to quote...

in which WOR repeats some things it said in 1948 as an underlined assurance of what it will continue to be in 1949.

"...what we've said attempts to mirror the warmth and humanness of WOR's programming from day to day. It is these qualities, based on a skilled knowledge of what the public wants, that have made WOR one of America's great stations—and great selling forces—for more than a quarter of a century."

"...WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

"...WOR's personality has always been a warm one; a method and technique of programming based on people, not just shows. But in evolving this form of radio broadcasting, WOR has not ignored ideas, nor the need for showmanship and day to day awareness of what the public wants..."

It is qualities such as those described above that make WOR the amazing selling force that it is, and—mind you—at a price that'll leave you gasping.

heard by the most people where the most people are coming! a great television station • WOR-TV, New York • Channel 9
Sixty-Five thousand people packed their lunch and came to our WLS picnic. Back in 1939, WLS invited Indiana listeners to a Sunday picnic at Noblesville—20 miles north of Indianapolis—asked them to join WLS folks for a day of entertainment, special broadcasts and visiting. Indiana State Police needed help to park 12,000 cars. By early afternoon, they were turning back cars 10 miles away. This family style picnic with sixty-five thousand listeners was one of many great events in the first twenty-live years of WLS.

The Noblesville picnic was a thrill, too, for Mr. and Mrs. Charles Dillenbeck of Pendleton, Indiana. It was an opportunity to see and visit with all the WLS folks they listened to. Thousands of others felt the same way. So, as Mr. Dillenbeck recently remarked, "Seems like everybody went to your Noblesville picnic."

For twenty-two years, Mr. and Mrs. Dillenbeck have loyally listened to WLS. Daughters Florence, Dorothy and Audrey do, too. WLS broadcasts have become a valued and trusted part of their daily lives. Mr. Dillenbeck has a radio in his barn, listens to all WLS farm news and market reports. Recently, WLS hog market reports enabled him to realize an extra $75 profit on the sale of 17 hogs.

Special occasions like the Noblesville picnic, corn husking contests, coverage of the Hindenburg disaster, leave a lasting impression on listeners. They help develop loyalty and acceptance. Serving the religious, social and business needs of our listeners, has built loyalty and acceptance.

This quarter-century of sincere, friendly, "un-sophisticated" relationship between WLS and thousands of folks in the Midwest has led them to remember and regard WLS as a friend in whom they have confidence and belief—a confidence that insures advertising results.

A Clear Channel Station

WLS

The Prairie Farmer Station

890 Kilocycles-50,000 Watts-ABC Affiliate

Represented by John Blair and Co.
The INTERMOUNTAIN FARM NETWORK

Sells the prosperous Intermountain farmer through 9 stations.

Programs slanted to farmers' local interests.

⭐ ⭐ ⭐

ALL NINE FARM MARKETS.

Only the INTERMOUNTAIN NETWORK FARM GROUP covers ALL of the important farm areas in the Intermountain West. This includes: 72% of all the farms and 80% of all the farm income in Utah, 89% of the farms and 84% of the farm income in Idaho, 100% of all the farms and 100% of all the farm income in Montana, 33% of all the farms and 42% of all the farm income in Northern Wyoming.

NO WASTE COVERAGE.

Metropolitan centers and major urban population counties are excluded from the INTERMOUNTAIN NETWORK FARM GROUP, as are desert wastelands. Every dollar spent on the Farm Group is for rural coverage, assuring advertisers of intense penetration of the nine farm markets.

FARM STATIONS FOR THE FARM AUDIENCE.

Each station in the Farm Group programs for its particular type audience. This includes: KID, located in the heart of the rich potato producing Snake River Valley. KVNU, nerve center of the highly developed dairy industry of the lush Cache Valley. KMON, KPOW and KWYO, serving the prosperous wheat and cattle farmers of Montana and Northern Wyoming. Each of these station's program structures are slanted to the interests of the farming activity in the particular area it serves.

PROSPEROUS FARM MARKETS.

Here in the Intermountain West farmers have the money to buy. Cash income per farm in 1947 shows Wyoming in 4th place nationally, Montana in 7th, Idaho 15th and Utah 24th.

ECONOMICAL GROUP RATE.

Two or more stations of the FARM GROUP earn 10% discount. See Standard Rate and Data.

EASY TO BUY.

One scheduling, one contract, one affidavit, one billing.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the farmers live

Avery Knodel, Inc. National Representatives

New York - Chicago - Los Angeles - San Francisco - Atlanta

Closed Circuit

WHILE precise nature of NBC's new Sunday night program format to offset CBS inroads isn't yet formulated (see story page 25), new emphasis on lowering program costs and developing new vehicles could well include recorded programs (in line with modified policy broached at Sun Valley NBC affiliates convention in September), mystery shows and even modified giveaways, if they finally pass FCC muster.

LOU RUPPEL, former CBS publicity director and former managing editor of Chicago Times, on Feb. 1 becomes director of Clear Channel Broadcasting Service, headquartered in Washington. Post has been vacant since Victor A. Sholts left nearly two years ago to become director of WHAS Louisville.

RUTHAFF & RYAN, New York, has submitted television show featuring Olson & Johnson to its client Chrysler Corp., New York. Show said to be one of most costly in TV.

DESPITE eleventh-hour effort to stamp out fire at Broadcast Measurement Bureau, reports are current that the plighted agency is far worse than indicated [Broadcasting, Jan. 3, Jan. 10]. Investigation of BMB budgets thus far apparently has failed to yield sufficiently clarified statement.

PORTENTS of seriousness of BMB plight indicated with reported resignation of Edgar Kobak, MB's president, from its councils although network has paid up to April so it won't rock boat on March survey. It's reported that substantially more than $100,000 in station payments may be needed for March survey.

CROSLEY Broadcasting Corp., which was alpha of so-called AVOKE procedure requiring 60 days of public advertisement of station transfers for competitive bids, also may prove to be omega. AVOKE procedure originally invoked following AVOKE Mfg. Corp. purchase of WVL Cincinnati and associated Crosley properties in 1945. Crosley's proposed purchase of WHAS Louisville for which there are two competitive bids could well be final important competitive bidding case. Proposed change in rule, tossing AVOKE into regulatory ashcan, now is pending.

TO PROTECT investment in Jack Benny, CBS is understood to be covering him with "largest" life insurance policy ever written for man of his age. Similar insurance precautions understood planned on other new talent.

WHEN NAB board group meets Friday to take first look at reorganization problem, one of plans will be three-ply vice presidential bracket between front offices and department heads. AM, FM and TV station groups would have own v.p. contacts to look after their interests.

READING between lines of hard-rocketing Senate subcommittee report on communications (Continued on page 70)

Bulletins

SENIOR JOHNSON (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, will introduce bill for "outright prohibition of granting of Stratovision licenses by FCC," he said Friday in Chicago. He said stratosphere could be used for broadcasts "which would present a far more serious threat of domination by clear channels than exist today." He said he had been informed color television may be here by end of 1948, and that it would make present video sets "not worth a nickel."

HORMEL ON ABC

GEORGE A. HORMEL & Co. (meats), Austin, Minn., will sponsor for 12 weeks Hormel Girls' Corps, drummers and buglers, 11-11:30 a.m. (CST) Saturdays on 504 ABC stations starting March 5 at Knoxville. Corps picks up musician in each town visited. Agency, BBDO, Minneapolis.

U. S. MIGRATION SHOWN

POST-WAR migration remains big factor in United States, report issued by Bureau of Census shows. One of every five persons in the U.S. was living in different place April 1, 1948 than year previous. Approximately one in every 16 lives in a different county. Total of 6.3% of population had crossed county line, while 3.0% or 4,970 persons crossed state lines.

Baltimore Stations Fined for Contempt

THREE Baltimore stations fined Friday by court for violating court's "gag" on publication of crime news (Rule 904). James F. Connolly, WITH commentator, also fined. (Early story of "gag" trial on page 27.)

Appeals expected by guilty stations. Charles Roeder, WCBS program director, said, "Naturally we'll appeal."

Fines were—WITH $500 and costs; Mr. Connolly, $100 and costs; WFBF $300 and costs; WCBS $300 and costs. WSID in suburban Essex, outside city limits, found not guilty since court found no proof was offered that its broadcasts had been heard in city.

Stations have 10 days to appeal. WBAL, similarly charged with contempt, to have separate trial. Court to rule on WBAL procedural claims Feb. 21, with hearing tentatively set for Feb. 28.

Judge John B. Gray Jr. held Maryland courts have power to punish for contempt, with right not limited by legislation; held Rule 904 is valid; said rule is not censorship; asserted he believed in free speech and free trial, but that press must yield in favor of right to free trial. Mr. Connolly severely rebuked for broadcast on ground his material did not originate outside city as in case of other three stations. Judge Gray said court had no difficulty in concluding that effect of broadcasts was "devastating."

CAMEL-SHOW EXPANDS • R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels) Feb. 16 expands five-week evening NBC-TV video programs from 10 to 15 minutes and switches from Fox Movietone to live-and-film NBC show featuring John Cameron Swayze, shifting from 7:50-8 p.m. to 7:45-8 p.m. Agency, Wm. Esty Co. New York.

CHEN YU NAMES K & E • Chen Yu Products (nail lacquer, lipstick), recently acquired by Richard Hrudny Co., New York, has appointed Kenyon & Eckhardt, New York, to handle its advertising.


CRANEY ELECTED HEAD OF ANTI-CLEAR GROUP

ED B. CRANEY, managing director of Pacific Northwest Broadcasters, unanimously elected chairman of group of 75 station officials which met Friday in Chicago's Palmer House to organize offensive against clear channel movement.

Mr. Craney named following to join him on executive committee: Don Searle, KMMJ Grand Island, Neb.; Les Biederman, Midwestern Bstg. Co., Michigan; Steve Cikler, WKYW Louisville; Clifford Lee, KFXX San Bernadino, Calif.; F. C. Sowell, WLAC Nashville; Bruce McConnell, WHTO South Bend, Ind.

Sen. Edw. C. Johnson (D-Col.) told meeting that network stations should form "unions" and "collectively bargain" with networks (see story page 22). Sen. Johnson said he plans to attend third NARSA at Quebec in October.

Group decided dues should be four times highest hourly rate, for three years. Represented were 139 stations from all over country. Objective is to see that monopoly never is allowed to exist in radio.

Business Briefly

Greetings This Issue

(National Broadcast Index page 6)

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BROADCASTING • Telecasting
radio listeners in the booming Magic Circle land
live in KCMO’s listening area...*

Talk about a bonus in listenership... you just can't beat KCMO's 50,000 watt coverage of Mid-America and Roger Babson's famous Magic Circle land!

Three out of four...yes, three out of every four persons in the Magic Circle live in KCMO's listening area...based on mail response. That's a population of over 11,560,000 persons! Almost half this audience—5,435,000—is inside KCMO's measured 1/4-millivolt area (213 Mid-America counties). There's nothing small about that!

To sell the Magic Circle's farm-and-factory-rich millions, center your selling on KCMO—Kansas City's most powerful station for Mid-America in the Magic Circle!

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.

ONE station
ONE set of call letters
ONE spot on the dial
ONE rate card

National Representative:
JOHN E. PEARSON COMPANY

KCMO
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

and KCFM...94.9 Megacycles

January 31, 1949 • Page 5
WMT paddles its own in Canoe (IOWA)

...and a spanking good time is had by all, advertisers as well as listeners. Canoe's population wouldn't crowd a fair-size yawl—but if you're fishing for markets there's a whole fleet of prosperous Canoes in WMTland. 1,121,782 people live within the WMT 2.5 mw line.

For smooth sailing in the important Eastern Iowa farm-and-industry market, navigate with WMT, the exclusive CBS outlet in the area. The Katz agency man will welcome you aboard with full details.
PITTSBURGH'S CBS OUTLET

W*J*A*S

ONE OF THE OLDEST BASIC CBS STATIONS IN THE UNITED STATES

ANNOUNCES THE APPOINTMENT OF THE

George P. Hollingbery Company

AS EXCLUSIVE NATIONAL SALES REPRESENTATIVE

Call a Hollingbery man today for full information about Pittsburgh's highest rated shows and availabilities. Offices in . . .

CHICAGO * NEW YORK * LOS ANGELES
SAN FRANCISCO * ATLANTA

W*J*A*S

PITTSBURGH, PA.

Operated by Radio Supply House, Inc.

H. K. Brennen, President & Gen. Mgr.

John H. Buchheit, Commercial Mgr.

AM 5,000 Watts

FM 20,000 Watts
RUSSELL PIERCE of Pierce, Threlkeld & Asse, San Francisco, resigns to become vice president of Abbot Kimball Co. of California. He also will be an account executive in company’s Los Angeles office. Mr. Pierce is former manager of J. Walter Thompson Co.’s San Francisco office.

FAIRFAX CONE, chairman of board, Foote, Cone & Belding who headquarters in Chicago, elected to board of directors of Community Fund of Chicago. Mr. Cone, chairman of the Fund’s public relations committee for two years, will organize new year-round campaign committee, which he will head.

WALTER McCREEERY, president of Smith, Bull & McCreeery Inc., Hollywood, announces plans to open Chicago office sometime this year. Agency recently expanded its San Francisco office, with new headquarters at 622 Powell St.

JOHN W. SHAW Adv., Chicago, announces formation of new television department headed by ROBERT ZELENS. New department will make market-by-market television tests for clients to help them determine relative positions in TV before launching big budget programs.

PEGGY WOOD joins Zeder-Talbott Inc., Hollywood, as public relations director. Miss Wood was formerly assistant radio publicity director for West Coast offices of J. Walter Thompson Co., Hollywood, and prior to that was NBC Western Division assistant promotion manager.


WILLIAM L. O’BRION, formerly with merchandising department of Newell-Emmett, New York, joined St. George & Keyes, New York, in similar capacity.

VIVIENNE BARNES, formerly contest editor with Butler Bros., Chicago, joins Roy S. Durusine Inc., San Francisco, as production manager.

ROBERT S. HENDRICKSON, formerly account executive with Gerth-Pacific, San Francisco, joins merchandising department of Young & Rubicam, same city.

DON PICKENS, formerly manager of California Newspaper Advertising Service, joins Blow Co., San Francisco, as assistant media director and office manager. DICK GRANT, formerly with J. Walter Thompson Co., San Francisco, joins agency as production manager.

WILLIAM R. MINER, former managing editor of the St. Louis Star-Times, joins publicity department of Needham, Louis & Brophy, Chicago. Mr. Miner is former special writer and Washington correspondent for Chicago Sun and member of editorial staff at Chicago Tribune.


CHANDLER STEWART WOOLLEY, formerly of BBDO and Roy S. Durusine Inc., both New York, appointed director of services for Jules Livingston Adv., Binghamton, N. Y.

A. C. MacGOWAN joins Cruttenden & Eger, Chicago, as head of firm’s new marketing research department. Mr. MacGowan was manager of marketing research division at Firestone Tire & Rubber Co., Akron, for six years. He also directed research for J. Stirling Getchell Agency, New York.

RICHARD N. GULICK, with Charles Dallas Co., New York, for past 12 years, appointed vice president and account executive of A. W. Lewin Co., Newark, N. J.

ELIZABETH FOWLES, formerly with Garfield & Guild, San Francisco, joins copy department of Smith, Bull & McCreeery, same city.

LAWRENCE Adv., Chicago, moves to new offices at 203 N. Wabash Ave., from 59 E. Van Buren St. Telephone: DEarborn 2-2841. LAWRENCE COHEN heads office.

FRAN HARRIS, television director of Ruthrauff & Ryan, Chicago, and RALPH G. TUCHMAN, Hollywood news editor of Broadcasting, have announced plans to be married at the end of this summer.
some

Pacific Coasters enjoy wading out into low-tide Saturday pools—to dive under with a crowbar for prying abalones off the rocks. Succulent seafood, when pounded immediately and thoroughly.

more

people throughout the West stay home Saturdays and listen to their radios. Look: The family availability on Saturday (Hooper average) is 74.2–8% more families than are available on weekdays. And sets in use on Saturdays have increased 32% over four years ago.

Even on NBC, there are still a few Saturday morning and early afternoon availabilities. You'll want to find out about them—and see more of the startling Saturday listening figures. That day, as advertisers know, is no exception to the rest of the week which marks NBC as No. 1 Network—in the buying West as in the nation.

listening's first on a western saturday over

NBC WESTERN NETWORK
HOLLYWOOD - SAN FRANCISCO  a service of Radio Corporation of America
Feature of the Week

A DOUBLE-BARRELED campaign for home improvement has been launched by WTMA Charleston, S. C. Not only has the idea brought the station a nice piece of business—28 quarter-hours a week under sponsorship of 14 firms—but it promises to impel Charleston area residents to improve and remodel their homes to a greater extent than ever before.

The idea was conceived by Robert E. Braddam, WTMA manager, and uses the theme "It's later than you think." Participating in the effort with the station are the Citizens and Southern National Bank of South Carolina and building material and construction concerns in the area.

The campaign officially started with programs of Jan. 9, after extensive pre-broadcast promotion in local papers and on the air.

Before the initial program a dinner was held for representatives of the bank and participating concerns. The purpose was to discuss every aspect of the overall campaign plan.

Dealers answered questions and explained their part in the remodelling and home improvement work and, in turn, representatives of the bank explained financing of the project. Members of the advertising and program departments of WTMA were present at the dinner so that they might get a clear view of the type of programs best suited to the campaign.

During each WTMA home improvement program, in the regular commercial time, a sponsor plugs the campaign in general, urging listeners to remodel and improve their homes, and at the same time advertises his own product. The Citizens and Southern Bank, in its Music for Dreaming program, gives the campaign a boost while explaining how it will lend the money necessary for home improvement.

Different Titles Chosen

Appropriate titles were chosen for each program—Pastels in Melody for a paint company, Melody Manor for a brick company, and Open House, a participating program for several dealers.

The campaign is running 26 weeks with the station confident that the double pounding from the bank and the various dealers will bring a great wave of home improvement to Charleston.

On All Accounts

On New Year's Day, there were some in this country who didn't interrupt their hangover treatments to summon any unusual interest in the news that Texas was defeating Georgia in the Orange Bowl at Miami. But to Leslie Talbot Harris, newly appointed radio director for Benton & Bowles, New York, that intelligence might very logically have stirred happy recollections, for it was out of that Bowl that Mr. Harris drew the first small fruits of what has turned out to be a particularly blossoming career in radio.

As aid to Ted Husing at that winter football classic, Les Harris made his big-time bow into radio.

Born on March 21, 1914, in New York City, Mr. Harris first entered radio 14 years later as a part time announcer at WDBO Orlando, Fla. Later enrolling at Washington & Lee, where he studied law, he spent the summers as a special events announcer for WGN at the Chicago World's Fair.

Departing Chicago, Les Harris toured the country with Jan Garber and his orchestra, serving as radio expert for the General Motors Automobile Shows.

Returning to New York and the Columbia School of Journalism, Mr. Harris kept a portion of his heart and his good right hand in radio as an announcer at WOR. Deciding finally to let his left hand in on what his right hand was doing Lee Harris left New York and Columbia to take a full-time job as production director of WQAM in Miami. After a time he became program director of the station.

It was then that he was sought out by CBS to assist Ted Husing at the Orange Bowl. Other assignments followed: Mr. Harris handled the celebrated interview with the Duke of Windsor when the ex-monarch first arrived in this country after his abdication; he recorded the last words of Amelia Earhart before the takeoff on her fatal flight; he covered the celebrated Cash kidnapping, innumerable hurricanes, served as announcer for the late President Roosevelt, cov-

(Continued on page 65)
In sports-minded Portland, skiers too have fun on the Kay West program.

Hula 'n' everything! Kay broadcasts direct from Hawaii.

Here's Kay before leaving to help inaugurate Hawaii-Portland air service.

KEX's fabulous KAY WEST PROGRAM is a prime favorite with Pacific Northwest listeners... and a powerful sales tool for advertisers who share this scintillating show at 1:30 PM, Monday through Friday.

Kay is seen and heard everywhere... starring at fairs, planning special events, serving as toastmistress, broadcasting from Hawaii. Timely interviews and audience-participation stunts keep Kay's program pulling the largest quantity of mail on KEX. Listeners... and lucky clients... really "love that gal."

OH, KAY!

KEX's fabulous KAY WEST PROGRAM is a prime favorite with Pacific Northwest listeners... and a powerful sales tool for advertisers who share this scintillating show at 1:30 PM, Monday through Friday.

Kay is seen and heard everywhere... starring at fairs, planning special events, serving as toastmistress, broadcasting from Hawaii. Timely interviews and audience-participation stunts keep Kay's program pulling the largest quantity of mail on KEX. Listeners... and lucky clients... really "love that gal."

KEX

WESTINGHOUSE RADIO STATIONS INC
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV
For WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting

January 31, 1949 • Page 11
IF YOU'RE FROM MISSOURI, LET US SHOW YOU...

Listeners want shows! Sponsors want shows!
That's what the Capitol Transcription Library gives you—shows that we program for you as part of this unusual service. Want to know more? Fill out the coupon. Let us show you.

Capitol Transcriptions
Sunset and Vine, Dept. B131
Hollywood 28, California

FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name: __________________________
Station: _________________________ Position: _________________________
Street: __________________________
City: ___________________________ State: _________________________

Capitol
TRANSCRIPTIONS
A UNIQUE
LIBRARY PROGRAM
SERVICE
EDITOR'S NOTE: With the close of the national March of Dimes campaign today (Jan. 31) BROADCASTING, in recognition of the outstanding public service rendered by the industry, this week utilizes its "In the Public Interest" section to publicize the activities of stations which reported March of Dimes work. Herewith are a few of the many activities by stations and networks, as reported to Broadcasting.

FROM COAST to coast this month the radio industry has been on the march aiding in collecting money for the March of Dimes campaign. The drive to aid victims of infantile paralysis opened nationally Jan. 14 and closes today (Jan. 31).

CBS presented an hour and a half Cavalcade of Bands last night (Sunday) from 11:30 to 1 a.m., featuring five of the nation's top orchestras - Larry Potin, Garwood Van, Johnny Austin, Joe Reichman and Tex Beneke. Each of the orchestra leaders paid tribute to the work of the National Foundation for Infantile Paralysis and appealed for contributions.

Jack Benny, known as a gag for his penny-pinching, led a nationwide appeal, "Ten Pennies From Benny." Loading his famous vault on a wagon, Mr. Benny made the trip from Hollywood to Washington where his contributions were turned over to the national foundation. CBS affiliates across the country tied in this drive with their own local March of Dimes campaigns.

WCSC Booth
In Charleston, S. C., WCSC set up a "Ten Pennies From Benny" booth in the downtown area manned by station staff members, each of whom contributed an hour a day to care for the booth. In addition to the booth, air announcements and numerous posters throughout the area, WCSC cooperated with the U. S. Army Recruiting Office which donated a truck to aid in collections. The truck carried large posters of Mr. Benny's wagon and its public address system was handled by soldiers and WCSC announcers.

WPAY Portsmouth, Ohio, also plugged the Benny march with a strongbox in which to deposit contributions. A large picture of Mr. Benny appeared on the side of the box which was sent by Railway Express to the comedian in Washington at the close of the drive. Special 15-minute broadcasts were aired every day during the two-week campaign by WLAW Lawrence, Mass. Arthur Flynn, WLAW commentator and fightcaster and chairman of the local March of Dimes, handled the broadcasts which originated in a large booth installed on the main street of Lawrence. Aiding Mr. Flynn in his interview-type programs was Jimmy Dowd. Mr. Dowd, a Marine veteran paralyzed from war injuries, was the subject of a recent WLAW drive which raised $20,000 for his care.

In Washington state, listeners to

In the Public Interest
Radio's Role in The March of Dimes

KAY KENNELLY
Time Buyer, OLIAN ADVERTISING CO.

Director of all time buying at Olian, Miss Kennelly is recognized as one of the most active and most efficient women in the industry in Chicago. The William G. Rambeau rep today presented Miss K. with a certificate of membership in the Honorary Order of Patrons and with the deed to a tract of land in the heart of the Patron country.

"PATRON - Aristocratic Landholder of the Hudson Valley"

Only the WPTR-WBCA combination gives you all this:
10,000 watts of AM power,
America's first commercial FM station,
regional coverage at local rates,
unexcelled equipment, top talent.
And, hard-hitting promotion, too:
car cards, newspapers,
outdoor boards, direct mail, counter displays and courtesy announcements.

10,000 Watts of POWER Night and Day

PATRON BROADCASTING CO., ALBANY, N. Y. • • Represented by RAMBEAU

January 31, 1949 • Page 13
Fulton Lewis Jr.
and His Electric Buzz-Saw

He's a handy man to have around the house—and his radio voice is around more houses than you can shake a mike at. Whether he's putting a bureau together or taking a bureaucrat apart, he hits the sawdust trail with everything he's got. At home, he works with a complete workshop. In the office his "tools" include a trained news-gathering team of reporters and editors whose efforts contribute precise background data to the nightly Lewis broadcast.

Currently sponsored on 326 stations, the program is the original news "co-op." Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Want a big slice of Ohio?

Cleveland's Chief Station with its 675,000 radio families... $2,300,000,000 in sales, gives time buyers more for their money in this great market. If you want a BIG slice of Ohio ask WJW or call Headley Reed.
'Talking People'

EDITOR, BROADCASTING:
May the ghosts of the Greek choruses of ancient Hellas haunt Bill von Zehle and the writer of the Meredith Wilson* article! Did neither of them ever hear of Aeschylus, Sophocles or Euripides—hm-m-m?

Bob Keller
Robert S. Keller Inc.
Radio Sales Promotion
New York City

*"The Talking People" by Ann August [BROADCASTING, Jan. 3].

[Editor's Note: One laurel wreath comes up for Meredith Wilson. He was willing to go all the way back to Euripides closing choruses to crib a good idea.]

Video Views

EDITOR, BROADCASTING:
Are we starving the goose that laid the golden egg?
It begins to look like it. Pick up any trade magazine these days and all we can read about is "Television", the cost of transmitters, programs, extra personnel, studio enlargements, and on through other figures that keep you awake at night.

It will, no doubt, be mighty fine for the larger cities to have television, and no doubt television is definitely on its way, but what I would like to know is this: what will become of the more than 1,600 smaller stations who cannot afford television for possibly ten years yet? Will they have to fold up and go out of business? Will they go to the bughouse trying to figure out where they stand?

It would seem to me, with my 14 years radio experience, that we need enlightenment in another direction. How many of the radio stations in the United States are doing a really good, bang up job of presenting "good" radio to their listeners? . . . When you come right down to it, half of the 50,000 watters today are not giving "good" radio, half of the time, and cer-

tainly that goes for 75% of the smaller stations.

Nat L. Rosler
Manager
WBUY, Lexington, N. C.

EDITOR, BROADCASTING:
I know television is here to stay, and sometimes when I'm watching my set I say, "What a pity!" But, aren't the people of BROADCASTING emphasizing the Telecasting part of the news with more vigor than radio?

Please send my very best compliments to J. Frank Beatty for a highly interesting word picture of radio in Baltimore. Every word of it was true. I am inclined to be impatient with this old-bug at times, but some things go on here that are important and I think Mr. Beatty put those points across clearly.

Bill Roche
Promotion Director
WFBRN, Baltimore

[Telegram]

EDITOR, BROADCASTING:
Making fight here again for equality with newspapers for full freedom radio news re sports on public property. Refusing to pay fees for monopoly claim. . . . Have offered substantial amount for exclusive rights against newspapers and radio with promise to give all free for simple copyright credit if I can buy negotiation or auction. Please run story including request any station wire me if professional sports are broadcast without fee to or with pay from promoters. Need material for public pressure to accomplish this last vital freedom without lawsuit if possible. Urgent.

Rogan Jones
President
KVOS Bellingham, Wash.

EDITOR, BROADCASTING:
After looking at some of the television coverage of the Inauguration on the night of Jan. 19 I can quite readily understand why (Continued on page 18)

Call Change List

EDITOR, BROADCASTING:
Several of our members read with interest the letter to "Open Mike" from William D. Laudeman, 357 W. 46th St., New York City, which appeared in the Jan. 17 issue.

They have written me and suggesting that you be asked to also include the call letter and call letter changes that are issued by the FCC.

They point out that you publish the actions of the FCC each week in full and that the inclusion of calls issued and call changes will add much information. . . .

Ray B. Edge
Board Chairman
National Radio Club
Buffalo, N. Y.

(Also signed by 11 other members of the club who subscribe to BROADCASTING)

[Editor's Note: In the future BROADCASTING will print call-letter changes weekly in the FCC Actions section.]
All You Need to Know to Cover
WESTERN PENNSYLVANIA • VIRGINIA
EASTERN OHIO • WEST VIRGINIA

More than eight million people, spending Four and One-Half Billion Dollars Annually in retail sales outlets, make this four-state area one of the nation's most profitable markets; and it is completely covered by WWVA.

These are busy states, which means business for alert advertisers. West Virginia is the nation's leader in the mining of bituminous coal, and coal mining dollars are plentiful. In combination with Eastern Ohio and Western Pennsylvania, more than half of the nation's steel is produced in this compact region. Add to this the potent tobacco market of Virginia, the powerful chemical, glass, clay and lumber industries of the four states, and you have the reasons why this WWVA area provides a market rich in sales potential.

WWVA's friendly programming has made it a welcome voice in the homes of these four states; WWVA can deliver your advertising message to a ready-made, loyal, responsive audience economically with one cost, one billing. An EDWARD PETRY Man has the details.

WWVA

50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Open Mike

(Continued from page 18)

NBC allowed Jack Benny, and is going to allow some of its other stars, to go over to CBS.

Television is going to pave the way for the downfall of the old names in radio, which isn't bad, since radio itself has been trying to find a way in which to rejuvenate. Phil Harris and his wife, George Jessel, Edgar Bergen can definitely retire with their gold sacks, so that we can get some stimulating new faces like Paul Winchell, girl singers, who have always sung well, but now add more charm to listening over television.

The one and only gripe I have with your magazine, as well as other trade publications, is that you put too much stress on TV and you sort of forget the guy who is out in the "sticks" and is still on AM and FM. Maybe I am wrong!

O. R. Davies
Manager
WKAP Allentown, Pa.

[Editor's Note: TV zealots want more TV news; some AMers want little or none. Whether it's AM, TV or FM, it's still broadcasting. It behooves all identified with the mass media to keep abreast of developments in these changing times. Broadcasting hasn't cut its aural coverage; it has expanded all news coverage to an average of better than 40 pages per issue.]

** * *

Combating Newspapers

EDITOR, Broadcasting:

... it is obvious that the radio industry is doing a poor selling job. As always, radio stations are fighting among themselves, while the newspapers in their markets run further and further ahead in the field of local advertising.

Only today I visited a two-station market, which is now attempting to support three radio stations. I talked with the manager of each of these stations. Each manager told me with glowing pride how they are really giving their competitive stations "hell"! Yet, not one of these station managers is doing anything material to compete with the one newspaper in their market.

Maybe I'm losing my mind, but I suggested to these three station managers a simple plan for combating newspaper competition. This plan consisted of a joint campaign of sales promotion letters pointing out the economy of radio advertising in comparison with newspaper advertising — AND — combination rates offered by the three stations.

In other words, if an advertiser bought one station he would pay straight rates; buy two stations and get a five per cent discount from each; buy all three stations in the market and receive a ten per cent discount from each. . .

May I compliment Broadcasting on its continuing campaign to awaken the radio industry to the fight against newspaper competition. . .

Robert D. Buchanan
Station, Sales and Service
P. O. Box 361
Sanford, N. C.

[Editor's Note: Selling radio as the most effective of all advertising media benefits not only the advertiser but all phases of radio as well. Cooperation is essential in putting this message across.]

** * *

AM-FM Identification

EDITOR, Broadcasting:

... after doubt combination call-letters (["This is WPRO- and WPRO - FM Providence!"]) has caused difficulty with potential set buyers and listeners. First, not many laymen realize the difference between FM and AM. Secondly, set owners do not realize that a station with FM and AM constitutes two separate stations. Finally, set owners are satisfied that they are hearing static-free programs when they hear "WPRO- FM" over AM. In order to alleviate this existing condition, I would like to make two suggestions. First, that stations resort to a technique used a few years ago by WTIC Hartford. The station break went something like: "This is Hartford, WTIC," and then a button was pushed cutting the voice from AM. The announcer would add over FM, "-FM." On AM, the break sounded like, "This is Hartford WTIC." On FM, "This is Hartford WTIC FM." .

Roy M. Schwartz
Boston U.
School of Public Relations—Radio Division
Boston

[Editor's Note: Many stations besides WTIC Hartford are using some variation of this technique.]

** * *

Bible of the Trade

EDITOR, Broadcasting:

... Incidentally, I think this "Study" (of major radio markets) was a wonderful idea and have found it so interesting that I want to keep the entire series permanently. As I said once before when complimenting your magazine: "An announcer or radio man without Broadcasting is like a minister without a Bible." Keep up the good work.

William Stewart
Director of Public Service Programs
WBMS Boston

Financial Report

COPIES of FCC Form 324 for the annual financial report of stations to the Commission are to be mailed to broadcasters during the week of Feb. 7, FCC announced last week. The Commission said there are no substantial changes in this year's report. The forms are to be returned to FCC by April 1.
ANNOUNCING

SINGING ANNOUNCEMENTS
FOR 48 TYPES OF BUSINESS

Appliances
Auto Accessories, Tires
Auto Repair
Bakeries
Beauty Parlors
Book Stores
Breweries
Camera Shops
Children's Shops
Coal and Ice
Commercial Banks
Credit Clothing
Dairies
Department Stores
Drive-In Theaters
Drug Stores
Dry Cleaning
Farm Equipment
Feed and Grain
Florists
Food Stores
Fuel Oil
Furniture Stores
Furriers
Gas Stations
Hardware Stores
Ice Cream
Jewelers
Laundries
Loan Companies
Luggage Stores
Men's Clothing
Movers and Storage
Movie Theaters
Music Stores
Opticians
Optometrists
Paint and Wallpaper
Real Estate & Ins.
Restaurants
Savings Banks
Savings and Loan
Shoes
Soft Drinks
Sporting Goods
Taxi Companies
Used and New Cars
Women's Apparel

Here, at last, is a new way to increase station income! The life blood of your station is spot announcements. Now you can sell more local business with jingles that are comparable to the best national spots. Jingl-Library*, with “singies” for 48 different kinds of local accounts, was created by nationally known writers and talent. It will be available to only one station per market.

The 672 jingles sparkle with fresh ideas—each one irresistible and different. Each category has 14 versions. They are designed for chain-breaks and minutes with plenty of room for live copy. In addition, there will be special monthly releases. This brand new idea gives you, exclusively, selling ammunition to stimulate new business. The cost is unbelievably low!

Wire or phone for
Audition Record
($2.50 Deposit)
No Options! One
Station per Market!

