (Swanee) Hagman, WLOL Minneapolis, vice president, and Mel Drake, KDAL Minneapolis, secretary-treasurer.

Organization's aims is to promote common interests of the stations and to combat unfavorable legis-

taxation, etc., on the state level.

Annual meeting of the MBA has been set for Sept. 21, following the NAB district meeting.

CANTOR DROPPED

Pabst To Back 'Riley'

PABST SALES CO., Chicago (Pabst Blue Ribbon beer), will sponsor life of Riley on radio and television next season. The firm has dropped sponsorship of Eddie Cantor and will place the Life of Riley program in the same time period occupied by the former show — Friday, 9:30-9 p.m. on NBC. It will originate in Hollywood.

The television show on NBC-TV will be heard Tuesday, 9-10 p.m., and will be telecast from New York. William Bendix will continue to play the role of "Riley" in the radio version. The television part has not been cast as yet. Warwick & Legler Inc, New York, is the agency.

May 26 Decisions

By COMMISSION EN BANC

Extension Granted

Rock Island Belt Co., Rock Island, Ill.—Granted extension of completion date to Aug. 1, 1949.


Hearing Granted

Carolina Piedmont Broadcasters, Inc., Lincolnville, N. C.—Granted for hearing application for new station on 1000 kw 1 kw D and WGWG Sand-

ford, Fla., new 1 kw D and.

Colonial Belt Co., Inc. and WHH New York.—Granted for hearing completion application of new 1 kw W and D and granting completion application of new 1 kw D.

Close Court granted in case of new 1 kw W in Bedford, Conn., new 1 kw D and granting completion application of new 1 kw W and D.

Report for new stations for hearing in previously designated consolidation proceeding with applications of William M. Drake, et al. granted June 6 at Greenville, S. C.

Pettition Granted

WBW St. Louis, Mo.—Granted petition of WMCP Belt Co. that application for unlic. time on 770 kw with 50 kw W was not placed in pending file to await conclusion of proceedings; waived requirement of sect. 1.370 for purpose of accepting late-filed opposition of American Belt Co. and other.

Glória Belt Co., Winslow, Ariz.—Denied pending application and grant without hearing application; amended opposition to hearing for regarding issues.

Colorado Belt Co., Colorado CITY, Tex.—Denied to rein.

plate and amend application requesting Commissioners to set aside action of March 21 dismissing application for 1490 kw 250 kw un. (which was granted on condition of granting extension of completion 940 kw 1 kw D to 940 kw 1 kw D without un.), and to order that the proposal amended application funded and accepted as new application and filing date of Amendment.

Pettion Granted

WJOC Jamestown, N. Y. and WDRX Buffalo, N. Y.—Petition for extension granted petition WJOC to designate for hearing application of WJOC to change facilities from 1470 kw 1 kw D to 1430 kw 250 kw un. made WJOC petition reconsideration.

Pettion Denied

American Belt Co. — Denied in all respects petition of ABC for disposal of application of Al-

bottique Belt Co. KGB Albuquerque, N. M. for mod. CP license and to operate on 1470 kw D to 1470 kw D and 1470 kw D to 1470 kw D.

Extension Granted


grant for Permit Renewal.

American Belt Co. — Granted renewal of permit to produce program.

License Renewal

Following granted renewal of li-

Mandalay Ass'n for period ending June 1, 1952: WTHA

License Renewal

Following granted renewal of li-

WTHF 

License Renewal

WYTH 

License Renewal

WLYT HOSPITAL PROGRAMS

WZTV 

License Renewal

WZTV License Renewal

WZTV License Renewal

WZTV License Renewal

WZTV License Renewal

WZTV License Renewal

WZTV License Renewal

BROADCASTING • Telecasting

May 30, 1949 • Page 65
Docket Actions

AM GRANTS

St. Johnsbury, Vt. - Twin State Broadcasters Inc., granted an AM station operating on 1950 kHz, full time. Estimated cost: $171,671. Wilson, H. Jr., of New Hampshire, manager and assistant business manager; and Mr. Spearman, treasurer and executive officer of station, and 58.5% owner; James F. Spearman, son, and 58.5% owner; Mr. Spearman, president of WSNY, vice-president 14.5%, treasurer 1%, and executive officer 1%. WSNY. (Boston, Mass.).


FM GRANTS

High Point, N.C. - School of Commission of City of High Point, granted an FM station operating on Channel 120 (87.3 MHz), full time. Estimated cost: $215,000.00. Granted May 26.

Athens, Ohio - Ohio University, granted an FM station operating on Channel 205 (98.3 MHz), full time. Estimated cost: $215,000.00. Granted May 26.

Memorandum

Memorandum

WICU-TV (TV) Columbus, Ohio - Granted telecast of picture to Televising Stations of the State of Ohio, granted an AM station operating on Channel 120 (87.5 MHz), full time. Estimated cost: $215,000.00. Granted May 26.

KODI City, Wy. - Granted transfer of license of Venuco Broadcasting Corporation, granted an AM station operating on Channel 120 (87.3 MHz), full time. Granted May 26.

KATX Houston, Texas - Granted license to National Roledbrand Bldg Co. of Ohio, granted a license to a radio station operating on Channel 120 (87.3 MHz), full time. Granted May 31.

Corning, N. Y. - John S. Booth, $500.00, 1 kilowatt daytime. Extended the license to John S. Booth, $500.00, 1 kilowatt daytime. Granted May 26.

WKBK Chicago, Ill. - Granted license to Frequency Communications, Inc., granted a license to a radio station operating on Channel 120 (87.3 MHz), full time. Granted May 31.
RADIO SERVES TORNADO AREAS

Bright Brilliance Service Again Given

Garden Radio

(Continued from page 86)

regular indoor attractions.

But when it came time Thursday to tee off, the dotted lines, on advice of Mr. Hays they decided not to sign because the paper presented for signature was the signature page of the New York State Athletic Commission, giving all the video rights to the Garden.

The Garden has insisted it needs such a clause so it can make a deal with sponsors, and particularly for the yearly type sponsor like Gillette.

The impasse in the Robinson-Gaviolan situation came in the office of Eddie Eagan, boxing commisioner who also could offer no solution but who called a formal meeting of the commission Friday to discuss the matter.

Whether the Robinson-Gaviolan fight also would be cancelled remained to be worked out. If so, it would be the second big thrust in the nature of a manager's strike against the Garden.

The Robinson-Gaviolan deadlock threw the Garden forces into a considerable surprise, for that deal was said to be more generation than the offer to the gauntlet.

The Garden, it was said, had offered $500 for each main event fighter plus a sliding scale which could net a main eventer up to $1,000.

The managers are still holding to their 50% demand.

They first cut in on TV fees last year, following a similar no-fight stand. Under the settlement then achieved with 20th Century Sport Club, main eventers averaged about $425.

HALE BONDURANT

To Manage KFBF Wichita

HALE BONDURANT, formerly manager of WBBC Bloomington, Ill., has been named to manage KFBF Wichita, it was announced Wednesday by Howard Lane, president of the corporation which owns KFBF.

Prior to joining the Bloomington station in 1942, Mr. Bondurant was sales manager of WHO Des Moines for 10 years. He previously had been midwest advertising manager of Wallace's Farmer and Iowa Homestead.

Mr. Bondurant has served as chairman of the NAB sales managers' committee of both Districts 9 and 10. He presently is secretary-treasurer of the Illinois Broadcasters Assn.

He will be succeeded in his IBA post by J. Ray Livesay, president and general manager of WLJB Mt. Vernon.

The corporation acquired the station from the Farmers & Bankers Broadcasting Co. of Chicago, an affiliate, and one of the oldest in Kansas, is licensed to KFBF Inc.

