

Baker Urges Action On BMB's Successor

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no continuing, industry-wide survey group was functioning, could create a severe handicap at the outset for subsequent audience studies, Baker warned. He pointed out that while the industry is generally agreed on the need for some such function as BMB performs, there is wide disagreement on the setup of such a bureau, and on the type and extent of its studies.

Baker, who is also the NAB's research director, added that he has been so busy with details of Study No. 2 he has had no time to devote to the "big view" of industry-wide audience measurement, "although someone certainly should be thinking about this."

Production Costs Up

He expressed satisfaction with the progress of Study No. 2, and disclosed that about 340,000 ballots have already been returned, with others coming in at an average rate of 600 a day. The current study will cost "a little more" than Study No. 1, released in 1946, which cost about \$750,000, Baker said. Most of the additional expense is attributed to higher production costs and increased salary budgets for BMB's enlarged statistical staff. To date there are 620 AM subscribers, two TV, and two independent FM stations.

Baker said the upcoming study probably will contain some interesting market figures bearing on the vast increase in stations since the first study. And he predicted "some howls" from station operators in addition to satisfied purrs from others. He indicated that Study No. 2 might show that while hours of listening have not increased much with the multiplicity of stations, listeners are dialing a lot more and hence the broadcast picture is becoming more competitive.

Committees Named By Karol For REC

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president; Frederick R. Gamble, president, American Assn. of Advertising Agencies; Andrew Haire, president, Advertising Club of New York; Grace Johnson, president, Advertising Women of New York; Dorothy Lewis, coordinator Women's Broadcasts, U. N.; Justin Miller, NAB president; Charles G. Mortimer, chairman of the Advertising Council and vice-president of General Foods Corp.; Elliott M. Sanger, executive vice-president, WQXR, New York.

New names on the REC Advisory Council are: Theodore Streibert, president, WOR; Frank White, president, MBS; Ralph Weil, general manager, WOV, New York; Mortimer Loewi, director, DuMont Television Network; Fen Doscher, president, Sales Executives Club; Paul West, president, Association of Na-

Station-Stock Sales OK'd In Busy Day At Commission

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LaSalle, Ill., to a company of which Ruth Elizabeth Miller, niece of the Chicago Tribune publisher and WGN owner, Col. Robert R. McCormick, is president, for \$100,700 and adjustments not to exceed \$2,000. Sellers are F. F. McNaughton and Louis F. Leurig. Peter Miller is secretary-treasurer of the purchasing corporation and Harold Bivins, vice-president.

Another approval was for the sale of WAVZ, New Haven, Conn., and a construction permit for WAVZ-FM by the New Haven Broadcasting Company to new stockholders. President of the new group is Victor W. Knauth, publisher of Omnibook, and Daniel and Nancy Kops, also officers. Price is \$67,500 plus accounts receivable not to exceed \$12,500.

Sale of KGIL, San Fernando, Calif., to Fayette J. Smalley, Jr., by the estate of C. P. M. Allen for \$19,250 was okayed, as was the assignment of WKUL, Cullman, Ala., by H. H. and D. T. Kinney to Alexander B. and Hudson C. Millar, Jr., for \$65,000.

The Commission approved the sale for \$55,000 of KXGI, Madison, Iowa, by Willis Ashby, Billy Barran and John F. Courier to A. Orrie Carson. Another approval was of the assignment of the license of KOWH and the construction permit for KOAD-FM, both in Omaha, by the World Publishing Company to Mr. and Mrs. Robert H. Storz and their son, Todd, for \$75,000.

Largest amount involved in the transfers okayed yesterday was the \$170,000 which changed hands for control of WRDE, Augusta, Ga. Control passed from William K. Jenkins and executors of the estates of Arthur Lucas and Frank Miller to a new corporation including Ernest D. Black, Emmet G. Mc-

Gary Enters Hospital

Arthur Gary, NBC staff narrator, is scheduled to enter Lenox Hill Hospital this morning for a tonsillectomy. He will rest up at the seashore next week.

tional Advertisers; Raymond C. Cosgrove, president Radio Manufacturers Association.

REC Committee Chairmen are: William S. Hedges, NBC vice-president (continuing) and Carl Haverlin, BMI president, serving as consultation chairmen; Marvin Kirsch, vice-president, RADIO DAILY, membership; Davidson Taylor, CBS vice-president, as head of the program committee; Archibald Braunfeld, of Braunfeld & Simons, finance committee of REC; Joseph McDonald, ABC vice-president, laws and by-laws; Michael Foster, CBS, house committee chairman; Harry Feeney, CBS trade news editor, publicity committee, and M. H. Shapiro, BMI, publications.

Kenzie, Allen M. Woodall, Charles W. Pittman and W. R. Ringson.

Price tag for 85 shares of stock in KWYO, Sheridan, Wyo., was \$55,000, with control passing from R. E. and Jim Carroll to Donald E. Tannehill. Sixty per cent of the stock of WHITE, Talladega, Ala., was transferred for \$16,500 from Melvin Hutson to R. A. Davidson, while the Commission okayed the purchase from six stockholders by James E. Murray for \$21,000 of KWKH, Hutchinson, Kansas.

Consent was granted to the purchase of control of KWCO, Chickasha, Okla., by Mr. and Mrs. C. E. Wilson and Mr. and Mrs. P. D. Jackson for \$30,000. Also okayed was the purchase of 50.4 per cent of the stock of WMRA, Myrtle Beach, S. C., by L. B. Hyman from Joe C. Ivey and P. T. Watson for \$11,319.

Eighty shares of stock in WEKR, Elk River, Tenn., went from R. A. Largent to Arthur D. Smith, Jr., for \$12,667. Fifty per cent of stock of WGRV, Greenville, Tenn., went from Robert W. Rounsaville to Paul O. Metcalf for \$25,000. With the 50 per cent of the stock went control of the station.

AM-TV News Awards Planned By NARND

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service in radio news, (2) to a radio news department for performing distinguished service to its community, (3) to a TV news department for performing distinguished service to its community.

Erle Smith, chairman of the NARND awards committee, KMBC, Kansas City, announced that all entries must be in his hands by September 1.

"Entries for the award to an individual in radio news," Smith said, "should set forth briefly his claim to consideration. In this category, service to the community will outweigh stunts, but special emergency service will be considered."


"While perfection of news broadcasting and high listener acceptance will be considered in making a 1949 award to a radio station news department," Smith added, "the aim of NARND more especially is to predicate this award on a public service campaign."

Entries in this category should outline in detail such programs and program series. Sample programs and electrical transcriptions may be included in entries.

The same applies to TV news departments.

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