QUICK FACTS
48 Different categories
14 Different jingles per category
672 Jingle cuts
Additional monthly releases

*Registered Trademark

RICHARD HULLMAN, INC.
277 DELAWARE AVE., BUFFALO 2, N. Y. • PHONE CLEVELAND 2066
Miami's strategic location at the southeastern tip of the United States has made it the logical gateway for commercial and passenger traffic between the Americas. Last year nearly 500,000 tons of foreign shipping alone passed through the Miami harbor, and the value of Miami's imports and exports reached close to the $100,000,000 mark. In addition, Miami attracts thousands of Latin-American tourists whose purchases point up the year-round nature of this great market.

Yes, Greater Miami's natural trade area extends in all directions, forming a truly international market whose annual spending bankroll is conservatively estimated at $500,000,000. And comparisons prove the way to reach the most customers at the lowest cost per capita is WQAM, Miami's First Station, whose strong, clear signal blankets Greater Miami, and gives bonus night and daytime coverage of 15 additional counties in Greater Miami's trading zone.
NBC RECONNOITER

By EDWIN H. JAMES

A SPECIAL MEETING of all NBC affiliates was held in Chicago Feb. 23 and March 1 to explain to stations the network's tactical plan in the intensifying battle for programs, it was learned last week.

Top executives of NBC will advise the stations:

1. That AM network broadcasting is at or very near its maximum financial development.

2. That soon advertisers will begin to withdraw budgets from radio to finance television ventures.

3. That lavish investments in talent are economically unsound in view of the uncertainties of the transition period from radio to telecasting.

4. That NBC will embark on a vigorous campaign of new programming development to bring new and presumably refreshing voices to radio and to unearth personalities and shows which can grow with television.

Although the network made no announcement of the future meeting, it was understood that the decision to call it was made at the insistence of the NBC Stations Planning and Advisory Committee which met last Monday and Tuesday in New York.

Closed Session

Niles Trammell, NBC president, and Charles R. Denny, executive vice president, were understood to have given SPAC members a complete outline of the network's programming plans and to have proposed that all stations be briefed on the subject by closed circuit broadcast. SPAC, however, urged that station interest in programming was so intense as to warrant longer discussion than would be possible in closed circuit talks.

The Chicago meeting, lasting two days, will be a closed business session, it was said.

The essence of Messrs. Trammell's and Denny's remarks to SPAC, it was said, was that NBC believed it economically unsound to defend itself against CBS raids on its talent by outbidding the other network. NBC believed such a course would lead only to skyrocketing talent costs which would seem slim chance of amortization.

The "purchase" of talent, either through capital gains deals or guarantees of large salaries for extended periods, is considered unwise by NBC.

The NBC executives said they believed:

1. That some top ranking radio stars may not prove to be equally popular in television.

2. That for some time advertisers will be unwilling to pay talent costs in television commensurate with those in radio now. Production costs exclusive of talent are much higher in television than in radio, it was pointed out, and the obligation to assume a bigger "cut" in television will discourage sponsors from indulging in the kind of talent salaries that are paid to the Hooper favorites of radio today.

SPAC was told that NBC will seek out and develop new stars and programs which are less expensive than top radio properties of the moment. The network is prepared to match CBS "dollar for dollar" in programming expenditures.

Mr. Trammell Mr. Denny

SPAC was assured, but the money won't be spent the same way by NBC as by CBS.

Rather than invest heavily in a comparatively few properties, NBC will undertake broad creative programming development, the executives said.

Survey of Prospects

Already NBC has auditioned hundreds of prospects. Of these 52 are being further examined. The 52 are called "possibly acceptable" programs, SPAC was told.

The network has rosy hopes for its comedy team of Dean Martin and Jerry Lewis, with whom a long-term contract was signed several weeks ago. At least one sponsor was said to have virtually committed itself to the show and the most thorny problem concerning the introduction of the team—which as yet has been under wraps on NBC—was the selection of a time for it.

The NBC contract with the comedians guarantees that once Messrs. Martin and Lewis are put on the air in a regular show, they must be kept there for a minimum of 52 weeks—no matter what their rating or commercial standing, it was learned. This contractual provision naturally is causing NBC to study carefully the matter of scheduling.

It was also understood that NBC executives told SPAC their programming plans were not confined to creation and exploitation of

(Continued on page 52)

RETAILERS

Radio's fight for the retail advertising dollar got underway in earnest last week.

Scene of the opening phase in an all-out battle with newspapers for a larger share of store advertising was the Memphis Advertising Club, where a newspaper spokesman had

Mitchell Lob Mortar for Radio

set the scene recently with a below-the-belt denunciation of radio.

Shooting the competitive works on behalf of radio was Maurice Mitchell, NAB director of broadcast advertising. Mr. Mitchell departed from the traditional friendly competitive role of broadcasting spokesmen by bearing the newspaper medium into the fray.

He used two principal weapons. First, he discussed radio's advantages as a medium and its growing use by retailers. Second, he drew from an address by B. Earl Puckett, president and director of Allied Stores, to show that newspapers are outmoded and rapidly losing public as well as advertiser respect. Mr. Puckett's views were given in a Jan. 13 address to the Newspaper Advertising Executives Assn. in Chicago.

The Memphis address signifies that NAB is starting after retail business aggressively pending completion of the All-Radio Presentation, Mr. Mitchell told the gathering that included over 100 retailers.

"We sense a revolution in retail advertising," Mr. Mitchell said.

(Continued on page 24)
JOHNSON PRODS ANTI-CLEARS

By ED KEYS

INDEPENDENT broadcasters, girding for battle with the clear channel forces, were warned by Sen. Edwin C. Johnson (D-Colo.) Friday that “iniquitous, hard hitting action” is imperative to defeat those he charged were seeking national radio control.

The battle cry was sounded by Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, during his address at the organizational meeting of the anti-clear group in Chicago's Palmer House.

Sen. Johnson, ardent foe of the clearers and author of a bill (S-491) to break down the clear channels and forbid power in excess of 50 kw, sized up the independents' adversaries as "a well entrenched, well financed, well staffed group who are determined to have radio control in the United States.

Broadcasters who had responded to the rally call of Ed Craney, managing director of Pacific Northwest Broadcasters, were cautioned by Sen. Johnson against placing their faith in what Congressional support they may have or to rely upon trade organizations to fight their battles.

Urges Unified Action

"The main thing to do now," he advised, "is to get together, stick together, have clear cut objectives, develop good strategy, plan an intelligent campaign, get it going fast, keep fighting hard, and you won't lose out and neither will the American people lose out."

Just prior to his departure for Chicago, Sen. Johnson reiterated his opposition to clear in a statement on the floor of the Senate prefacing introduction of the Senate subcommittee interim report. He asked and received consent for reprinting of the lengthy report in the Congressional Record—an unusual procedure—and commended Sens. Tobey and McFarland for their "excellent work."

The chairman urged all Senators to study the Senators' report. He criticized the FCC for arrogating unauthorized powers. He added:

"Furthermore, the committee report raises the important legal question of whether a fundamental policy matter which directly concerns and affects all the people of the United States shall be decided by an administrative regulatory agency created by Congress for that function or whether such a paramount question of important national policy should be determined by the Congress itself. I believe, and I am sure all Senators believe, that basic, fundamental policy questions must be determined by the lawmaking body.

Mr. Craney had earlier announced that he had received 112 replies to letters he circulated last month seeking support for the organization of independent broadcasters. His goal is a war chest of more than $10,000 for establishment of a Washington office with a paid director [Broadcasting, Jan. 24].

Sen. JOHNSON

noted that the collective action signified their intention to actively support "a strong, cohesive organization which will truly represent the middle man and the little man in radio in order to fight effectively for the interests of the listening audiences whom they serve."

"It is well," he continued, "that this spirit prevails when one contemplates the disasters which threaten the very existence of that major segment of this great industry which you operate. The state of the Union in radio is not good. Intelligient, hard-hitting action obviously imperative now."

Limitations, which Sen. Johnson understood would be acceptable to some independent broadcasters, would include: (1) Reallocation of clears so they would be located only in so-called unserved "white areas." (2) Complete duplication of all other clear channels. (3) Limit high power clears to three or four, with maximum power of 100 kw. (4) Deny ownership of such high power clears to every network and to any stations the right to broadcast network programs. (5) Require such stations to do their own programming.

The Colorado legislator put him

(Continued on page 15)

LEVYS TO LEAVE

Resign WCAU April 1

THE Levy brothers—Dr. Leon, president and general manager, and Isaac D., vice president and general counsel—have resigned after a quarter-century of managing the WCAU stations in Philadelphia, effective April 1. They will continue on the board, however, and be available in advisory roles.

Their successors are expected to be Joseph L. Tinney, executive vice president and assistant general manager, and Louis Levinson, an assistant in the station's legal department, it was reported.

The Levys sold their controlling interest in WCAU to the Philadelphia Record in 1946. Each had owned 32.67%. They retained substantial stock holdings in CBS. The Record sold WCAU in 1947 to the Philadelphia Bulletin.

Dr. Levy attributed the two resignations from active WCAU management to the press of personal and outside business interests. Simultaneously he revealed that they are establishing their own offices April 1 at 123 S. Broad St., Philadelphia, where they will conduct their various enterprises.

The Levys joined WCAU in 1924 and have since been continuously associated with its management. Under their direction the station grew from a 500 w outlet to its present 50 kw clear channel position.

WCAU was the first station to join the Columbia Broadcasting System in 1927, and last year became the first affiliate of CBS' television network. The brothers are members of the CBS board of directors.

Dr. Levy, Philadelphia-born and graduated from the U. of Pennsylvania's Dental School in 1915, practiced dentistry before entering the radio field in 1924. Co-owner of Jaclyn Stable, he is a director and member of the executive committee of the Philadelphia Racing Assn., as well as a director of Yellow Cab Co. of Philadelphia. Dr. Levy's civic activities include directorship of hospitals and many charitable organizations.

Isaac Levy, also a native of Philadelphia, was graduated from the same university's Law School in 1913. A prominent member of the Philadelphia bar, he has handled WCAU's legal matters since his entrance into the broadcasting business, also in 1924. Mr. Levy is considered one of the nation's foremost authorities in radio law. Like his brother, he also serves as director of the Atlantic City Racing Assn. and the Yellow Cab Co. For the past two years he has been chairman of the city's Community Chest's Red Feather Rally Committee.

Both Levys reside in the Germantown section of Philadelphia.

WCAU Inc. includes the 50 kw CBS WCAU, WCAU-FM and WCAU-TV.
By RUFUS CRATER

IN A REPORT foreshadowing greater Congressional activity in FCC policy determination, a two-man Senate Interstate Commerce subcommittee last week recommended unequivocally that clear channels be broken down and the power ceiling cut to 50 kw.

The report also contained a recommendation which, if carried out, would mean that more than 200 U.S. stations and scores in other North American countries would have to be put off the air or moved to other frequencies.

This was a proposal—also advocated in substance by the Mexican Government—that the new North American Regional Broadcasting Agreement provide that "no signatory shall share or duplicate the clear channels heretofore assigned to any other signatory." The U.S. now has 182 daysides and 25 full-time stations operating on channels to which other nations have 1-A priority status.

Sen. Ed C. Johnson (D-Colo.), chairman of the commerce committee, and author of a pending bill to maintain the present 50 kw power limit and break down the clear channels (S-491), endorsed the subcommittee's recommendations and pledged himself personally to bring them before the NARBA treaty conference which is slated to convene in Canada next September. (Also see page 28.)

But other authorities noted that the U.S. position for NARBA is not formulated by the commerce committee alone (or its subcommittee), but primarily by the State Dept.'s FCC and industry representatives, they said. Sen. Johnson's participation in the NARBA controversy presumably would be as a member of the U.S. delegation, should the treaty he would be committed to support the U.S. position, which has not been formulated and which may or may not coincide with the recommendations of the commerce subcommittee.

Limitation Recommended

The subcommittee, composed of Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.), ranking Republican and Democratic members of the commerce committee, also recommended a 50 kw power limitation for all NARBA signatory nations as well as for stations within the U.S. Mexico, with a claimed six stations using more than 50 kw, is the only signatory now operating above that range.

The subcommittee made clear that it would "deplor[e]" issuance of an FCC decision on the long-pending clear-channel case before next September's NARBA conference.

The questions involved form a "fundamental policy issue of tremendous national import" and should be handled by Congress, the report asserted.

Sen. Johnson sent a copy of the report to FCC Chairman Wayne Coy, declaring he subscribed to the recommendations "fully and completely."

"I trust that you will acquaint your colleagues on the Commission with the report and my views on it," he told the FCC chief. FCC authorities had no immediate comment on the report.

Sen. Johnson also sent a copy to the State Dept.

Other views and recommendations in the subcommittee's unheralded report included:

1. The panel system of organization being considered by the Commission is "not contemplated by the existing law" (see story page 44), but a procedure "somewhat similar to that of our appellate courts" might expedite FCC action;

2. The commerce committee should make a continuing study of FCC and its operations, including "a complete exploration of every influence that has been exerted to bring about various decisions;"

3. FCC should be given authority, via legislation, to issue cease-and-desist orders against stations violating provisions of the law or FCC's rules and regulations;

4. Use of radio or wire communications to defraud should be made a federal offense with a new law similar to the postal fraud statute;

5. FCC's review of programs is not censorship and the law needs no changes in this respect.

Early Legislation Unlikely

There appeared no great likelihood of early legislation to implement the report. Capitol Hill sources felt the present plan is to legislate on the clear-channel question only if developments at the NARBA conference require it, despite the pendency of Sen. Johnson's breakdown bill.

 Nevertheless, it is thought that bills would be introduced to provide the Commission with cease-and-desist authority or to deal with the fraud question, and the full committee has studied the report. When this might be could not be foretold, since the committee has not yet held its organizational meeting.

The recommendations for continuing study of the FCC spurred speculation that Sen. Johnson and new subcommittee members would take action to reconstitute himself as chairman but retaining both Sens. McFarland and Tobey as members. Named during the early legislation, the subcommittee has been functioning under the chairmanship of Sen. Tobey. Sen. Albert W. Hawkes (R-N.J.), who has since retired, was the third member, but did not participate actively.

Observers felt little doubt that the Commission would abide by the law and hold up its long-awaited clear-channel decision at least temporarily, as it did in parallel circumstances a year ago. Similarly it was felt unlikely the Commission would proceed now with its plan to reorganize into semi-autonomous divisions which would handle broadcasting, common carrier, and special service matters respectively [BROADCASTING, Jan. 10].

Suggests New Procedure

While professing that it was neither "approving nor rejecting" the division plan, the subcommittee questioned its lawfulness and suggested a different procedure in which cases would be assigned to a "group or subcommittee of Commissioners" but with all Commissioners participating in the decision.

Although it questioned the panel system for the Commission, the subcommittee recommended "panelizing" of the staff—that is, organizing it along functional lines. In stead of legal, engineering and accounting bureaus as such, there would be broadcasting, common carrier and safety and special serving bureaus, with lawyers, engineers, and accountants assigned to.

(Continued on page 46)
THE GLOVES are off in what could be called Press-Radio War II. The first war began 20 years ago when radio first entered the news field. It ended when newspapers found they couldn't lick radio. They joined it. Press associations pooled their resources and stations now are their biggest customers.

Press-Radio War II is being pitched on the business front. There were "cold war" indications following V-D day in 1945 when newspaper rationing ended. Newspapers, through the ANPA Bureau of Advertising, began shooting at radio business, notably in the retail field.

Radio hit the belt, in the view of many broadcasters.

The gun went off last Friday at Memphis. Maurice B. Mitchell, NAB's director of broadcast advertising, let go in an address before the Memphis Advertising Club. It was his second blast within a fortnight, the first having been fired at Jamestown, N. Y., before a group of retailers, agency men and broadcasters from the upstate area.

At Memphis, however, Mr. Mitchell was armed with a block-buster, in the form of an address delivered Jan. 18 by B. Earl Puckett before the Newspaper Advertising Executives Assn. at Chicago. Mr. Puckett controls a sales promotion budget of $16,500,000 for the Allied Stores, largest single single advertiser in the country. He threw the book at the newspapers, and backed up his criticisms with statistics. He called newspapers arrogant, arbitrary, smug and behind the times.

Then the statistics: In the last decade newspapers have been dropped from 75% to 66% of Allied Stores' advertising budgets. Newspapers per expenditures, dollars to 1960. But radio increased 450%, direct mail 620% and magazines 990%.

What Mr. Puckett said (and you can read about it on pages 21, 24 in this issue) was the perfect springboard for Mr. Mitchell in Memphis.

He cited the reasons for the swing to radio by the retailer, now pegging him as radio's biggest customer. He pointed to the new generations growing and growing up, which are accustomed to being talked to; who were not weaned on newspapers or the printed page.

These same new generations in large measure are directing advertising of these retail establishments. To them there has always been radio—they were 10, 20 and 30 years ago. Radio is not news. Information, entertainment. It has always been their way of life—an indispensable part of it.

It's a convincing story because it's a factual one. Radio—less than 30 years old—serves a nation with 77,000,000 receiving sets in use. Newspapers, 250 years old, are less in number than they were 100, 200 and 200 years ago. Radio serves its listeners free, and entertains them in the process. Newspapers are sold. The radio-advertised product costs no more than the newspaper-advertised brand.

An all-out Radio-Press War II isn't necessary. Clean competitive selling is much to be desired. So far there has been the sort of pro-vocation that broadcasters cannot long continue.

Radio is keeping its powder dry.

Retailers

(Continued from page 21)

"Retailers are beginning to realize that newspapers are no longer talking to their stores."

"The retailer always has considered radio his best friend, but has been the slowest to get in. Major retailers have urged small stores to use the medium, providing the little guys. The little stores have pulled radio's local advertising above network expenditures. Major retailers are the only ones buying the little stores with their radio campaigns are cutting into their sales and hurting them."

"Store operators now take personal pleasure in going into other media, especially radio, and the big department stores are getting ready to make the jump. J. J. Goss, provided the first big step. Then National Retail Dry Goods Assn. became actively interested in broadcasting and started its national radio."

NAB is actively pushing its five-point retail advertising formula, Mr. Mitchell said. This formula really works, he added. "We know it gets results," he continued. The five points are:

1. Have an objective; what do you want from radio and what do you want to talk to?
2. Selected program technique, a riff shot at a target. Make a regular date with the people who listen to your program, deliver a service a day for the people who listen to your advertising, and deliver to the people who make the sale. Project your radio.
3. Advertise in-demand merchandise and advertise it regularly.
4. Direct action copy, talking to people in terms they understand, in the terms in which they think of the use of the merchandise.
5. Coordinate your advertising; make all other radio co-ops to make your radio more successful and use your radio to make other media work better.

Mr. Mitchell said that the Newspaper advertising Executives Assn. is a news club that new generations are living differently, influenced by the progress of advertising and accumulated that's being talked to over the air and depended on for their news and entertainment. He said the swing of retailers to radio is already a "landslide," attributable to the new living habits, though in the past they were traditionally newspaper advertisers.

"We believe that soon all retailers will be using radio as a basic advertising medium," he said. "And when they do they'll be buying the most powerful selling force ever created; they will be greatly decreasing the one annoying factor in today's business picture—the high cost of operating a store and the high cost of advertising—because we believe radio reaches more people on a dollar that any other media."

Mr. Mitchell continued, "We believe we're on the threshold of a brand new era in American advertising and retailing."

Small Growth

Referring to the Printers' Ink 1945 newspaper circulation estimate of 68,000,000 compared to the 1940 circulation of 107,000,276, Mr. Mitchell called the increase, less than 1%, the "last twitch in the growth of newspapers in the United States of America." Today's "newspaper. The Roman newspaper was going out of business rapidly, with consolidations and mergers. Retailers no longer figure they have to use newspaper in a city."

"Radio is a basic part of the American way of life—America's first 'medium' for the dissemination of specialized printed media messages. It is the medium that gave the newspaper an outmoded means of disseminating information. There's nothing left in the newspaper. The advertising section of a newspaper now performs no unduplicated service of broad interest."

The speech by Mr. Puckett, Mr. Mitchell indicated, gave newspapers the worst public scolding they have had in a long time. Mr. Puckett emphasized these developments in newspaper-retailer relationships in the last decade:

- Daily newspapers have increased their circulation 25% and Sunday papers by 40%.
- Home magazines have increased their circulation 117% and fashion magazines 220%.
- Newspapers have increased their million rates 36%, while the leading magazines have decreased their cost 42%.
- Newspapers have increased their advertising revenue 250%, while magazine revenue has increased 50%.
- Magazine advertising revenue increases were particularly large in lines of merchandise carried by newspaper stores, averaging over 350%. This result is of almost 100% increase in men's wear, almost 100% in women's and children's wear, and 25% in home furnishings.

"Puckett, according to Mr. Mitchell, revealed this surprising trend in the sales promotion budget of Allied Stores, which placed over $16,000,000 of advertising annually, during the last decade:

- Newspapers did receive 75% of their budget in 1940, but dropped to 65%. It is still an 11 million dollars, though for white space.
- Newspaper expenditure have increased 15%.
- Newspapers have increased 450%.
- Direct mail has increased 450%.
- Retailers have increased 100%.

Recalling a Pittsburgh survey conducted by Allied Stores, Mr. Puckett showed that 78% of retailers were content to use newspapers as their only advertising media. He was told that the newspapers refused to give publishers any news publicity. When two-thirds of the stores surveyed said newspapers refused to mention name of the stores even though in connection with stories of admitted news value having reader interest."

Mr. Mitchell told the Memphis Club Mr. Puckett termed unrealistic newspaper accounts the "of much intellectual in-breeding." Mr. Mitchell said, and "publishers and editors should not develop such inferiority complexes in their life. Their livelihood is based on our advertising revenue. It is a business deal. They need not resort to 'defense mechanism.'

Puckett's Definition

Mr. Puckett's speech questioned the current editors' definition of newspaper news, citing the greater increase in Sunday papers than in daily because of the broader approach to current life interest and its acceptance by the reader.

"Fashions for the women, fashions for the children, fashions for the home are important, most important to a majority of potential newspaper readers," Mr. Puckett told the Chicago group. "Time was when the retailer advertised his goods by radio and held this readership for the newspaper. That was most advantageous for newspapers. The paper charged the retailer for building and holding its own circulation. There is little wonder that many fortunes were made in the newspaper publishing business. The customer did half the work and paid generously for the privilege."

Mr. Puckett said his new appraisal of what constitutes news is based on a managerial manager of interests and on the facts that women do two-thirds of the reading and spend four-fifths of the money.

A one-course course in radio advertising was given by Mr. Mitchell in a Jan. 19 address to the Jamestown, N. Y.) Ad Club. Simon Goldblatt, general manager of WTJN Jamestown, said the response was "tremendous and enthusiastic" and the club authorized printing of the speech in booklet form for distribution to the 800 ad clubs in the country.
THE TRANSFER of talent to CBS last week took on the proportions of a stampede.

Edgar Bergen, Red Skelton, Fibber McGee & Molly, Ozzie & Harriet and at least one other top ranking NBC show were set, or nearly so, to start work at CBS in the fall.

And, one CBS executive exulted, "There are more to come."

Mr. Bergen, it was learned, had been signed to a long-term contract covering both radio and television services for the network. He will begin a radio show next fall in the 8:30-9 p.m. Sunday spot which he occupied on NBC before his "retirement" at the end of 1948. His sponsor will be Coca-Cola.

Additionally, a regularly-scheduled television program starring Mr. Bergen and, of course, his wooden accomplices, McCarthy and Snerd, was all but set last week on CBS under the sponsorship of Coca-Cola.

It was understood that Mr. Bergen had suggested that his radio program be kinescoped in Hollywood, and telecast at a subsequent time. The sponsor, however, wanted him to originate a live television program over CBS from New York. Settlement of the television plans hinged upon Mr. Bergen's acquiescence to move his residence from Hollywood to New York.

What would happen to Wildroot's Adventures of Sam Spade, now heard by CBS to 8:30-9 p.m. Sunday time, when Mr. Bergen moved in, was unknown.

Bergen's Salary

Mr. Bergen's "retirement" from NBC was by mutual consent with his former sponsor, Standard Brands, which had advised the comedian it wished to release him because of the high cost of his shows, set at approximately $25,000 a week. Although his contract with the sponsor still had more than a year to run, the ventriloquist agreed to the cancellation.

He subsequently figured with Coca-Cola in a proposed capital gains deal, which was called off after the government had advised against it. His new association with Coca-Cola is the more usual one of sponsor and star. His basic contract is held by CBS.

It was authoritatively reported, although denied by CBS, that Coca-Cola would pay Mr. Bergen less than he had been earning from Standard Brands and that the difference would be made up by the network. The salary guarantees to Mr. Bergen were not announced, but it was believed at least to equal that he was receiving from his former association.

The transfer of Red Skelton to CBS, scheduled also to take place in the fall, was reported to have been a deal between the network and Procter & Gamble, his sponsor on NBC.

Mr. Skelton will be placed in the 7:30-8 p.m. Sunday time slot, a move which will again cause a reshuffling of Lum 'n' Abner, sponsored by Frigidaire division of General Motors. A Lum 'n' Abner recently moved to that time from their former 10-10:30 p.m. Sunday spot, in a switch with the sustainers, Life With Luigi.

The time for which Lum 'n' Abner would be scheduled next fall was unsettled last week.

Mr. Skelton is now heard 9:30-10 p.m. Fridays on NBC.

It became known that CBS has also virtually completed negotiations with International Silver Co. through Young and Rubicam, to transfer its Ozzie and Harriet, now on NBC 6:30-7 p.m. Sundays, to CBS next fall.

If present plans are executed, the CBS Sunday evening lineup would be:

6:30-7 p.m., Ozzie and Harriet
7:30-8 p.m., Jack Benny
8:30-9 p.m., Amos 'n' Andy

RED SKELTON

8:30-9 p.m., Edgar Bergen
9:30-10 p.m., Red Skelton

The Spike Jones program, now heard at 6:30-7 p.m. under sponsorship of Coca-Cola, will either move to another time or be cancelled because of the advertiser's investment in Mr. Bergen. The decision will probably be made soon.

Meanwhile, negotiations between CBS and Fibber McGee & Molly were reported at the signing stage. Whether a capital gains proposal was involved was unknown, but it was certain that the network had offered the comedy team a long-term contract for both radio and television.

At least one other comedy star now on NBC was also near capture by CBS, it was authoritatively reported, but the star's identity could not be learned.

The CBS program campaign was not confined to negotiations with stars themselves. It was known that the network had made presentations to several agencies and sponsors of new programs on other networks, in an endeavor to entice them to join the parade to CBS.

Where it would stop no man knew. As Fred Allen remarked at one of his broadcasts Jan. 23: "I'll be back next week, same time, same network. No other comedian can make that claim."

NBC EXODUS

CBS Signs Bergen, Skelton, Three Others Said Near

'48 GROSS

GROSS TIME sales of the four nationwide networks in 1948 totaled $198,955,745, according to figures released to BROADCASTING last week by Publishers' Information Bureau.

Total represents an increase of 4.7% over the combined network gross of $190,880,336 reported by PIB for 1947.

For the month of December, the network total was $17,850,632, more than a half-million dollars ahead of the November billings. Major increases were in radio work advertising of toiletries and smoking materials, each with December billings more than a quarter million ahead of those for November.

Smaller increases over the preceding month were also shown by advertising for agricultural equipment, beers and wines, building materials, drugs, foods, gasoline, insurance, jewelry, office equipment and stationery, and sporting goods and toys. Last category showed expenditure of $22,380 for network time in December, after having used network time at all during November.

For the month of December, food advertising was the leading category of network users, followed by toiletries, smoking materials, laundry soaps and drugs, in that order. For the year 1948, food advertising was also first and toiletries second, but drugs wound up in third place by leading materials in fifth, soaps and cleaners remaining in fourth position.

Tabulations

Tabulation of the various types of advertising on the networks and the gross time billings for each class, for December and for the full year of 1948 is shown in adjacent table.

Named Media Chief

ALBERT E. FOSTER, with Lever Bros. since 1922, has been appointed media director for the company. Until recently Lever's radio manager, he was named to the post following consolidation of firm's space and advertising

Michael J. Roche, Lever general advertising manager, who announced the appointment, said W. J. Watts will continue as space buyer and C. P. Lynch, whose previous title was radio spot buyer, will become radio timebuyer. Before becoming Lever radio manager Mr. Foster had been special assistant for research and later special assistant for radio.

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Networks Near $200 Million

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<tr>
<td>1. Agriculture &amp; farming</td>
<td>$41,331,331</td>
<td>$41,331,331</td>
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<tr>
<td>2. Apparel, footwear &amp; accessories</td>
<td>116,870</td>
<td>1,431,288</td>
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<tr>
<td>3. Office furniture, lines &amp; equipment</td>
<td>772,439</td>
<td>1,606,772</td>
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<tr>
<td>4. Aviation, aviation accessories &amp; equipment</td>
<td>96,975</td>
<td>1,116,879</td>
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<tr>
<td>5. Beer, wine &amp; liquor</td>
<td>195,112</td>
<td>865,083</td>
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<tr>
<td>6. Building materials, equipment &amp; fixtures</td>
<td>629,648</td>
<td>7,555,484</td>
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<tr>
<td>7. Consumer services</td>
<td>165,704</td>
<td>2,549,586</td>
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<tr>
<td>8. Food &amp; medicines</td>
<td>1,889,512</td>
<td>25,756,413</td>
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<tr>
<td>9. Entertainment &amp; amusements</td>
<td>4,019,900</td>
<td>54,728,281</td>
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<tr>
<td>10. Food &amp; food products</td>
<td>312,913</td>
<td>9,047,100</td>
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<tr>
<td>11. Gasoline, lubricants &amp; other fuels</td>
<td>418,900</td>
<td>47,282,981</td>
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<tr>
<td>12. Householders &amp;ft supplies</td>
<td>727,685</td>
<td>7,826,290</td>
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<td>13. Households &amp;ft furniture</td>
<td>105,106</td>
<td>1,116,879</td>
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<tr>
<td>14. Household furnishings</td>
<td>160,116</td>
<td>1,749,290</td>
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<tr>
<td>15. Industrial materials</td>
<td>104,155</td>
<td>93,946</td>
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<tr>
<td>16. Insurance</td>
<td>191,135</td>
<td>1,688,642</td>
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<tr>
<td>17. Jewelry, optical goods &amp; cameras</td>
<td>147,651</td>
<td>2,911,472</td>
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<tr>
<td>18. Office equipment, stationery &amp; writing supplies</td>
<td>38,497</td>
<td>1,668,907</td>
</tr>
<tr>
<td>19. Publishing &amp; media</td>
<td>164,465</td>
<td>1,549,079</td>
</tr>
<tr>
<td>20. Razors, phonographs, musical instruments &amp; acc.</td>
<td>1,866,499</td>
<td>28,233,000</td>
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<tr>
<td>21. Retail stores &amp; showrooms</td>
<td>1,954,729</td>
<td>29,707,479</td>
</tr>
<tr>
<td>22. Soaps, cleaners &amp; polishes</td>
<td>2,045,240</td>
<td>32,145,225</td>
</tr>
<tr>
<td>23. Sporting goods &amp; toys</td>
<td>196,112</td>
<td>333,285</td>
</tr>
<tr>
<td>24. Transportation, travel &amp; resorts</td>
<td>278,285</td>
<td>2,836,388</td>
</tr>
</tbody>
</table>

TOTAL                              | $198,955,745      | $198,955,745           |

BROADCASTING • Telecasting
GARRY MOORE, who has been asking 864 questions on Take It or Leave It since the fall of 1947, arrived in New York last week with some answers to such $20,000 questions as, "How good are giveaway shows for sponsors?" and "What’s their future?"

The answers sounded like he was biting the sponsor that feeds him in four figures. He took a dismal view of giveaways.

His own high-Hooper program (NBC, Sundays, 10-10:30 p.m.) is sponsored by Eversharp Inc., which also buys a piece of Stop the Music, a reigning ruler of the realm of giveaway. His opinions, in one, two, three order, were something like this:

1. Giveaways are not apt to create the "warm feeling" toward sponsor that makes the man an enthusiastic customer of the buyer’s product.
2. Giveaways as presently run, with a multiplicity of product mentions, offer poor sponsor identification records.
3. Giveaways, however, along the cheapest ways of building immediately a big audience. But this may not be the best thing for the sponsor, anyway.
4. Giveaways are a fad, riding the top of a cycle—but who knows what the next turn will be?
5. Giveaways are not good radio.
6. Giveaways are tough on talent.
7. For the long-term pull, a sponsor will build good will and be able to do a better selling job through the ever-popular "girls—tunes—comedy" pattern.

The 34-year-old quizmaster left the office-study and goldfish tanks in his nine-room house in Brentwood, Calif., to come East for huddles on how to de-emphasize the jackpot part of his own Take It or Leave It. He’d like to see the jackpot eliminated.

Incidentally, he does not consider Take It or Leave It a giveaway show. He reserves the giveaway classification for programs which draw their audiences primarily because of the money to be won on them. People listen to Take It or Leave It, he said, to hear the fun, not for a big prize.

Jackpot Conferences

All week he held so-called "jackpot conferences" with Martin Strauss 2d, chairman of the board of Eversharp; Milton Blow, president of Biow Co., Eversharp agency; executives of Allied Syndicates, Eversharp’s public relations agents, and Bruce Dodge and Edith Oliver, respectively producer and writer of Take It or Leave It.

"As a performer," said Mr. Moore, "I deplore giveaway shows. As a radio man, I can’t blame a client for buying them."

He explained that talent was finding itself at a loss to compete against the element of greed engendered in listeners by giveaways. "If you put Ingrid Bergman in ‘Joan of Arc’ in a theatre on one side of the street and put a mediciocre deal with a $30,000 jackpot in a building across the street," he said, "you'll feel Ingrid Bergman won’t do any business."

Radio quality has suffered from just this same kind of dangling of a bigger jackpot in front of audiences, he believed.

"Shows with small money prizes used to have a homey, personal quality. This has been changed by the $30,000 giveaway shows. The old element of greed has come in and destroyed the happy relaxed quality of radio," Mr. Moore said.

He enjoyed Take It or Leave It because of the quality of friendliness it had. This quality, he feared, is threatened by introductions of a bigger jackpot.

He felt that as Jackpots got larger and larger, the win-or-lose shows ceased being a happy game and became a deadly serious battle. When a person loses in a battle for very high stakes, he may try to laugh it off, but a person can’t help feeling elated. Ultimately, the resentment is directed toward the sponsor, he felt.

"If the person trying for the jackpot loses, both the audience and the sponsor feel bad, since the audience identifies itself with the contestant. I’m the villain in the plot, the croupier at the gambling casino—and no croupier—who has taken this fortune away from the person because I’ve refused to give him a hint and let him win a smaller jackpot, becomes the enemy of the audience. This way, I’m losing the chance I have for rapport with the audience."

Sponsor Suffers Ultimately

And when he does that, Mr. Moore believes, his sponsor is the ultimate sufferer.