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HALPERN NEW HEAD OF TELEVISION SOCIETY


NEW ATS board members are: Charles Durban, U. S. Rubber Co., retiring ATS president; Ralph Austrian, consultant; Halsey V. Barrett, DuMont; Jerry Danziger, CBS; E. F. James, MBS; George Shupter, Paramount Pictures; Maurice E. Strieby, AT&T.

RIPLEY DIES IN NEW YORK

Robert L. Ripley, "Believe It or Not!" creator, died Friday afternoon of heart attack, at New York's Columbia Presbyterian Medical Center. He was 55. Mr. Ripley had NBC-TV program Tuesdays, 9:30-10 p.m., was previously on NBC radio from 1931 to 1938 and 1947 to 1948.

VOTE ON ACTORS UNION

ACTORS Equity and Chorus Equity Council approved blueprint Friday for video actors union and will report that approval to Equity annual meeting June 5. New York also will hold Equity meeting June 9 at which video actors union be given top consideration. Plan for such union, to be called 4A's Television Authority, will be up for death or life June 17 at annual meeting of 4A's [Associated Actors & Artisans of America] international board.

RIGHT TO JOIN ABC-TV

Robert Bright, former art director of WPTV, will join ABC-TV as assistant art director June 6.

GETS WEDDING RIGHTS

New York last Friday secured exclusive broadcast in New York area of Rita Hayworth-All Khan nuptials, courtesy North American Service, French Broadcasting System.

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New York last Friday secured exclusive broadcast in New York area of Rita Hayworth-All Khan nuptials, courtesy North American Service, French Broadcasting System.
Will your new product really sell? Only through experience will you learn whether your product is right...your package appealing...your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons—in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach...and sell...consumers.

Do you have a sales problem? The Nation's Station will be glad to help you solve it soundly.
How Your Advertising Dollar Can Help—

SAFEGUARD YOUR PROFIT DOLLAR

High break-even point is one purloiner of profit dollars we can't help you with—unfortunately. But we can help you stop the profit-thief of declining or static sales.

As a national advertising medium, we can work to stimulate your sales. Better yet, we can do it at a lower coverage cost than other networks and, at the same time, offer greater flexibility to gear with your selective selling needs.

Let's talk coverage. The A.C. Nielsen Network Audience Study measures the weekly audience of all networks. A projection of their Feb.-Mar. 1948 Study gives Mutual 31,603,000 radio homes, day; and 30,399,000 radio homes, night. That's a lot of audience for one medium to offer as potential.

Let's talk cost. Based on the Nielsen figures and on full network rates—a half-hour evening on Mutual costs an advertiser 31¢ per 1000 homes covered (time only). The costs on the other networks are: 34¢, 36¢ and 37¢.

Let's talk markets. The 137 U.S. Metropolitan markets account for 59% of radio homes, 64% of retail sales. Mutual delivers 130 of these (night) and 136 (day). And all but a few from within—by a station right in the market. In the rest of the country (41% of radio homes, 36% of retail sales)—Mutual offers 390 stations, of which 318 are in towns having no other network station.

Let's talk flexibility—fitting the network to your needs. If you want full national coverage, then use our "$1,200,000 Plan" which permits maximum freedom in programming, in selection of stations, in "scheduling"—it's radio's best mass buy. But if you must work on a limited budget, or have a selective market problem, then find out about our Plan that enables you to sell where you want to.

Mutual really works with your Advertising Dollar to Safeguard Your Profit Dollar. Why not talk it over with us.
For the 7th consecutive month, NBC presents advertisers with the largest average evening audience in network television*

*TV Hooperatings—October through April
Last month, Jack Creamer—Gimbels Handy Man—began his third commercially sponsored year in television. Since April 1947 the Handy Man has appeared on the same station (WPTZ), on the same day (Friday), and for the same sponsor (Gimbel Brothers). There's never been an interruption in the series.

If this record doesn't make the Handy Man the oldest commercial television show, it certainly will do until a better one comes along.

That the Handy Man has been a commercial success almost goes without saying. Week after week, the Handy Man has been bringing customers into Gimbel Brothers' great store to buy merchandise demonstrated on his program. Time after time, the Handy Man has sold Gimbel Brothers out of stock to the point that such an occurrence is no longer news. During the transit strike, for instance, one of the Handy Man's demonstrations sold some $2,000 worth of Howdy Doody dolls. One demonstration of a new laundry basket hiked sales 15 times higher than any previous week!

This is to say congratulations to the Handy Man—and to Gimbel Brothers, one of America's first television sponsors.

If you would like further information about how television can sell merchandise for you in the country's second largest television market . . . how WPTZ's experienced crews and fine facilities can get the most out of television advertising for you or your client, drop us a line or see your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
VIDEO SPOT

By ROBERT LUCE

WHO BUYS TV SPOT? That question is answered in a current analysis by the Rorabaugh Report on TV Advertising, which shows that jewelry and silverware manufacturers bought 26.7% of the total spot time on TV in the period. Other leading product groups using TV spot are beer and wines with 15.1% and tobacco and cigarettes 11.6%.

TV spot is starting off as a real revenue producer. For the first four months of 1949, spot advertising led the field in dollar volume on TV, exceeding network advertising by a small margin. Total spot expenditures for the first four months were $3,036,676, or 38.3% of the total TV time sales. Network revenues were 36.6% and local sales 25.1%.

The top product groups in TV spot use are not the same as the AM spot leaders. The chart below shows a comparison of the relative importance of each product group in AM and TV spot. The AM spot percentages are from Broadcasting Research Department estimates, [Broadcasting, April 11]; TV spot percentages estimated by Rorabaugh.

In these early days of TV the only conclusion that can be drawn is that AM and TV spot appeal to different product groups. Advertisers to a different degree. Beer and wine advertising accounts for 4.9¢ of every AM spot dollar; in spot TV, it accounts for 15.1¢. Household supplies and cleaners are near the top of the AM spot list, but in TV, spot use in this category is negligible, with less than 1% of the total.

Drug advertising is high on AM spot (13.4%) but on TV it’s a minor product group. About 1.6% of TV spot revenues come from this product group.

Soft Drink Budgets

Confectionery and soft drink advertising in both AM and TV spot is about equal (51.3% on AM, 50.8% on TV). Food advertising on TV lags behind proportionately when compared with AM spot totals. In the case of AM, food products advertising is 22.2% of spot advertising. On TV, spot advertisers from that product group have been substantial, at 9.3% of the total, but not nearly as important as in AM.

TV manufacturers have used TV to sell sets. Radios, TV sets and phonographs, as a group, are near the top of the spot advertiser heap on TV. Most of this advertising is done by the TV set manufacturers. A total of 88% of the first quarter total, or $186,483, has been spent in the first three months of the year by these advertisers. Proportionately, spot advertising in this category on AM stations is 1.4% of all spot business.

Comparisons are not possible in all product groups because two different product classifications are used by Rorabaugh and by Broadcasting in the analysis of spot business. However, the principal categories in each are comparable in the table. Comparisons in the table are comparisons of the relative importance of the product groups within each media. Actually, the AM spot total in dollars is 10 times the volume of TV spot.

ford, RCA Victor Swing to TV

TWO MAJOR radio advertisers, Ford Motor Co. and RCA Victor, have funnelled their entire radio budget into television for the 1949-50 season following suit.

Effective July 1 the Ford Motor will drop sponsorship of its current hour-long AM series, Friday, 9-10 p.m. on CBS. The budget on the radio show was approximately $20,000 per week. The entire sum will be switched to underwater television show, Ford Television Theatre, currently on once a month, which will shift in October to every other week. Tentative plans also call for a weekly operation of the program on CBS-TV beginning in January 1950. Kenyon & Eckhardt, New York, is the agency for Ford Motor Co.