Pointing out that a giveaway can be the means of handing the sponsor a huge, immediate audience, he

(Continued on page 48)

M.C. Says Sponsor Suffers

THE AWAITED PROBE of the relations of major motion picture producers was set in motion by FCC last Thursday. The investigation will determine the rights of the producers to own and operate radio stations in the light of the U. S. Supreme Court’s decision finding them guilty of antitrust law violations.

Instead of calling a general hearing, the Commission initiated its study by putting two television stations and their associated experimental outlets on temporary license pending an examination of the qualifications of the licensees as a result of the Supreme Court decision.

The stations were WBKB Chicago and WABD New York. WBKB is licensed to Balaban & Katz Corp., a subsidiary of Paramount Pictures. WABD is owned by Allen B. DuMont Labs, which FCC in a proposed decision has held to be under the control of Paramount.

Officials indicated that other stations associated with film producers named in the anti-trust decision would be given similar temporary extensions when their licenses come up for renewal, unless the whole issue has been settled in the film firm’s favor by then. Presumably AM and FM as well as TV qualifications would be involved.

Millions of dollars in present and planned investments in radio stations would be affected if FCC concludes that the Supreme Court’s decision should bar the producers from station ownership.

Those Involved

Among the producers and theatre operators involved in the anti-trust decision, all of which have or are planning radio interests are Paramount, Twentieth Century-Fox, Warner Bros., Loew’s Inc., Schine Chain Theatres, and H. J. Schneider.

FCC’s action with respect to WBKB and WABD marked its second move toward such a motion picture investigation.

Last July the Commission announced its holding up action on an application for consent to the sale of KSO Des Moines so the participants might have a chance to file briefs on the qualifications of Paramount, which would have acquired 25% of KSO under the transfer (BROADCASTING, July 19, 1948).

But Tri-States Meredith, the purchaser, called off the transaction, denying Paramount lacks broadcast qualifications but declaring it had failed to act until the day the KSO contract expired.

Before that, the possible effects of the Supreme Court decision had been under study by the Commission staff for several weeks (BROADCASTING, June 21, 1948).

CONCERNING procedure FCC may follow in its investigation, authorities pointed out that a favorable showing by Paramount in the WBKB-WABD case could prompt the Commission to withdraw from the hearing inquiry. A hearing is not necessary for a favorable decision. But the Commission must offer a hearing before it can deny any application.

The stations and applications of companies found guilty by the Supreme Court are as follows:

Paramount—Through subsidiaries owns KTLA (TV) Los Angeles and WBBM (AM) Chicago, has 50% of WSBM New Orleans; controls applicants for television in San Francisco, Detroit, Boston, and Tampa; owns half interest in a TV applicant for Des Moines and an AM applicant for Atlanta; owns 100% interest in AM applicant for Hot Springs, Ark. In addition FCC has issued a proposed finding—contested by Paramount—that the film company’s 25% interest amounts to control of DuMont, which operates WTVG Wilmington, WDFV Pittsburgh, and WABD, and is applying for Cincinnati and Cleveland.

Warner Brothers—Owner of KFWE Los Angeles (subject to FCC approval) of Mrs. Dorothy Thackrey’s KZTV Los Angeles, KFPG Los Angeles and KLAC-TV, television applicant for Chicago.

20th Century-Fox—Television applicant for Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Loew’s Inc.—Owner of WMGM and WMGM-FM New York.

H. J. Griffith (Westheat theatre chain operator)—Owner of KFPO El Paso, partly owner of WOKW Dallas, WUXW Mobile, WTXC N. Tex., and Interested in other Southwest applicants.

Schine Chain Theaters—Owner of WTVK Atlanta and part owner of WBCA (FM) Schenectady.

Experimental TV stations placed on temporary license by FCC last week were Balaban & Katz’ WUXBB and W9XOE Chicago, and DuMont’s WIXU WBBM Chicago, WJGXW WBBM Chicago, W6WXE WBBM Chicago, and W3XHC W3XHD W3XWT W2XVT W2XQX.
FREE SPEECH BATTLE

By J. FRANK BEATTY

THE BATTLE to extend democracy's basic right of free speech into the 48th state was fought last week in a Baltimore courtroom. Outcome of the fight rests in the eagerly awaited decision of a lone Maryland Judge, or perhaps the U. S. Supreme Court, eventually.

Foes and friends of free speech challenged and won the notorious "Baltimore Gag" last Wednesday and Thursday. The occasion was a hearing by the Bal-

More Supreme Bench in the contempt citations of several broadcast stations and a commentator.

The defendants have lived under a court-imposed cloud since last July 8 when they broadcast official announcements that a man had been arrested and had confessed the sex killing of a little girl.

Juridical history was made in the marble-walled courtroom as the biggest array of legal talent in the city's history confronted a neutral judge, John B. Gray Jr., of Calvert County. Pending had been brewed the legal stench known variously as Rule 904, the "Baltimore Gag" and "Chesapeake Censorship".

Never in modern American history has so flagrant an example of censorship been imposed, Judge Gray was told by attorneys for WCBM, WMAR, and Baltimore, and WSDS Essex, Md.; NAB; American Newspaper Publishers Assn.; American Civil Liberties Union; American Society of Newspaper Editors. WBAL Balti-

more, also a defendant, was not heard last week because it had raised procedural issues. Cited with WTH is James P. Connolly, commentator.

Supporting the court's unique censorship system were two state attorneys, Assn. of Baltimore, Junior Bar Assn. of Baltimore, and the Maryland Civil Liberties Committee, which split with the national organization.

After two days of hearing, a lone issue stood out: Can the city court ignore constitutional and legis-

lative guarantees to impose a censorship system by which individual judges decide what can be printed and broadcast, and then use control of court powers as a penal device?

Lash Back at Ruling

The answer from broadcasters and newspapers and the liberties union was a ringing "No." They presented the Court authority, as well as constitutional and legislative basis, and then challenged nine prosecuting law-

yers to show why they support their contention in American law or legislation.

From the beginning the battle of lawyers assumed an international aspect. The driving English law completely dry by counsel offered citation after cita-

tion from his majesty's bench, dat-

ting back to 1669.

Against their common law con-

tentions were applied stacks of American court decisions, including

the basic Bridges vs. Califor-

nia (314 U. S. Supreme Court 292, 292) and supporting cases. These decisions, the defense contended, completely upset and rejected the old English contempt theory. This theory, which places in doubt a proceeding that has a "reasonable tend-

ency" to interfere with justice.

The generally accepted Amer-

0

ic buttress principle—except in Maryland, the "Free State!"—is that "clear and present danger" must exist.

Though Maryland justice suf-

fured a black eye as attorneys worked over what they called the un-American and unconstitutional methods of the city court, general agreement was heard on both sides that Judge Gray had conducted the trial fairly and efficiently.

Everyone in the crowded court-

room, including the 45-foot array of lawyers, sensed the importance of the cases: pending Wednesday morning. Fireworks abounded as Judge Gray refused to admit exhibits dealing with a murder case not directly involved in the proceeding.

Only two witnesses were present-

ed, one by each side, but their tes-

timony was worked over thoroughly by cross-examining counsel.

The states attorney's witness was William H. Murphy, Negro at-

torney for the convicted murderer. Mr. Murphy testified that he chose a bench trial for his client because he feared an impartial jury could not be impaneled due to effect of broadcasts. On cross-examination he admitted the nature of the case influenced this decision.

"Checked Stories Regularly"

Andrew Banks, city editor of the Baltimore Sun, testified that he constantly phoned the paper's lawyer or the local judges before printing stories about criminals after their arrest and before con-

viction.

Mr. Banks estimated that he had phoned the judges in 75 cases. He said he withheld stories when they ruled the material violated the court's Rule 904.

Thus the operation of the court's private censorship system was un-

worried: WCBM and WMAR for an operation sunk in, James Law-

rence Fly, former FCC chairman appearing as counsel for American Cable Libraries Union, ignored a bronchial infection that cut his delivery to a whisper as the court-

room remained spellbound.

For 12 minutes he recited his shock at the "inhumane" way in which states attorneys and supporters re-

ferred to the English suppression of basic rights of free speech. Mr. Fly called Rule 904 "a drastic piece

(Continued on page 44)

' Baltimor e Gag' Gets Court Test

Pertinent paragraphs of the Baltimore Supreme Bench Rule 904 restricting publication of news of criminals follows:

Photographs, Statements for Publications, Etc.

In connection with any case which may be pending in the Criminal Court of Baltimore, no prints charged with crime shall be

in the custody of the Police Department of Baltimore City, or other corporated authorities, unless a case charged with crime over which the Criminal Court of Baltimore has jurisdiction, whether before or after indictment, any of the following acts shall be deemed to be in contempt:

C. The issuance by the police authorities, the State's Attorney, counsel for the defense, or any other person having official connection with the case, of any statement relative to the conduct of the accused, statements or information made or transmitted while the accused is in custody, or any statement or information bearing upon the issues to be tried.

D. The issuance of any statement or forecast as to the future course of action of either the prosecuting authorities or the defense relative to the conduct of the trial.

E. The publication of any matter which may prevent a fair trial, improperly influence the court or the jury, or tend in any manner to interfere with the administration of justice.

F. The publication of any matter obtained as a result of a violation of this rule.

BMB DRIVE

Three factors as yet unre-

solved may determine the success or failure of BMB's drive to secure 1,000 or more subscribers for its second nationwide station and network study to be launched in March.

First factor will be the success of the newly appointed engineering committees in developing an engi-

neering formula which, in combina-

tion with the BMB survey findings, will indicate where non-listening to a station is due to inability to get a satisfactory signal and where it is due to dissatisfaction with the station's programs.

The second will be provided by the results of studies already made and whether or not they show the anticipated difference between average weekly audience, which was reported in the first BMB study, and average daily audience which is being added to the average weekly audience reports in the upcom-

ing study.

The third factor stems from the decision of the BMB board to make available to subscribers information about non-subscribing stations, for their "restricted" use. Broadcasters in highly competitive markets may well feel that they cannot afford to have their competitors armed with information about their own audience of which they themselves are uninformed.

Pending more information on these three points, many broadcast-

ers are withholding decisions on whether to become or to con-

tinue as BMB subscribers or to go along with MBS in sitting this one out.

Budget Motive

Mutual's cancellations, which becomes effective April 1 after the expiration of the 90-day notice pe-

riod, follows that network's drop-

ping of its subscription to the Hooperings service. Both moves are designed to cut budget cuts which have eliminated all but the most productive research services which MBS was buying.

It should be noted that the Mutu-

al cancellation is drawn from BMB, which will decrease the bureau's revenue by about $1,000 a month, is not irrevocable. Part of Mutual's dia-

satisfaction with BMB data as sales ammunition stems from this net-

work's feeling that BMB has not given enough consideration to the engineering factors influencing listening and its preference for the "listenable" formula developed by Mutual's own statisticians. Should the BMB engineering ad-

visory committee come up with a satisfactory formula for combing engineering measurements with its family reports of listening, it is not impossible that MBS might re-

consider and rejoin BMB.

The first task of this committee, which will shortly hold its first meeting, will be to attempt to set broad engineering parameters on which they can agree as a standard for acceptable clarity of reception.

Then, the committee must find a workable way of bringing standard to the BMB data on listening as reported on the family bal-

lots.

Essentially, the function of this committee is to devise a formula to show when a low BMB rating de-

rives from a poor signal and when

(Continued on page 52)

BROADCASTING Telecoms
Given Too Much Attention, Says von Zehle

Mr. VON ZEHLE

RATINGS

By WILLIAM VON ZEHLE

President, William von Zehle Co., New York

THE TIMES have come, I think, to run up a danger signal in connection with high ratings.

For my money, entirely too much attention is being focused on the importance of the "percentages" of network programs, especially given away shows and those starring comedians and news commentators. Popularity ratings are unquestionably valuable in indicating trends, but the recent presidential election showed that research methods, especially when used to test popularity, are far from infallible.

Generally speaking, the best test for a radio program is whether in addition to producing good entertainment it sells goods. Good Public Relations

Some high-budget shows are conceived, of course, for the primary purpose of achieving a good press and a prestige rating which result in good public relations. The United States Steel Corp.'s program, which is stories on screen and radio stars in condensed versions of outstanding plays is a good example. Everybody knows that the corporation does not expect the listener to rush to the nearest hardware store and buy five pounds of U. S. steel; essentially the program is a good will gesture.

But for purposes of illustration let's discuss programs that advertise specific products.

Naturally we do not pretend that the von Zehle agency that ratings are unimportant. We do claim, however, that too often they are incorrectly interpreted. In fact, too many agencies, we feel, have fallen prey to the claim that a high-budget program possessing a high rating will guarantee increased sales. The agency mind's eye is filled with discarded high-budget shows that met their death by slipping downward on a sales chart.

The rating-craze is a carry-over from the war years when it was the only way an advertiser could determine the value of his program. His product sold then whether he advertised or not, because of the terrific demand for goods.

However, on a big-name, highly rated show, the product is often of much less importance than the program. In fact, a careful survey might disclose that an alarming number of listeners don't even know who sponsors the program.

On a low-budget show with a comparatively low rating, the product usually takes first importance. This becomes evident as a rule in increased case sales, especially if it is a packaged product.

Ratings Bragged About

We hear high ratings bragged about from the house tops. But very little is said about their sales power. For instance, we know of certain radio programs whose ratings are practically nil, but whose sales ratings are tremendous.

Take some of the soap operas as examples. A number of them have been going continuously for a dozen years or more, getting outstanding sales results, yet the rating of some has never exceeded an average of 5. Nevertheless they have outlasted innumerable other shows with infinitely higher ratings.

There can be only one answer to their phenomenal survival: They sell goods and at the same time hold the loyal audiences regardless of ratings.

There is a growing tendency these days, however, to think that a low-budget program that will provide a high rating. At our agency we believe it is much better to concentrate on a low-cost program that sells goods and also enters into the rating picture. The rating, we think, is a secondary consideration. The essential purpose of advertising is to increase sales, regardless of whether the budget is expended in newspaper or for the purchase of radio time.

Media, regardless of its form, is a means to an end. That end is the cash register.

On many high-rated shows results are hard to check because in addition to radio, other media are used to advertise the product. For that reason we plan our campaigns so that regardless of media, sales can be checked, due to special media index cards.

Coast Guard Show

Last spring we did a show for the Coast Guard through Packaged Shows Inc., called This Is Adven-

Business of Broadcasting

(One of a Series)

TELEVISION networks were urged last Wednesday by Rep. Thomas J. Lane (D-Mass.) to inaugurate regularly scheduled telecasts of Congressional proceedings. They were assured his cooperation in securing the approval of Congress for such programming.

Congressman Lane's proposal was inspired by the manner in which President Truman's one-man campaign aroused public interest in activities of the Congress.

Calling upon the networks to reserve daily time for telecasting proceedings of Congress, Rep. Lane explained that "it is still difficult for the people to visualize how their representative government functions."

In his public statement, the legislator expressed the opinion that the people should be shown how a committee works when considering legislation before approving or rejecting it.

"The work of a committee such as Rules in unearthing the traffic of bills," he maintained, "is a remote fact which is not appreciated by the great majority of our citizens."

Rep. Lane said he would seek authorization of such telecasts from Speaker of the House Sam Rayburn (D-Tex.). If legislation is required he will introduce a bill to provide authorization, the legislator said.

Congressman Lane told Broad- casting the chances of getting Congressional approval of such telecasts had been enhanced by public reaction to Inaugural coverage by television.

Arrangements, Rep. Lane felt, should be worked out by a committee, appointed by the Speaker of the House, in consultation with network representatives.

His proposal was not restricted to video, but also includes aural broadcasting. Congressman Lane explained. He laid particular stress on television, however, which he felt would be of value to high school and college classes in civics and government, in "bringing such subjects to life and to stimulate interest in current problems of government."

DANGER signal for those who place too much importance on program ratings is sounded by William von Zehle, radio director of William von Zehle Co., New York, and president of Packaged Shows Inc., radio production subsidiary of his agency. Ratings are of secondary consideration, he says; the essential purpose of advertising is to increase sales. Mr. von Zehle formerly was with WNEW WHN and WHRM, New York, and radio director in Hollywood for Music Corp. of America. Some 50 accounts are handled by his agency. Among the larger accounts are Brotherhood of Railway Trainmen, Standard Radio and Pluto Corp.
Leaves BMB Post on Feb. 4

PHILIP FRANK has resigned as secretary of BMB and will leave the bureau Feb. 4.

Mr. Frank joined BMB in January 1946, just prior to the start of the organization's first nationwide study of station and network listening. He went to BMB from ABC, where he had been a member of the sales promotion staff.

Mr. Frank At BMB he has been public relations head and also has supervised the preparation of the organization's reports and other material for publication, in addition to his administrative duties.

Concurrent with announcement of Mr. Frank's resignation, Hugh Feltis, BMB president, announced appointment of Anne Slattery, Mr. Frank's assistant, as acting director of news relations. Cort Langley, assistant to the president, will take over Mr. Frank's administrative functions.

Co-author of This Thing Called Broadcasting, Mr. Frank has contributed chapters to other volumes on advertising and has contributed articles to the radio and advertising trade press. He is a lecturer in the advertising and selling course conducted by the Advertising Club of New York.

‘Ad Woman of Year’

CONTEST to select the “Advertising Woman of the Year” was opened last week by the National Council of Women's Advertising Clubs in New York. The winner, to be recognized by the Advertising Federation of America, with which the council is affiliated, will be announced at the federation's annual convention in Houston May 29-June 1. Presentation of the first award was made to Mrs. Ella B. Meyers, retired advertising manager of General Foods, at the federation's convention in Cincinnati last June.

Dillon to FC&B

LUIS G. DILLON, with McCann-Erickson for the past 15 years, has been appointed executive vice president of Fote, Cone & Belding International Corp., it was announced last week by Harry A. Berk, president. Mr. Dillon will be in charge of all Latin American activities.

CAPITOL HILL

Measures Affecting FCC Studied

FCC figured prominently in three actions taken last week on Capitol Hill. Congress gave its first consideration to a bill which would provide President Truman with permanent authority to reorganize all agencies in the executive departments, and a subcommittee was assigned to study pay raises for agency heads and other high government officials.

A subcommittee of the Senate Interstate and Foreign Commerce Committee submitted its report on communications to the parent group last Tuesday (see separate story, page 23).

One bill, empowering the President to reorganize departments subject to veto by both Houses of Congress, was considered Jan. 25 by the House Committee on Expenditures in Executive Departments.

Committee members heard Comptroller General Lindsay C. Warren give strong support to the reorganization measure. He recommended that the government put its house in order.

Speaker of the House Sam Rayburn (D-Tex.) explained that a number of agencies such as the Federal Reserve Board, Federal Trade Commission, Interstate Commerce Commission and the Securities and Exchange Commission, will be exempted from provisions of the bill because they are "quasi-legislative" and "quasi-judicial," as well as administrative.

FCC 'Fringe' Agency

FCC was identified by Speaker Rayburn as one of the "fringe" agencies, which probably would also come in for exemption.

Bi-partisan support of a companion measure before the House Executive Expenditures Committee was predicted by Chairman William L. Dawson (D-Ill.) as hearings opened Jan. 24.

Former President Herbert Hoover, chairman of the commission studying reorganization of the government, is expected to appear before the House committee this week.

Rep. Dawson said the Hoover Commission report will serve as at least a partial blueprint for government reorganization. Reorganization powers were requested by President Truman in his message to the Congress Jan. 17.

A subcommittee of the Senate Post Office and Civil Service Committee was appointed Jan. 25 to study all proposed federal pay increases.

The subcommittee, headed by Sen. Herbert R. O'Conor (D-Md.), includes Sens. J. Melvin Broughton (D-N.C.), Russell B. Long (D-La.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.).

Among the proposals the subcommittee will study is a bill (S-448) to raise the pay of FCC and FTC personnel.

PALL MALLS

$25,000 Spot Drive Set

FOR the first time in approximately eight years, American Cigarette and Cigar Co., New York, (Pall Mall cigarettes) will use a spot announcement campaign. The firm through its agency, Sullivan, Stauffer, Colwell & Bayles, New York, will spend approximately $250,000 on the spots, scheduled to start Feb. 1.

The one-minute announcements were placed on a number of stations in the following nine markets: New York, Chicago, Philadelphia, Boston, Cleveland, Detroit, Miami, Washington and Los Angeles. Contracts were for 10 weeks.

Pall Mall also sponsors The Big Story on 162 NBC stations, Wednesday, 10:10:30 through SSC & B.

PHILLIPS SIGNS

For ABC's 'Barn Dance'

PHILLIPS PETROLEUM Co., Bartlesville, Okla., has signed to sponsor ABC's National Barn Dance over 68 of the network's most popular and western stations.

Signing of the new 52-week contract brings to six and three-quarter hours the weekly total of new business contracted by ABC so far this year. In motion, the network has had five and a quarter hours per week of program renewal effective in 1949. National Barn Dance will be heard starting March 19, on Saturday nights, 9:30 p.m. EST. Sponsorship is on behalf of Phillips' 86 premium gasoline and motor oil. The Phillips agency is Lambert & Feasley Inc., New York. WLS Chicago produces the program.

O'MARA QUITS ABC

Joins Hoover on Coast

RESIGNATION of Jack O'Mara, KECA Los Angeles and ABC Western Division promotion manager, to become Pacific Coast manager for C. E. Hooper Inc., New York, was announced last week.

Mr. O'Mara, who graduated from the U. of Missouri School of Journalism and took his master's degree with a thesis on the programming policy of KFRO Columbia, Mo., in 1938, joined KVOE Santa Ana, Calif., upon completion of his schooling. Later, as promotion manager of WOWO-WGL Fort Wayne, he was associated with Westinghouse Radio Stations Inc. In May 1943, Mr. O'Mara returned to the Pacific Coast as merchandising manager of KNX Los Angeles and the CBS Pacific Network, assuming his ABC post in 1944.

San-Nap-Pak Campaign

THE MAJOR portion of the 1949 advertising campaign on Lydia Grey Doeskin tissues and Doeskin dinner napkins, made by the San-Nap-Pak Mfg. Co., New York, will be radio spot and participation programs in addition to a newspaper schedule. The radio campaign started Jan. 24 on ten stations in the Middle West and the eastern seaboard. Federal Adv. Agency, New York, is the agency.

"I've got so much more than that other guy. Why, I was voted the most telegenic wrestler of the month."

O'Mara joins Hoover on coast.
Mr. Raibourn was dead, became the principal salesman for AM broadcasting.

Others participating: Joseph A. Moran, vice president, associate director of radio and television, Young & Rubicam; Malcolm Beville Jr., director of research, NBC; Dr. Leo Handel, director of audience research, Metro-Goldwyn-Mayer; C. E. Hooper, vice president, E. H. Hooper Inc.; A. E. Sindlinger, president, Sindlinger & Co.; Allen M. Whittlock, advertising manager, Jell-O Division, General Foods; Fred Cow, producer-director, NBC.

Mr. Raibourn said that surveys made by Paramount indicate that when a home owns a television set, movie-going, magazine reading and book reading each decline from 20 to 30%, but that radio listening declines 90%. This finding, he said, plus the findings that TV sets have 4.8 listeners per set as against 2.1 for radio sets and that TV sets are on almost three times longer than AM sets, indicates that 30% of the audience has TV sets that a TV program may have almost as large an audience as an AM program.

He said he believed that sight and sound was a better selling medium than just sound and if the costs came out about equal “I’m going to buy TV.”

He asserted that a moving picture could be sold by television and visualized a bigger and better motion picture industry as the result of television rather than television supplanting the movies.

Mr. Cott warned the association and panel members to assume that television has killed radio. He said the “death of radio has been greatly exaggerated.” that radio has been supporting TV and “that no one yet has cut the umbilical cord.”

He blasted the building up “of a seedy psychobabble to take money out of radio advertising and put it into television.” He maintained that audiences of the two media do not justify such a psychology. He did predict, however, that as TV expanded in New York, the 23 AM stations might be reduced to as few as ten, with “specialist stations,” like WQXR in fine music and WOY in the Italian language field, being the types most likely to survive.

Mr. Whitlock said he believed now was the time for the big advertiser and local advertiser to get into television. The medium-sized advertiser, he said, might well sit back for a while and watch the experimentation of the bigger and smaller companies. He explained his company is in television now to build a franchise, prepare a type of program it wants, to obtain the best possible talent early and to learn how to sell by television.

He predicted that television will mean more to the masses than to a select audience. The select few can go to Broadway and other places, he said, but the most people, who also would like to see Broadway, will do so via television.

He also expressed the belief that television already was a profitable medium where the product sold is compatible to that type of presentation and where the product distribution pattern follows the pattern of the TV audiences. In the interim, where both TV and AM can be used, he said the solution might be to develop a program which can be broadcast simultaneously on both media.

Both Mr. Sindlinger and Mr. Hooper asserted studies show that AM advertising suffers in homes having television sets. Mr. Sindlinger also added that his studies show it is possible, different from radio, for a given TV show to capture almost all the audience from competing stations even though the competition might be a very credible performance put on at big expense.

“Television, in that respect, seems to be an ‘all or nothing’ medium,” he said.

THIRTEEN of the greatest matches in boxing history, as recorded on film, will be part of the Sunshine Sport Show as that telecast expands its time on WPTZ Philadelphia Tuesday night to a quarter-hour at 7:15 p.m. Formerly a five-minute show on Friday, the Sunshine Beer-sponsored program will also include Ginny Brown, Miss Philadelphia of 1946, as the daughter of the “Old Coach,” central figure in the telecasts.

One year rights for the films, which reach back to the days of Jack Dempsey and Benny Leonard, were obtained from Tele-Files Inc., New York. Gray & Rogers, Advertising, Philadelphia, is the sponsor’s agency. Under new format, show has been renewed for one year.

1-Piece Viewing Tube

NEW Major TV sets will feature hand-blown one-piece viewing tubes with 12½ and 16-inch screens, Stuart Hall Frank, president of Major Television, said at an announcement last week. Designed by M. E. Mackosound, chief engineer of MTC, the tubes will be produced by Warren L. Keasler Co., Bethpage, N. Y., which made fine art glass pieces before converting to radar tube production during the war.

The regular TELECASTING section which usually starts in this part of the issue, this week is a separate insert between pages 52-55.

keep both radio and television in healthy business.

The agency and advertiser executives were addressing also by Frank Stanton, CBS president; Charles Underhill, CBS TV director of programs; Oscar Katz, CBS director of research; George L. Moskovics, CBS TV manager of sales development, and William B. Lodge, CBS vice president and director of general engineering. All gave similar versions of their addresses to the clerics for affiliates the weekend before [BROADCASTING, Jan. 14].

BROADCASTING • Telecasting
TV BASEBALL
Coverage in 3 Cities Set

PLANS for television coverage of major league baseball this year in Detroit, Chicago and Cincinnati have been set.

All 77 home games of the Cincinnati Reds will be telecast alternately by WLWT (TV), Crosley Broadcasting Co. outlet, and WCPO-TV, Scripps-Howard station now under construction, it was announced last Wednesday. Telecasts, to include Sunday and night contests, will be handled by the Crosley outlet in the early part of the season, due to construction delays at WCPO-TV. Burger Brewing Co. will sponsor video and AM (WCPO) accounts, with Waite Hoyt handling play-by-play.

Joint announcement of the contract on Cincinnati games was made by James D. House, Crosley Broadcasting Co. president; Mortimer C. Watters, vice president of Scripps-Howard Radio Inc.; Warren Gliss, Reds' president, and Jack Koons, vice president of Burger. Last season WLWT carded 34 Red games for telecasts, with weekend and night games provided.

To Carry Tigers

In Detroit, WWJ-TV will telecast a minimum of 35 Tigers games, with Goebel Brewing Co. as sponsor. Tuesday and Thursday will be "regular" television days according to Edwin J. Anderson, president of Goebel. Games have been carried by WWJ-TV since it began commercial operation in June 1947. Schedule has called for an increase each year, with 17 games telecast in 1947 and 26 last year.

At least two and possibly three Chicago TV stations will carry 1949 home games of the Cubs. WGN-TV and WBKB have notified the club's management that they plan to telecast the games. WENE-TV is said to be seriously considering the schedule. The Cubs will levy a $5,000 service charge against all video stations providing television coverage.

In the South an FM station, WAFM Birmingham, announced last week that sponsorship of all the Birmingham Barons' Southern League games had been sold to Hart-Greer Inc., Zenith radio distributors.

Dalton Joins ECA

APPOINTMENT of Neil Dalton, public relations director of WHAS Louisville, as director of information for the Economic Cooperation Administration, was announced Jan. 22, by RCA Administrator Hoffman. Mr. Dalton, who served also as public relations director of Louisville Courier-Journal and Louisville Times, assumed his new duties Jan. 27, succeeding Brian Houston. Mr. Houston resigned two weeks ago to return to the advertising business.

AM-TV Scrap

Rights Suit is Dismissed

THE HALF-MILLION dollar damage suit filed against ABC and Lester H. Kewus, producer of Hollywood Screen Test, an unsponsored ABC television program, was dismissed Wednesday by New York Supreme Court Justice Aron Steuer.

The suit is regarded as being the first in which a television program is accused of invading the rights of a radio show.

The action was brought by Screen Test Inc., and by Robert Monroe and Latham Owens, owners of Screen Test, a radio show which was aired over MBS under M-G-M sponsorship in 1944 for 26 weeks. They claimed that the television program unlawfully used the Screen Test title, was a poor copy of their show and prevented them from selling the AM program.

After three days of trial, starting last Monday, Norah K. Donovan, attorney for Mr. Lewis and for Neil Hamilton, director of the TV show, also made a defendant, moved to dismiss the complaint because of insufficiency of the evidence.

She argued that non-use of the title Screen Test from 1944 to 1948 constituted an abandonment of any trademark rights which plaintiffs might have acquired, that the 26 weeks plaintiffs used the title was not long enough to give it any secondary meaning in the minds of the public and that the public could not be confused between an AM program aired for 26 weeks four years before a current television program, and that the defendants had used good faith in adopting and using the name Hollywood Screen Test.

Justice Steuer's decision was oral and on the merits. Miss Donovan also represented ABC in the action, her clients, Messrs. Lewis and Hamilton, being under contract to indemnify the defendants.

AUSTRIAN

Becomes a TV Consultant

RALPH B. AUSTRIAN, until recently vice president in charge of television for Foote, Cone and Belding, New York, has established his own video consulting service in New York; it was announced last week.

Mr. Austrian will act as a liaison between the television field generally and entertainment advertising and business groups.

Before his association with FoCB, Mr. Austrian was president of the AKA Televideo Corp. for four years. He was assistant vice president for more than seven years of the RCA Manufacturing Co.

KPIX Sponsors

20 New Signed

SAN FRANCISCO's only operating television station, KPIX, has announced it now is, or shortly will be, telecasting 14 regular weekly shows, supported by 20 sponsors. The station started operation last Christmas Eve and is working under an interim affiliation with NBC.

Advertisers now buying time, or scheduled to begin, on KPIX are: NBC network advertisers — Philco, Diestel Hays, Continental Tobacco, Bigelow Sanford, selective advertisers — B.V.D., Glidden, Beverly, Handmaker-Vogel, Polaroid, Band of America, General Motors; local retail advertisers — B.C., R.A.; radio trade; distributor; Thompson & Holmes, Philco distributor; Robert S. Atkinson, J. W. Allen Co.; Raven-Wagner Motors; R. H. Bantford Co.; Zenith distributor, City of Paris, Clyde Wallco Inc., Packard-Dell distributor.

TELEVISION CYCLE

By RALPH TUCHMAN

TELEVISION had a day of its own in Los Angeles last Tuesday by official proclamation of Mayor Fletcher Bowron out of respect to the first annual Television Seminar and Awards sponsored by the Academy of Television Arts and Sciences.

Tuesday morning ATAS opened its seminar with the overall theme of "Television Cycle." Participants were Don Frick, advertising manager of Recall Drug Co.; Leonad F. Erikson, Kenyon & Eckhardt vice president in charge of radio and television; Hal Roach Jr., president of Television Film Producers Assn.; Mike Stoyke, Television Producers Assn. (live); Al Wager, talent agent; Klaus Landsberg, West Coast director of Paramount Television; Donn Tatum, partner in legal firm of Lillick, Geary & McHose; William R. Watson, Southern California Radio & Electrical Appliances Assn.; and Edward C. Stodel, head of Stodel Adv. Co., Los Angeles.

Mr. Erikson stressed the fact that despite the cost of television, "the advertiser who immediately eliminates all consideration of television on the basis of this factor alone is also fooling himself." To support the change in thinking in one year's time, he pointed to approximately 256 advertisers utilizing the medium one year ago whereas 680 were spending as of December 1948.

He also warned that even with six stations currently operative in New York, "Prime time-night can no longer be obtained just for the asking." Cable allocations are also a matter of "serious considerations," he advised. And, as proof of the importance of network time options, he cited the case of at least 13 network time periods in radio which had been held by the same sponsors for ten years or more.

New York Sets

Analyzing factors of audience, Mr. Erikson underlined the high income audiences which prevail in the New York area. In support of this he pointed to the "February evening when Jack Benny's radio Hope show in New York was discovered to be a history-making low of 6.0 in homes equipped for both radio and television."

Free-lance package ideas were not generally of any use to the agency, he said. And, in most cases, the agency must build for the specific needs of clients.
Television Cycle

(Continued from page 31)

its client. Pointing to the time and preparation involved in Ford Television Theatre, he reported that a two-week schedule of actual production precedes the once-monthly presentation. Mr. Roach added, "It represents the combined work of almost one hundred people. And he pointed out that this may compare favorably with motion pictures but it far exceeds the radio needs of a comparable program.

While admitting that "unquestionably Hollywood knows how to make television," he said its potential for Ford is being held in check. "It is not our intention to keep in mind that television is not motion pictures, that it is actually something different from either the movies or the stage."

Recognizing that Hollywood will "soon be producing important dramatic films made especially for television," he predicted the seminar would be as common as similar activities will be involved, and a highly important one will be the question of costs." Finally, Mr. Erikson concluded that this type of production should still be approached in an experimental frame of mind to develop its potential as an entertainment and sales medium.

Summarizes Rexall's Steps

Mr. Frick identified his comments with an appropriate sub-title of "Confessions of a Television Sponsor," he said: "We have been in the medium, he said it was just about one year since the start. Starting with participations via KHTLA, he said the first question to be ascertained was which merchandise could be moved.

Since variety of merchandise to be sold was the problem, Mr. Frick showed how films had to be eliminated in the face of cost. Still photos, he said, were too flat. This left only live presentation and demonstration. With these in even there, he said problems loomed.

Looking backward he said they led with a high-priced binocular which cost $159 for each. Here the reasoning was that most sets must be in upper income homes. This brought no sales result. Next came several institutional approaches, via film. In this area no measurement of results could be reported. This wandering has developed a two-way rule for television spenders. Those in the present, according to Mr. Frick:

(1) Sponsor identification and (2) Presentation of merchandise.