The Ford Dealers, through J. Walter Thompson Co., will continue with the same policy. The dealers are dropping the Fred Allen Show on NBC after this season but will continue to sponsor a television show.

They are currently using Through the Crystal Ball on CBS-TV.

RCA Victor, through J. Walter Thompson, will drop its RCA Victor Show on NBC after three con-

HOW SPOT DOLLAR IS DIVIDED

FIGURES above each bar show the per cent of total AM and TV spot expenditures made in each product group. These percentages are a measure of the relative importance of each product group in the overall AM and TV spot picture. Actual dollar totals for AM are, of course, much greater than the TV dollar volume. Product groups are listed at bottom of chart.

*Source: Telecasting Survey of Spot Revenue

*Source: Rorabaugh Report on Television Advertising

TELECASTING

MALE television performers will soon be impeccably attired if plans of the Men's Fashion Guild, an organization dedicated to the abolition of the stringy cravat and the shiny trouser seat, reach fruition. The Guild, at its annual show in New York's Waldorf-Astoria, announced it would accumulate a clothes bank of fastidious haberdashery worth $50,000 to lend to television networks. Telecasters may draw upon the Guild's wardrobe whenever they want, with Burt Bachrach, director of the Guild, said.
Man with Bag: "Tell me, Officer, what's the best station with which to do a television job in Washington, D. C. ?"

Officer: "Look on the righthand page, Sir; look on the righthand page. WOIC's your boy!"
APPLICATION for EMPLOYMENT

NAME: WOIC-Channel 9

ADDRESS: Barr Building, 910 17th Street, NW, Washington 6, D.C.

PHONE NUMBER: Sterling 0600

BIRTH DATE: January 16, 1949

DRAFT STATUS: Immediately Available

SOCIAL SEC. NO.:

ADDRESS: Barr Building, 910 17th Street, NW, Washington 6, D.C.

PHONE NUMBER: Sterling 0600

BIRTH DATE: January 16, 1949

DRAFT STATUS: Immediately Available

IN CASE OF EMERGENCY NOTIFY: Above or WOR, 1440 Broadway, New York City

LOngacre 14-8000

EDUCATION: Mostly schooled by my father, WOR, who is approximately 26 years of age. He has drilled me thoroughly in AM station operation and this, of course, is pretty much the heart of video operation. I have learned from him that any sponsor's program can begin paying off from the start and that so-called "experimentation" - as far as the sponsor's dollars are concerned - need not be done.

Since I went into operation in January of this year, I have developed a new local program every two weeks. That, if I may be so brash, is quite a record. Not only that, but every one of these shows was sponsored within 30 days!

Finally I have more than 30 local and 30 national advertisers. That's "delivering", isn't it?

SINGLE? MARRIED? Yes... IF SO, TO WHOM? CBS, MUTUAL, WOR

CHILDREN, IF ANY? Expecting a brother, WOR-TV, Channel 9, New York
R&R’S TELEVISION TIPS

By JANE PINKERTON

TOOTHPASTE sales in the Midwest have skyrocketed since TV clients of Ruthrauff & Ryan, Chicago, became aware that their smiles are showing.

Thirty satisfied video clients, selling such wares as shoes, magazines, Mother’s Day corsages and dog food have invested increasingly in the new medium since 1944, with agency TV billings doubling each year over the previous year. Clients attribute their satisfaction with R & R’s brand of television to (1) agency executives’ personal interest in each product, (2) a practical approach based on time-tested theories, (3) lively, solid-selling commercials, and (4) novel, entertaining program matter.

These are reasons also why R & R has had more clients on television than any other agency, with most activity stemming from the Chicago office. Roswell Metzger, vice president in charge of radio, and Fran Harris, television director, originate and supervise shows and commercials for the Midwest (Chicago, St. Louis, Cincinnati) as well as Houston, Seattle, Los Angeles, San Francisco and Mexico City. In New York, Wilson M. Tuttle is vice president in charge of radio, with Quincy G. Ryan, another vice president, as TV director. Baltimore and New York area business is centered there.

Ruthrauff & Ryan hired Miss Harris to open the first Midwest agency department devoted exclusively to video. Extensive television experiments and commercial programming had been conducted only in New York before then. Miss Harris was chosen because of her writing and theatrical background, both as a producer and actress, and for her production experience at WBKB (TV) Chicago, which observes its eight anniversary next month (June).

As a kickoff to promotion of the new medium, R & R directed the first agency TV symposium in the Chicago office in October 1946. More than 50 clients and potentials watched Telequiz and Telestato on WBKB, video’s first quiz show, and listened to analyses and predictions by PaulMovrey, then and now ABC’s national TV director; Paul Robert, vice president in charge of television for Paramount Pictures; Arden Rodner, former TV advertising director of Commonwealth Edison Co., Chicago, and now of WPIX (TV) New York as liaison man, and Miss Harris. Among the firms represented were Pepsi, Wormley, and Lever Bros.

The first cash-in-hand client entered the portals six months after the department opened, sponsoring a one-time WBKB show, The Amazing Adventures of Tom Thumb, The Acrobat Shoe Co. bought 20 minutes for a fantasy in the hope that Marshall Field & Co. would carry its children’s shoe line (store’s policy was to feature only shoes of its own making). Extensive advance promotion (the Board of Education approved the script and tied-in the telecast with classes), selection of audience (sets were spotted in schools), and the appealing imagery of the storyline (a land of “in-between”) with Phil Kinsman, former star of the Schaffer Parade, as a shoe tree, and Joe Kelly of Quiz Kids fame as the clown) netted the firm orders totaling two and one-half times production costs before the show went on the air.

Quick to realize that programming is the essence of TV’s appeal, agency officials nevertheless were aware that the commercial bears the burden of sales proof. R & R

SUCCESSFUL special show, Living Christmas Card, was sponsored last Christmas by Morris E. Sachs, Chicago clothing firm, with parents and children appearing in typical holiday scenes. After the children trimmed the tree and went to bed, cameras focused on the toys, which “came to life” with dissolves. The doll pictured became a ballet dancer, the Christmas Fairy, who met the boy and girl in Dreamland. An institutional presentation, the program had no commercials—just brief mentions of the firm name at open and close.

Thirsty

Breweries) with 30-second open and close on KLEB-TV Houston during the baseball games. The firm bought baseball and wrestling for $100,000.

Typical of the integrated commercial was the plugging of Goodall Co.’s Palm Beach suit for men during Players of the Day, telecast 34 times last summer on WGN-TV Chicago. The announcer, introducing celebrities, also conversed daily with a fan who always happened to be wearing a Palm Beach suit. He told simply where viewers could buy one just like it. This was the only product-mention.

A natural tie-in for Squirt soft drink was found when the agency produced on WBKB the first TV barn dance. Eight dancers, a barbershop quartet, male singer, and special acts sipped the product when warm and weary after performing. Actually the show was a 30-minute commercial, as someone drank the product all the time.

Reward for imaginative planning of this kind in New York also was given by the American Tele-

Business of Telecasting

One of a Series

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vision Society in 1945 and 1946 when it cited the agency “for the most consistent effectiveness in the development of television commercials.”

Much of the know-how in programming was acquired by the agency from 1942 to 1944 when it produced weekly half-hour shows on WABD and WNYC in New York, employing Lever Bros. It experimented in audience participation, drama, variety, news, special events, sports, gossip and chatter, and fashion, producing more than 68 live studio shows for various products.

Some of the general findings were: The daytime serial can be translated into television (the first regular TV daytime serial took the air last January on WNBQ-NBC Chicago), serials of this kind will be fewer than on AM because of cost but will have a greater impact; “Television’s ability to present educational features effectively will increase in direct ratio to the development of studio facilities and equipment”; gossip and chatter are highly effective, and this type may be one of the most interesting on the television screen.

Ruthrauff & Ryan was the first agency to see the video value of perpetual product identification. During the WABD shows, it backgrounded a quiz program with a Rinso box rising from a cloud of suds. At the same time, it made progress in the stream of consciousness technique, which was most successful in Lifebuoy commercials featuring identical twins in “before and after” sequences. A major challenge confronted the Chicago office two years ago when Henry C. Lynton Co., Chicago department store, sponsored hockey games on WBKB. Live studio commercials previously had featured such merchandise as dresses, suits and coats on models cast in short dramas. But the store wanted to advertise girdles and brassieres, heretofore avoided by all agencies.

Miss Harris, with a touchy theme and a slim budget, devised two film sequences to complement live action in which a girl lounged in a bedroom, reading mail. One letter was a formal dance invitation. The girl walked to a closet, perused her only formal and dreamed how she would look. Then a film showed her entering a ballroom, waving gaily to friends and having her belt pop open and a seam split. Live action caught her disgruntled, and determined to prevent any such disaster.

With cameras focused on a store counter, she watched a clerk wrap a girdle and brassiere. Returning home, she dressed for the party. The following film sequence showed her the center of attraction, presenting a smoother contour with belt and seams that didn’t pop. The commercial successfully showed the benefits of the product in use without actually showing the item itself.

One of the agency’s most popular commercials was a live-action shot of a terrier gulping Ken-L-Ration dog food from the International Kennel Club’s dog show in Chicago last March. Within four days, more than 5,000 viewers responded by mail to the offer of a coupon, entitling them to two free cans of Ken-L-Ration if they bought three, and to a free booklet on the care of dogs. Each piece of mail was addressed correctly—phenomenal in the advertising realm—and each included the full product name, also spelled correctly. As a result, the firm sponsored the Cincinnati dog show May 1 and national television is contemplated.

Another satisfied customer is Morris B. Sachs, Chicago merchant who has sponsored The Amateur Hour locally for 15 years. After the initial simulcast March 15, scheduled originally as a one-time shot, Mr. Sachs contracted for AM and TV broadcasts for an indefinite period. “All of my store customers asked me to get into television, and, when I finally did, I wondered why I waited so long.” he explained. “It’s a wonderful advertising medium, and has brought me a lot of new store traffic.” Shortly before Easter, the store telecast models wearing men’s and boys’ apparel. No other medium was used, and sales on these items were greater than for any equivalent period in the store’s history.

Current video clients include American Central Kitchens, minute movies in Cleveland; Dodge Dealers of St. Louis and Griselda Brown. Beer sponsoring Cardinals home games and using 40-second sound-on-film commercials; the Goodall Co., five-minute How To Improve Your Golf in 10 Stations and Inside Tips on Base Ball on two Boston stations; Gunther Brewing Co., spots in Baltimore; The Sherman Hotel, one-minute movies featuring the new College Inn on WGN-TV Chicago daily for 46 weeks, and the Baldwin Piano Co., It’s Baldwin By Request, 15 minutes weekly in Cincinnati.

Clients who have used TV are Allen Edmunds Shoe Co., Allied Florists of Chicago, Baltone Hearing Aid, Chicago Dodge Dealers Assn., Garrett Wines, Greater Cincinnati Dodge Dealers Assn., James Goodwin (Chicago Dodge dealer), Kaledoscope magazine, the Sheakespeare Co. (Chicago fishing rod concern whose president’s first name is William) and the P. K. Wrigley Co.

**TELECASTING**

**Clients Finding Success With Agency**

**BATTLE of chairmen took place on the NBC-TV newsmen’s telecast of the American Television Forum May 22. The three gentlemen waving gavels, all with outstanding records as chairmen, are (l to r) Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee; Theodore Gronik, founder and chairman of the American Forum of the Air and the American Television Forum; and Reg. Hugh Scott II, chairman of the Republican National Committee. Program is telecast Sunday, 3-3:30 p.m., originating from WNBW (TV) Washington.**

**TV HOOPLEERS**

Three Newcomers Appear

Three newcomers to the top 10 TV Hoopaters in the New York area were noted in the C. E. Hooper Inc. report for May 1949. They are: The Goldbergs; Winner Take All and the Fred Waring Show, all three of which are telecast on WCBS-TV New York and CBS-TV.

The complete May list is as follows: TOP TEN TV HOOPERATINGS (Regularly scheduled sponsored Television Programs) May 1949

Program

<table>
<thead>
<tr>
<th>Station Rating</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>1. Texaco Star</td>
<td>WNBC 90.5</td>
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<tr>
<td>2. Godfrey’s Talent Scouts</td>
<td>WCBS-TV 56.8</td>
</tr>
<tr>
<td>3. Toast of Town</td>
<td>WCBS-TV 51.9</td>
</tr>
<tr>
<td>4. The Goldbergs</td>
<td>WCBS-TV 51.3</td>
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<tr>
<td>5. Suspense</td>
<td>WNBC 46.2</td>
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<tr>
<td>6. Broadway Revue</td>
<td>WABD &amp; WNB 41.4</td>
</tr>
<tr>
<td>7. Arthur Godfrey and Friends</td>
<td>WCBS-TV 40.9</td>
</tr>
<tr>
<td>8. Fred Waring Theatre</td>
<td>WNBC 32.8</td>
</tr>
<tr>
<td>9. Winner Take All</td>
<td>WCBS-TV 25.3</td>
</tr>
<tr>
<td>10. Fred Waring Show</td>
<td>WCBS-TV 20.0</td>
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*Broadway Revue was telecast on WABD and WNBC. The rating is the combined audience to both channels.*

**REHEARSAL CAMERA**

For Use in TV is Invented

The REV. R. C. Williams, S. J., coordinator of television at Creighton U., Omaha, has invented a television rehearsal camera, which costs approximately $150 to construct, the university has announced.

The camera, designed for use in planning and testing basic camera shots for a TV production, should encourage video program development and experimentation by colleges, little theatres and amateur groups. Mr. Williams believes. He pointed out that Creighton U. and WOW Omaha have been conducting TV production experiments on the Creighton campus for two years with electronic video equipment owned by the station but that few universities can afford to purchase and maintain such equipment.

Size and proportion of the images on the viewing aperture of the rehearsal camera closely resemble those on the electronic television screens of professional TV cameras.
RADOMES

Two "radomes," Plexiglas-housed television relay units, have been installed atop the RCA Bldg. in New York City to provide all-weather microwave relay reception from NBC-TV remote units.

O. B. Hanson, NBC vice president, that heretofore weather conditions had interfered with the relay of remote pickups. The new radomes are made of Lucite and Plexiglas, which are penetrated by micro-waves and which protect the receiving parabolas against weather.

The equipment consists of a six-foot parabola which concentrates the short waves toward a wave-guide receiving element. The receiving parabola can be directed toward the remote transmitting point. A similar parabola is used to transmit the signals.

The radomes, which are heated and ventilated, will resist all weather conditions, Mr. Hanson said.

SARRA INC.