For the first, BBDO has developed a short animated film to sell the idea of "Get Rexall."

Secondly he warned that "in the proper selection of merchandise, lies the key to successful selling by way of television.

On phone selling through television, he cited the case of a large insulated metal box with separa-

terproof water container holding enough chipped ice to keep the contents cold for several hours. Being a left-over item, with new models cut down, he said the price was cut from $10 to $6.95. This offer produced 50 home orders plus heavy calls all at stores. This was a sell-out and necessary to warehouses in other regions.

In reviewing the lessons learned by Rexall, Mr. Frick concluded that television had paid off in costs of "merchandise with either a bargain appeal, a novel new appeal or seasonal demand."

There was considerable difference of opinion on the question of live versus film between Mr. Sands and Mr. Roach. The former, an advocate of live, found it was cheaper and as effective. And in reply to whether he could "do a western" live he "no," he pointed out actors and sets must be catered to for maximum appeal will go by the boards. Pointedly he said, "We'll forget the ugly movie actors in television."

Mr. Roach exuded haughty confidence over film producers' abilities to lower costs to meet telecasting's ability to pay. "Labor will come in at a price," he said, by pointing out the fact that actors, writers and directors are used to more than one income level.

Mr. Landsberg gave a penciled and-paper breakdown of the minimum cost for a half-hour dramatic program which he set close at $1,000. Broken down, this meant $500 for time, $575-100 for a writer-producer 10 hours of preparation time, including three hours of rehearsal, $100; cast of six, $150; set, $150-200.

Mr. Wager commented that wage standards had not yet been established in the medium and emphasized that the price of talent is more fluid in the present.

Mr. Tatum, commenting on the legal aspect, felt that there were many problems with three standing out in importance at present: invasion of privacy and controlling transmission. While little precedent exists today, he looked for INS-AP case to be the basis of rulings in regard to "ownership" of content.

16-HOUR VIDEO

Planned by CBS in Spring

CBS is preparing for 16-hour-per-day television operations, to begin by the end of spring, J. L. Van Volkenburg, CBS vice president and Executive of television operations, said last week.

Addressing more than 100 advertising agency executives attending the CBS television studio in New York, Mr. Van Volkenburg said that the network already had advanced plans for the daytime telecasting operations. Later, he spelled out that although he was not able to tell all at this stage CBS intends to institute daytime programming only on WOBS-TV New York, it was entirely possible that it would feed daytime programming to the television network.

Network telecasting on the longer schedule depends upon the completion of additional facilities and may not be combined to show additional facilities which AT&T promises by July. The greater availability of network lines, Mr. Van Volkenburg said, would eliminate the East-Midwest facilities bottleneck.

RTDG-WPIX

Contract Meeting Set

MEETING to discuss proposals and counterproposals is scheduled for Thursday, Feb. 3, between Radio and Television Directors Guild and WPIX (TV) New York.

RTDG has asked for $230 weekly for the directors, $205 assistant director and the same for floor managers, with a 55-hour week and for five additional hours on separate days. Also demanded is the principle of commercial fees, permitting the men covered to negotiate for themselves additional fees on sponsored shows.

Counter-proposals is, said, would set minimums of $50 for directors, $50 for associate and $60 for assistants. As proposed by management is a 40-hour week over a six-day period.

The RTDG's negotiations at ABC for WJZ-TV, where a strike authorization still is in effect, will be resumed tomorrow. It is understood that discussions are to be a meeting of directors, associates and floor men.

Set for Wednesday are talks between the union and agencies and package producers for free lance packages in the ABC area. These talks, too, are in such early stages that definition of what constitutes a free lance is still among matters to be thrashed out.

KFRF to CBS Feb. 20

MOVING its CBS affiliation to an earlier date, KFRF Fresno, Calif., will become the 24th 50 kW CBS affiliate on Feb. 20, instead of on June 15 as previously announced, according to Herbert V. Akerberg, vice president in charge of station relations for CBS.

BROADCASTING  Telecasting
Success story:

A furniture store in Richmond advertised radio sets over WLEE for a year. They sold more radios that year than in the previous two years combined. And radio sales were off in other stores all over town!

After this successful campaign, these smart merchants concentrated one-half of their entire advertising budget with WLEE. They say station WLEE produces the best results they ever had from any advertising media.

More and more national advertisers are following the lead of local Richmond merchants by using WLEE. They're doing this because WLEE gives advertisers the kind of quick, immediate results that really count. Call in your Forjoe man and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, President • IRVIN G. ABELLOFF, General Manager • FORJOE & CO., Representative
ABC MEETING

A "REASSURING" appraisal of ABC was given 150 representatives of the network's district 2, 3 and 5 affiliates Thursday in Chicago by ABC president Mark Woods.

Those attending this third in a series of ABC affiliate meetings included men from the Central, Middle and Southwestern states.

Hailing 1948 as ABC's greatest year, with billings $750,000 above those of 1947, Woods is reported to have inspired the station officials, in closed session at the Ambassador Hotel East, with a report on ABC's recent successful presentation of "Our United States Steel Corp." He said the network held its own against a "superb," all-out effort by NBC to sign the steel concern.

One of those attending the meeting, declared Mr. Woods, "reasured us with his frankness."

"For example, he admitted having sold some ABC stock in recent months because he believed the market was getting too fat too fast."

"I'm not predicting whether his organization could be "slipping" when it still had Procter and Gamble, Swift and Co., General Electric, Philco, Goodyear, Texaco, American Oil, Revere Camera, Pepsi-Cola, American Assn. of Railroads, U. S. Steel and others." Mr. Woods did say that the CBS talent raids to anxiety because ABC is "gaining ground," and predicted ABC will not need to indulge in similar practices.

"Maintaining that the Mu-

A MEETING on March 30 is public because it is "entertain-

Mr. Woods lauded the network's "prestige and public service shows" as the best in the land, and noted that on ABC one can hear liberal, conser-

He brushed by television with the remark: "Mr. Fry is not an even start with the other networks and has reason to be especially proud of its facilities in Hollywood, where it recently acquired the 20-

Mr. Woods promised new ABC program ideas and program pack-

Woods Progress Report
Pleases Affiliates

ABC's wide-swinging program expansion during the past year, with billings increasing, declared Mr. Woods.

He expressed the feeling that "the greatest growth" in ABC's "sales force" shows" as "the boldest array of stars in the history of broadcasting." In separate talks to WJR and WQAR, stockholders, Mr. Richards called for more promotion and publicity by affiliated stations, terming this "vital" to ABC's health.

PRAISE FOR CBS

Richards Hails Paley, Too

CBS is making possible the most successful year in history for its affiliates," G. A. Richards, chairman of the board and principal owner of WJR, Detroit, WQAR Cleveland and KMPC Los Angeles, asserted at a stockholders' meeting in Detroit Wednesday.

Mr. Richards attributed this to the network's acquisition of "the most brilliant array of stars in the history of broadcasting." In separate talks to WJR and WQAR stockholders, Mr. Richards called William S. Paley, CBS board chairman, "the new atomic sales force in American network radio."

President Frank E. Mullen of the Richards stations, with station managers Harry Wismer of WJR and John Pati of WQAR, were commended for "record breaking sales."

Mr. Richards reported the network had taken some all-time highs in dollar volume of gross sales.

NEW EXECUTIVES

Columbia Records Ups Two

APPOINTMENTS to two newly created executive posts at Columb-

The new executive positions are the result of recent expansion plans for 1949, Mr. Joseloff said. The latter will concentrate his own activities on a national expansion program of the Storecast super market chain with current operations in New England, Philadelphia and Chicago.

NEW TV Tube

GENERAL ELECTRIC Co. has announced a new television picture tube designed for use in color receivers. The new tube, which will handle a 35-square inch picture, will provide 50% more viewing area than the 7-inch tubes it will replace. It is 8¼ inches in diameter and will cost no more to build than the 7-inch tubes now in use. The new tubes, according to GE, Heavy production will get underway during the year.

Mr. Fry, who was on leave from his job as radio director of the Democratic National Committee, thinks that "television, in general, did a fine job, and undoubtedly learned much from the experience..." Mr. Fry said, "that the coverage and switching was too jumpy. In other words, the bad habits of its AM brother—the newreel short shot technique—which detracts from the visual continuity, according to Kenneth D...."
AT Congress on Industrial Health in Chicago are (l to r) E. G. Gerbic, Johnson & Johnson; Joseph Moran, Young & Rubicam v.p.; Dr. Thomas Parron, dean, School of Public Health, Pittsburgh U., and Ben Park, producer of Johnson & Johnson's It's Your Life on WMAQ Chicago.

INAUGURATING Master Bread News on KDAL Duluth for Zinsmaster Baking Co. are (l to r) Bill Krueger, news editor; Emil Wahlund, Zinsmaster plant mgr.; Dalton LeMasurier, KDAL gen. mgr., and Pres. Harry Zinsmaster.

RELAXING with their catches are R. K. Hanger (r), Texas State Network v.p., and daughter, Vivian. Frank Coats, Houston attorney, joined pair on trip off coast of Acapulco.

WESTINGHOUSE veterans Harold Randall (r), WBZA Springfield chief engr., and Gordon Swain (l), WBZ Boston prog. mgr., see W. H. Hauser, WBZ chief engr., get 20-year button from W. C. Swartley, WBZ mgr.

PHIL ALAMPI (r), WJZ New York radio farm director, shows Mr. and Mrs. Harry Souder, publishers of Poultryman shown in blow-up at Great Penna Farm Show, picture taken of himself at White House turkey presentation.

GREETING Phil Harris (center), who co-stars with wife, Alice Faye, on NBC Sunday night comedy show, are Niles Trammell (l), NBC president, and Arthur Pryor, BBDO radio v.p.

E. T. HARKER (seated) v.p. of Hertzberg's, San Antonio jeweler, initiates sponsorship of Guy Lombardo Show on KTS San Antonio. Looking on are (l to r) Elmer Busser, Ziv Co., program producer; Claude Aniol, pres. Claude Aniol & Assoc., agency, and Bill Kelley, KTS.

AT Nat. Photo Finishers Assn. banquet in Los Angeles are (l to r) Phil Stewart, Roche, Williams & Cleary; Jo Stafford, star of Revere Camera's ABC show; James McGookin, Revere.

NEW KNBC-NBC San Francisco program director, Paul Speegle (r), meets Harry Bubeck, former program director moving to Hollywood [Broadcasting, Jan. 24].

HERE is the top segment of the six-bay super-turnstile antenna of WTVR (TV) Richmond, Va., being lifted into place atop the new 417-ft. tower. With completion of the antenna the station will operate with its full authorized power of 12.16 kw visual, 6.4 aural.

PHIL ALAMPI (r), WJZ New York radio farm director, shows Mr. and Mrs. Harry Souder, publishers of Poultryman shown in blow-up at Great Penna Farm Show, picture taken of himself at White House turkey presentation.
THE LATEST WCKY STORY

WCKY SET THE PACE IN 1948!

IN AUDIENCE - 12% INCREASE

Average audience, 8:00 AM - 8:00 PM, 7 days weekly, November-December, 1948 over November-December 1947

WCKY NOW LEADS ALL CINCINNATI STATIONS IN AUDIENCE 8 AM-8 PM, Sunday through Saturday, except one*

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience</th>
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<tbody>
<tr>
<td>WCKY</td>
<td>22.8</td>
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<tr>
<td>STA A</td>
<td>18.4</td>
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<tr>
<td>STA B</td>
<td>22.3</td>
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<tr>
<td>STA C</td>
<td>29.9</td>
</tr>
<tr>
<td>STA D</td>
<td>18.8</td>
</tr>
</tbody>
</table>

A CONSISTENT YEAR ROUND AUDIENCE

And remember WCKY carries no baseball or football. WCKY's audience is a consistent year round audience built with outstanding block programming and news.

*Pulse Report

INVEST YOUR AD DOLLAR WCKY'S-LY
WCKY SET THE PACE IN 1948!

IN MAIL - 33% INCREASE

WCKY, the No. 1 Direct Sales Station in the country, pulled 832,000 pieces of mail (with orders!) in 1948—from 39 states, with 81% coming from the intense night time listening area of 13 Southern States.

IN ADVERTISERS - 21% INCREASE

WCKY had a total of 186 Advertisers selling their products to the WCKY-Land audience in 1948.

WATCH WCKY IN 1949!

Thomas A. Welstead
Eastern Sales Manager
55 E. 51st. St. New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

C. H. “Top” Topmiller
Station Manager
Phone: Cherry 6565
TWX: Ci 281

FIFTY THOUSAND WATTS OF SELLING POWER
Solar Plexus Punch

NOW COMES a subcommittee of the Senate Commerce Committee with a solar plexus blow at the FCC in which it all but proposes to preempt authority over allocations and policy-making. It comes when the FCC is still smarting from the sting of the House Select Committee report which accused it of utter disdain of the statutes.

If the FCC succeeds in brushing off the House action as the handiwork of Republican partisans now out of power, it can't duplicate the feat with the Senate group. The report bears the signatures of a two-man subcommittee—Toley of New Hampshire, Republican, and McFarland of Arizona, Democrat. But it has full endorsement of Democratic Chairman Ed C. Johnson. That puts administration pants on it.

The Senate report is as astonishing as it is serious. It could lead to stripping the FCC of its most important function—allocations. It all but decides the clear channel issue by virtually commanding the Commission to duplicate clear channels and limit power to 60,000 w. Of course, to complete the job, Congress as a legislative whole would have to sustain it. But we doubt whether this FCC, or any other, would finally defy the subcommittee.

We think the subcommittee's report is fraught with danger. We do not condone past actions of the FCC and we agree that the FCC has been inconsistent, and has engaged in "extra-legal" conduct. We think too much policy-making has reposed in the hands of the FCC's legal staff. Certainly some allocations have bungled.

The report, like the action of the Senate Committee nearly a year ago, implies a vote of "no confidence" in the FCC. If Congress wants another FCC it can enact a "ripper bill." If it wants to take over the policy-making and allocations authority, Congress might as well abolish the FCC and set up a one-man administrator, thereby saving the taxpayer the salaries of seven commissioners and their staffs.

Certainly this flaming report and the House Committee indictment which preceded it, point up the need for action. The proposed panel plan of the FCC, which the Senate committee consulted, would not be "infected" by the present law, presumably now goes into deep freeze. Yet the subcommittee favors a division or panel principle. It reaffirms the White Bill principle, that the FCC can look into programs, which we regard as back-door censorship. It calls for a continuing study of the whole communications structure.

There could be legislative action at this session. Chairman Johnson has more than donned the mantle of former Senator Wallace H. White Jr., as radio leader. He's swinging with high spots against large interests in radio and TV. In Chicago last Friday he urged independent affiliates to rally behind Ed Craney.

The task of convincing Congress that it should be able to control the FCC isn't going to be easy. But it shouldn't be any tougher than the job of convincing Congress that its regulatory creature—the FCC—shouldn't meddle in programming and business operations of stations.

Here we have the unique situation of a Senate committee holding that the FCC is incompetent to handle allocations, but that same Commission should have broader powers of censorship.

Broadcasters, as specialists, know infinitely more about programming to the public taste than any member of the FCC. And even commissioners, or nine or 11, as specialists, should know more about allocations than 831 members of Senate and House.

GLEN MCGARTHY

TEXANS, a clan not easily impressed even by other Texans, may well pause and take note of the new KXYZ Houston owner, Glenn McCarthey. A man who friends will tell you had trouble borrowing $10,000 on his personal signature at one time, Mr. McCarthy has now wildcarded his way to fame and fortune as one of Texas' ablest newsmen. A self made man, the obviously Irish Mr. McCarthy started his amazing life on Christmas Day 1907. Whether his birthplace has had anything to do with his luck and success in the oil business is debatable, but he was born beside the fabulous Spindletop oil field near Beaumont.

His father, whose family originally came from County Cork, Ireland, was a driller in the field. His mother's family (Tounsel) were of Scotch and Irish extraction and were early settlers of Texas. Her family fought in the battle of San Jacinto and had an active part in the history of the Texas Republic.

A graduate of San Jacinto High School in Houston, Mr. McCarthy took his college training at Tulane, Texas A. & M. and Rice Institute. During vacations he worked as a roughneck and roustabout in the oil fields, gaining practical knowledge in the business which was to bring him fame and fortune.

The cleaning and pressing and service station businesses were the first to attract Mr. McCarthy. After short but successful ventures in each, he turned his attention to oil and began wildcarding in 1933. Combining a native business acumen, ingenuity and a capacity for hard work, Mr. McCarthy was able to finance his operations with a small amount of capital, saved from his previous ventures.

He brought in his first well at Big Creek after drilling a dry hole at South Strang. Although several disappointments followed, Mr. McCarthy had cleared enough on a well at Conroe to enable him to bring in his first real discovery well. It was here that he made his first fortune and he brought in a well on a 1,000-acre tract at Anahua.

Mr. McCarthy's oil activities suffered more than the usual ups and downs. Accidents and disasters in the field ate away profits and forced him deep into debt on several occasions. He was, however, able to fight his way back and recap his losses each time.

Since 1940, when he brought in the League (Continued on page 51)

BROADCASTING • Telecasting

Our Respects To —

Page 38 • January 31, 1949

Editorial

Who Pays Whom?

THERE'S a staggering amount of double-talk surrounding the effect of television upon sundry facets of industry. Does TV help or hurt box office? The sports entrepreneurs have had their hands out for a hunk of money for telecasting rights, whatever the nature of the events. They wall plaintively about imagine having a large loss which should be made up by station ownership or sponsors. But where's the evidence? Sports industries are thriving. TV is drawing more and more customers. It's the radio story all over again.

Proof of this comes in a highly intelligent dissertation by Bob Cooke, sports columnist of the New York Herald-Tribune. He points out that wrestling in New York has been so stimulated by television that the authorities now are considering its return to Madison Square Garden, the grand opera of professional sports arenas. (Since publication of his column, the return to wrestling to the Garden has been authorized.)

Mr. Cooke continues:

Speaking of television, it wasn't so long ago that the sports figures were doubly galled with not permitting video, lest vast develop in their furthur.

The fact that the video people are now pulling out of the smaller markets like Jamestown, the Westchester Community Center and the Park Arena, with the result that these clubs may not operate any more.

It appears that instead of trying to sell telecasting rights, promoters might start buying TV time to stimulate box office.

Beyond the Usual Call

INGLENUT see and enterprise of American broadcasters are demonstrated so often that the public takes for granted that radio is an art which knows no frontiers. During the war extraordinary programming was the rule.

The end of the war didn't bring an end to public service with an international flavor. Networks and independent stations alike continued to carry "cold war" fronts, and those better spots too.

Falling strictly in the enterprise category was the recently fulfilled farmers' mission to Europe conducted by WOW Omaha. The stars were in the nation's first tour of American radio—heretofore regarded as the isolationist belt. Shepherded by Mal Hansen, farm director, and Bill Wiseam, promotion director of WOW, 36 diet farmers selected from 58 who wanted to go, visited nine western European countries. They paid $2,500 each for expenses. They talked, ate and slept with their agrarian cousins. It was good for the heart.

Within 10 days after they arrived home last month, these farmers had more than 130 speaking engagements before farm and civic groups, and Measrs. Hansen and Wiseam made the agricultural Chauntau, with more upcoming. From overseas there had been 73 broadcasts—a dozen over the networks, and many on foreign stations. WOW has a barrel of clippings of news stories and pictures.

Here was international goodwill with a radio accent. It was the "Voice of America" in reverse. Johnny Gillin's WOW made good on an international assignment.

This is but one example of the kind of service independent stations perform regularly—beyond the usual call. It can be an announcement for a rare type of blood that means life or death—or a mission to Europe.
YOU DON'T HAVE TO TRY THEM ALL. WOV's continuing market studies give you vital up-to-the-minute market information on specific listening groups.

To TAKE THE GUESS OUT OF BUYING see and get WOV's complete analysis of each of 5 Audited Audiences. It tells you age, sex, income, likes and dislikes, buying power and buying habits ...real information that opens the door to known individuals. At WOV the alert advertiser keys his message to known individuals, not to an unknown mass audience.

Audited Audiences, a WOV exclusive, is a help to helping you to

TAKE THE GUESS OUT OF BUYING.

Ralph N. Well, General Manager • The Bolting Co., National Representation

★ WAKE UP NEW YORK with Max Cole
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Williams
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,101,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.
SETS OUTPUT

PRODUCTION of TV sets passed the million mark in 1948, based on figures of Radio Mfrs. Assn. manufacturers and estimates of non-member output.

RMA members turned out 566,832.

NABET, IATSE Seek Terms Without NLRB

JURISDICTIONAL scrap before the NLRB between NABET and IATSE over television lighting workers on ABC and NBC will be held in abeyance while top officers of the two unions try to settle their differences outside government hearing rooms. This was learned Wednesday after an NLRB hearing in New York.

The NBC case was postponed until March 16. It is understood that Clarence Westover, NABET executive secretary, and Dick Walsh, IATSE president, will attempt to reach an agreement "in the best interests of the industry and the unions involved" which would be "acceptable to the industry and the unions."

A temporary and local solution of the differences between the two unions was reached in December and is in force. Under NABET jurisdiction is supervision of employees while IATSE has jurisdiction over supervisory employees. Since both unions have jurisdiction, there is a risk of double jeopardy. It is believed that talk on the part of the national officers will seek a solution along the same lines.

The ABC case is expected to be controlled by whatever solution is reached in the NBC controversy.

PROPOSED GRANT

Issued for Wis. Local

DESPITE findings of minor interference which would result to several existing stations, FCC last week proposed to grant license to the station of Richland Broadcasting Co. for new AM station at Richland Center, Wis. Facilities are 250 w fulltime on 1450 kc.

Commission found that Richland Center (1940 pop. 4,364) receives no primary broadcast service, has no daily paper and no medium "for the rapid dissemination of local news." FCC said 82.6% of all farms in area have a radio but only 45.6% have a telephone.

Minor interference would be caused to WDLB Marshfield and KFIZ Fond du Lac, Wis. and KCRG Cedar Rapids, Iowa. The proposed station itself will suffer 24.7% population loss within its interference-free contour because of outside signals.

Firm is owned by Arthur Overgaard, president and chairman, president and 128 shares, and Thomas R. Kelley, senior electronics instructor at Industrial Training Institute, Chicago, vice president and 116 shares. Secretary is Donald E. Gill, certified public accountant in Madison, Wis. Mr. Overgaard has net worth in excess of $400,000.

NEW WORL Manager

ASHLEY ROBINSON has been promoted from assistant general manager to manager of WORL Boston, the station announced last Thursday. He succeeds George Lasker, now sales manager of WORL Boston, as announced last Thursday.

Mr. Robinson has been with the station for 10 years, serving as assistant manager of WORL Boston and WORL in 1938. He continued in that post until 1944 when he resigned from WOC.

Agency Formed

LEE WYNNE and Vincent Alexander have formed Wynn-Alex Agency at 903 South Fair Oaks, Pasadena, Calif. Phone is Pyramid 1-2319. Mr. Wynn has been with RGER Long Beach for past 13 years, the last as general manager. He has served as a director of Southern Calif. Broadcasters Assn. for five years, and is one of founders of California State Broadcasters Assn. Mr. Alexander was formerly announce-writer-producer for several stations.

Miller Speaks in Chicago

Output of radio receivers fell 20% in 1948 under the all-time 1947 peak. RMA's member total was 15,266,763. AM-FM sets on the air have increased 35% over 1947 production despite the general decline in receivers. AM-FM output by RMA companies for December was 300,362, an all-time record.

AM-FM table models accounted for 42% of the dual band sets. TV receivers including FM reception are not separately tabulated by RMA. The postwar total output of AM-FM sets by RMA companies is nearly 3,000,000.

Auto and portable sets continued in high production last year, reaching higher percentages of total radio receiver output. Auto radios totaled 3,459,015 for the year, 26% of the 1948 total of radios made, with portables numbering 2,114,133 or 17%.

The entire decline in 1948 radio set output was accounted for by the drop in AM only home receivers. Table models dropped 72% to 46% of the total radio output as compared with the 1947 estimates showing about the same proportionate share they had in 1947, or 12%. Table model TV sets represented 68% of all TV receivers produced.

Following is a month-by-month table of RMA television and radio set production in 1948:

<table>
<thead>
<tr>
<th>Month</th>
<th>TV</th>
<th>FM-AM</th>
<th>AM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>30,001</td>
<td>130,415</td>
<td>1,173,260</td>
<td>1,173,260</td>
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<tr>
<td>February</td>
<td>30,922</td>
<td>134,806</td>
<td>1,203,200</td>
<td>1,203,192</td>
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<tr>
<td>March</td>
<td>33,711</td>
<td>142,849</td>
<td>1,237,820</td>
<td>1,237,820</td>
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<tr>
<td>April</td>
<td>46,887</td>
<td>159,213</td>
<td>1,276,315</td>
<td>1,276,315</td>
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<td>May</td>
<td>52,877</td>
<td>166,815</td>
<td>1,311,020</td>
<td>1,311,020</td>
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<td>June</td>
<td>49,046</td>
<td>174,007</td>
<td>1,345,900</td>
<td>1,345,900</td>
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<td>July</td>
<td>56,089</td>
<td>180,842</td>
<td>1,395,500</td>
<td>1,395,500</td>
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<td>August</td>
<td>112,312</td>
<td>200,700</td>
<td>1,590,041</td>
<td>1,590,041</td>
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<td>September</td>
<td>145,700</td>
<td>220,860</td>
<td>1,713,860</td>
<td>1,713,860</td>
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<tr>
<td>October</td>
<td>150,326</td>
<td>231,630</td>
<td>1,816,556</td>
<td>1,816,556</td>
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<tr>
<td>November</td>
<td>150,000</td>
<td>233,160</td>
<td>1,829,660</td>
<td>1,829,660</td>
</tr>
<tr>
<td>December</td>
<td>161,175</td>
<td>240,000</td>
<td>1,883,240</td>
<td>1,883,240</td>
</tr>
</tbody>
</table>

Totals | 866,832 | 1,560,045 | 11,675,747 | 14,132,205

RECENT changes in the membership of the FCC and the "tremendous pressures of work which have fallen upon it," will make the Commission happy to discontinue its adventures into the field of producing Blue Books" NAB President Justin Miller said Wednesday at a Chicago Radio Management Club luncheon.

Judge Miller stated that the Blue Book and FCC had "a great deal of influence in establishing a background for adoption of the Standards of Practice。"

Broadcasters were very much disturbed and some of them considerably frightened by the attitude of FCC and by the strictures and unsupported allegations of the Blue Book, he declared. "These fears made them realize the need for self regulation far more than ever before."

Noting that the standards relating to 'under-all' timing of commercials and content of commercials are 'directly traceable' to Blue Book, and FCC influence, Judge Miller emphasized that NAB is working toward "a realization on the part of both broadcasters and the FCC that advertising per se is in the public interest."

"Although FCC's position was subject to the interpretation that advertising itself is not in the public interest, recent considerations have persuaded the Commission to concede ground on this point," he observed. Citing the recent Hearst Radio case as a "setback," he recalled that the U.S. Court of Appeals for the District of Columbia had recently prepared the Blue Book and its release by the Commission was "outside the function of the FCC."

Self Regulation Needed

"There can be no doubt that the fear of FCC practices, the Blue Book, and other similar operations will provide a continuing influence through which the need for self regulation will be reversed in the broadcast industry," Judge Miller asserted.

He added that newspaper and magazine editors and commentators played a "substantial part in creating a background favorable to adoption of the standards and favorable to broadcasters' and the FCC's observance and implementation."

"The critics on metropolitan papers seem to have an influence on broadcasters," he said.

The NAB president deplored use of the word "enforce" as applied to the standards. "We have no intention of enforcing the standards in the sense of applying coercion or punishment," he explained. "Realizing that broadcasters are licensees of the government, subject to control by several governmental agencies, the NAB recognizes that the enforcement methods practiced by other groups may be entirely inappropriate in the case of such government licensees. Our problem is to find ways and means to go as far as we can in securing implementation of the standards without inviting prosecution under the anti-trust laws for operations in restraint of trade."

"We realize also," he added "that (Continued on page 48)
TV FILMS PAY OFF

FILM PRODUCTION for television can pay off now, if the producer is willing to scrap the high standards and high costs of Hollywood productions and adopt assembly line methods, John Mitchell, television director of United Artists, told the television film conference held in New York last Monday.

What is needed, Mr. Mitchell said, are programs representing out-of-pocket production costs between $500 and $10,000 per program. He added that there are today producers willing to finance production at this cost level. When that statement was questioned, Mr. Mitchell explained that the figure of $500 applied to a five-minute show. Quarter-hour programs, he said, would range in cost from $1,750 to $6,000.

R. J. Rifkin, Ziv Television Inc., urged television producers to develop new production techniques for this new medium and not to go on imitating radio techniques as is now the custom. In pointing out the limitations of today's live TV programs, he stressed the advantages of film and its growing importance in video programming.

Ed Evans of WPIX (TV) New York described the film handling problems of TV stations, decriying the poor quality of prints furnished by some producers and distributors as his principal complaint.

Elaine A. Phillips, WSPD-TV Toledo, outlined the film requirements of a TV station so that it may program regular series of film of the same type and so build up a faithful audience for a particular period each week.

Ed Woodruff, Telecast Films Inc., urged stations to check carefully on film offered at very low prices, citing the dangers of improper clearances which might lead to suits for copyright infringement.

PRESENTS OTHER SIDE

From the other side of the picture, Myron Mills of Equity Film Exchange stated that many stations mishandle films, fail to return prints on time, etc. He urged careful handling of films, for the benefit of TV stations as well as the distributors of film.

Irving Leos, Official Films, attributed most of today's problems to video's growing pains, predicting that time will cure most of them. Noting that he received contracts from stations which do not include date or time of showing and other pertinent information, he said that adoption of a standard contract form would be of great value.

Seymour Peyster, attorney, discussed the many legal problems arising with television, the difficulty of clearing rights when contracts were drawn before television was thought of as a medium, the problem of controlling the reception of a video program in a movie theatre or elsewhere where the act of receiving a TV broadcast may constitute a performance for profit, etc. The best practice in the face of today's legal uncertainties, he said, is to be sure that all contracts are as complete and as precise as possible, providing for all contingencies which might arise.

Melvin Gold, president, National Television Film Council, concluded the meeting by reading a draft of the proposed standard exhibition contract for the use of films on television. He urged those attending the meeting to think over the contract and send their suggestions and criticisms to the council for consideration prior to the contract's adoption as an industry model.

Irwin A. Shane, publisher of Television magazine, was general chairman of the meeting, which had a total attendance of 238. Conference was held at New York's Hotel Biltmore, under the auspices of Televiser.

N.Y. Conference Told

Feb. 14-15: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 28: WHAS Transfer Hearing, FCC, Washington, D. C.
March 1: Wander Co. hearing before FTC continued, Durham, N. C.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel, Chicago.
April 1-1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 6-12: NAB Convention, Stevens Hotel, Chicago. (April 6-8, Engineering sessions; 11-12, Management sessions).
April 23-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
May 1-4: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

Want to Get a Client "Set" in Memphis AVAILABLE

To Make Sales
8:45 to 9 a.m., CST, Segment

BILL GORDON'S "No Name Show"
Mondays Thru Saturdays

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<th>Sta. B.</th>
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<td>2.9</td>
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<td>1.2</td>
<td>0.9</td>
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Latest Memphis Hooper Continuing Measurement

Forjoe & Co., representatives

W H H M
Memphis, Tenn.
### Nielsen Radio Index Top Programs

#### TOTAL AUDIENCE

<table>
<thead>
<tr>
<th>Program</th>
<th>Rank</th>
<th>Audience</th>
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<tbody>
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<td>EVENING, ONCE-A-WEEK, 15-60 MIN.</td>
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<td>Lucky Theater... 89.6</td>
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<tr>
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<td>2</td>
<td>Godfrey Show... 72.1</td>
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<td></td>
<td>3</td>
<td>Fibber McGee &amp; Molly... 63.9</td>
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<td></td>
<td>4</td>
<td>Topper... 59.2</td>
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<tr>
<td></td>
<td>5</td>
<td>Local Shows... 51.4</td>
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<tr>
<td></td>
<td>6</td>
<td>Robert Hope... 48.3</td>
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<td></td>
<td>7</td>
<td>My Friend Irma... 45.8</td>
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<td></td>
<td>8</td>
<td>Rough Riders... 45.5</td>
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<td></td>
<td>9</td>
<td>Charlie McCarthy... 43.4</td>
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<td>10</td>
<td>Tallontours... 41.3</td>
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<td></td>
<td>11</td>
<td>Duffy's Tavern... 38.8</td>
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<tr>
<td></td>
<td>12</td>
<td>Miss Kelly... 38.1</td>
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<td>13</td>
<td>Suspense... 37.9</td>
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<td>14</td>
<td>McDaniel's Attorneys... 37.9</td>
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<td></td>
<td>15</td>
<td>Amos 'n Andy... 36.3</td>
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<td></td>
<td>16</td>
<td>Red Skelton... 33.8</td>
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<tr>
<td></td>
<td>17</td>
<td>Big Town... 29.8</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>First on Record... 29.1</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>Crime Photographer... 28.8</td>
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</tbody>
</table>

#### AVERAGE AUDIENCE

<table>
<thead>
<tr>
<th>Program</th>
<th>Rank</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK, 15-60 MIN.</td>
<td>1</td>
<td>Lucky Theater... 24.3</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Fibber McGee &amp; Molly... 21.1</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Topper... 19.0</td>
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<td></td>
<td>4</td>
<td>Tallontours... 16.9</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Duffy's Tavern... 16.9</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Miss Kelly... 16.1</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Rough Riders... 15.6</td>
</tr>
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<td></td>
<td>8</td>
<td>Robert Hope... 15.5</td>
</tr>
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<td></td>
<td>9</td>
<td>Charlie McCarthy... 15.0</td>
</tr>
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<td>10</td>
<td>Tallontours... 13.8</td>
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<td></td>
<td>11</td>
<td>Duffy's Tavern... 13.4</td>
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<td></td>
<td>12</td>
<td>Miss Kelly... 13.2</td>
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<tr>
<td></td>
<td>13</td>
<td>Duffy's Tavern... 12.2</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>Local Shows... 12.2</td>
</tr>
</tbody>
</table>

### COL. NUSSEBAUM

**Injured in Plane Crash**

Col. Howard Nussbaum, chief of the radio and television branch of the Air Force, was killed in a plane crash in the United States. The Air Force has sent a plane to investigate the crash. The pilot, a member of the 46th Air Force, was identified as the owner of the plane. The plane's pilot was identified as Col. Robert J. Nussbaum, who had been transferred to the Air Force from the Navy. The plane was a C-47, which had been involved in a previous accident.

### WTJV (TV)

**Gets Temporary Go Ahead**

Special temporary authority to commence commercial operation was granted to WTJV (TV) by the FCC last week to WTJV (TV) (Miami, Fla.). The station was subject to a temporary hearing on the station's application to transfer its license to WTJG (TV) and was granted an application to transfer its license to WTJG (TV) by the FCC. The station was granted a temporary license to operate without a license.

### Canadian Inquiry

**INQUIRY into Canadian broadcasting and television was announced in Ottawa, Wednesday, in connection with the opening of Parliament.** The activities of the CBC and other governmental agencies are being investigated by the Royal Commission, according to the announcement.
TELEVISION broadcasters were reassured last week that, in the belief of FCC Chairman Wayne Coy, "the need for additional channels will be met before the current year is finished," and that the VHF video freeze may be lifted within a few months.

In a speech before a joint luncheon meeting of the Radio Executives Club and the Advertising Club of Boston last Tuesday, he substantially reiterated his statement of a few days earlier that FCC hopes the UHF video channels may be opened before the end of the year [Broadcasting, Jan. 24].

But, he warned, it's not yet known definitely whether FCC now has sufficient propagation data to write UHF video standards. A further hearing on this subject may be necessary but is "by no means certain," he added.

He said his own "present thinking" is that 50 to 70 additional channels may be required for "a nationwide competitive system" of television. At present there are 12 channels. The UHF TV band, extending from 475 to 890 mc, would accommodate 32 channels, but considerably fewer if 12, 14 or 16 mc channels were necessary.

In discussing the lifting of the VHF freeze, Mr. Coy did not go quite as far in the prepared text of his Boston speech as he went at the CBS Television Clinic in New York the preceding Friday. In New York he predicted the freeze would be removed by April or early May. In the Boston text he Revised his original estimate of six to nine months, pointed out that March 30 will mark the end of six months, and said:

"I am sure the freeze cannot be lifted before that, but it is still a good target date."

He also said he expected a report "within a few weeks" from FCC-industry engineers studying technical data relating to VHF television standards.

"It is my belief that there is substantial agreement on the correctness of the data," he said. "If I am correct in that assumption then it can be expected that the Commission may within a few weeks be able to submit proposed revisions of Standards of Good Engineering Practice for television."

Chairman Coy noted that industry spokesmen seemed agreed that most or all of the UHF band should be used for the present TV system and that high-definition black-and-white or color would have to wait for future development. "It is almost unnecessary to observe that such a position is compatible with their present interests," he said, adding:

"The Commission must, however, look at the problem from the point of view of the public interest. If
Free Speech Battle
(Continued from page 27)
of legislation having the effect of law and backed up by the most sinister method of punishment in our system of law.

Most of the facts in the case were stipulated in an agreement among counsel, with stations (except WBAL) conceding they had made the broadcasts that aroused the court's ire last July.

Judge Gray and counsel agreed that use of the terms "publication" and "freedom of press" and similar words applied to broadcasting as well as newspapers.

Several times suggestion was made that Gov. William Preston Lane Jr. should have been cited for contempt because he congratulated Baltimore police for capturing the murder suspect. Similar action against police officials who announced the prisoner had confessed also was proposed.

Opens Prosecution
Opening the prosecution, Aihseln Sodaro, assistant states attorney, said the court's contempt power is inherent under common law. He introduced Attorney Murphy as his only witness. J. Harold Grady, another assistant states attorney, contended that trial by newspaper seriously impaired the right of accused persons to an impartial trial and must not be allowed to interfere with the administration of criminal law.

Charles G. Page, appearing with George Coachman Doug for the Senior Bar Assn. of Baltimore, cited right to a fair trial under Maryland's Bill of Rights and said trial by newspaper is nonexistent in England. He felt the power of the courts must not be impaired by legislation.

Shriver Appearance
J. Nicholas Shriver presented the case of the Junior Bar Assn. of Baltimore. Associated with him were James B. Maginnis, E. Paul Mason Jr. and James R. Crock Jr. Mr. Shriver traced the English common law history of contempt powers and asked the court to take judicial notice "that you don't listen to out-of-town stations but to your local stations." He apparently referred to statements that WTOP, Washington, for example, had Baltimore coverage and carried news about the murderer without being subject to the Baltimore court's censorship.

Joseph L. Paper, associated with John H. Simek Jr, in representing the Maryland Civil Liberties Committee, too, took issue with the national organization's position and argued on behalf of the court's powers. He contended Rule 904 restricts freedom of the press and cited the Hauptmann case as an example of a trial in which newspapers "decided they were king!"

Hilary W. Gans, for WITH and Mr. Connolly, reduced the case to two issues—validity of Rule 904: but assuming its validity, did the broadcasts support the contempt citations? He pointed out that both sides concede Rule 904 is based on the "tendency" concept and said before the rule is invalidated since predicated on a standard no longer part of the law, he argued. "We can't be held in contempt of a rule which is invalid," he said.

All jurors will be influenced somewhat by publication of news about criminals but this doesn't prevent a fair trial, he contended.

Mr. Page, on the other hand, contended that if this proceeding involves the "right of a radio station to squawk," then everyone might as well go home. Free speech protects the vast reading and listening public, he contended. "This is an awfully grave case," he added. "I don't think there was anything like this in the country. I'm not surprised that our friends (prosecution) had to go to England to support their position. Give us a choice! Our democracy is in danger. The only thing certain is that you have a substantial abridgment of liberties guaranteed by the First and 14th Amendments."

WCRM Testimony
W. Frank Every and Paul D. P. Spearman represented WCRM Baltimore. Their brief described Rule 904 as vague and ambiguous, denying judicial process rights under the 14th Amendment. The rule has no control over broadcasts and new dissemination originating outside the state, they reminded. The restrictions were declared to amount to censorship, prohibited by Article 40 of the Maryland Declaration of Rights and the U.S. Constitution. The rule was said to control the time of making the material public, not the nature of the matter.

NAB cited Section 326 of the Communications Act as forbidding censorship. Don Petty, for NAB, covered court decisions on the contempt rule and said the court was acting as a "board of censors," American Newspaper Publishers Assn., represented by William K. Van Allen, flatly opposed the court's contempt procedure (Broad- casting, Jan. 24).

William L. Marbury and John W. T. Webb, for WFBR Baltimore, pointed out that the Baltimore judges often disagree on whether individual stories violate Rule 904, with one newspaper getting an adverse ruling while its competitor was receiving a favorable opinion and printing the material. The Maryland Act of 1853 forbids courts from inflicting summary punishment for contempt, they argued in their brief, reminding that contempt powers arose from the need of maintaining order in the courtroom. They cited constitutional guarantees and insisted publication of press releases by court officials cannot be treated as contempt.

In his oral argument Thursday

YOUR NEW CHEVROLET OR BUICK

STARTS HERE

FLINT . . . world's 2nd largest automobile city.

FLINT, Boy City and Saginaw are most of the business for Central Michigan. Un-

FLAT, Flint and six surrounding coun-
ties had no adequate NBC coverage. Now,

WAC NBC covers Michigan's 2nd mar-

ket . . . the million listeners with the bil-

lion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.

1000 Watts Day 500 Night

Paul H. Raymer, Representative

Page 44 • January 31, 1949

BERLE SHOW TOPS

N. Y. TV Hooper for Jan.

FOR THE fifth consecutive time, Milton Berle's Texaco Star Theatre (NBC-TV, Tuesdays, 8-9 p.m. for the Texas Co.) tops all New York TV programs, according to the C. E. Hooper Co.'s January report. The report gives the Texaco show a 79.8 rating.

Hitting a second-place 60.0, Arthur Godfrey and His Friends, (Liggett & Myers) established an all-time record 97% sponsor identification. The figures represent the program's premiere broadcast.

SCHEDULED TELEVIZINGS

(Regularly Scheduled Sponsored Tele-

viziings) January 1949

Station Rating

1. Texaco Star Theatre WNYT 79.4
2. Arthur Godfrey and His Friends WCBS-TV 66.0
3. Arthur Godfrey's Talent Scouts WCBS-TV 56.1
4. Toast of the Town WCBS-TV 46.0
5. Kraft TV Theatre WNBC 42.4
6. Amateur Hour WABD 37.5
7. WBNJ, the Junior Bar WCBS-TV 33.1
8. Arrow Show WNYT 31.6
9. Dunninger and Bachelor WNYT 34.5
10. Gulf Show WNYT 31.6

PERFECT CIRCLE

Sponsoring Speed Classic

FOR the fourth consecutive year, Perfect Circle Corp., Hagerstown, Md. (piston ring manufacturer) will sponsor the 500 mile Indianapolis Speedway Races over the MBS network on Memori-

al Day.

More than 500 stations will carry the May 30 event, with race de-

scriptions to be reported during four different broadcast periods. Bill Slater, Mutual's ace commentator and sportswriter, will act as chief announcer. Agency for the sponsor is Henri, Hurst & McDon-

ald Inc., Chicago.

Mr. Spearman said regulation of interstate and foreign commerce is up to Congress, which has pre-

empted the right to control broad-

casting. FCC has the specific right to control "all interstate and for-

eign transmissions," he said, re-

minding that under Federal law "there is no such animal as an in-

trastate broadcast." As a result, Rule 904 "has to be thrown right out the window," he claimed, being a threat to the burden on the broad-

casting of news in interstate com-

merce. WCRM signals are trans-

mitted to other states, he said, a fact stipulated in the case.

Arguing for WSID, John J. Neu-

bauer said the station is outside Baltimore city and out of the court's jurisdiction the same as the Eastern Shore and other parts of Maryland. Even if its broadcasts in the murder case had been heard in Baltimore, WSID is not guilty only since the program failed to prove they were actually heard in the city, it was contended.

Judge Gray wound up the Thurs-

day afternoon session by asking counsel to submit further argu-

ements Friday on constitutional ques-

tions.

BROADCASTING • Telecasting
FCC last week unveiled its laboratory tests of an FM television picture to a group of industry engineers. The demonstration was staged at the Commission's offices in Laurel, Md., about half way between Washington and Baltimore.

The experiments are designed to show relative merits of AM and FM pictures from an interference standpoint [BROADCASTING, Jan. 17].

Though the FM pictures showed less interference effect in some portions of the tests, the opposite was true at other times. This led some of the engineers present at the experiment to question the value of FM pictures as compared to the present AM images.

Most of the engineers present spoke favorably of the experiments as another step in the long-time visual art, but there seemed to be a feeling that FM transmission of pictures could not be developed in time for allocation of the ultrahigh frequency band within a year.

FM made its best showing at Laurel in demonstrations of co-channel and adjacent-channel interference. When multipath or ghosting effects were produced artificially, FM didn't show superiority.

The demonstration was in charge of Edward W. Chapin, chief of the FCC Laboratories Division. Operating the equipment and explaining various aspects of the tests was Willmar K. Roberts, assistant chief, aided by Frank D. Craig, engineer.

Three Receivers Used
Two TV receivers were set up in the laboratory, 12-inch DuMont Chatham models. One was modified as an FM receiver, containing a limiter and discriminator but not including sound. The two receivers were driven by a third receiver, which picked up TV stations in Washington and Baltimore.

First test showed FM and AM video modulation from a local monoscope source, using desired to undesired signal levels of 1 to 1, 4 to 1, 10 to 1, 20 to 1 and 50 to 1. The WNBW Washington test pattern was on the screen.

Most of the time there was little difference in picture quality.

The two AM video signals from a local source were used to create ghost effects artificially. At 1 to 1, the AM picture had a ghost of about 1/4-inch displacement on the screen. The AM screen showed brilliant white stripes whereas AM was marred by heavy bars and background interference.

At 20 to 1, FM interference was fine in detail without herringbone or stripes whereas AM had a large beat. At 100 to 1 the moving component was apparent on FM but to the average viewer the difference between AM and FM was not noticeable.

Interference from signals other than TV (CW) was demonstrated. Both FM and AM were hopeless at 1 to 1. At 10 to 1 FM was good, with AM showing moving diagonal bars. In FM the beats did not line up in regular patterns. At 2 to 1, FM was quite superior to AM. The way was pointed out by Mr. Roberts that there always is a point on an AM set where interference can be minimized at some sacrifice in definition.

Multipath Tests
FM failed to show up so well in the multipath or ghost tests. Here a 900-foot cable and attenuator were used to create ghost effects artificially. At 1 to 1, the AM picture had a ghost of about 1/8-inch displacement on the screen. The AM screen showed brilliant white halo outlines around the images. AM synchronization was off somewhat.

With 5 to 1 signal ratio, AM was brighter, with black and white ghosts. It appeared at least as good as FM which had flashing diagonal lines some of the time.

RCA representatives recalled their FM picture tests nearly a decade ago in which laboratory results were extremely promising. In the field, however, the results of 1 kw transmission from the Empire State Bldg. in New York were extremely disappointing, it was explained. These tests played an important role in the later recommendations of National Television System Committee and Radio Technical Planning Board against use of FM picture transmission. Those tests showed barely noticeable effects in AM, with FM faring badly by comparison. Similar results were obtained in wartime Project Ring, in which AM and FM picture transmission were compared in airborne tests.

Those observing the demonstration included Thomas J. Goldsmith, DuMont Labs; A. M. Craven, Ronald H. Culver, George M. Lohines and Lawrence K. Root, of Craven, Lohines & Culver; Ray E. Kell, Dr. George H. Brown, Raymond E. Simmonds, RCA; Dixie B. McKey, consultant; Oscar C. Chutka, of Roosevelt; Frank Girardeau, Mgr.; George P. Adam, consultant; Fay W. Wright, CBS; Dr. Frank G. Kear, ABC; R. R. Cooke, WGBR Scranton, Pa.; John P. McLeodrick, WQAN Scranton; Cy Braun, chief, FM section, FCC; Royal V. Howard, Neal McNaughten, Charles A. Bateson, Harold Fair, Ben Miller, NAB.

THE PRECEDENT of a government-owned and operated commercial station is being established in Puerto Rico now, U. S. broadcasters were warned last Thursday by Jose Ramon Quinones, president of WAPA San Juan, Puerto Rico, in a Puerto Rico Day address before the Radio Executives Club of New York.

He said he came before American broadcasters to plead his case, which, he asserted, involved unfair competition by government against business. He further warned that if a government-owned commercial station could happen in Puerto Rico, an American territory, it could happen in any state.

He traced the establishment of the government-owned AM station in San Juan and of two FM stations, all licensed to FCC to the Island's Communications Authority. He said the 10-kw AM station was not, for the time being selling time, but was permitted to do so.

Its existence, with this right to sell time, was a threat to Island broadcasters and ultimately to U. S. stations, he indicated. He said it was built with taxpayers' money, some of which was paid by private radio stations, and was permitted to operate under these conditions which were unfair to private broadcasters.

1. The government station is excluded from the 19.8% internal revenue tax on radio or electrical equipment imposed on privately-owned stations.

2. Non-resident artists on the government station must pay 12% income tax but on private stations 29%.


4. Government-owned stations pay no interest on debts.

5. Government-sponsored advertising expenditures will now go to the government station to the hurt of private radio.

Mr. Quinones then said:

"I want to call your attention today, that if this situation is allowed to develop, in an American territory where American citizens live, where American law prevails, and a precedent is definitely set, how can there be objection to any state government constructing or owning one, two, ten or fifty radio stations in their respective states and operating commercially in competition with the rest of the stations owned by private persons or entities in said state? If this precedent is permitted and accepted, why should the federal government not own control two, ten or fifty stations in different parts of this nation, with 50 or 100,000 watts power and operating commercial basis to compete with the nation's private broadcasters?"

Thomas Muniz, president of the Puerto Rico Broadcasters Association, also spoke. He was presented with the original of the proclamation opening Puerto Rico ports to world trade in 1815 by past President Melvin, president of the Radio Executives Club. Mr. Haverlin greeted the Puerto Rican visitors in their native tongue.

For over 24 years, WDBJ has maintained FIRST place in PRESTIGE, COVERAGE, SERVICE and LISTENERSHIP in Roanoke and most of Southwest Virginia. Ask Free & Peters!
Senate
(Continued from page 28)
each. The general counsel, chief accountant and chief engineer would be directly under the Commission.

The report sounded a “note of caution” with respect to the proposal to concur with the panel system which FCC is considering, that the chairman devote himself to administrative duties and serve on the panel. The chairman, said the report, “is the responsible head of the agency and it cannot, by its own rules, lift from him the responsibility that the law lays upon him.”

Creation of an FCC “legal review board” apart from the law bureau and assigned solely to aid the Commission in reviewing proposed decisions and writing final decisions also was recommended. This, the subcommittee felt, would obviate “minor” criticisms of FCC.

Blaming FCC’s administrative faults basically upon “an archaic and clumsy organization of its administrative machinery,” the report said:

“We are aware that the Commission, even today, frequently ignores and by-passes its own rules in arriving at decisions; that it commits extralegal conduct of judicial law-making which is repugnant to sound regulation; and that on occasion it arrogates to itself powers and authority which we fail to perceive in the basic Act.”

Would Offset Criticism The subcommittee felt “an internal reorganization” could eliminate or modify “a great deal of the very valid criticism made against the Commission.” But of the panel system of organization it said:

“We must observe that the panel system is one of the axioms of judicial procedure. We believe it is not of the axioms of judicial procedure that the creation of a system to render decisions is expected to render those decisions as a whole. Applicants have a right to expect that a decision which may have been passed upon by the entire Commission created to supercede the Commission.

Many Members of Congress feel, and we may rightly, that creation of a panel system may result in bypassing the Commission as a whole with contested decisions being left to three Commissioners, which could mean under certain circumstances that one Commissioner alone decides the issue. On the other hand, we are aware that the Commission must find a method of speeding up its work and reducing the current backlog of cases, which are informed represents as much as 15 months’ work.

The subcommittee felt that contested cases in particular need the attention of the full Commission. It suggested that such a case might be assigned to a subcommittee or group of Commissioners to write the final decision, but with “the fullest consideration” by all members. In uncontested cases the subcommittee’s decision “would naturally become the final decision of the whole Commission unless objected to by the majority.”

With respect to its proposal for extralegal-desist orders, the subcommittee pointed out that the law now provides the same penalty—revocation—for all types of violation. “Obviously,” the report said, “the Commission would be reluctant to revoke a license for a minor offense and therefore minor offenses may be committed almost with impunity.” The report continued:

Your subcommittee recommends, therefore, the enactment of a section which would authorize the issuance of affirmative-desist or cease-and-desist orders for minor violations. The revocation penalty would remain in effect for two classes of violations: (1) For cases in which the Commission finds a fact of conditions after the granting of a license which would have warranted it to refuse a license originally had it known those facts; (2) for violations of a cease-and-desist order. Both the revocation and cease-and-desist procedure would remain, of course, subject to judicial appeal.

The fraud statute recommended by the subcommittee would be designed primarily to plug a loophole. In most cases, the report noted, licensees are so-called clear channels in the interest of better use of scarce radio frequencies.”

Text of the subcommittee’s recommendations on the clear-channel and high-power question, on the outcome of which depends the fate of the clear-channel stations and their bid for power in the 500-750 kw range:

(a) Since the question of increasing power for operation of AM radio stations above the present limit of 50,000 w involves a basic fundamental policy of the highest national importance concerned with the economic and political health of the U. S., it is a question which can be legally determined only by the Congress through the enactment of legislation (the Commission obviously has reversed its interpretation of the law and has abandoned its own precedents of duplicating clear channels); that such legislation should not be considered until after the North American Regional Broadcasting Conference is held; thereafter the Commission be invited to make recommendations for such legislative changes as it deems advisable with respect to these matters; (b) That if it is deemed essential to extrapolate this country’s views on the clear-channel superpower question among the other signatories to the NARBA prior to said Conference, the U. S. should declare that since the Congress has never authorized operation of domestic AM radio stations with power in excess of 50,000 w in this country, the U. S. will advocate such 50,000 w stations as signatories (with each signatory having the authority to prescribe such use of its own clear channels as best serves its own interests and the public interest) but no signatory shall divide the channel and that in the case of such signatory the channel be assigned to any other signatory); and (c) That the Commission be promptly advised of these recommendations.

The subcommittee said “we reject completely the argument that the FCC should render a decision forthwith in the clear-channel case

FCC’s PANELS
Report Doubts Legality

THE TOBEY-McFARLAND communications in support of the Senate Interstate Commerce Commission (see story, page 23) sent observers surcrying to look up the Communications Act when it discussed the legal authority for establishment of the panel system which FCC has been considering [Broadcasting, Jan. 10].

The report held that “adoption of the panel system without enactment of legislation specifically dealing with the subject is not contemplated by the existing law, which contemplates that all decisions must be made by the whole Commission.”

Here, in part, is what Sec. 5 of the Communications Act provides with respect to the division system:

The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Each division of constituted shall have powers and authority by a majority to hear and determine, order, certify, report, or otherwise act as to the cases or other said work, business, or functions so assigned or otherwise acted upon, within the powers of the Commission, and in respect thereof the division shall have all the jurisdiction and powers, now or hereafter conferred by law, upon the Commission, and be subject to the same duties and obligations.

Erection detail of 490' AM-FM-TV tower for WAZL, Hazleton, Pennsylvania.

STAINLESS, INC.
50 CHURCH STREET.
N. Y. C.
PLANT NORTH WALES P. A.

Page 46 • January 31, 1949

WHBO 56

soon

FIRST ON YOUR RADIO

Pulling in a Million More Listeners!

Your Mutual Station
in Memphis
Tenn.

NOTICE: Contracts made NOW at present rates receive full year’s protection

Represented by

The Walker Company

BROADCASTING • Telecasting
so that U.S. policy on this ques- 
tion would be established for the 
purpose of informing the other countries now of what our position 
is to be at the forthcoming Con- 
ference. It would be a new departure 
in Government, in our experience, 
for a regulatory agency decision 
invoking private litigants to be- 
come binding as formulating what 
this country's policy should be in 
an international treaty.

Messa, Tobey and McFarland said they knew of a number of 
other NARBA nations "do not look 
with favor" on U.S. use of 500 to 
750 kw. The U.S., they added, 
should oppose "American pow-er" in 
other countries, "for our own 
good." They noted that "such high-
power operation in Mexico at the present time already provides seri- 
ous interference with stations 
ranging from Florida to Cal- 
ifornia."

The subcommittee said it was 
aware of contentions that the clear-
channel case involves engineering questions which should be left to 
the FCC. "We reject that conten- 
tion as unrealistic and unrealistic 
and not in accord with the formu-
lation of the Communications Act 
and the legal precedents thereun- 
der," they declared. They regarded the 
issue as a policy matter of 
national importance which should be 
decided by Congress.

The report said:

We deem it essential to point out here that the most effective and avail-
able means of bringing additional "addi-
tional" radio service to undeveloped areas is to duplicate in those areas the pre-

current clear-channel stations. There is no sound reason, either from an engineer-
ing or policy standpoint why the same 
channel now occupied by a New York 
or Chicago or Louisville station could 
not also be assigned to a station located in Texas, or Arizona, or Utah, or Colo-
rado, or Idaho, or eastern Washington to provide additional radio service to those areas.

In fact, we suggest that under 
the Communications Act, the Com- 
mmission has a duty to find the fair-and-
equitable-distribution-of-facilities sec- 
tion to make a better assignment of frequencies than now exists; we do not base our conclusions on a frequency by a single license is in 

The report harked back to Sen. 
Tobey's probe of FM progress in 
hearings so similar to those on the 
1948 Johnson Bill.

Obviously referring to FM In-

ventor Edwin H. Armstrong's 
fight with FCC over its realoca-
tion of FM, the report accused the 
Commission of sometimes being 
"overruled and too much im-
pressed" by the engineering views 
of representatives of "major com-
mercial interests in the industry."

The report continued:

We earnestly recommend that 
this committee continue its investiga-
tion into this phase of Commission and 
industry operations with the purpose 
of a complete exploration of every in-
fluence that has been exerted to alter about various decisions.

We recommend this course because 
only by such piecemeal exposures can we 
hope to make certain that yet-to-be-
made decisions of the greatest and most 
paramount importance to the American 
people in the field of electronics gen-
erally and radio television specifically 
will be really in the general public in-
teerest and not for the benefit of vested 
interests.

The subcommittee upheld FCC 
against charges of censorship 
through program review, declar-
ing:

"To us it appears ridiculous to 
hold that a person operating under 
 murderers shall not be an-
swerable to a constituted authority 
for his performance under that li-
cense . . . In view of the repeated 
court decisions which confirm our 
interpretation of the Act, we see 
no need for and recommend no legis-
lation changes in the Act in this respect."

BASEBALL RATE

Revision Sought by WU

NEW RATES permitting sub-
scribers to sell Western Union's 
direct-wire baseball play-by-play 

 service to other stations are being 

prepared by Western Union for 

filing with FCC.

The proposed new charges were 
disclosed by the company last week 

in the release of a telegram an-

nounced earlier by Edward 

Breen, president and general man-
ger of KVFD and KFMY (FM) 

Fort Dodge, Iowa.

Mr. Breen, also an AB board mem-
ber of small stations, had wired 

FCC and Western Union that he 
understood the rates to be 

raised for subscribers to the direct-
wire service if they feed re-

creation of games to associated 

stations. He said this would "re-

suit in death of many small baseball 

networks including one of which I 
am president."

Western Union Vice President 
W. S. Fowler replied that the pres-

ent's request "include the condi-
tion that the service is furnished to 

individual subscribers who may not 

sell or give away the reports to 

others."

"In order to permit dissemina-
tion of the service to others a new 
tariff is being prepared for filing 
which will give radio stations sub-

scribing to the service the privi-

lege of selling it to other stations 
in the same network," Mr. Fowler 
continued.

The new rates, in addition to the 

present charge to the "control" sta-

tion, will be $5 each for the first 
five additional stations, $2.50 each 
for the next five, and $1.50 for each 
station over 11 in any network, 

WU reported.

Capitol Hill

(Continued from page 29)

Commissioners from $10,000 to 
$17,500 per annum.

Quick subcommittee approval of 
the measure was expected with 
possible full committee action by 
tomorrow (Feb. 1). It may reach 
the Senate floor by Feb. 3.

No hearings on this legislative 
proposal were scheduled last week 

by the House Post Office and Civil 
Service Committee, which has a 
similar bill before it.

During an organizational meet-
in Jan. 28, the House Interstate 

and Foreign Commerce Committee 

agreed to the establishment of sub-

committees.

Formation of a communications 
subcommittee reportedly was not 

authorized but the possibility of its 
creation at a later date has not 

been dismissed.

A seven-month extension of the 

voluntary allocation program un-
der which scarce materials are 
rationed among industrial users 

was unanimously approved Jan. 26 

by the Senate Banking and 

Currency Committee. A companion 
measure was favorably reported 

Jan. 27 by the House Banking 

Committee.

Census Bill

A second bill (HR-1688) seeking 
inclusion of a housing census in 

the 1950 decennial census was intro-

duced Jan. 20 by Rep. George P. 

Miller (D-Calif.).

In this measure and in a similar 

one (HR-1515) introduced by Rep. 

John E. Fogarty (D-R.I.) [BROAD-

CASTING, Jan. 24], lies the only hope 

for a radio census question in 1960. 

Both measures have been as-

signed to the House Post Office and 

Civil Service Committee.

A companion census measure 

(S-688) was introduced Jan. 27 

in the Senate by Rep. O'Connor. It 

was referred to the Senate Post 

Office and Civil Service Committee.

Rep. Robert Crosier (D-Ohio) 

introduced a measure (HR-1711) 

Jan. 24 to provide for the dissemi-

nation of technological, scientific 

and engineering information to 

American business and industry.

Congressman Crosier's proposal 

is designed to clarify and define the 

functions and responsibilities of 

the Department of Commerce as a 

central clearinghouse for such data.

Tax Repeal Measures

Additional agitation for repeal of 
taxes on telegraph, radio and 
cable services was evidenced last 

week.

Rep. Wesley A. D'Ewart (R-

Mont.) introduced a measure (HR- 

2689) Jan. 27 to repeal the war-
time increases on these taxes. A 

similar measure was offered in the 

House that day by Rep. James I. 

Dolliver (R-Iowa).

Previously two other measures 

for outright repeal of the taxes 

were presented to the 81st Con-

gress.
Johnson Prods

(Continued from page 88)

[...]

self on record as being "firmly and unapologetically opposed to this or any other compromise on this question."

Transmittal to Congress of the view that "the overwhelming majority of the radio stations in this country oppose superpower and clear channel operation" failed, he said.

They failed, also, in bringing the issue home to the people in your own communities and states," according to the legislator.

There is a place for AM radio and the clear channel fight should not be abandoned in view of the apparent proximity of mass television, Sen. Johnson told the broadcasters.

He said:

I also understand that some of the independent broadcasters believe that this fight doesn't make much difference since television is going to sweep away all of you anyway. Don't you believe it? No, the clear channels are planning on suspending because of television. If there's a place for them, there's a place for you. Television is a great development? people like it and it is bound to grow. But it will be many, many years before a television set will be available in every town and hamlet and farm and ranch in this country. For years there will be radio listeners who can't see and don't have or won't have television. But conceding that television is the coming thing, isn't it true that you quit now you will have taken a big step forward keeping yourself from television as it improves and expands. The day may come when some of the independent broadcasters is exactly the day when they will need the support of big stations and networks you want to have. They may want you to specify the Federal Communications Commission for certain network operations and when then that they are ready, they may use your operations in a position to take over television.

...the most equitable and stabilizing thing that could be done for the radio industry in this period of conversion from aural radio to a combination of aural and video is to assure AM and FM the opportunity to get in on the ground floor when additional video channels are made available by new scientific development already well past the initial stage.

The issue of higher power and clear channels was labelled "the most important issue in AM radio today" by Sen. Johnson.

It is important to broadcasters from an economic standpoint. If and when 25 stations in this country are allowed to operate with 750,000 watts of power, the 50,000 stations are going to line up with the vix. ...I regard this critical situation as alarming not only because the radio tail will wag the radio dog but because super power means domination of the air waves—domination of programming—domination by a few powerful corporations of what the public of America must hear. There will be no middle class of broadcasters. Either radio will be a big and powerful or small and strictly local. Super power will clear channels plus four networks plus a shower moment of business speech disaster to your group.

The question of upper power and clear channels, Sen. Johnson maintained, can be properly settled only by the Congress and not by the quasi-judicial arm, the FCC, which Congress created to administer radio policies and radio law.

On this matter, Sen. Johnson held:

...when three vital sections of the law are considered together—the public interest, the interest in the section that requires competition in radio broadcasting and the equitable allocation of frequencies section—the Commission does not have the total right under the law to make a decision granting power above 500,000 watts. Full and complete fully realizing that the Commission is given the power under Section 335, I insist the Commission was correct, and that it was functioning in accordance with the law when for years it followed the principle of duplicating clear channels. I assert that the Commission has reversed itself on the principle of duplicating channels and that should it grant any power in excess of 50,000 watts it would act out of regard for the welfare of the listening public. To the contrary would be acting in the interests of special perquisites and monopoly in violation of the clear intent of the law.

Sen. Johnson told the anti-clear hand that his position was "strongly fortified" by a report of a communications subcommittee of the Senate Interstate and Foreign Commerce Committee (see separate story, page 25).

Informed that a clear channel decision was forthcoming from the Commission a few weeks ago, Sen. Johnson discussed the matter with Chairman Wayne Coy.

At that time, Sen. Johnson explained "I made clear to him that I would regard it as unfortunate if the Commission were to render a decision prior to the 1949 National Association of Broadcasters Regional Broadcast Conference, scheduled for next fall."

Sen. Johnson insists that the Commission delay and must not commit the United States to a policy affecting all of North America a few months prior to the September NAB conference in Canada.

No Interference

It was the contention of the legislators from this country that at the approaching NAB conference should be no AM radio station in any North American country be operated with more than 50,000 watts of power to the end that we do not interfere with them and they do not interfere with us, as is the case today with Mexican and Cuban stations.

The Commission should recommend to Congress whatever legislation is needed if basic legislation is needed after the NABRA agreement to implement the principles agreed upon then.

Giveaways

(Continued from page 88)

questioned whether a 20-Hooper giveaway would sell as much as a 14-Hooper (which, by peculiar coincidence is the Take It or Leave It rating) show having a warm personal relationship between audience and performers.

Even if a giveaway show does result in satisfactory sales, Mr. Moore said, it can at best be considered a short-term vehicle, stopping when the giveaway fades ends, as he believes it will.

"The sponsor who has placed his money on this type of show may find, when the cycle ends, the need of finding something entirely new by the costly trial and error method," he said.

He felt that the Jack Benny type of show, the comedy-tunes-girls vehicle, while taking longer to build a loyal audience, will always be a more dependable, long running vehicle if the sponsor can make the initial investment.

Code vs. FCC

(Continued from page 40)

arbitrary or extreme measures designed to enforce the standards might very well wreck NAB itself and thus destroy the organization which is now engaged in the process of education and looking toward understanding, compliance and implementation of the standards."

He noted that in the medical and law professions much work has been done to secure self regulation and thus convince people that there is little need for governmental discipline to control them.

"Hands Off"

Asked his opinions as to the use by FCC of the standards when stations are applying for license renewals, Judge Miller expressed the "hope" that FCC will "keep its hands strictly off the standards and make no reference whatever to them in any of its proceedings—either in support of its decisions or in derogation of the wisdom of the standards underwritten."

"In my personal opinion, the comments of my old friend Charles Denny, then chairman of FCC, at the 1947 Atlantic City NAB Convention, to the effect that FCC would use the standards for this purpose, was one of the most unwise statements that has ever been made by a representative of the FCC. It failed completely to take account of the difference, in purpose, of penal sanctions, governmentally applied, and of professional standards, self-imposed. It will be my endeavor to persuade the chairman of the FCC and the several members of the Commission to give us an opportunity to make our standards effective, rather than to create distrust and resentment against them by governmental interference."

EDWARD R. MURROW, CBS commentator, has been appointed chairman of the committee directing funds in the New York radio field for Salvation Army's 1949 appeal.

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SALE APPROVAL
Given Four Stations

CONSENT was granted by FCC last week to sale of KBST Big Spring, Tex., for $285,000 by Big Spring Herald Broadcasting Co., a new firm which includes individuals associated with that organization. Approval also was given to partial change in ownership of KGNU-AMFM Eugene, Ore., and to assignment of license of KFXD-AMFM Nampa, Idaho, from Frank E. Hurt and son, to new corporation of same ownership.

Purchaser of KBST is Big Spring Broadcasting Co., whose ownership is: William J. Wallace, KBST general manager for five years, president and 40% owner; Howard Barrett, manager and 40% owner of KBST Athlone, Tex., and 10% owner of Big Spring Herald Broadcasting, vice president 20%; Lewis O. Seibert, manager and 10% owner of KGNU San Angelo, Tex., secretary-treasurer 20%, and R. H. Whipkey, publisher of the Big Spring Herald for past five years, 20%. Mr. Whipkey held 1.33% in the KBST license and 1% interest in the Herald. Mr. Seibert also is 25% owner of WEAR Pensacola, Fla., and KELP El Paso, Tex.