Television Commercials

Motion Pictures - Sound Slide Films

NEW YORK  CHICAGO

HOLLYWOOD

Film Report

LOUIS WEISS & CO., Hollywood exclusive television film distributor, has closed deal with NBC to televise eight Johnny Mack Brown and 16 Bob Steele westerns. The pictures are produced by William Hakkel, Supreme Pictures Corp. They are televise weekly over WNBTV (NY), WNBR (TV) Cleveland and KNBH (TV) Los Angeles. NBC also has contracted for serials "Custer's Last Stand," "The Black Coin" and "The Clutching Hand." Negotiations are underway for a considerable amount of other Louis Weiss & Co. television productions for NBC stations and affiliates.

Custen Productions, Los Angeles, is preparing series of four one-minute commercials for Pump-It Inc., Hollywood (plastic ketchup dispenser).

Kling Studios, Chicago, has completed series of four one-minute live action and animation spots for DeLuxe Beer for Chicago stations. They also may be televised in Milwaukee. Same studio planning five-second commercials featuring package identification for Fehr Beer, Louisville.

Low-Price Film

Five Star Productions has announced low - priced country and range film with delivery within 15 days. Aimed at local as well as regional advertisers, scale runs $150 for sight and sound, $60 silent and $60 for titles and still photos with trick lighting and optical effects.

Wilding Productions, Los Angeles, is making six one-minute commercials for Albert's Milline Co. on behalf of Friskies Dog Food. Agency: Erwin, Wasey & Co., same city.

Chiquita Banana's television fame will now be seen on television - John Sutherland Productions, Los Angeles, is adapting its series of technicolor films to one minute and 20-second live action and animation in black and white for United Fruit Co., to be distributed nationally.

RKO Trailer

RKO is readying minute trailer: spot for use in television cities to coincide with local showing of "Big Steal." Agency: Foote, Cone & Belding, Los Angeles.

Admiral Article

PRODUCTION rise of Admiral Corp., Chicago, in the TV receiver field is the subject of an article in the June issue of Fortune magazine. Titled "In Television Admiral's Hot," the article traces the company's rise in the mass production field from pre-war years to its present status in TV manufacturing, with TV sales for 1947 listed at $25,200,000, or nearly 40% of its total sales.

Films Dick Tracy

Valle Video Inc., Hollywood, is producing audition film version of projected Dick Tracy series with NBC paying cost of film. Whether network will seek sponsor on basis of audition version or will be willing to put it up on sustaining is not settled.

Ideal Pictures Corp., Chicago, has 100 film titles in educational and religious fields available for TV. Included in group are 40 dramatic British films.

Screen Gems Inc., Columbia Pictures Corp., subsidiary, at 720 Seventh Ave., New York, has added television department. Screen Gems has absorbed work of Tele-television, Inc. Ralph Cohn and Jules Bricken, formerly of Telespots, will head department.

Media Productions, producer of motion pictures for TV, has opened at 4 W. 58th St. John Houseman heads new concern.

PHONEVISION

Chicago Experiment To Start

EXPERIMENTAL Phonevision will be launched in April Chicago homes "later this year," H. C. Bonfig, vice president of Zenith Radio Corp., Phonevision originators, announced Wednesday at a meeting of the Chicago Television Council.

A cross-section of Chicago homes will be selected for the trial runs, scheduled to last "several months." Regular Illinois Bell Telephone Co. facilities will be used, and Zenith TV equipment will be installed in the homes "only because our receivers have built-in Phonevision adaptors," Mr. Bonfig said.

He stressed the fact that the experiments would not interfere with normal telephone service. A "filter" will be installed in each home to channel calls to and from the phone apparatus, by-passing the TV set.

ARTHUR ROSS

Found Dead in New York

ARTHUR H. ROSS, 36, one of America's top television scene designers, was found dead from hanging Sunday evening, May 22, a short time after working on the network's Ballet Theatre show.

An NBC cameraman came upon his body in the NBC-props room in the sub-basement of the International Building in New York. Mr. Ross, said to be depressed for some time, was unmarried.

TELECASTING
KFMB-TV PICKUP Opening Show Fed 129 Miles

PROBABLY the longest direct television pickup without benefit of microwave relay was accomplished by KFMB-TV San Diego when it debuted May 15, according to Jack Gross, owner and general manager.

Covering 129 miles, the pickup came as part of the San Diego station's dedicatory program when KTLA (TV) Hollywood saluted KFMB-TV with a program featuring Klaus Landsberg, KTLA general manager, and Spade Cooley as western stars. ABC director of television, who was present for the inaugural said "KFMB-TV picked up direct and no equipment has been built for that kind of pickup and commercial retransmission. They used a dummy receiver and took out some parts but they didn't add anything."

The station, which opened the 36th American television market, actually telecast its first signal at 8:01 p.m. May 16. Mayor Harley E. Knox of San Diego threw the switch and the television cameras were focused upon him, making the mayor the city's first telecast image. Opening program came from the Hotel San Diego where 40 civic dignitaries attended a Chamber of Commerce-sponsored dinner.

Tribute to Gross

All speakers paid tribute to Mr. Gross for his efforts in bringing the city its first television station. Mr. Gross said that no thanks were due him but rather to the men who have been associated with him and to the public for its interest in television.

Al Jarvis, Los Angeles record m.c., handled m.c. chores on a variety show which featured Sons of the Pioneers, vocal group; Clark Dennis, singer; Jerry Lawrence, m.c. of his own show over KNBH (TV) Las Vegas; Jan August, pianist.

KFMB-TV is an affiliate of ABC, according to Mr. Gross, but for an interim period also will carry programs of NBC and CBS.

Telecasting on Channel 8, (180-186 MHz) station's transmitter is atop Mt. Soledad.

Basic rate is $200 per hour with minute spots priced at $32.

VIDEO TUBES

Cathode Ray Output Up

EXPANSION in production of television receivers is reflected in a sharp rise in the cathode ray tube industry. Radio Mfrs. Assn. pointed out last week. RMA found that TV type cathode tubes produced in the first quarter of 1948 rose 71% in value over the last quarter of 1947 and 382% over the first quarter of 1948.

Reports of RMA member companies showed 886,620 cathode ray TV tube sales in the first quarter of this year, having a value of $21,871,886. This compared to 475,728 tubes valued at $12,816,631 in the last quarter of 1947 and 170,430 tubes valued at $4,555,476 in the first 1948 quarter.

Breakdown shows tube production into types, RMA found that of the first quarter total, 6,921 tubes valued at $267,138 were projection type. Of total shipments, 636,953 tubes valued at $20,288,169 went to equipment manufacturers and 49,111 tubes valued at $1,670,943 to distributors for renewal purposes.

First quarter sales to the government totaled 182 units valued at $4,724, with 374 tubes valued at $8,035 sold for export.

First quarter shipments of all types of cathode ray tubes, including oscillographs, camera pickup tubes etc. totaled 721,018 units valued at $23,115,864.

WPIX(TV), IBEW

Accord Is Imminent

FIRST CONTRACT, covering 40 television engineers, between WPIX (TV) New York and International Brotherhood of Electrical Workers is in process of signing, it was learned last week. Management actually signed Wednesday and union signatures were expected soon without a hitch.

Under the contract, a wage scale of $70 to $125 after four years was put into effect. Those not receiving any increase under the new scales were given a $7.50 wage raise, it was learned. Each year of AM engineering experience was given credit for a half year in TV and each year of TV experience anywhere was given credit for a year's experience at WPIX. The agreement is to be retroactively effective to April 1 and will continue to May 1, 1951.

NBC-TV personality "Howdy Doody" made personal appearance in Washington on May 15 to take part in "I Am an American Day" celebration.

HELPING to put KFMB-TV San Diego on the air were (1 to r) Richard J. Goggin (standing), ABC-AM Western Division program director; Cameron Pierce, ABC Hollywood TV engineering operations supervisor; Alvin Flanagan, KFMB-TV program coordinator; Phillip Cool, telecasting director; and Frank Samuels, manager of ABC Western Division.

ONE-MINUTE TV SPOTS

Popularity Shown in Five Star Firm Survey

MINUTE as well as 20 second spots appear to be gaining widespread acceptance among the nation's television stations as the standard, it has been disclosed in survey made by Five Star Productions, Hollywood.

In making the results of a survey public—covering 33 stations in 19 major markets—Harry McManus, head of the Hollywood firm, advised BROADCASTING that the trends reflected were "straws in the wind" from which all might profit. Of the 33 reporting stations, all used one minute spots while 23 of the total also use the 20 second unit.

Other Lengths

When asked for other lengths that spots might run, six reported 40 seconds in addition to one minute and 20 seconds. Three permitted 30 seconds or less and one allows only a 10 second spot in addition to the seeming standards of a minute and 20 seconds.

On the question of whether they use 16mm or 35mm, 30 stations claimed the facility for "16," whereas only three sought "35." 

Four handle both. Thus, it is apparent that at least for the present the film, though it may be shot on "35," had best be reduced to "16" to accommodate the bulk of the television stations operating.

Among the markets responding to the survey were Los Angeles, Washington, D. C., Louisville, Chicago, New Orleans, Baltimore, Boston, Detroit, Minneapolis, St. Louis, Buffalo, New York City, Cleveland, Toledo, Philadelphia, Memphis, Salt Lake City, Seattle and Milwaukee.

Asked whether they preferred "black and white TV spots printed on Kodachrome stock to cut down grain and dust in processing" the affirmatives tallied 17 while the "no's" numbered nine. Since the reported total does not equal the total queried, it is well to understand that blanks in any question were left unrecorded.

Although stations were asked whether they preferred an "academy" leader or "black" leader, replies made it difficult to determine whether they preferred one or the other—but they did want leaders.

Twenty favored "academy" leaders while 13 spoke for "black" leaders. A few preferred to operate with their own standards, which were undisclosed.

Almost Unanimous

While stations were almost unanimous in supporting the picture's start before the sound on spots, there was the widest possible divergence in replies. They ranged from a low of five frames through the norms of one and two seconds (24 and 48 frames respectively) to a high of 40 seconds.

When asked whether "recorded musical backgrounds can be supplied for TV film spots without additional charges," 20 were willing.

The rest were either opposed to handling same or made a charge for it.

WLWD(TV) Dayton. Ohio, will air exclusive telecasts of U. of Dayton football games this fall. Walter-Allen Chevrolet will sponsor six home games.

May 30, 1949  Page 13
RAPID expansion of AT&T's coaxial cable network facilities, which today total 8,200 channel miles, more than double the service mileage at the beginning of the year, has given rise to a number of questions in the minds of TV broadcasters:

Why are some of the intercity connections made by coaxial cable circuits and others by radio relay? What are the differences—if any—in service efficiency of these two types of facility and in the cost of their installation and maintenance? How, in turn, will the Bell System go about the job of planning, installing and operating TV network facilities?

To get the answers to these and other questions about TV networks, BROADCASTING went straight to the man in charge of planning and constructing these facilities and talked to Frank A. Cowan, assistant engineer of AT&T's Long Lines Department.

"First of all," said Mr. Cowan, "let's get it understood that it's not going to make any difference to any television broadcaster—or any set owner—whether the program is networked by coax or radio relay. The service will be satisfactory either way."

Very Little Difference

"There's been a lot of talk about the limitations of coaxial circuits as compared with radio relay channels," Mr. Cowan continued. "The extensive field and laboratory tests have convinced us that it takes a very keen observer under favorable conditions to detect any difference in picture quality between programs transmitted by the 2.7 mc band of the present coaxial cable or the slightly more than 4 mc band of the radio relay. Two patterns closely viewed will reveal a difference, but programs watched under normal conditions seldom do."

"However," Mr. Cowan added, "AT&T intends to supply broader band service for video program transmission if there is need for it. A new coaxial cable system now under development will increase the available band width to 8 mc. Our plan is to divide this between telephone and television service, allotting to the latter as wide a band as good service requires, 4 or 6 or even 8 mc if needed, although that seems doubtful at least until the advent of color."

A new radio relay system is also being developed by Bell System engineers, Mr. Cowan reported. The purpose is to get most of the band width but to eliminate certain transmission difficulties which are not serious for short distance service, such as that between New York and Boston, but which could become troublesome in extended cross-country service. The New York-Boston radio relay is the best in the world today, he said, but the new system, using a newly developed vacuum tube, will both provide a more reliable service and be simpler to maintain.

The question of whether coaxial cable or radio relay should be used is answered in advance in those sections of the country where coaxial cable is already in and needs only to be equipped with special repeaters for video program transmission. An example is the existing New York- Albany cable, which is being readied for TV service late this year. Naturally, such facilities will be utilized as long as they are able to meet the demand for telephone and video service, Mr. Cowan said. However, he added, the ever increasing demand for additional service are constantly requiring the Bell System to expand its facilities. The New York-Chicago coaxial cable route, he pointed out, is already overtaxed and unable to provide as many circuits as are needed to meet telephone and TV demands. Therefore it is being augmented with a radio relay system which will provide additional facilities along a different route between the two major metropolitan centers.

Asking about relative costs, Mr. Cowan said that experienced with radio relay has been too limited to provide any final answer as yet, there is some basis for believing that in the long run radio relay may be more economical than coaxial cable. He emphasized, however, that the cost question is far from settled, noting that while radio relay is cheaper to install than cable, radio relay is both more expensive and more difficult to maintain. Since continuous day after day service the year round is required, he said, ease and economy of maintenance may outweigh any initial savings in installation costs.

Stressing that the cost factor must be supplemental to that of reliable sustained service, Mr. Cowan noted that in cases where many points along a route must be served the cable is more efficient, as it permits dropping the limited number of circuits for telephone service along the way instead of being forced to use the more elaborate and expensive terminal equipment involved in doing this by radio. Furthermore, he said, when cable is used the terminal equipment can often be housed in existing telephone company buildings in the various cities where repairs can be easily and inexpensively made.

Lest this explanation might lead TV broadcasters to ask if they are not being taxed for the convenience of telephone service and if they would not be better served by radio relay systems devoted exclusively to TV transmission, Mr. Cowan stated that any attempt to set up inter-city networks for TV service only would be prohibitively costly. The economic advantage of telephone network facilities far outweigh any savings that might be secured from separate television services, he declared.

[Ed. Note: Procedure in establishment of AT&T 'relays will be explained in the next issue.]
Wise investors distrust dwindling potentials . . . they like to buy in a rising market. Television is today's fastest growing advertising medium . . . and rates are still low.

WMAR-TV still has "cream time" availabilities open. Call in your Katz Agency man today for full details.
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the formation
of
VIDASONIC ENTERPRISES
INCORPORATED
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KFI-TV DAYTIME REPORT

WHEN KFI-TV Los Angeles switched to a daytime operation March 1, the step raised many questions in the minds of agency and industry people.

Now that this experiment has had ample time to develop, the time has come to appraise the results. This logical man to start with is William B. Ryan, general manager of the station's AM and TV operations. Describing the shift from 18 hours of nightly telecasting weekly to 42 hours of daytime operations, Mr. Ryan says: "What we have done is make it possible for an advertiser to buy television. Are we losing money? Yes, but in the long haul we feel that TV in Los Angeles and KFI-TV in particular, will profit."