Principals in Big Spring Herald Broadcasting include: Houston Harte, 232 of total 750 shares; Isabel Harte, 63 shares; M. R. Hanks, 232 shares; Eva Mae Hanks, 63 shares; Bonnie Davis, 75 shares (10%). Group is identified in ownership of Herald. KBST is assigned 250 w on 1490 kc.

KGNU was granted assignment from C. H. Fisher and B. N. Phillips d/b as Valley Broadcasting Co. to KGNU Inc., new firm owned by Mr. Fisher and two new stockholders. Mr. Phillips sells his 50% interest for $40,000 to Oby E. Berke, KGNU Inc. vice president, and Pete R. Burke, secretary. The Berkes each hold one-third interest in Berke Bros. Construction Co., Portland, KGNU is assigned 250 w on 1400 kc.

KFXD is assigned 1 kw day, 500 w night, on 920 kc.

RESULTS?
THAT'S US

CHNS
HALIFAX NOVA SCOTIA

Maritimes Busiest Station
5000 WATTS—NOW!

Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

HOLLYWOOD has long known its own Emmy awards last week were intro-
duced to Emmy awards developed by the Academy of Television Arts & Sciences. A day of seminar ses-
sions was capped by an award ban-
quest attended by 700 people. Four Emmys and two other special awards were presented Tuesday night at the Hollywood Athletic Club.

For the station award represent-
ing “overall achievement in 1948” Paramount’s KTLA received a plaque. It was presented to Klaus Landeberg, West Coast director of Paramount Television.

The technical Emmy went to Charles Maske and Don Lee's KTSL for “outstanding advancement” in the development of the phase fader which permits change of white on black to black on white in use of tints or the minimum".

"Outstanding personality of the year" Emmy went to Shirley Dinsdale for her voice and partner dummy, “Judy Splinters,” which has been on in Los Angeles over KTLA. Program is scheduled to shift to KNBH shortly.

Top film produced for television was “The Necktie,” which is one of series, “Your Show Time,” produced for the American Tobacco Co. by Grant-Realm Productions. Honored as “most popular television program” was Mike Stokely’s “Farewell Quiz,” also aired over KTLA.

Special award for KTSL ballet series of television half-hours was presented to Lewis Allen Weiss, MBS board chairman, and Don Lee president, on behalf of station.

EMMY VIDEO AWARDS
Presentation Telecast by KTSL Los Angeles

‘AXIS SALLY’
Treason Trial Opens in D. C.

THE trial of Mildred Gillars, alias “Axis Sally,” charged by the U.S. with having broadcast official Ger-
man propaganda during the war, got underway last week as Government prosecutors and the defense paraged more than a score of wit-
nesses before the Federal Court jury.

If convicted, Miss Gillars faces a possible maximum penalty of death or the minimum sentence of five years’ imprisonment and a $10,000 fine. Under law, two wit-
nesses to each overt act are re-
quired to prove treason.

Defense attorneys maintained that Miss Gillars was under the hypnotic influence of a Nazi pro-
essor and broadcaster. Last Thursday, testifying at her own trial, the defendant claimed the U. S. Government had illegally seized seven original “Axis Sally” records from her Berlin apartment. Judge Edward Curran ruled, how-
ever, that the Government’s action was legal. The records were introdu-
duced in court as evidence.

Presentation ceremonies were tele-
cast by KTSL, with Walter O’Keefe as m.c.

FCC FORM
Revised for Estimates

REVISED form for summary esti-
mates of broadcast revenues and expenses for preceding years was adopted by FCC last week with first report (1948) due to be filed with the Commission March 1. Proposal to incorporate data on expenses had been reported in late December [Broadcasting, Dec. 27, 1948].

Inclusion of expenses was ordered by the Commission in recognition of “the rapid upward movement of broadcast expenses during recent years” and in order to provide “a more accurate appraisal of the broadcast industry’s financial experience.” AM, FM, TV and inter-
national stations are covered.

The final forms “incorporate” comments made upon the proposed forms by Westinghouse Radio Sta-
tions, ABC and a group of 75 sta-
tions, FCC said.

To provide for the new forms, the Commission amended Part I of its rules and regulations to require the submission of estimates of expenses as well as revenues in the annual FCC Form 324A, ordinarily due Feb. 1.

WHK Given CP
4 FMs Get Facility Grants

CONSTRUCTION PERMIT was granted by FCC last week for new Class A FM station to WHK Shaker Heights, Ohio, previously conditionally granted FM outlet. Four other FM stations were given CPs covering new facilities.

WHK, owned by Science Educa-
tion Foundation Inc., received CP for Channel 261 (100.1 mc) with effective radiated power of 160 w and antenna height above average terrain of 300 ft.

WAYS-FM Charlotte, N. C., was granted CP to change ERP from 20 kw to 7.7 kw and antenna height from 408 ft to 415 ft. WRCF-FM Atlanta received CP to switch from ERP 20 kw to 14.5 kw and antenna 330 ft to 410 ft. KVOL-FM La-
fayette, La., was authorized to switch from 14 to 15 kw ERP and KGLO-FM Mason City, Iowa, was granted power change from ERP 200 kw to 16 kw and reduce anten-
tenna from 990 ft to 230 ft.

Van Car Firm

VAN CAR Productions, a new television package company, has been formed from the television department of Van Diver & Carlyle Inc., New York advertising agency.

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NEW IMPROVED CALIFONE

Universal Transcription PLAYER

with 10 POUND PORTABILITY

- Reproduces higher quality sound from regular or microgroove transcriptions.
- Quickly changes from either 33-1/3 or 78 rpm with Califone's proven fool-proof speed change.
- Unique wind-up action, reversible head, pickup arm and proper needle point and pressure for longer recording life.
- Features a wax-free, slip-free, rattle-free, micro-grip turntable for greater efficiency.
- Handles up to 16-inch transcriptions.
- Features amplifier power and speaker capacity and quality to comfortably cover an audience of 250 people.
- The exclusive Califone 10-pound portability provides plenty of high-quality portable sales power.
- Model 6lj, 364-95 list, plus federal excise tax. (With 15% radio trade discount $55.50, including federal excise tax.)
- Model 6UDC, 884-95 list, plus federal excise tax. (With 15% radio trade discount $73.50, including federal excise tax.)

IF YOUR DEALER CANNOT SUPPLY YOU WRITE TODAY

CALIFONE CORPORATION
1941 NORTH SAGAMORE STREET
HOLLYWOOD 36, CALIF

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WNOE GRANT

FINAL DECISION granting WNOE New Orleans' application for 50 kw day and 5 kw directional at night on 1060 kc in lieu of its present 250 kw operation on 1450 kc was issued by FCC last Wednesday on a 4-2 vote.

The decision, effectuating the Commission's proposed disposition of the case [Broadcasting, Sept. 29, 1948], denied the competing application of Deep South Broadcasting Corp., which was seeking the same facilities for a new station in New Orleans. WNOE is owned by former Gov. James A. Noe, who also owns KNOE Monroe, La., which has a grant for 5 kw, and a half interest in 250 w KOTV Pine Bluff, Ark. Deep South is controlled (80%) by John D. Ewing, a trustee and 25% owner of the Robert Ewing Estate which owns KWSH Shreveport, a 50 kw 1-B outlet, and 80% of 1-B KTHS Hot Springs, now operating with 10 kw. The Robert Ewing Estate also owns the Shreveport Times and the Monroe World and News-Star.

The Commission majority held that Deep South's program proposals were "less definite" than WNOE's, and that WNOE, in the absence of compelling reasons to the contrary, should have an opportunity to improve its facilities.

Citing the relative communications interests of Messrs. Noe and Ewing, the majority also felt a grant to WNOE would "result in a greater diversification of control of media of mass communications." Comr. Robert F. Jones, however, felt this point was "unnecessary to a determination in this proceeding."

Chairman Wayne Coy voted for Deep South, contending "the superior program proposals of Deep South and the record of WNOE's operation ... outweigh the factors upon which the majority bases its decision."

Henbeck Vote

Comr. Frieda B. Henbeck voted for further hearing.


WNOE, a Mutual affiliate, is under the general management of James E. Gordon, who also is an advisor in the operation of KNOE.

The FCC majority recognized that "the number of commercial spot announcements broadcast by WNOE in the past has been in excess of the number which we consider should be broadcast in a well balanced schedule." But, they said, "this practice ... would be corrected by the proposal of Mr. Noe in the future ... to limit the number of commercial spot announcements."

The Commission said its grant to WNOE was not meant to imply approval of a contract, entered when Mr. Noe bought the station from Coliseum Place Baptist Church in 1936, whereby WNOE is to carry church services from 11 to 12 o'clock every Sunday for 99 years from 1941. Such time-reservation contracts are permitted now, under a new FCC rule, only if modified to meet certain Commission requirements including termination by Feb. 15, 1964 [Broadcasting, Jan. 10].

In the Deep South company, Mr. Ewing is associated with Clarke Salmon, 20% owner and president. Mr. Salmon has had 23 years' newspaper work in New Orleans and now is active head and 75% owner of the George Banerline Adv. Agency.

VIDEO SOCIETY

Vallee to Speak at Forum

RUDY VALLEE, appearing not as an entertainer but as president of the television program firm of Vallee-Video, and secretary of Producers Television Assn. of Hollywood, will make a goodwill approach to the production of films for television tomorrow night (Feb. 1) during a film forum to be held by American Television Society at the Museum of Modern Art, New York.

Other speakers on the panel program will be: George Bonwick, president, Pathé-Films, speaking on the rental of films for TV; Paul Alley, director, NBC Newsreel, discussing video news films; Howard Bailey, assistant managing editor, Washington Evening Star, owner of WMA-L TV, on operation of a newspaper owned by TV station.

Emerson Yorke, independent video producer, secretary of ATS and chairman of its film committee, will preside. Session will open at 8 p.m. with a showing of one of the new American Tobacco Co. film series. Admission is $1.

THREE-SPEED automatic phonograph, which plays records at 33 1/3, 45 and 78 rpm, is introduced in Chicago by Scott Radio Labs Inc. Pickup arm at left plays two slower speeds, while conventional 78 rpm takes pickup on right-hand side.

WLW REALIGNS

Sales Personnel Shifted

TRANSFERs in WLW Cincinnati's sales department personnel, involving the station's New York, Chicago and home offices, were announced last Wednesday by R. E. Dunville, vice president and general manager of Crosley Broadcasting Corp. The moves will take place within the next few weeks.

Andrew Nendenthal, of the Chicago sales branch, will transfer to the Cincinnati office where he will assume special duties in the field of program sales development. He will work under the supervision of Harry Mason Smith, vice president and general sales manager. Stuart Lewis, previously with WLW's merchandising department, will replace Mr. Nendenthal in Chicago.

Moves were necessitated by an increasing number of network originations in Cincinnati, Mr. Dunville said.

The Crosley official also announced the addition of Warren Morton, previously with The Bramham Co., to the New York sales staff, and transfer of Neil Smith from television sales to WLW sales in the Cincinnati office.

WEBAP

Serving Fort Worth AND Dallas,

the South's richest single radio marker.

AM - FM - TV
FREE & PETERS, Inc.,
National Representatives

BROADCASTING • Telecasting

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Respects
(Continued from page 38)

City field, the McCarthy fortune has been on the rise. He discovered Chocolate Bayou field and the South Stowell area; brought in Winnie, one of the major producing areas in Texas; and discovered Blue Lake, Anchor, and Bailey's Prairie, Lovell's Lake and Coletto Creek, all signal names in the oil history of Texas.

After wildcatting in a few of these fields and making several million dollars, Mr. McCarthy turned his Midas touch to other activities. At present—and the figure may grow at any time—he is active head of 16 important corporations.

As by product of his activities in the oil business, Mr. McCarthy has played a leading part in the development of natural gas resources in the Gulf Coast area. Ten years ago he pioneered in the selling of low cost gas in the Beaumont-Port Arthur-orange region. With the availability of low cost fuel, the tremendous industrial growth of the area is in part a tribute to his foresight.

Today his oil and gas interests are among the most highly coordinated of any independent operator. By taking advantage of all phases of the business, his operations now include exploration, drilling, production, manufacture, transmission and sales.

He, also, has built a plant to produce chemicals from residue gas from the absorption plant. Residue gas from both plants is transmitted and sold by Mr. McCarthy's company to industrial, commercial and domestic users for fuel.

To provide many of his steel materials in the field, Mr. McCarthy recently purchased the Detroit Tube and Steel Co. The large mill is located in Detroit and formerly operated as the Sharon Steel Corp. Co-purchaser in this new line of endeavor was International Rolling Mill Products Co. of Chicago. The organization is now operating as the McCarthy-International Tube Corp.

With completion of the purchase of KXYZ last summer from Harris County Broadcasting Co., for a reported $875,000, Mr. McCarthy made plans to move the station from its present location in the Gulf Bldg. to his McCarthy-Enterprises. Television facilities for the station which are now on the drawing board—the application is cooling in the FCC's deep freeze—will also be included in the new location. Shamrock Broadcasting Co., the name under which Mr. McCarthy operates his radio interests, has applied for channel 7 at Houston.

The Shamrock Hotel, a $12 million structure which forms the focal point of the $18 million McCarthy Center, will be opened on Patrick's Day, March 17. It is one of the few hotels to be built since the war. The 1,100 room structure forms an impressive tribute to Mr. McCarthy's real estate activity in Houston.

A royal send-off is planned for the hotel with a large roster of stage, screen and radio stars. Among the names are Dorothy Lamour, Hugh Herbert, Walter Brennan, Alan Hale and Pat O'Brien are among the Hollywood contingent who will be in attendance. Earl Wilson, Broadway columnist, also plans to attend with other notable representatives of the press.

In addition to the KXYZ facilities and the hotel, McCarthy Center includes a Post Office, exhibition hall and large garage. Original plans had called for a number of small specialty shops along the hotel's approach. This idea, however, has been discarded in favor of landscaping for the area.

An Eye to Video

In another field of endeavor, and possibly with an eye to his contemplated television interests, Mr. McCarthy now heads his own motion picture producing organization. Operating in Hollywood as Glenn McCarthy Productions, the firm expects to release its first offering, "The Green Promise," within a short time.

Despite the delay in establishment of his own video outlet, Mr. McCarthy has already demonstrated interest and resourcefulness in the field.

With three planes entered in the 2,500 mile Bendix Air Race last year, Mr. McCarthy was interested in getting video coverage of both the start and finish of the air classic the night of the race.

To accomplish this purpose he had cameramen shoot necessary background material before the race. Then, as the first plane, with a McCarthy pilot took off from Long Beach, the cameras covered the scene. The film was taken out of the camera and put aboard the second McCarthy plane, which was in turn photographed as it started the race. This film then went east with the third plane of Mr. McCarthy's.

Cameramen at the Cleveland finish line recorded the end of the speed dash. When the winner landed, he had films of the start of the race. The films were made available to CBS and were shown almost as soon as the winner was announced. Prints were air mailed back to California and shown the next day.

In this race the McCarthy entries took first, second and fourth places.

The year before, in the Bendix Races, the McCarthy entry, the Shamrock, won widespread publicity when it was christened by Lynn Mc-Clain, the "Miss Texas" of that year.

Eighteen months ago Mr. McCarthy entered the publishing business with the purchase of Houston's largest weekly, The Citizen. Today this business venture has been expanded so that from the improved printing plant he publishes 16 weeklies, covering every section of the city and its immediate suburbs.

During the elections last year, coverage of Houston public affairs reached a new high when The Citizen and KXYZ combined to report the returns. During primary, city, run-off and general elections, the team exerted every effort to bring fast returns to the radio audience.

Aviation is not only a hobby with Mr. McCarthy—he is director of Eastern Airlines and the National Aeronautic Assn. In addition he has several planes of his own and flies almost every place on business. Mr. McCarthy also is a leader in the movement to provide adequate airport facilities for Houston.

A Civic Leader

As a civic leader, he is a director of the Houston Antituberculosis League, a trustee of the Methodist Hospital and has served on the executive committee of the Sister Kenny Foundation. Mr. McCarthy is active in Masonic charities and the Community Chest. He is a member of the Houston Chamber of Commerce and several independent oil men's associations.

Mr. McCarthy has been a leader in the fight against the Anglo-American oil treaty and has constantly opposed price fixing and other governmental control in the oil business. He is a strong advocate of hemispheric development as an international security measure for the Americas.

Mr. McCarthy is married to the former Faustine Lee and is the father of four daughters and a son. Their home is located in the Braeswood addition of Houston.

When not actively engaged in the management of his other interests, Mr. McCarthy likes to spend as many weekends as possible relaxing on his 15,000 acre ranch in Uvalde and Real counties.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

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**NBC SPAC POSTS**

Campbell, Essex Are Named

MARTIN B. CAMPBELL, general manager of WFBA Dallas, was elected chairman of NBC Stations Planning and Advisory Committee at the opening session Monday of a two-day meeting in New York. He succeeded Paul W. Morency, vice president and general manager, WJDX Jackson, Pa.; McCullough, WGAL Lancaster, Pa.; Wiley P. Harris, director, WJDX Jackson, Miss., and Clive C. Kelley, general manager, KCRB Sacramento.

EIGHT seminar students at Montana State U's School of Journalism studied radio propaganda first hand, when they made tape recordings of political speeches and newscasts with their own analysis and interpretation. The finished product was played to other students as an "oral" report.

**OIL**

Another Reason Your Advertising Dollars Get Results on KFDM

Oil is the "bloodstream" pouring vitally into this ever-booming area served by KFDM ... indispensable oil flowing from rich producers to refineries to distribution systems supplying an oil-dependent world. Here in this three-city market of concentrated oil wealth, is the greatest oil-producing-refining-distributing concentration in the world! Reach this unique market with the ONE station known for its unique record of sales successes—KFDM serving Orange, Port Arthur and Beaumont Day and Night.

KFDM

BEAUMONT, TEXAS

"Delivery to a 3-City Market"

5000 Watts - 560 K.C.

ABC-Lone Star Chain Affiliates

Represented by

FREE and PETERS, INC.

**NBC Reconnoiter**

(Continued from page 21)

their own shows. The network has not abandoned hopes of enticing U. S. Steel to move its Theatre Guild dramatic program from ABC, although the sponsor and its agency, BBDO, said last week the program would remain on ABC. Mr. Trammell made a personal presentation on the subject to the sponsor a fortnight ago. NBC is hopeful the show may join the network in the fall.

**Capital Gains Issue**

The latter-day distrust in which NBC holds capital gains arrangements with talent was also explained to SPAC, it was said. Network executives told the stations committee that the Bureau of Internal Revenue was reported to be reviewing the CBS deal with Amos 'n' Andy. NBC attorneys doubted that this particular case would be reversed by the government tax experts, which approved it at its outset, but SPAC was advised that the government was intensifying its interest in deals of that kind and that NBC regarded such deals as hazardous.

This represented a post-Benny development. At the time CBS originally bid for the services of Jack Benny, Mr. Trammell offered the comedian a counter-proposal which contained capital gains features. It was after CBS succeeded in capturing the comedian that NBC began looking with disfavor upon capital gains deals.

**WNEW Honored Again**

HONORED for the sixth time for service in the cause of democracy, WNEW New York's prize-winning Little Songs on Big Subjects last week won the Willkie Memorial of Freedom House 1949 Civil Rights Award. WNEW was the only station to be so honored, according to Ted Cott, station's vice president in charge of programming, who accepted the award at a meeting in Carnegie Hall, New York. Presentation was made by Robert F. Patterson, former Secretary of War.

**Recording?**

in chicago

on top of the OPERA BUILDING

university of illinois

TRANSCRIPTION MASTERS ± RESEARCH RECORDING

BROADCASTING • Telecasting
The face on the living-room screen is 16% clearer on WNBT than on the next best New York station ... and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers ... and the audience to NBC.

three to one

Images clearer on NBC, programs more popular, audiences larger ... in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a three to one preference for NBC over the second ranking station.*

With a lead like this, it's no wonder that four times as many network advertisers are on NBC Television as on any other network.

*Complete details on request

NBC Television
THE NATIONAL BROADCASTING COMPANY
A service of Radio Corporation of America
WHAT'S NEW IN TELEVISION?  Take a Look at WPTZ!

Speaking of Progress in Television...

About this time last year, we took a few minutes out for a look at the previous twelve months and all they had brought to Television Station WPTZ. What we saw was good. But what we see this year looks a whale of a lot better!

A year ago our sales department was mighty enthused over the fact that we had 38 sponsors on the books. As this is being written 76 different advertisers are buying time on WPTZ every week! There may be other television stations with more customers but off-hand none come to mind.

Moreover, the very first broadcast scheduled for 1949 (the Mummers' Parade) brought another brand new sponsor into the fold—Strawbridge & Clothier, a great department store, as Philadelphian as the parade itself.

1948 was a year of major technical improvements at WPTZ, too. Our 552-ft. tower went into operation in March to put our antenna higher than anything else in or around Philadelphia including the price of steak. Add to that our new up-to-the-minute transmitter (as we did in September) and the result is a superb television signal.

We also added a third complete two-camera mobile unit; full studio-orthicon and associated equipment; several new relay links; an additional relay site atop the Penn-Mutual Building—and at the moment they’re putting what we hope are the finishing touches on our new studio facilities on the 5th and 6th floors of the Philco-Westinghouse Radio and Television Center. All new motion picture projection equipment will be part of the new studios. We also revised Philco's own New York-Philadelphia relay system to full micro-wave, two-way operation.

These improvements add up to one of the best equipped television stations in existence—and a pretty penny too, we might say.

A lot of new programs were developed at WPTZ during the year; Dr. Marshall and "The Nature of Things" for instance, to prove that science can be a fascinating and entertaining subject. During the year we uncovered Ted Steele as a television personality and won kudos from the industry for our operatic and dance programs.

All in all, there is a fairly general feeling around town that WPTZ has at least done its share in keeping Philadelphia the Number 2 television market in the country, with well over 100,000 home receivers in operation.

There’s a lot more to the WPTZ story for 1948 and our plans for 1949—the eye opening success stories we have developed during the past twelve months, for one thing. Our sales department, or NBC Spot Sales, would like nothing better than to tell you about the station, its operation and facilities and how you can use it.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building
Philadelphia 3, Pennsylvania

WPTZ  FIRST IN TELEVISION IN PHILADELPHIA
EXECUTIVES of Sterling Drug study the figures at an advertising conference. Seated, l to r: Mr. Hill and Harvey M. Mons, vice-president in charge of The Bergen-Division, Sterling; E. I. McBride, vice-president, foreign trade; Stanley I. Clark, vice-president in charge of The Centaur-Caldwell Division; and Dr. J. Mark Hibbert, vice-president, assisting the president.

MR. SPONSOR EVALUATES

By JAMES HILL JR.
President
Sterling Drug Inc.

THE TROUBLE with television, from the viewpoint of advertising, is that it has disturbed the peace—of advertisers. Not that we find too many peaceful moments, at any time, in the conduct of our advertising programs. This phase of our business function is so important that we must give the most careful consideration to appropriations, media, campaigns—right down to the last commercial. At the same time, the introduction of a new medium now requires us to start learning anew many of the fundamentals of the business.

Our position advertising-wise can be compared to that of the 20's when radio came along to add a new dimension and to jar us out of routines. Those of us who had spent years learning about space and believed we had a pretty good idea of values and potentials suddenly found ourselves under the necessity of adjusting ourselves to the medium of radio or of suffering the consequences of sales anemia.

We're going to have to do the same with television. Maybe, as some people say, television is nothing but radio with sight added. We can't afford to accept this assumption, however, because television may not be merely radio plus sight.

Other people, the writer among them, believe television will prove as different from radio as radio is from white space. Following this concept, we might plunge into television fully determined to discard everything which has proved popular in radio. Yet if we cling stubbornly to this view, we'd find it mighty expensive if we turned out to be wrong.

Smugness Is 'Out'

So we're not going to be smug about anybody's ideas, including our own. We intend to move slowly while keeping our eyes and ears and, I hope, our minds reasonably open.

Yes, we've got some ideas to start with, although their nature is such that they can be changed on a moment's notice if it seems wise to do so. Personally, I incline to the belief that television will find its own expression, just as radio did. One look at radio today shows the extent of its evolution from primitive beginnings. Today, whether or not broadcasting, taken as a whole, meets the taste of this or that individual critic, it assuredly satisfies the public.

It took a generation for radio to mature. My guess is that television will move a lot faster. Nobody can say with certainty that any of the presently popular video shows will be alive five years from now; but even if a couple are, we have a right to expect that the face of television will be quite completely changed.

Television will surely develop its own forms, as did the theatre, radio, the silent and sound films and the other performing arts. In other words, I suspect television presentations will be, eventually, distinctive unto themselves rather than simple adaptations of radio.

That is why our present program, as regards television, consists in taking soundings and in experimentation. We've started with a five-week daytime video show* in the face of assurances from presumably wise men that daytime television will be a dud. Maybe so. We agree that the homemaker can't look at television and, at the same time, stir the soup or juggle the mop. But it also occurs to us that the human species has shown a remarkable ability to adapt itself to conditions.

If the homemaker wants badly enough to catch the afternoon television programs, she'll find a way to accommodate her desire. I remember when the smart money bet against daytime radio. Sterling was among the companies which pioneered in this field, with profit.

Television is subject to the same criterion as are the other media of advertising: It must pay. We're definitely interested in the effectiveness of advertising per dollar of expenditure. That's why, in this period of transition, we are concerned with the extent of our continuance in radio as well as with the nature of our first efforts in television.

Sterling's present plans for 1949 involve taking approximately $1,000,000 from radio and putting it into other media, including newspapers, magazines, as well as television. Developments might require more drastic change, but as of now we see no such indications. But we also note that more and more television sets are being manufactured and more and more listeners are telling Hooper that they are not only looking at television but are refusing to tune in radio. Will this fact be reflected in reduced rates for radio time?

It is already clear that advertising appropriations for television will have to be very high. To offset these fears, we told that, as an advertising medium, television is going to outpull radio by five times, by ten times, even by a hundred times. That's fine.

But output is demand and for what? What type of products will advertise well through television? We know, or think we know, certain types of merchandise that do particularly well with radio promo-

... Video's Future for Sterling Drug

...
TV IS 'EVoLUTION'

By LARRY KURTZE
Service Unlimited, New York

AS ONE of the young old-timers of radio I want to say a few thousand words about the addition of video to the broadcasting medium. For that's just what it is.

Merely the addition of the visual element to the already existing techniques of audio broadcasting. Believe me, gentlemen, it is nothing new. It will not redesign the thinking of the world, nor will it yet cause any more sensation among the receptive public than the addition of sound to motion pictures. The coming of television, just as the establishment of sound pictures, is evolution—not revolution.

Aural Radio's Contributions

For over a quarter of a century, now, aural broadcasting has entered the home bringing entertainment, disseminating news, extending information and offering enlightenment.

Can television hope to do more?

The ten basic types of radio programs, namely musical, news, dramatic, commentary, variety, comedy, quiz, interview, audience participation and sports, have been effectively used to encompass religious, educational, farm, home and public service; cultural and entertainment broadcasting, not to mention the needs of the advertiser.

Is there an eleventh or twelfth type of program that television can contribute? I think not.

There is no reason for television personnel to be afraid of the addition of sound against an iconoscope attempting to create a new “art form.” In the first place, so-called “art forms” are not the result of deliberate creation, but rather the unfolding of substantial craftsmanship.

In the second place, it should be painfully evident to the television people that by taking the best of the aural medium and increasing their effectiveness by exploring the visual possibilities they can put a finish to half the programming battle.

A note here, “exploring the visual possibilities” does not mean painting some scenery, getting some costumes, and turning a camera loose on the action.

No, it means probing into the basic program idea itself, discovering how video can heighten the overall effect, then carefully incorporating the results, and visual so as not to destroy the basis of enjoyment of the broadcast medium.

And what is the basis of the enjoyment of the broadcast medium?

Well, all media of entertainment have a certain quality that is the psychological basis for their enjoyment. Enjoyment of the theatre, because of the physical proximity of the audience, is often attributed to the compelling personalities of the players. Motion pictures, both silent and sound, depend upon movement to make their audiences enjoy the film. And the actual enjoyment of broadcasting, both aural and video, depends upon intimacy. The good director attempts to make each individual listener feel as though he were actually eavesdropping on the scene taking place.

The point to remember is that in radio or television we are not dealing with one audience of thousands or millions but rather hundreds or thousands of audiences that average two to six individuals.

Intimate Group

These individuals are an intimate group and only as far away from the actual broadcast scene as they are from their receivers. Thus the broadcast fare served them must be designed and directed to make them a part of the play, bit, or sequence they are viewing.

Incidentally, Mr. Jack Weir Lewis [Broadcasting, Nov. 29, 1948] points to this when he mentions, as among the finest television programs he has encountered on his trip, WFTV's Scoop Shop and KSO-TV's It's a Hit, both of them adaptations of standard radio devices based on intimacy of participation and listeners or viewers. Then he contradicts himself when he sums up his article: “Last, writers and directors had better stop thinking in terms of translating existing AM shows to TV. It won't work.” He doesn't say why.

Now I want to agree with Brother Lewis. He accuses television people of neglecting sound. He's right—they not only neglect it and ignore it, they usually lack it where they need it.

Television, almost as a body, refuses to admit that, unlike motion pictures, the prime element of a telecast is the spoken word. Even in discussing commercials they use the old tooth of the saw about one picture being worth a thousand words.

They forget that the Chinese philosopher who dreamed that one up lived back in the days when brand names were unknown.

To make people ask for your product you have to make your brand name a familiar sound. And you teach them to pronounce it by constant aural repetition. That's one of the axioms that's made standard radio the terrific personalized selling force it is. Television can't be any different.

Texaco Success

Proof! According to the reports the Texaco commercial takes the sponsor identification sweepsstakes on the East Coast network. And who does the commercial? A pitch. (Continued on page 11 of Insert)

KEY management executives of CBS AM and TV stations attending network's television clinic at the Waldorf-Astoria, New York, Jan. 21-22, found time for informal discussion between clinic sessions. Among groups of executives caught by the camera were those (l to r):

Top photo—Leo Fitzpatrick, WGR Buffalo board chairman; Joseph H. Ream, CBS vice president and general executive, and I. R. Launsberry, WGR president and general manager.

Second photo from top—Howard Meigham, CBS vice president and general executive; G. Bennett Larson, vice president and director of television, WCAU-TV Philadelphia, and Harry Witt, general manager, KTTV (TV) Los Angeles.

Third photo—Lawrence Cowman, CBS vice president and general executive; William B. Lodge, network's vice president in charge of general engineering, and E. K. Jett, vice president and general manager, WMAR-TV Baltimore.

Bottom photo—Gordon Hayes, Chicago Radio Sales, CBS; Arthur Hull Hayes, CBS vice president in charge of San Francisco office, and John Hayes, WINX Washington general manager.

LARRY KURTZE classifies himself as a "young old-timer of radio," backing the statement up with over 13 years experience in the industry.

Prior to opening his own radio-television advertising production firm — Service Unlimited — in New York six months ago, he was radio and television director at Kuttner & Kuttner, New York, for over two years. In this connection he wrote, produced and directed for radio, video and motion pictures and handled publicity for the agency and its clients. Previously he was a writer, producer and director for WBBM-CBS Chicago; civilian consultant for the U. S. Army in Los Angeles and Washington; handled production and casting positions in Hollywood, and held various posts with WLS Chicago from 1935 to 1939.

DURING CBS Television Clinic in New York Jan. 21 [Broadcasting, Jan. 24] CBS President Frank Stanton (l) and Wayne Cox, chairman of FCC, discuss the current television situation.
The EYES of CHICAGO'S FAMILIES are on WGN-TV!

Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for all members of the family. They know WGN-TV's fare for the family includes something for everyone—no one is slighted.

Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on
THIS new television field car has just been delivered to WOW-TV Omaha, Neb. Built to specifications of the station's engineering department by Henney Motor Co., Freeport, Ill., the top deck has special clamps to hold camera and relay transmitter tripods and a port hole for camera and power cables. When not in use, the railing folds flat and the transmitter reflector can be bolted to the deck. A hydraulic leveling device levels the body of the car from any position and prevents motion while using the camera deck.

LONG BEACH, N. J., TV PROJECT
Davies Explains Plans to Phila. Meeting

FIFTEEN acres of land were purchased Jan. 21 for the Long Beach Island (N. J.) Foundation of the Arts and Sciences. The foundation is expected to have a television workshop and laboratories for research and study in electronics in operation next summer.

Purchase was made from Mayor Howard Shiffer, of Long Beach Township, by Col. Edward A. Davies, foundation president, a Philadelphia; Carlos Echeverria, treasurer, Moorestown, N. J., and S. R. Laslocky, of the board of trustees, Riverdale, N. J.

In announcing the project at the fourth general meeting of the Television Assn. of Philadelphia, Mr. Davies said a large radio manufacturer (whose name he would not disclose) already has underwritten one wing of the building which he will make into a fully equipped television studio. Mr. Davies said that broadcasting stations, the Dick Strom television firm and Philadelphia advertising agencies will be invited to detail their television men to the foundation for seminars on camera work, production, directing, film studies and color studies.

Emphasizing the importance of color color will play in television, Mr. Davies said nationally known artists will be on hand to instruct. He also stated the whole project will be conducted on a college level, with degrees to be awarded.

Influential New Yorkers, as well as Philadelphians, are interested in the project, according to Mr. Davies. He also said that duPont is planning a project on the island and may support the foundation. Long Beach Island, whose leading town is Beach Haven, is 35 miles north of Atlantic City and 60 miles from Philadelphia. Site of the foundation will be in an area between Harvey Cedars and the famous Barnegat Lighthouse.

Dr. Blair's Idea

Dr. Boris Blair, dean of the Tyler School of Fine Arts of Temple U., conceived the project and is vice president. Charles A. Ramb, Beach Haven, is executive secretary, and Julius Robinson, legal counsel. The board of trustees includes Philip Klein, head of a Philadelphia advertising agency; Mrs. Thomas Graham (daughter of Ellis Gimbels, of Gimbel Brothers); Mrs. Mania Blai, Mrs. Thelma Melrose Davies, both former opera singers; S. W. Sargeant, painter; Drue Allman, water colorist; Max Katzman, artist and architect; Sari Mendehal and Ruth Pleasan

WRITERS Group for TV Scripting

WRITERS' Theatre for Television has been incorporated in Hollywood by a group of screen writers for purpose of writing and producing scripts for television.

Headed by Emmet Lavery, president, other officials include Paul Radin, vice president of William Kester & Co., Hollywood, as vice president and business manager; John Larkin, vice president; Jerry Horwin, treasurer; Allen Rivkin, secretary.

Group presently consists of 17 members, with membership open to all writers whose submitted scripts are acceptable. According to plan, corporation holds television rights to all properties produced with writers retaining all other rights. Minimum payment will be given writers for scripts used, based on number of stations on which plays are heard, with additional payment for each re-use. Three-fourths of corporation profit will be divided among the writers; with the balance retained by corporation.