Examining the record more closely, Kevin Sweeney, sales manager, reports that since the conversion there has not been a day when new business failed to be written. In the first six weeks of operation, KFI-TV managed a total of 145 advertisers. Of this total, only 20 ever used KFI-AM during the past two years and of these figure only two are currently using KFI-AM. These last two, according to Mr. Sweeney, are advertisers who use all major media. After 10 weeks the station had 191 advertisers and 347 contracts. But the bulk of the station's television advertisers are from newspapers, according to Mr. Sweeney. And some are concerns which have not been doing any advertising at all. This, he observes, is significant in the fact of the wail that TV is draining radio of revenue.

To grasp the full significance of Mr. Ryan's statement relative to making it possible for advertisers to buy television, it is well to examine the rate card. The basic rate for an hour is $150 with smaller units of time breaking down as follows: 40 minutes—$111.50; half hour—$90; 20 minutes—$60; quarter hour—$55.50; 10 minutes—$45; five minutes—$30; participation—$25; one minute—$20.

How do the results of daytime sales volume compare with the station's earlier experience at night? Already KFI-TV is grossing 300% more business days over nights, Mr. Sweeney disclosed. Operating costs have increased about 20%, the station reports.

Is there an audience and do they produce results? Questions are what Mr. Ryan and Mr. Sweeney haphazardly answer in the affirmative.

On the question of audience, two surveys already have been accomplished. One performed by Facts Consolidated, West Coast research firm, shows that KFI-TV pulled 19.9% of the 11 million television sets in Southern California during an average quarter hour based upon a telephone coincidental made March 18 between noon and 6 p.m. Los Angeles had 126,249 TV homes as of April 30.

Other results of the survey show that nearly two-thirds of all television set owners had asked at the station's daytime programming during the first 19 days of operation. The average viewers per set turned out to be 2.3 during the entire daily six hour telecasting period. Viewers are looking a considerable number of days with 42% reported watching three days a week or more and 26.1% looking at the station's programs five days weekly or more.

In making the survey, Facts Consolidated covered 43 television exchanges, while placing 1,064 calls and completing 601 calls. Peak period of viewing turned out to be 2-4 p.m. with a result of 0.9% of the available homes looking.

Do the viewers like what they're getting? Mr. Ryan said there has been considerable favorable mail but he has not heard from a woman who asked, "When are you going to put on some bad shows so that I can do my house-work?"

If there is an audience and the viewers like what they are seeing, what then is the advertiser's side of the story. For this answer the capsule case histories of advertisers follow:

RESTONE: Ran a five-minute program on KFI-TV and on night-time station in Los Angeles area to sell a set of safety tires. Cost of other TV station was $180 produced 25 leads. KFI-TV spot cost $30 and produced 12 leads. Cost per lead KFI—$2.50; other station—$15.

Further sidelight on the preceding case history lies in the fact that other station's spot was in period of supposedly high male interest—wrestling. Yet the late afternoon spot on KFI-TV would not be expected to have comparable male interest.

GUEDE'S, specialty shop: Women's shop in downtown Los Angeles tried its first experiment in daytime TV during station's second day of operation. Two live announcements with live models were used to advertise a $150 blouse special. Despite rainy weather the store had considerable store sale plus 200 phone orders.

HOLLYWOOD REFLEX CAMERA: Pulled 13 direct orders on $30 camera from a "Shop, Look & Listen" participation. Cost per order: less than 5%.

WESSTERN STOVE CO.: Agen- cey for client says, "It is interesting to note that despite the sup-

posedly large evening audience available, the daytime spots pulled inquiries equally with the night-time spots."

BOULEVARD IMPROVEMENT CO., contractor and home builder: Used two participations on Your Future Home showing interior and exterior of homes via tele- vision. The second participa- tion on the program resulted in sale of two of the five homes advertised—one priced at $10,750 and the other at $10,550. This adds up to $21,300 worth of sales at an advertising cost of $50.

VACUUM CLEANER CO. of America: 15 vacuum cleaners sold from one participation.

PANTS & SKIRT HANGER: Sponsor, who did not want name identified, used participation on 15 television programs to sell 1,941 sets whereas 12 radio participa- tions sold 377 sets.

Accepting the commercial facts of life about KFI-TV, there remains only the area of programming and production problems. When asked about the difference between day and night programming, Mr. Ryan replied, "the tempo of daytime programming is different than night-time; it is more intimate and avoids any bombast, variety shows or heavy drama."

He admitted that talent was not so expensive in the daytime but he emphasized that they were nevertheless "showmanlike in all instances."

Recognizing that Los Angeles is different from most cities, Mr. Ryan conceded, "this may not work in most other cities where they lack the peculiar pool of talent common to Los Angeles." But he was emphatic in pointing out that there is absolutely no programming which falls into the "strictly fill" category. As a matter of fact, he pointed with pride to the fact the station produces the bulk of its 42 hour schedule live, utilizing feature films only twice a week for

New Business Booms

Mr. Ryan points out fluorescent lighting in KFI-TV studio to Dale Jones, co-owner of Coleman-Jones Adv. Agency, Los Angeles, largest buyer of station time with eight accounts on the daytime schedule. * * *

TELECASTING
“matinees” on Saturday and Sunday afternoons. Otherwise no film is used save for commercials.

Ronald C. Oxford, executive TV engineer, who has earned his television production at NBC New York before moving west, shakes his head when asked about the “how” of close to 40 hours of live production. The head-shaking, he quickly explains, means that he once swore that you couldn’t produce a television show without camera rehearsals. Yet, in cut costs, KFI-TV has done away with all camera rehearsals and suffers none in the result, Mr. Oxford reports. Programs are rehearsed with principals walking through their scenes under the supervision of their producer and camera handling is planned.

Careful Planning
To accommodate the volume of programming made necessary by almost 40 hours of live production weekly, the station has had to plan careful use of its 40 x 70 foot studio for personnel. To this end, Mr. Oxford explains that careful planning of sets has been taken. As a result, all sets are hinged and counter-balanced; the “order” of production instead of iron screws in handling sets. And the efficiency of the operation is best reflected in the fact that under the staging plan of KFI-TV, a man may, within 32 seconds, face all side flaps against the wall to create a 72 foot set to work in.

Another production aid which eases the volume operation at KFI-TV is moving sets to the camera where possible rather than vice versa, according to Mr. Oxford. Another aid in conserving space and movement has been the building of a revolving stage, 12 feet in diameter. On one side of the revolving stage sits a piano which is easily available when needed and instantly out of sight when not. And a set may be prepared on the unseen half which is needed and brought to the camera almost immediately following by revolving the stage.

**TELEVISION**

**for Patients**

DETROIT area hospital patients now can enjoy television for $1.50 a day through a new rental service. Upon request of a patient or a friend, the Radio City Rental Service installs a portable Television with built-in aerial. The set comes complete with a collapsible, movable steel stand. So that programs do not annoy others in the room or ward, the audio circuit is brought to the customer through an amplifier which clamps to the ear similar to a hearing aid. The rental service is operated by Miss L. Pearl Williams, who in 1945 began renting radios to hospital patients and now handles an average of 1,000 calls a day for radios, she says.

**COLUMBIA SCHOOL**

**Video on Curriculum**

**Establishment** of a graduate school of radio, television and facsimile and a radio-television-facsimile institute similar to its famed Press Institute is among projects contemplated for the future by Columbia U.’s Graduate School of Journalism in New York. Carl W. Ackerman, dean of the school, cited the expansion of interests into radio, television and facsimile as possible projects for an indeterminate future. The establishment of such activities was recommended for consideration along with other widening of the school’s scope, in an annual report submitted to the president of the university by Dean Ackerman.

**Late TV Hour**

WPX (TV) New York last Saturday night became what is said to be the first television station to inaugurate regular 11 p.m. to midnight programming on a one-night-a-week basis. The Art Ford Show, featuring Mr. Ford, all-night disc jockey of WNEW New York; Bobby Hackett, trumpet artist, and other variety artists, will have participating sponsors. First advertiser to sign for the program is Miami Packing Co. for Shrimp-A-Hoy, through Morris Scheck Advertising Co., Newark.

**CHICAGO EXHIBIT**

**Manufacturers Plan Fall Show**

THIRTEEN major radio, television and appliance manufacturers have contracted for exhibit space at the second annual National Television and Electrical Living Show in Chicago Sept. 30 through Oct. 8. Space sales are “well ahead” of last year, according to Arthur M. Holland of Malcolm-Howard Agency, who is handling show promotion.

Exhibitors will include General Electric, Stromberg-Carlson, RCA Victor, Sunbeam, Capehart, Motorola, Crosley, Norge, Philco, Westinghouse, Webster-Chicago and Sentinel. Merle J. Lucas of the Commonwealth Edison Co., Chicago, heads the educational committee which is booking features of this kind.

**Installation Book**

TV - FM ANTENNA INSTALLATION. By Ira Kamen and Lewis Winder. 205 pp. Bryan Davis Pub. Co. $1. MISSBES. Kamen and Winder have prepared a step-by-step description of every conceivable type of installation, and have included warnings on fire hazards, “tricks of the trade,” and a chapter on interference, its causes and cures. Of rather a technical nature, the book is best suited for servicemen with some knowledge of mechanics and radio. Mr. Kamen is currently manager of the Television Antenna Dept., Commercial Radio Sound Corp., New York. Mr. Winder is editorial director of the Bryan Davis Pub. Co. as well as service and communications editor.
ATTENDING backstage celebration at Phillips Packing Co., Cambridge, Md., assumes Wednesday sponsorship of CBS-TV’s Lucky Pup series are (l to r) Ralph McKinnie, CBS-TV account executive; Alvin Summerfield, vice president and director of television at Aitkin-Kynett Co., agency for the account; Doris Brown, narrator and commercial announcer on the show, and S. Charles Walls Jr., assistant to the president and advertising director of Phillips Packing Co.

MARTIN

VIDEO PRODUCTIONS, INC.

MEAN THE BEST

IN

TOP PRODUCTION METHODS

TOP FILMING TECHNICIANS

TOP SHOW MATERIAL

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PLAZA 5-2400

TELECASTING

CHICAGO AWARDS

NBC-TV Show Rated First

RGA VICTOR’s NBC television program, Kukla, Fran & Ollie, was cited as the “best Chicago show” by the Chicago Federated Advertising Club at its annual awards dinner May 19. A similar AM commendation went to Miles Lab’s Quiz Kids, aired on NBC. Respective agencies are J. Walter Thompson Co. and Wadsworth Advertising.

Forrest first awards and nine honorable mentions were given by the judging committee to Chicago-originated AM programs, with eight firsts and four mentions in video shows. Annual radio winners, with the rating, class, sponsor and agency or station, follow:

First—local drama, Calling All Detectives, WGN, Fully Detective; network drama, Comedy Playhouse, WGN-Milwaukee; local variety, Melody Lane, Wbild, Stores, Needham, Louis & Partners; network variety, The Breakfast Club, Swift & Co., J. Walter Thompson; music, (tie), Chicago Symphony Orchestra, Chicago Title & Trust Co., Earle Ludgin, and The Northern, Northern Trust Co., J. Walter Thompson; news, Reporter of Large, Richman Bros., WMAQ; juvenile, Hobby Horse, Carson, Pirie, Scott & Co., WMAQ; disc jockey, Chamberfield ABC club with Eddie Hubbard, Lugett & Myers Public Relations.

Program honorable mentions included Smoking, WGN, and The End of the Road, WGN; Paul Harvey and the News, Soehnle, Eden, Soehnle, WGN; O’Brian, Studebaker Corp., Roche, Williams & Cleary; Dave Garroway, WGN.

First in the special features class—sports, Bert-Boehm, Budweiser, WGN; green Drugs and P. L. Lorillard Tobacco Co., WMAQ; public service,Your Life, Johnson & Johnson, WMAQ; women’s fashions, WBBM/Honorable mentions— Allied Tobacco, York, Atlantic, WGN; WBBM, An Everyday Story, on behalf of the Travelers Accident Society, WHO, Who Is Mr. Hearth?, on behalf of the Chicago Heart Assn., WGN.


Television proceeds. Judges went to winners in 11 categories: Instructional, WGN; boxed commercials, National Lumber Merchants Assn., WSBQ (TV); variety, Super Circus, CWoman’s, WBBM; TV, Aldo and Der; Foods, WENR-TV; news commentary, Clinton Slavens, WMAQ; WGN; Vineyard, WMAQ; children’s, WBBM; health, WGN; weather, WBBM; quiz, R. P. D. America, Louis G. Cowan Inc.

TV mention—Cross Question, WGN; conversation of three churches, NBC; Easter Pontifical Mass, WGN-TV; University, Marshall Field & Co., Footie, Cote & Belding.

In the spot announcement division, Cyclopedia Corp. for its microfilm reel, received an honorable mention. Agency is Bennett, Petch & O’Connor.
TO RADIO MEN EVERYWHERE:

Your 1949 MARKETBOOK query-card is now in the mails. Kindly fill it in and return promptly to us here at Washington Headquarters. It will mean spot dollars in your pocket.

The 1949 MARKETBOOK will have a guaranteed circulation of 17,500. It will reach every national and regional agency and advertiser of consequence.

Advertising deadline is July 15. Write or wire collect your space reservation today.

Thank you.

[Signature]

PUBLISHER

WASHINGTON - NEW YORK - CHICAGO - HOLLYWOOD
Sure, Television's amazing—and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)
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**Notes:**
- **Lamp Unto My Feet** is a television series that aired from 1955 to 1958.
- The program features various segments including Scotch, which was a popular brand of tobacco at the time.

**Program Listings:**
- Scotch
- Lamp Unto My Feet
- Various other programs not specified in the table.
THAT is a brief summary of TV development in New York since April, 1948. You can read it in the comparative figures below:

**NUMBER OF HOME TV SETS IN THE 10 COUNTY METROPOLITAN AREA**

<table>
<thead>
<tr>
<th>Year</th>
<th>Families</th>
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<td>April, 1948</td>
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**ECONOMIC DISTRIBUTION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Families</th>
<th>TV Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>April, 1948</td>
<td>172,069</td>
<td>22,735</td>
</tr>
<tr>
<td>April, 1949</td>
<td>242,048</td>
<td>28,055</td>
</tr>
</tbody>
</table>

**IN COMPARISON** to the total population, TV distribution in April, 1949, is still too heavy with A and B homes, but much closer to a true cross-section than April, 1948.

**PENETRATION OF TV OWNERSHIP WITHIN EACH ECONOMIC LEVEL**

<table>
<thead>
<tr>
<th>Year</th>
<th>Families</th>
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</tbody>
</table>

The largest gains percentage-wise occurred in "C" homes and the smallest in "A" homes. This means that TV is becoming (but isn't yet) a mass media.

**FOR OTHER INFORMATION AND FOR TELEFACTS**

Ask The Pulse

**THE PULSE INCORPORATED**

ONE TEN FULTON STREET

NEW YORK SEVEN
Advertisers who want to talk to people living within a 50-mile radius of New York can hold hands with more of them through television than through any one of the 5 leading weekly magazines. Of the 500,000 TV homes within this radius more of them tune in CBS Television than any other network or independent station.