Currently negotiations are under way with CBS for half-hour television series. William Kester & Co., Hollywood, represents the package.
Sure, Television’s amazing
-and it’s practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
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<tr>
<td>5:20</td>
<td>Super Circus L (E-M)</td>
<td>Lucky Pop L (E-M)</td>
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<td>6:00</td>
<td>Cartoon Tellaloo L (E)</td>
<td>Western Film F (E)</td>
<td>American M. S. S. L (E-M)</td>
<td>Super Bowl L (E-M)</td>
<td>Rainbow &quot;Echo&quot; L (E)</td>
<td>Thunderbirds L (E-M)</td>
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<td>7:00</td>
<td>Hellogg Co. Singing Lady L (E-M)</td>
<td>United Nations Game F (E-M)</td>
<td>News and Views L (E-M)</td>
<td>Networks Newsmakers L (E-M)</td>
<td>News and Views L (E-M)</td>
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<td>7:30</td>
<td>Welcome Aboard L (E-M)</td>
<td>Hollywood Screen Tests L (E-M)</td>
<td>Film Shorts L (E)</td>
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<td>Film Shorts L (E)</td>
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**Notes:**
- L is live; F is film.
- K is Kinetic Scope recording.
- NBC Telecast Network.
- DuMont Network.
- National Broadcasting Company.
- Mutual Network.
- Syndicated, shows by NBC, Mutual, and DuMont.

*To Midwest: Sundays only.*

*1 Ford Theatre once a month.* Other Sundays CBS presents Studio One twice and Film Theatre of Air twice."

Broadcast live in East and Midwest alternate Sundays. Other Sundays program broadcast live in East and show two weeks before broadcast in Midwest via Kinetic Scope recordings.

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**FEBRUARY**

**RCN DuMont-CBS**

**Network Analysis** L (E)

**Whitehall Place** 

**RCA**

**Co-Op**

**Camera** Headlines L (E)

**Russ** Hodges L (E-M)

**Bye-Bye, Miss L (R)**

**Lucky Pop** L (E-M)

**Kukla, Fran & Ollie L (E-M)**

**CBS TV News** L (E-M)

**Film Shorts** L (E)

**RCA**

**Kukla, Fran & Ollie L (E-M)**

**CBS TV News** L (E-M)

**Film Shorts** L (E)

**RCA**

**Kukla, Fran & Ollie L (E-M)**

**CBS TV News** L (E-M)

**Film Shorts** L (E)

**RCA**

**Kukla, Fran & Ollie L (E-M)**

**CBS TV News** L (E-M)

**Film Shorts** L (E)

**RCA**

**Kukla, Fran & Ollie L (E-M)**

**CBS TV News** L (E-M)

**Film Shorts** L (E)

**RCA**

**Kukla, Fran & Ollie L (E-M)**

**CBS TV News** L (E-M)

**Film Shorts** L (E)

**RCA**

**Kukla, Fran & Ollie L (E-M)**

**CBS TV News** L (E-M)

**Film Shorts** L (E)
### Service of Broadasting

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<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Title</th>
<th>Sponsor</th>
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<tr>
<td>15</td>
<td>G.E. Co.</td>
<td>&quot;Ludlow This Tor&quot;</td>
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<td>20</td>
<td>Emory Radio</td>
<td>&quot;Toot of the Town&quot;</td>
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<td>25</td>
<td>General Foods Corp.</td>
<td>&quot;Meet the Press&quot;</td>
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<td>30</td>
<td>General Foods Corp.</td>
<td>&quot;TV Playhouse&quot;</td>
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<td>35</td>
<td>Disney Hall News</td>
<td>&quot;Film Shorts&quot;</td>
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<td>40</td>
<td>DuMont Labs</td>
<td>&quot;School House&quot;</td>
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<td>45</td>
<td>Proctor &amp; Gamble</td>
<td>&quot;I'd Like to See You&quot;</td>
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<td>50</td>
<td>Kraft Foods Co. TV Theatre</td>
<td>&quot;Film Shorts&quot;</td>
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<td>55</td>
<td>R.J. Reynolds Tobacco Co.</td>
<td>&quot;Basketball&quot;</td>
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<td>60</td>
<td>Swift &amp; Co.</td>
<td>&quot;Window on the World&quot;</td>
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<td>62</td>
<td>Swift &amp; Co.</td>
<td>&quot;Gulf Oil Corp.&quot;</td>
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<td>&quot;Beckham&quot;</td>
<td>&quot;Break the Bank&quot;</td>
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<td>&quot;Science Review&quot;</td>
<td>&quot;Nature of Things&quot;</td>
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<td>&quot;Beckham&quot;</td>
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<td>&quot;Basketball&quot;</td>
<td>&quot;Basketball&quot;</td>
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<td>85</td>
<td>&quot;Basketball&quot;</td>
<td>&quot;Basketball on a Co-Op basis&quot;</td>
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**FILM EQUITIES**

**Now . . . serving 95% of all TV stations daily.**

Our sponsors include: Philco Dealers, R.C.A. Victor Distributors, Fischer Baking Co., General Foods, Leafmint Gum and many other nationally prominent television advertisers.

We serve you with the largest TV film library in the industry.

**Now Available**

The Man from Scotland Yard. New TV Film Mystery Series. First 13 Programs now available.

Send for our illustrated film lists.
To keep in good spirits, advertisers will do well to look into the CBS-TV program schedule. It now has three of the four biggest-audience programs in television today. What makes CBS-TV programs so eminently practical is that they come in all sizes of advertising budgets, pre-tested and ready for work.

CBS-TV

NOW OPERATING IN 23 MAJOR MARKETS
GEORGE WIEDEMANN Brewing Co., Newport, Ky., is again sponsoring telecasts of WKRC Cincinnati Golden Gloves Tournament of Champions on WLWT (TV) Cincinnati. Inspecting Chicago Tribune Golden Gloves team trophy for 1948, won by WKRC, are (l to r) E. R. Strauchen, Strauchen & McKinn Advertising; Hubert Taft Jr., managing director of WKRC, representing Golden Gloves; H. Tracy Balcom Jr., president of Wiedemann Brewing Co., and M. F. Allison, TV sales manager of WLWT.

**TV Is Evolution**

*Continued from page 4 of Insert*

Man. Not a particularly spintillant visual personality, but a spellbinder with the spoken word. "And now who'll be the first to save themselves money, time and trouble by the purchase of this handy little thing? I'll—and I'm speaking for most current and prospective television sponsors—I'll take two.”

There's no doubt about it, the combination of audio and visual broadcasting has already hung up some impressive sales results. Let's emphasize "combination." Radio & television, has proven itself. Now, with a picture to assist it's doing better than ever. But it's the spoken word that sells every time.

Consider the picture as animated art work and the voice as conversational copy block, and you have your analogy with black and white newspaper and magazine advertising, the art work being used mainly to illustrate the copy block. Color television might improve the position of the picture somewhat, but I still feel the aural message is the intimate device that brings the actions of the picture home to the consumer's nook.

The above applies to all types of telescript shows, too. Television is fast coming out of the novelty stage when everyone dims the lights and faces the screen to see what's going on.

More and more producers will begin to realize that the spoken word must be constantly used to attract the eye to the screen. And this can't be done by omission of dialogue, but rather by terse, interesting, specific continuity that tells the complete story yet implies that there's additional enjoyment in the picture. It's interesting to note, too, that conveyance of a specific mood is nearly always an auditory function.

I'm happy to have gotten this far in this article without having used a capitalized AM or FM or TV or any other of the standard symbols that designate the various activities in the business of broadcasting, which I willingly capitalize.

Eventually, I think, network and super-power AM broadcasting will be swallowed up by TV broadcasting, and that FM broadcasting will be used profitably for a variety of things, but it will still be broadcasting. That's what I mean by evolution, a constantly expanding and improving broadcasting service.

**Mr. Sponsor Evaluates**

*Continued from page 3 of Insert*

Mr. Sponsor turns to stockholders and of the continuing service we render to the public and to the professions. We can't do that for long on deficits, and we hope to continue to follow our consumer price policy through which we have not raised the price of a single packaged medicine over pricew.

Advertising has been an integral part of our business since its inception 49 years ago. Our first advertising appropriation went into newspapers back in 1902, and for years we placed sole reliance on this medium. In good time, magazines were added to the schedule. When radio came along, we moved into it on an important scale; and at one time virtually our entire advertising appropriation was devoted to radio. Since 1945, we have added newspapers and magazines on an increasing scale without, however, cutting down on radio. In each case, our decision was based on dollar return.

That will be our criterion for television. Recognizing that the new medium will have tremendous social and cultural significance, the advertiser must and will weigh its value as an advertising medium on its ability to earn a reasonable profit on the advertising dollars invested.
music is: What are our sources? They are the same sources that we have in AM broadcasting. There is the great public domain, the "Jingles With the Light Brown Hair" of one sort or another. There are the Wagners and there are the Gilbert-and-Saulivans. There is a tremendous amount of material in here with which you can do anything that you want to. There are great hordes of private licenses which most of us have from various individual publishers or composers. There is ASCAP with which most of you are familiar.

Then there is our organization—that is, the broadcasters' own organization—BMI.

BMI TV License Let me say that as to BMI its television license is identical with its AM broadcasting license. It includes all rights to adapt, to arrange, to translate, to change the composition, to dramatize it and to perform it by means of television.

There may be a few compositions in the public domain which we can use without the need to have the ASCAP license, but in general we have the broadest type of licenses from BMI. They make no problem of sceneries, costumes or dialogue.

The real problem on sceneries, costumes and dialogue arises with ASCAP, which has by far and away the largest catalog of musical performing rights in the country.

Since 1941 we have had all free television licenses from ASCAP. These licenses have recently been terminated. All of you television broadcasters...will be without a formal ASCAP license in early 1949.

ASCAP has made a very fair gesture, however, when they agreed that we are going to extend our agreements commencing Jan. 1 they will negotiate with us, as to television broadcasters, as to the terms upon which we may continue to use their music for our purposes.

They have agreed that if an agreement is reached within that 60-day period it will be retroactive to Jan. 1. If we do not reach an agreement during that period, we will be considered to have had a gratuitous license.

What do we do? The first thing to determine is what rights ASCAP has to grant us...

Membership Agreement This problem is caused by a new membership agreement which ASCAP is just now having executed by its own volition.

Under that agreement there are a good many uses which we will clearly be able to make under a new ASCAP license, as straight instrumental uses, uses by vocalists not in costume, uses by small groups of vocalists in costume if the performance is not accompanied by dialogue, by scenery or by dancing routines.

That type of thing it seems we will be able to obtain from ASCAP under a blanket license. But the problem arises with regard to the extensive compositions which are contained in a new ASCAP membership agreement.

Let me give you a few of them.

ASCAP must obtain a special license and charge a special fee for any use of a production number. That is a number which originally was written for and contained in a dramatized musical work, on operetta or a motion picture. If that use is made in costume and is accompanied by scenery, dialogue or dancing, that type of use would require a special license and a special fee.

Also, special licenses would be required for the use of any composition by five or less costumed vocalists accompanied by dancing which dramatizes the idea of the original production.

A special license would be required where any composition is performed by five or less costumed vocalists accompanied by dancing which dramatizes the title or the lyrics or by dialogue.

You would need a special license for the performance of any number by more than five costumed vocalists.

Recommendation that is television, and it may mean that we will all be faced with a very substantial problem in clearing rights with ASCAP if each of that type of use requires a special license.

Scope of General License That is a bridge which we can cross when we come to it. Our present problem, the thing that we are working on today with ASCAP, is to determine the scope of the general license which they will offer to television broadcasters.

In order to do that we must obtain a definition of costumes. We must know what scenery is. We must know whether a plain backdrop is scenery. Is it scenery when you push two palms in from the side of the stage?...

We have undertaken here in New York to do some of the preliminary work on your behalf in this connection. The five New York television broadcasters have all monitored every single use of music on their facilities for a period of a week.

We have each taken a specimen ward of specimen pieces and described each of those uses to ASCAP. ASCAP is surveying those uses in an attempt to reach a decision as to those uses that will clearly fall under a general or blanket license and those uses which will clearly require a special license.

After they have completed their study of these uses, it is our plan to sit down with them to attempt to write a definition, to write in words what it is they propose to offer us under a blanket license.

When that has been done we will then be ready to negotiate a license agreement, but not before...

Let us go briefly now to recording rights.

The copyright law provides only one mechanism—providing recording with a statutory royalty of 2c per copy. It has been the practice in the business to pay more than this on electrical transcriptions and motion pictures.

In fact, one fairly recent case indicates that possibly motion picture synchronization rights, as they relate to motion pictures, do not fall within the statutory royalty provisions of the copyright law, and we question whether kinescope recording would fall within the scope of that particular decision.

Kinescope Recording We believe that a kinescope recording is only another recording. It is a mechanical reproduction in the copyright law. We should be able to do it for 2c per print or pressing.

So far as BMI is concerned, we have the recording-right very clearly. BMI has passed it on to us just as all other licensees have passed it on in AM broadcasting.

It is our position that in making a network broadcast we must have the means of getting that program to the stations. It can go by radio relay; it can go by cable or it can go by telephone. This is a necessary part of the performing right and we must have it as part of our performing right license.

There is something which we will consider when we finally negotiate ASCAP agreements.

The next category in which we are interested is literary rights. In non-dramatic literary works there is no radio performing right. However, I suggest that you all look carefully at any performances you expect to make of non-dramatic books or poems because it is possible...
IN THIS CORNER!

WHIO-TV · Dayton, Ohio
CHANNEL 13

Televising Golden Gloves Tournament
January 31, February 1-4-7

Now... Floating Action!

The "BALANCED" TV TRIPOD
for all TV Cameras

Complete 360° pan without ragged or jerky movement is accomplished with efficiency and control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod. Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires realignments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

Page 14 * January 31, 1949
BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—widely diversified from classics to be-bops—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

For Appropriate Television Music

**BRIDGES • MOODS • INTERLUDES**

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don’t have to be a musical expert to make the most of this BMI service. For “Bridges, Moods, Interludes” is based on recorded music readily available to any telecaster.

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

Write to BMI for your copy and for regular monthly supplements
First it was... WABD NEW YORK'S WINDOW ON THE WORLD

NEXT it was... WTTG WASHINGTON'S WINDOW ON THE WORLD

AND NOW it's...

WDTV PITTSBURGH'S WINDOW ON THE WORLD

Pioneer station linking the East Coast and Mid-West networks!

All Owned and Operated by

THE DUMONT TELEVISION NETWORK

DU MONT TELEVISION NETWORK, 515 MADISON AVENUE, NEW YORK CITY
MARK ETHRIDGE, publisher of the Louisville Times and Courier-Journal (WHAS), has accepted the appointment as U. S. representative on the UN Palestine Conciliation Commission, the White House announced last week.

BERNARD S. MORLEY, formerly sales manager of WPBO Providence, R. I., has been appointed manager of WNSN Coshocton, Ohio.

JOHN DEME has been appointed general manager of WNOE Norwich, Conn. Other new staff appointments announced by H. ROSS PERRINS, owner, include: NOEL C. BREAUT, as sales manager, and JACK PERRINGTON, as program director.

MILTON B. GARBER, for 10 years general manager of KOA Enid, Okla., has been appointed editor of the Enid Morning News and Daily Eagle. Mr. Garber also has been named to the publishing company's board of directors. GEORGE L. TARTER, formerly commercial manager of KOU Oklahoma City, is new general manager of KOCA.

WJBK DETROIT

In New Studios, Offices

ANOTHER step in the expansion program of WJBK Detroit was reached last week when the station moved into new studios and offices atop Detroit’s Masonic Temple Bldg. Included on the sixth floor of the building are executive offices for the Fort Industry Co.'s WJBK-AM-FM-TV, two large AM studios, two AM control rooms, two television studios containing GE equipment, a TV studio control room and a TV master control room.

The seventh floor, which will be used for television production, has been designed to house a studio theatre with a seating capacity of 1,200. Plans for its completion are now under way and will include facilities for stage and dramatic productions, audience participation shows and sports events. WJBK-TV is on Channel 2 and carries programs of CBS and DuMont video networks.

FM Via TV

WBRC-FM Birmingham’s sports staff, learning they could not set up the Georgia Tech gymnasium to broadcast the Tech-Alabama basketball game, resorted to a bit of ingenuity. All of Alabama’s games had been sold to a sponsor. The game with Tech had to be aired.

With the cooperation of John M. Outler Jr., WSB-TV Atlanta general manager, the WBRC-FM crew was provided with a television set, and the play-by-play account was sent to Birmingham listeners from the WSB-TV picture.

JOHN F. HURLBUT, promotion manager for WSYR Syracuse, N. Y., was given a special service pin for the Onondaga Council of Girl Scouts. Mr. Hurlbut has been conducting weekly radio workshop classes for the scouts.

DURING a special KOA Denver broadcast from the arena of the National Western Stock Show, Ruth Harkness receives the Mile High Farmer Trophy for the Grand Champion Junior Beef Showman of the 1949 show. Taking part in the broadcast were (1 to r): Don Peach, KOA director of agriculture; Herb Rogers of Ranch-Way Foods, sponsor of KOA's Mile High Farmer Program; Miss Harkness, and Lloyd E. Yoder, KOA general manager.

LINTO
eVertical Tubular Steel RADIATORS

Write for Factual Data

JOHN E. LINTO & SON
CAMDEN, N. J.

January 31, 1949 • Page 53
CP-construction permit
trans-directional antenna
ERP-effective radiated power
STI-studio-transmitter link
synch. amp synchronizer amplifier
via. -visual
special-service authorization
CG-conditional grant

January 24 Decisions

by COMMISSION EN BANC
AM—1290 kc
Eugene Beatz, Inc., Eugene, Ore.—Granted CP new station 1500 kc 1 kw DA-N, engineering co.; estimated cost $32,310.

Ant. Change
WKNE Keena, N. H.—Granted CP make changes in DA pattern; engineering co.

DA Changes
WLOF Orlando, Fla.—Granted CP change from DA-DN to DA-N.

Petition Granted
WDLP Panama City, Fla.—Upon petition by WDLP, removed from hearing docket and granted application for mod. License to operate with DA-N on only 98 kc unt. 1800.

Modification of CP
WMBD Peoria, Ill.—Granted mod. CP to make changes in DA: engineering co.

WKGC Chico, Calif.—Granted mod. CP to change trans.; location as exp., and to increase D power from 1 to 5 kw; engineering co.

Ant. Changes
WNBQ Bl figur, N. Y.—Granted CP make changes in ant. and mount FM and TV ant. on No. 1 center AM tower; engineering co.

Hearing Designated
Associates Best., Corp. and New Bedford, Best., Corp., New Bedford, Mass.—Designated for consolidated hearing applications of Associates Best., Corp. and New Bedford Best. Corp. for new station 1276 kc 50 kw D.

Radio Corp. of Toledo, Toledo, Ohio—Designated for hearing application to grant new station 1470 kc 1 kw uni. DA-2 in consolidated proceeding with other Toledo applications to be held Jan. 24 at Toledo and made XWFB Lake Charles, La., party to proceeding.

WHAS Inc., Louisville, Ky.—Ordered competing applications by Crosley Best., Corp. The Fort Industry Co. and Hope Productions Inc. to acquire facilities of WHAS Inc., to be heard in consolidated proceeding at Washington on Feb. 26. Involved are WHAS-FM, WHAS-TV, WXXY (facsimile) and seven remote stations. In all, 20 stations were granted extension.

As advertised under AVCO procedure, price is $1,295,000, subject to certain adjustments. In addition application of WHAS Inc. for additional time in which to construct WHAS-TV was designated to be heard same day.

January 24 Applications

TENDERED FOR FILING

KJH-AM-FM Los Angeles; KGB San Diego, KFRC San Francisco, KODB Santa Barbara and KTSM (TV) El Paso, Texas, Calif.—Involuntary transfer of control of Thomas S. Lee estates d/b as Don Lee Best., System Inc. from Thomas S. Lee to Lewis Allen Westberry as assignee to WKIN Inc., licensee.

January 25 Decisions

By the Secretary
Gus Zaharis, Charleston, W. Va.—Granted license covering move of trans. exp. TV station WTVGZ.

WKLO Radio, Inc., Oklahoma City—Granted license and CP for new exp. TV relay station WTVGZW.

Peach Tree Electric Co., Coral Gables, Fla.—Granted license and CP for new TV station WZKX.

KXLB Brownsville Herald Pub. Co., Brownsville, Texas—Granted request to change call letters from WZKX to WKVI.

KVNR Valley Evening Editor Inc., McAllen, Texas—Same.

WDEL-TV, Del., Del.—Granted mod. CP to make ant. changes and increase ERP to 3500 kw; advantage.

KXLC-TV Dallas, Texas—Granted mod. CP to make slight changes in station locations and to make minor changes in ant.

Following were granted extension of completion dates as shown at KBAT Bremerston, WTVGZ to 4-29-49; WVCD-TV Utica, N. Y., to 4-29-49; WBGL-FM Allentown, WPHN-FM Westfield, N. Y., and WCHJ-FM Whitehall, Youngstown, Ohio, to 5-23-48; WDAY-FM New Haven, Connecticut, to 5-23-48; WIVB-TV Buffalo, N. Y., to 5-23-48; WDAY-FM Watertown, N. Y., to 5-23-48; KXGB-FM Waterford, Iow., to 5-23-48; WJBL-FM South Bend, Ind., to 5-23-48; WKAA-TV Utica, N. Y., to 5-23-48; WRTM-TV Fairmont, W. Va., to 5-23-48; WJUI-TV Utica, N. Y., to 5-23-48; WSKY-TV Oak Ridge, Tenn., to 5-23-48; WSBH-FM Atlanta, Ga., to 5-23-48.

Wrexington, W. Va.—Granted license for new standard station 1450 kc 250 w untl.
**Broadcasting**

**YOUNGSTERS’ dreams and ambitions have become a “reality” on WPITZ (TV) Philadelphia. Each week station invites children from 6 to 13 years to participate in What Do You Want to be. New program depicts a scene from some phase of business or profession and the children are invited to act the parts. With opticals, trick camera shots and coordinated sound effects and background music a sense of reality is created. On the first telecasting of one of its transports reproduced, the youngsters portraying the parts of “pilot,” “co-pilot” and “stewardess.” Special camera shots done with mirrors that were rocked gently created the illusion that the plane was “taking off.” What Do You Want to Be is sponsored by the Chevrolet Dealers Assn. of Philadelphia, through Gray & Rogers Adv., that city. Dealers select children to appear by auditions in their showrooms each week.

Progress in Medicine

DOCTORS and pharmacists of Albany Medical and Pharmacy Colleges will discuss progress in medical science on WFTER Albany N. Y. new series, Adventures in Medicine. Air daily each Sunday at 12:15 p.m., program is under direction of Albany Pharmaceutical Assn.

‘Over-the-Chuckwagon’

NEWS, views and interviews concerning the Texas out-of-doors is the format of WOAI San Antonio’s newest program, The Roving Banker. Lucian Jones, vice-president in charge of agricultural and livestock division of Alamo National Bank of San Antonio, sponsor of program, is the “Roving Banker,” and with Bill Shomette WOAI farm and ranch director, visits surrounding communities and participates in discussions of interest to listeners whose occupations and activities are allied with out-door life. Live and transcribed interviews with bank presidents, farmers, ranchers, sportsmen and agricultural authorities are featured on the series.

Citizen’s Dedication

DEDICATED to and paying tribute to people in its listening area, WCOA Pensacola, Fla., is airing new Good Neighbor program, thrice weekly.

**Video Bookseller**

**Best Means for Mass Merchandising—Tiffany**

TELEVISION offers the best available today for the mass merchandising of books, according to J. Raymond Tiffany, general manager of the Book Mfrs. Institute. But instead of using this medium as an aid to its business, publishers are letting it become a “depersonalizing competitor,” he warned.

A survey made in 1947 for his organization by Psychological Corp. of New York and by Hoff Institute of Management showed that readers gave their available time to competing leisure activities as follows: radio 49%; newspapers 21%; magazines 11%; movies 11%; and books 9%.

He maintained that “we need constructive thinking on the problem by the best brains in the book publishing and manufacturing and television industries.”

Particularly, he singled out book publishers for criticism, who, he said, operate generally under the mistaken belief that books can’t be merchandised the way other products are. He urged a change in this viewpoint and said “now’s the time especially to merchandise through well-publicized television programs.”

“That books can be merchandised like other products,” he said, “is proved by the way other companies sell their product door-to-door—and they’re doing a big business, too. The trouble with book publishers is that they do not have enough outlets—and television could help them in this direction.”

**TV Sales Pull**

**Booklet Issued by Cairns**

SALES IMPACT of television is the reason for using the medium now, according to Telecasting Today, 24-page brochure prepared by John A. Cairns & Co., New York. Television advertisers, the booklet reports, already have succeeded in reaping unprecedented returns. It notes that telecasting organizations underscore the fact that sponsor identification is high—with a one-time shot identification reaching 35% and responses on small offerings totaling as high as 40% (radio, it says, considers 1% good). The booklet’s approach, it is claimed, is factual and statistical, with editorializing kept to a minimum. It traces TV from its debut to the March 18, 1947 FCC ruling against color-television and notes that since then it “has expanded with the momentum of a gold rush.” It sets forth the present station, network and audience picture, discusses advertising costs and briefs case histories in spots, participation programs and co-sponsorship programs.

It calls 1948 the first full year of commercial television and said $10 million in advertising revenue was scheduled for the year with TV’s potential revenue predicted to be four times as great as radio’s today—eventually a $6 billion industry.
**KMED TRANSFER**

**Sale Negated by FCC Procedure Rule**

The "NO SALE" sign was rung up last week over the most bitterly contested transfer case FCC has faced since it put the AVCO public-bidding policy on transfers into effect in October 1949. The Commission was informed that the $250,000-plus sale of KMED closed last week, was taken Dec. 8. Norman E. Jorgensen, Washington attorney, wrote FCC on behalf of Mrs. Virginia and Gibson Broadcasting that it would obviously be impossible to advertise the sale for the AVCO-prescribed 60-day period in the time between Dec. 8 and Dec. 31, when the contract expired.

"Thus," he wrote, "the entire sale and transfer of this station was as effectively denied as if the Commission had refused to permit it."

He continued:

It is respectfully pointed out to the Commission that two years and nine months have elapsed from the date this commission of sale was first proposed. During all this period of time the prospective purchaser had financial commitments to the seller and to the Commission, bringing into being a considerable amount of work. If that period of time, there have been wide and frequent fluctuations of the radio industry and all the events and many changes in Radio Station KMED itself.

The station has had its power increased from 1000 kw in 1940 to 5000 kw, necessitating further capital commitments, and its competitive and network position in the radio industry has been changed. All the economic and other factors entering into the operation of a business of this size and character have been subject to pronounced fluctuations from April 6, 1946, to Dec. 31, 1948.

The sale contract having expired on the above date, it is in the interest of the parties to agree upon a new contract for the sale and transfer of this facility and therefore in view of the Commission's decision on Dec. 8, 1949, they are no longer able to proceed.

I am sure that the Commission will appreciate Mr. Gibson's reluctance again to commit the very considerable sum of money that had been pledged to this particular venture for almost three years, to no result except an out-of-pocket cost to him of some forty thousand dollars.

Mr. Gibson is licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif. Under the expired contract with Mrs. Virginia he would have given her $250,000 plus a one-third interest in Gibson Broadcasting, in return for KMED. KMED is on 1440 kc with 5 kw day and 1 kw night.

Mrs. Virginia's refusal to sell to Medford Radio, the FCC-approved purchaser, was based on her claims that the new company's offer was not the same as Mr. Gibson's and therefore did not meet the "same terms" provision of the AVCO rule. Comr. Robert F. Jones, who dissented from FCC's approval of transfer to Medford Radio, sided with Mrs. Virginia on this point.

**NAB ADDITIONS**

Pischke, Tower Join

ADDITION of two staff assistants has been announced by NAB since the first of the year. Vail Pischke has joined the general counsel's office as an attorney [BROADCASTING, Dec. 15]. Charles H. Tower joins NAB Feb. 1 as assistant to the director, Employee-Employer Relations Dept., serving under Richard P. Doherty.

Mr. Tower has attended Boston U. Law School for the past two years, lecturing on industrial relations and personnel management at the School of Business Administration as well as conducting private arbitration work. He formerly was field examiner for the National Labor Relations Board in Pittsburgh, and was with RCA 1943-46 in industrial engineering and personnel work. He received his AB in political science at Williams College in 1941 and graduated from the Harvard Graduate School of Business in 1943.

Mr. Pischke was head of radio activities of the law firm of Norman, M. Littell, Washington and prior to that had been with the firm of Kirkland, Fleming, Green, Martin & Ellis.

**KFPW'S GARNER Named State Senator**

A NEW entry on the political scene, and now an Arkansas State Senator, is J. E. "Pat" Garner, news editor and commentator of KFPW Fort Smith. During his tenure of office in Little Rock, the state capital, Mr. Garner delivers a daily report on the happenings of the legislature. The program, brought to the station by leased wire, is sponsored by Ross Motor Co.

Mr. Garner, 54, went to Fort Smith as a newspaper man in 1923. He worked there for about 15 years as a copy reader, reporter and night news editor on the Southwest American. He spent one season in Europe and after his return worked for several months on a newspaper in Louisiana. In 1938 Mr. Garner returned to Fort Smith as KFPW's news editor.

Mr. Garner was elected without opposition in the Democratic primaries last summer and in the general election last November. Two opponents reportedly withdrew before the first primary.
The Public Interest

(Continued from page 13)

manager, was in charge of publicity for the benefit.

Sparking the March of Dimes in Coshocton, Ohio, WTNS aired a unique, money-getting program three times a week for one hour during the campaign. Talent included leading business men, bankers, political figures, etc. At the request of listeners who sent contributions, a quartet ofbankers harmonized on "Money Is the Root of All Evil," the chief of police sang the "Prisoner's Song," and other such contests were conducted. A campaign was culminated with a two-hour rally conducted by WTNS.

"Dawes-for-a-Day" contest helped swell the collections of WCKY Cincinnati. Bill Dawes, m.c. of Makebelieve Ballroom, offered to take over the household duties of the Greater Cincinnati lady able to collect the most for the March of Dimes in her neighborhood. Mr. Dawes' program for today (Jan. 31) was to be broadcast from the home of the winner. In addition Mr. Dawes raised funds by playing request tunes on his program at the rate of a dime a tune.

WTBC Show

Special one and a half hour March of Dimes show was aired by WTBC Tuscaloosa, Ala., Jan. 17. The entire show was composed of local talent—20 participants in all. WTBC donated the time and the entertainers contributed their talent.

Second annual "March of Dimes Jamboree" was sponsored by WAMI, Laurel, Miss., Jan. 28 at the Civic Center. Well publicized in advance with posters, air plugs and newspaper advertising, the show featured local radio talent plus contests with prizes contributed by local merchants.

Riddle contests, always a good source of money raising, were used heavily again this year. WORZ Orlando, Fla., in conjunction with local merchants, sponsored a contest in the form of a riddle read by a famous radio personality. To win the $5,000 in merchandise offered, the winner was required to identify the personality and solve the riddle. And, of course, entries were accompanied by contributions.

In Richmond, Va., WMGB and the Richmond-Henrico Chapter of the National Foundation for Infantile Paralysis sponsored a "Mr. Whisper" contest. Each Friday night during January, WMGB aired clues to the identity of "Mr. Whisper," a well-known local citizen. Listeners writing the best letters on why we should support the March of Dimes and sending contributions were given a chance to identify the voice.

A "finish the sentence" contest was conducted by WWGP Sanford, WOL and the Junior Chamber of Commerce. Listeners were urged to try for attractive prizes by contributing to the drive and completing the sentence: "We all should join the March of Dimes because..."

Jan. 17 was designated as "M Daze" for the March of Dimes on WLNI Laconia, N. H. The local broadcast day was devoted entirely to the campaign. Highlight of the day was the performance of Laconia's Mayor Albert A. Parmentier, who took over the m.c. duties of a disc jockey to promote the cause. Requests were honored only if accompanied by an "I support" statement.

Scranton, Pa., stations WSCR; WGBI, WABM and WQAN-FM combined forces Jan. 26 to present a Disc Jockey dance. The idea was conceived by Michael Woloson, WSCR announcer. Record m/c's from each of the stations contributed the music for the dance, each spinning records in his individual style. To begin the dance, Mayor James Hanlon played the first record as honorary disc jockey. Admission to the dance was by donation to the March of Dimes.

To provide a kickoff for the District of Columbia's 1949 campaign, WOL and the Washington D.C. News cooperatively engineered a week-long promotion drive which was climaxxed on Jan. 14 with an 18-hour March of Dimes day on the station.

Polio Shows

Cleveland Tries New Plan

Each of Cleveland's five fulltime AM stations presented a midnight show on behalf of the March of Dimes campaign—with no other Cleveland outlet on the air at the time—Victor Pingolet, publicity director for the drive in the Ohio metropolis, announced. Shows were presented before the close of the campaign Jan. 31.

On the night assigned to each station to broadcast its March of Dimes show the other stations signed off early and asked their audiences to listen to the fund-raising Jamboree, Mr. Pingolet said.

Heading the committee responsible for originating and activating the special March of Dimes broadcast is C. M. "(Pinky) Hunter, WHK. Others on the committee are: Regina, Merridew, WGAR; Jake Hines, WTAM; Lawrence Webb, WJW, and Samuel R. Sague, WSRS (Cleveland Heights). Radio editors of the Cleveland dailies, Plain Dealer, Press and News, are assisting in the promotion, and both the American Federation of Radio Artists and the Musicians Union of Cleveland have pledge their cooperation.

Coin Video

TELECOIN Corp., New York, will introduce shortly Tele-Video, large screen commercial television receiver, to be adapted for coin operation if desired by those installing it. Tele-Video screen sizes will be varied, as will the number of coins necessary to operate the machine where coin operation is desired by the owner. The receiver will operate without the use of coins if so desired. Jay J. California and I. Jacks Corp. of New York has been appointed distributor for the new receiver throughout the greater New York area.

McClatchy

Buys New Sacramento Site

PURCHASE of a block-square site in Sacramento for radio, television and newspaper operations has been announced by the McClatchy Newspapers. Firm's interests in the California capital include KFBK (50 kw on 1530 kc), KFBK-FM (Channel 245, 96.9 mc), The Sacramento Bee, Bee Engraving and a projected television station.

The new site was acquired for $2,756,000 from Joseph T. Grace Farms Inc. and Buffalo Brewery Inc., corporations owning the brewery. McClatchy will take over part of the property in four months and the balance two months later, and eventually plans to erect there a building housing all of its Sacramento radio, television and newspaper activities. Brewery now occupying the site will continue doing business there until approximately April 1.

McClatchy is an applicant for two television stations, one at Sacramento, which would operate on Channel 10 (192-198 mc), the other at Fresno (Channel 7, 174-180 mc). McClatchy operates KMJ Fresno and is an applicant for FM there. Other McClatchy stations are KOH Reno, Nev., KERN Bakersfield, Calif., and KRGV Stockton, Calif.
Rogers Brown, general manager since 1946 of Earle Ferris Co.
New York public relations firm, has been elected president of the firm.
Earle Ferris, founder and former president, becomes chairman of the board.

A. C. Nielsen Co., Chicago, has announced that Kenyon & Eckhardt and
Ruthrauff & Ryan, both New York, have purchased its new National Niel-
sen Radio Index. Eseo Standard Oil Co. and Standard Oil of New Jersey
also have signed a joint three-year agreement for Class A service, in-
cluding non-network and extra-week ratings.

Joseph B. Elliott has been appointed
vice president in charge of RCA Victor Consumer Products, Ra-
dio Corp. of America, Camden, N. J. Other new RCA appointments include:
L. W. Teegarden as vice president in charge of RCA technical activities;
Henry G. Baker promoted to gen-
eral manager of Home Instrument Dept., and Richard T. Orth to
general manager of Tube Dept.

Herbert H. Wixson, sales man-
ger for KMPC Hollywood for past
six years, has resigned to enter radio package field. Mr. Wixson is currently
working on syndication of two al-
ready developed radio shows, one of
which KMPC has contracted for.

Palmer Brink, vice president and
general manager of Morris & Cain
agency, Los Angeles, and
Hunt, his assistant, have resigned to
form their own advertising and
radio packaging firm. They are now
producing five-weekly hour participa-
tion show, Your Breakfast Date, on
KGI San Fernando, Calif.

C. E. Hooper Inc., New York, has
announced that WAPO Chattanooga,
Tenn., and WJR Detroit, have signed for
area coverage index reports.

William W. Boyne has been ap-
pointed general manager of Zenith
Radio Corp., New York, replacing
Harry J. Wines, resigned. Mr.
Boyne joins firm in 1941, and has
been general manager of Radio Dis-
tributing Corp., Chicago subsidiary, for
past two years.

Chester Rhodes has joined Duda-
ley, Anderson & Yutzy, public rela-
tions counselors, New York, as a ra-
dio producer and writer. Mr. Rhodes
was formerly assistant program di-
rector of WGAY Silver Spring, Md.

Chet L. Swital, Los Angeles pub-
lie relations man, has been retained by
Rex Transamerician Television
Corp., to direct public relations and co-
ordinate F. R. programs into one over-
all endeavor.

Dr. A. V. Astin, formerly assistant
chief of Electronics Division of Na-
tional Bureau of Standards, Wash-
ton, has been promoted to chief. He
succeeds the late Harry Diamond,
who died last June.

Edgar H. Felix, formerly Wash-
ington representative, Transmitter Di-
vision, Allen B. DuMont Labs, has
been promoted to Northern District
supervisor for the division, with head-
quarters at 176 Franklin Ave., Mal-
verne, N. Y. He will have charge of
territory comprising New England, up-
state New York, Michigan, Wisconsin,
Minnesota, Nebraska, Washington,
Oregon and California.

Ken McAllister has been ap-
pointed manager of distribution and pro-
motion for Columbia Records Inc.
New York. Jeff Wilson has been
appointed manager of distribution and
merchandising for firm.

E. D. Whittlesey, director of pub-
lie relations at U. of Denver, has
resigned, effective March 1, to head
Research Services Inc., Denver, where
he will handle market surveys, em-
ployee attitude studies and opinion pol-
ia.

Television

Jerry Mason has resigned as as-
sociate editor of This Week magazine
to join Eddie Albert Productions, Hol-
lywood and New York, as executive
vice president. Mr. Mason will make
his headquarters at firm's New York
office.

THE newly remodeled studios of WSAP and WSAP-FM Portsmouth, Va.
[BROADCASTING, Nov. 15, 1948], are entered through this modern lobby.
The stations are licensed to Portsmouth Radio Corp.

TV Masking

Uniformity Is Urged
By IRE Speaker

Lack of standard size and shape for the "masks" which television set
makers use to hide the edges of their viewing tubes imposes the need
for caution on TV broadcasters, F. J. Bingley, chief video engineer
of WOR-TV New York, said Jan. 22 at a one-day seminar on television
held in New York by the Institute of Radio Engi-
neers.

If the broad-
caster is not
careful, he may
transmit impor-
tant information,
such as the com-
mercial, so that
it runs into areas
of the picture
which will not be visible to many
set-owners, Mr. Bingley said. He
urged TV broadcasters to get to-
gether on a standard area of trans-
mission in which they will confine
all important visual information,
such as titles, commercial signa-
tures and the like. Then, he said,
set makers should also agree to
design their tube masks so as not
to cut into this area of vital in-
telligence.

Donald Fink of Electronics com-
mented on "mildness" of Mr. Bing-
ley's remarks. He pointed out
that "spectrum economy" is a

... at local

station cost

See your station

representative or write

Lang-Worth

feature programs, inc.

113 W. 5th St. New York 14, N. Y.
each change of camera. He cited a recent basketball telecast in which each change of camera seemed to change the uniforms of the players, so that the short pants and helmets at one moment became those in the long trunks in the next, to the confusion of the viewing audience.

Another pressing problem is that of picture geometry, he said, urging that more rigid standards be adopted for scanning velocities to prevent the changes in picture quality the viewer gets not only in tuning from one station to another but even in camera switches from a single station.

Other speakers at the all-day Saturday meeting, held in the Engineering Societies Bldg., were: Irving E. Lempert, Allen B. DuMont Labs, speaking on "Trends in Television Receiver Design"; Frank R. Norton, Bendix Aviation Corp., on "Noise Figures of Television Receivers"; Robert F. Romero, RCA Industry Service Lab., on "Television-Tuner Analysis and Design Considerations"; Kurt Schlesinger, Motorola Inc., on "The Locked Oscillator in Television Reception"; B. M. Oliver, Bell Labs, on "A Rooter for Video Signals." D. D. Israel, Emerson Radio & Phonograph Corp., was moderator of the morning session; Garrard Mountjoy, Stromberg - Carlson, moderated during the afternoon.

Newfoundland Radio

ON MARCH 31 Newfoundland becomes the 10th province of Canada, and Newfoundland broadcasting stations will come under the Canadian Broadcasting Act. There are at present three stations in the island country, where the United States has long-term leases on naval, air and weather bases. Two of the stations are operated by dark-owned, and are represented in Canada by All-Canada Radio Facilities, Toronto. The third station, VOCM St. Johns, is privately owned, and is represented in Canada by H. N. Stovin & Co., Toronto.

ROOF ANTENNAE

WHLI Head Proposes Bill

ADOPTION of a bill in New York State to forbid landlords from denying the right to install FM and TV antenae has been urged by Elias I. Godofsky, president of WHLI and WHFL-FM Hempstead, L. I. Calling on state legislators for immediate action in the matter, Mr. Godofsky addressed his appeal to Irwin Steingut, Democratic leader of the New York State assembly. Text, in part, of the WHLI president's proposal follows:

"No landlord shall unreasonably deny a tenant of any multiple dwelling the right to install, at the tenant's own cost, expense and liability, an antenna for FM and television reception, on the roof of said dwelling, if the landlord fails to provide, within three months after passage of this act, a central FM and television antenna for the use of all tenants in the building.

"The landlord shall be limited in apportioning to tenants the costs and maintenance of the said central antenna system to such sums of money as may be approved by the office of the housing expediter."

TV AT UTAH U.

KDYL-TV Assists in Course

TELEVISION production course is to be offered by the U. of Utah, Salt Lake City, in cooperation with Intermountain Broadcasting Corp.'s KDYL-TV. Students successfully completing the course, known as Speech 100, will receive one hour of university credit, Dr. C. Lowell Lees, head of the university's speech department, said.

Nine students have been selected to start the course. One or two will work each night as stage managers in the KDYL-TV studios. Students will be rated on their aptitude and ability by the station's production heads, and the reports will be forwarded to the university.

Course will be under the supervision of Prof. Robert T. Crawford, acting head of the radio division of the speech department.

FOR COVERAGE

-Over a million people in 79 counties of Georgia, South Carolina and Florida.
-3½ times more people than any other station in this market.
-A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

COMMERCIAL

VICKIE SMITH, formerly traffic manager at KHA San Francisco, has been appointed network sales representative for ABC.

MEL W. MERZ has joined KSGM Ste. Genevieve, Mo., as sales manager.

NORMAN BERGHolM, on WMDN Midland, Mich., news and sales staff, has been appointed commercial manager of stations. WENCER DENISON has transferred from sports to staff of WMDN.

HENRY A. CURTH, former executive director of Junior Achievement Inc., has joined sales staff of WSB and WSB-TV Atlanta. Mr. Curth served Junior Achievement on assignments in Connecticut, Rhode Island, Louisiana and Georgia.

RAY DOUGHERTY and HAROLD ROTHBER have joined Claridge, Columbus, Ind., regional sales staff.

ROY H. PHILSON Jr., formerly on sales staff of WWWS Pittsburgh, has joined KYV Pittsburgh in same capacity.

TOM GAVIN, formerly with WEEC Duluth, Minn., has been appointed commercial manager of WIRL Peoria, Ill.

RMA SEMINAR

No Drop in Prices—Clague

RADIO manufacturers were told that as yet there has been no significant drop in the prices of industrial products from last autumn's peaks.

That report was made Jan. 20 to an Industrial Relations Seminar of the Radio Manufacturers Assn. at the Hotel Statler, New York, by Ewan Clague, Ccman of Labor Statistics, U. S. Department of Labor. Theme of the seminar was "People-Produce-Profits."

The decrease in farm products prices, the beginning of clothing sales and other sales of soft items do not indicate the prospect of a sharp break in the cost of living, he said, because rents and other factors tend to keep it up. He also discounted recent declines in employment and increases in unemployment as having developed to recession proportions.

Mr. Clague, manager of the home instruments division of RCA-Victor Division, told the seminar that worker productivity can be increased by 10 to 20% by efficient personnel management and that conversely a poor administration can cause it to decrease from 3% to zero, the latter level being reached when ineptness causes a shutdown through a strike. 

KOPP Ogden, Utah, has appointed the Friedenberg Agency, New York, as its national representative.

PAUL GIRARD, formerly of Girard Productions, New York, has returned to Texas to open Paul Girard Co., station representative for regional business, primarily in Texas and Oklahoma. Firm will also offer a consultant and production service.

WNHC-TV New Haven, Conn., has appointed The Katz Agency, New York, as its national representative.

HAROLD L. HAND has been appointed manager of merchandising of WSAI Cincinnati. Mr. Hand plans to launch a merchandising and promotion campaign for food advertisers on Feb. 14, with a radio program and specialized training for grocersmen.

ROGER STICHT, formerly assistant program director of WWD WCashing- toon, has switched to commercial staff of WWDC-AM and Transit Radio. ED STERN, former continuity editor, takes over Mr. Sticht's old position. And DAR H. SHOPOFF, formerly of the Washington Post advertising staff, has joined WWDC's commercial staff.

THOMAS K. DAVIS, sales representative at KGO San Francisco, has redesigned to enter business selling TV sets and equipment. GIL FREEMAN, now with KYA San Francisco, will move into his spot at KGO Feb. 7.

LEON WRAY, Don Lee network account executive, is the father of a boy, Michael Doran.

HARRY A. WAPSHARE, office manager of WNJR Newark, N. J., and Virginia Marks Hashbrouck, have announced their marriage.

Mr. Les Hynson
The How Company
San Francisco, California

Dear Les:

Jack Benny's ten cents come a-flying through here today in the covered wagon on which the CBS promenades for infantile parasites. But CBS affil. WAAY, Wichi, chopped right in with their usual neger's promotion sell... which makes every other body in town around Charleston, West Fug, mad. knows that WCHS is still on per diem with 350 watts... Had a big parade with a couple of broadcast--did things up right, jest like WCHS does their weather... green on a parade or two WCHS an a parade. You know how many people round about Charleston wants to see Benny put it.

Yrs. Alas.
GRANT TO EUGENE

1 kw Fulltime on 1280 kc

NEW FULLTIME standard station was granted by the FCC last Monday to Eugene Broaders Inc., Eugene, Ore., associated in ownership with local daily Register-Guard.

Facilities awarded are 1 kw fulltime on 1280 kc with directional array at night. Estimated cost of construction is $32,570.

Guard Pub. Co., publisher of the Register-Guard, is 54.5% owner of Eugene Broaders. President and 1.4% owner of the grantee is Alton F. Baker, president, and 63.5% owner of the publishing firm. Mr. Baker also has minor interest in Tribune Pub. Co., Tacoma, Wash., which owns KNTT (FM) there.

William M. Turgman, Register-Guard managing editor, is second vice president and 1.4% owner. Like interest is held by Sam Bronaugh, paper's business manager, as treasurer. Earl R. Metzner, owner, United Supply Co., Portland, Ore., and radio engineer, is first vice president and 26.8% owner. Roger J. Houglum, instructor at Eugene Vocational School, is secretary and 15.5% owner.

WPJB (FM) Providence, R. I., has extended its operating schedule from an 11 a.m. sign on to 7:30 a.m. weekdays, and 9 a.m. on Sunday. Sign off is at 11 p.m.

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Phone 3-9846--Peoria, Ill.

FRENCH RADIO

Operations May Be Cut 20%

FRENCH National Radio (Radiodiffusion Francaise) is in for a 20% cut in its 1949 operations unless Parliament undergoes a quick change of heart, it was reported Wednesday by Robert Sartvedt, ABC Paris correspondent. Unless additional funds are made available, it is expected that either reconstruction projects, including television, will suffer or program expenditures will be cut. The latter alternative, it was said more likely, said Mr. Sartvedt.

Meanwhile, Radiodiffusion announced a six-day "Carnival of the Airwaves" in Nice at which it will propose creation of an International Radio University. Forty foreign radio men, including representatives of ABC, NBC and CBS in Paris, will attend the event, scheduled Feb. 19-26 in connection with the regular "Carnival of Nice" held each year at the Riviera resort.

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Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1250 WASHINGTON 6, D. C.

SAINT LOUIS, MISSOURI

January 31, 1949 • Page 61
**HELP WANTED**

Managerial

Sales manager wanted. Must be experienced and willing to work. Salary commensurate with experience. Address applications to WETB, Brockton, Massachusetts.

Texas station has opening for capable manager with sales ideas. Box 846, BROADCASTING.

Regional network station in large metropolitan area needs combination station manager - sales manager, minimum age 30. Box 843, BROADCASTING.

Medium sized station in large metropolitan area has opening for general manager, minimum age 30. Box 844, BROADCASTING.

Wanted: Sales manager, experienced, industrious, successful for Manuscript station network affiliate. Excellent market. Send entire background, requirements, availability first letter. Box 530, BROADCASTING.

Salesmen

Salesman—Opportunity to write two to four thousand monthly at $400 draw guaranteed for first year, experienced mature man minimum age 30, preferably from Michigan. Box 605, BROADCASTING.

Salesman capable of taking over as comm. manager for ABC station in mountain district. Excellent secondary market. Associated with newspaper, radio and motion pictures. Address first letter. Box 943, BROADCASTING.

WANTED: Licensee with push and ideas. Texas station. Salary and commission. Tell all. Box 844, BROADCASTING.

**ANNOUNCER**

Wanted: Young full-time salesman for regional network affiliate. Salary commensurate with ability. Box 867, BROADCASTING.

Situations Wanted

Manager—Helped my college graduate present application material for local and national sales positions. Please let me know if you have any openings. One year experience in sales and sales management. Box 598, BROADCASTING.

Manager—Engineer successful fifteen years with major network affiliations. Can act as chief or just an extra ticket. Numerous special shows ready. Complete background in all positions about a station. Box 522, BROADCASTING.

Manager—Engineer and manager. Started work as an extra ticket. I have the pleasure of making materials for my own corporation. Box 519, BROADCASTING.

**CLASSIFIED ADVERTISEMENTS**

**HELP WANTED**

**Cowboy Wanted**

Continuously chief wanted. Tired of snow and ice? Then you'll find this job in the desert. Call KVOO, Silver Valley, Tex. Requires a rich citrus and agricultural area. Firm local background preferred. In addition to experience, family status, salary expectation is presented. KGBS (CBS affiliate), Hattiesburg, Texas.

Wanted—News editor with ability to prepare and edit local news in wire immediately. Box 958, BROADCASTING.

Wanted—Three experienced announcers and voice talent for FM station. Good hours. No glamour. Must be ready to work. Box 853, BROADCASTING.

Wanted: Commercial manager for independent station. New York State. Prefer established man. Please conf. Box 957, BROADCASTING.

Classified advertisement for a network job now under way. No replies. Box 812, BROADCASTING.

Wanted: News announcer with experience and want opportunity in network station. Excellent salary. Box 958, BROADCASTING.

Wanted—Engineer with FM experience to help start FM station in small community. Full regular salary. Provide complete background. Send application material. Box 958, BROADCASTING.

Wanted—Two to three thousand fulltime telegraphic journalists. Positions in different parts of Texas. Will be available on short notice. Box 892, BROADCASTING.

Wanted—Program director for eastern metropolitan market. Has experience in small station and is ready to make change. BROADCASTING.

Wanted: Commercial manager for small station with a good market. Will pay $500. Please write. Box 857, BROADCASTING.

Wanted: Charismatic, capable sales manager, exclusive territory. Box 845, BROADCASTING.

Manager—Thoroughly experienced in all departments. Successful 16 year network affiliations. A nice person. Must be available for interview. Box 598, BROADCASTING.

Manager—Engineer and manager successful fifteen years with major network affiliations. Can act as chief or just an extra ticket. Numerous special shows ready. Complete background in all positions about a station. Box 522, BROADCASTING.
Situations Wanted (Cont'd)

Sales promotion executive, winner national award, two years outlet in east but considering change. Proven promoter. Representations a specialty, also copy, layouts, sales suggestive. Experience required by more than ten years experience in same field. If my name was included here write me immediately. Box 937, BROADCASTING.

Manager and commercial manager—My exceptional educational and business background qualify me as manager or commercial manager. Experience in both large and small markets. I speak Spanish. If you knew my background. Middle aged, single, experienced in sales. Free at once. Box 951, BROADCASTING.

Salemman

Salemman, 12 years, wants sales manager opportunity. No wonder boy, but a top business man, neat, business and keeps it. Congenial, honest, civic-minded; excellent news department but engineering. Nothing station that approximates value of news. Just looking ahead. Can invest $1000 if necessary. Box 971, BROADCASTING.

Announcer

Announcer—Experienced 45-12 board, want progressive station. Box 526, BROADCASTING.

Don't look here if you can't use an experienced announcer. 21. veteran, college, single. Don't look further for announcer; telecaster man. Works. Will write. Experience with production and control. Available on your offer. Box 937, BROADCASTING.

Experienced sportscaster, play-by-play. Transcriptionist preferred. Box 944, BROADCASTING.

Seeking permanency, 1 offer 19 years experience. Consider all offers. Box 977, BROADCASTING.

Prominent morning personality seeking offer from large station on permanent basis. Box 999, BROADCASTING.

Announcer—Spezializes in news. Wife's health demands job in southwest. Will write. Experience with production, sales, handle remotes, wire recording, sports, disc shows. College graduate, one year in radio. Employed in 500 watt station. Box 951, BROADCASTING.

Top announcer, PD or both. 9 years experience in network sales. Strong on news, commercials. Will travel. Photo and resume request. Box 945, BROADCASTING.

Established disc jockey available. Excellent in play-by-play, newsmen. Both morning and afternoon. Good backup work. Available on any time slot. Call for appointment. Box 983, BROADCASTING.


Just a second: Announcer—2 years experience news market. Strong on 45-12 board. Excellent reference, prefer midwest. Will travel. Box 991, BROADCASTING.

Newman—announcer, fully experienced, 10 years radio, 13 years news background. Intelligent write. Suggests information regarding working conditions. 2012, Kansas City, Missouri. Box 993, BROADCASTING.

Baseball announcer, Wire and live. Veteran, 21, single, college. Some experience. Consider all offers. Box 971, BROADCASTING.

Short, but varied announcing experience. Radio experience in west or Florida, must include deejay. College education. Write for details. Box 927, BROADCASTING.

Looking for mail funeral puller? Top flight all-round announcer available. Dark hair, deep voice, dependable. Hit or popular music lover. Dee Jay ready for audition. Box 955, BROADCASTING.

Situations Wanted (Cont'd)

Desire staff announcing position. Thoroughly experienced, more than five years experience, Disc, photo available. Box 988, BROADCASTING.

Want opportunity to prove ability to call all top Sports. Family man. Experienced, available. Good personal reference. Box 996, BROADCASTING.

Cable, experienced announcer. Four years experience, electronic radio, disc, show, acting, disc, show writing, news and copy editing. Strong production background. Agreeable personality. Good voice. Will work without contract. Contact as above. Box 997, BROADCASTING.

Box 909, BROADCASTING.


Fll sell your baseball games and an- nounce 'em. Two years experience, 160 watt station. Will travel with team. Contact as above. Box 994, BROADCASTING.


Announcer, good special events man. Also can sell. Disc available on special request. Box 968, BROADCASTING.

Situations Wanted (Cont'd)

Desire position in progressive station. Five years experience, 160 watt station. Will travel, will work without contract. Box 968, BROADCASTING.

Engineer—Ten years experience. First in Midwest with WTRA and WREX, CREI and RCA. Family man, good radio. Experienced in operation of fully equipped studio. Disc training and all phases of broadcast engineering included. Hense good personal reference. Call or write. Box 971, BROADCASTING.

Fifteen years experience in radio, college trained. Will work either full or part-time. Hire every hour. Box 998, BROADCASTING.

Radio engineer. Thoroughly experienced engineer available for eight months of the year. Can call or write. Box 951, BROADCASTING.

Engineer—Experienced AM, FM, construction, chief one year. Married. Experienced in all phases. Box 958, BROADCASTING.

Thoroughly experienced engineer available for either full or part-time position in a large station. Box 909, BROADCASTING.

Engineer. Experienced AM, FM, construction, chief one year. Married. Experienced in all phases. Box 958, BROADCASTING.

Production-Programming, others

Hal Styles may solve your problem with a young, ambitious, capable man, veteran, college, married. Has been thoroughly grounded for eight or more months in all phases of program managing in announcing, newscasting, control operation. Write or call. Box 945, BROADCASTING.


Program director-producer available, try new concept in station experiment. Last 4 years on NBC's famous television program. Seeks progressive station. Box 987, BROADCASTING.


Program director-announcer, available two weeks, go anywhere. Young veteran, college graduate, 21 years experience in broadcasting and network work for major network program director. Will handle special events. Special emphasis on commercials. Will travel, complete control. Box 929, BROADCASTING.

Sports director. Television experience. Proven shows, play-by-play. Box 961, BROADCASTING.

Attract listeners with a personality. Vocal, well-trained in doing clubs in east wants radio or television. Different from usual type. Superannunciator needed for early, late, disc, quiz, comedy specialties. Must have voice for early, late. Call now. Box 980, BROADCASTING.

Idea woman for women's children's part of the day. Needs combining with continuity. Student of radio background. Will work in any city, any size. Appearance and personality essential. 6 months minimum, $350. Call or write. Box 959, BROADCASTING.

Topflight news editor, announcer, wants to grow with whole time station. Box 950, BROADCASTING.

Combinaton man. Versatile, hardworking man married with first phone line. Has had four years experience in ad-lib, remotes and self-contained. References include several program director. Excellent pay good opportunity. Call now. Box 969, BROADCASTING.

Continuity writers with six months or more experience in play-by-play, direction, production, traffic and control operation ready for immediate job. Write or call. Box 985, BROADCASTING.

For Sale

Station CP for sale in western city 5,000-5,000 directional for engineer and attorney's fees. $6,000. Box 959, BROADCASTING.

(Continued on next page)
HELP WANTED (Cont'd)

HELP WANTED (Cont'd)

Help Wanted - Salesmen

For Sale - RCA SF-C distortion meter, 68-13 audio and video in addition new $350 for both. Box 852, BROADCASTING.

FM transmitter 250W RCA type RT-250A. In excellent condition and perfect in appearance. Formerly in operation for six months, WHBK, Alexandria, Virginia. 3b antenna, 6 bay federal square loop, complete with 25-feet and 3F lattice steel A sections, transmation line harness with expression job. Cost $400. Will call for $2,400.00 with engineering assistance. WTTN, Minneapolis, Minn. 4, Minn.


1000 watt transmitter, RCA type ICF. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for modules. Price reasonable. Will arrange for crate and shipping. Write or phone Tackle, KNOX, El Paso, Texas.

New latest model FM transmitter 10 kw complete with 10 kw modulator and module monitor plus 8 bay antenna. 500 ft. on 3000-foot line. One Trueson 380 ft. tower. Write Chief Engineer WRQV, 3 comic. N. 3rd St., Milwaukee, Wisconsin.

Magmader wire recorder, model 100, frequency range 25-25,000 cycles from 50 to 1500 cycles. 20 minute playback. Now being used to record and playback network programs. 500 clamps included. Has excellent output. Twelve full and several short spools of wire. speck and tape included. WTAG, Worcester 1, Mass.


Lehigh tower, 205 feet with side and top rigging. Now in service and in excellent condition. Will install and stand warranty about March 15. Purchaser to dismantle. WEAM, Atlantic City, New Jersey.

Prent K-4 recorder in perfect condition. Value $350 new, will take $250 or better offer. Box 986, BROADCASTING.

An excellent ruggedly constructed, easy to operate, modular approved 250 watt AM transmitter. Out of use only because we went to 1 kw—two sets of tubes, crystal oven, space power transmitter. In original case, complete. Prices diagram and instructions. Will sell to trade only. WSWG, Altoona Broadcasting Company, Altoona, Pennsylvania.

WEAM, now 5000 watt fulltime, has for Immediate sale 1 kw Hayworth transmitter, model PC-1C, Rockyford, Illinois. 3500. In excellent condition, has spare parts, includes 50 kv tower, 235 feet, tappered, self-supporting group. Arrangements can be made to inspect and test. Howard Stanley, WEAM, Allington, Virginia.

WANTED

Wanted: Good used transcribed Christmas shows that can be sold for Christmas 1949. Box 845, BROADCASTING.

Will buy radio station. Price must be right. Box 974, BROADCASTING.

Wanted to buy--10 kw AM transmitter. Reply to Box 981, BROADCASTING.

MISCELLANEOUS


Held Wanted

WANTED

Radio Features, Inc., 75 East Wacker Drive Chicago 1, Illinois

Radio-Writing, Director

HELP WANTED

HELP WANTED

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Production-Programming, others

Problem writers-director wanted for 4-A Agency. The man we want may now be filling a round job for some radio station, or he may be a member of a large agency radio department and just waiting for the chance to be his own boss. WHEREVER he is, he must be ambidextrous, quick on his feet, and have a sharp set of wheels. Most important of all, he must have a man who can write and sell radio copy, supervise programs, produce spots and understand timebuying.

WE EXPECT TO POLISH some of his rough edges, but this man, as soon as he is ready, will be the radio and television director of an expanding coast 4-A Agency (not New York) with growing radio and television billing.

SALARY starts around five thousand dollars per year. In addition, we offer bonus and profit sharing plans and the opportunity to work under pleasant conditions with a young, energetic staff.

WRITE and tell us your education, experience, salary requirements, and send us your writing. If you've written for radio or TV jobs you've handled. If you can show samples, we'll return our estimate.

WE'LL ARRANGE AN INTERVIEW with you, if you look good to us. All applications are confidential; our entire staff knows about this ad. Write today!

Box 954, BROADCASTING

BROADCASTING

SITUATIONS WANTED

SITUATIONS WANTED

Situations Wanted (Cont'd)

GENERAL MANAGER

OF KNBR 5 KW RADIO STATION

in an important market, controlling style in broadcasting or at allied field. Respected record. Interpersonal qualities and accomplishments sufficient to meet the position. Blue ribbon representative. Box 988, BROADCASTING.

Announcements

CAN I HELP YOU?

Widely experienced man seeks position on progressive station major market. ALL types of work. TV-C. Knowledge production direction. TV. Work well with people. Inquire with references. Box 864, BROADCASTING.

Program Director-Producer-Online sales specialist with progressive station in metropolitan area. New York or New England. Needs experience in production; previously used both direct and radio. Has 2 years of field experience. Looking for opportunity to learn TV production.

Current management is aware of this applicant's. Excellent resume for station, but will furnish highest references. Have contact radio sales! This man has spent a year and a half after meeting station a year ago. He is wealthy family and his primary ambition is broadcasting. Married beautiful blonde after graduation from college four years ago. Box 986, BROADCASTING.

Production-Programming, others

**NEW YORK**

**Hollywood**

**CHICAGO**

America's Oldest School Devoted to Broadcasting and Television Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire! Seed for Free Booklet A. Approved for G.I. Training

School of the Radio Technique

The Radio Technician You Want - Ready When You Want It

For Sale

**FOR SALE**

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel tower priced to sell. Uniform cross-section up to 400 feet diameter tapering up to top 1000 feet. In perfect condition, ready to ship. All edging, fasteners, towers and equipment conform with CAA regulations.

Can be used for AM or to support FM or television masts with net height of 575 feet or less, with slight modifications prepared by Blaw-Knox Company. First condition: Cash. Write for additional details.

STATION WMC

MEMPHIS, TENNESSEE
CHARITY DRIVE
Salvation Army Uses TV

THE POWER of television as a fund-raising medium was put to
work for the first time Jan. 12, when the Salvation Army
launched its 1940 Annual Maintenance Appeal in Greater New
York with the cooperation of WJZ-TV New York,
ABC’s key eastern outlet.
The $1.1 million drive’s inaugural
meeting was held in the Rainbow
Room atop New York’s RCA Bldg.
Five ABC television cameras were
used to pick up every phase of the
meeting.
Speakers included New York’s
Police Commissioner Arthur W.
Wallander; Commissioner Donald
McMillan, territorial Salvation
Army commander; Irving Kenney,
ABC vice president, and Nick
Kenny, columnist and song writer.

DURING WJZ-TV telecast, Clark Apnese (r), noted illustrator of Lennun
& Mitchell art department, showed the poster he created for Salvation
Army fund drive to Comr. Donald McMillan (1) of the Salvation Army
and Ray Vir Den, L & M president, who is serving as 1940 campaign
chairman.

On All Accounts
(Continued from page 10)

ed Wendell Willie’s southern
campaign and accompanied Gov.
Dewey to Chicago for the 1944 con-
vention.
After that, handsome prematurely-
ly grey-haired Les Harris switched
from special events to production
with CBS in New York. He served in
department in such shows as the Frank Sinatra program,
Kate Smith Show, Burns & Allen
and others. He also directed the
Morton Gould Cresta Blu Carlo-
nial in a free lance capacity.
Joining Benton & Bowles, Mr.
Harris directed and produced Por-
tia Faces Life, Glamor Manor, The
Prudential Family Hour, Topper,
When a Girl Marries, Rosemary,
and Perry Mason. Rising to the
status of one of the outstanding
producers in the country, Mr. Har-
ris last Nov. 16 was selected by
the agency as head of its radio opera-
tions. In his new capacity he
supervises all the above shows. Mr.
Harris has also produced two tele-
vision programs, Try and Do It
and Meet The Press.
The Harris’—she is the former
Rosemary Cox—have been married
for eight years. They have two
children Christopher, 5, and Leslie,
18 months. The family live in their
own home in Old Brockville, L. I.,
when they also own a boarding
stable for race horses and about
55 acres of pasture. Mr. Harris

lists horse back riding as his only
hobby, but intimates confide that
the versatile Mr. Harris has been
known to knock out a television set
or two in his spare time.

May Use Radio

PETER F. HAGAN, recently
elected chairman of the Philadel-
phia Bar Assn., said the organisa-
tion is considering a radio series
to dramatize its newly established
Lawyers Reference Service. In its
first seven months the service rep-
resented 1,700 clients who other-
wise would have been unable to pay
for legal service, Mr. Hagan said.

U. OF CHICAGO, TULSA
Work With NBC Show

The U. OF CHICAGO and the U.
of Tulsa have joined the NBC Uni-
versity of the Air in development of
home study courses.
Other institutions of higher
learning already associated with
NBC in the project are the U. of
Southern California, U. of Louis-
ville and Washington State Col-
lege.
The U. of Chicago will offer
courses in world politics and eco-
nomics, using its Round Table
broadcasts on NBC (Sundays,
12:30 p.m. CST) as their core, said
Sterling W. Fisher, manager of
the network’s public affairs and
education department. Participation
will involve listening to se-
lected Round Table broadcasts,
reading significant books and arti-
cles, studying selected problems,
writing reports and receiving criti-
cism from U. of Chicago instruc-
tors, he explained.
Certificates will be awarded on
completion of the course.
At the U. of Tulsa a home study
course in Anglo-American litera-
ture, with the NBC University
Theater as its core, will start
Feb. 5. Study guides are available
through the university, having
been prepared by Dean E. H. Cris-
well of its college of arts and
sciences.

Thanks, Mr. Autry

GENE AUTRY, who did his first work as a radio artist at
KVOO Tulsa, got a thank-
you letter recently from sta-
tion’s vice president and
general manager, William B.
Way. Commenting that se-
veral artists who have made
the big-time started their
in 1940, Mr. Way
told Mr. Autry that “through the
years you have never
failed to mention KVOO in
any article concerning your
first days in radio.” The let-
ter was signed by Mr. Way
and Gustav Brandborg,
KVOO commercial manager.

Southwest Network Station

Located in one of the southwest’s most healthful climates,
this fulltime network outlet covers a trading area of approxi-
mately 320,000 persons.
Physical equipment is above average and this station has
favorably established itself as an important factor in this very
attractive market. Priced for quick action at $75,000.00.

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

MEDIA BROKERS
WASHINGTON, D. C.  DALLAS  SAN FRANCISCO
James W. Blackburn  Philip D. Jackson  May V. Hamilton
Washington Blvd.  Tower Petroleum Bldg.  Exbrook B-5672

BROADCASTING  • Telecasting
RON TUTEN has been appointed program director of WJHP Jacksonville, Fla.

PAT ELLIOT has joined WLLEA Horboll, N. Y., as woman's program director. She will conduct daily, Woman's World, program.

BOB HILL, formerly production and program manager of Base Broadcast Co., Scott Field, Ill., has joined KSFM Ste. Genevieve, Mo., as staff announcer and special promotions manager.

FAY CLARK has been appointed head of Women Broadcasters of United Nations. Miss Clark is with WBSI Bristol, Conn.

ETHEL I. PARKER, who lost her sight 29 years ago and who for past eight years has served as commentator on WLAW Lawrence, Mass., weekly program, News and Notes for the Blind, has been awarded a certificate of outstanding merit by the American Foundation for the Blind, for rehabilitating the blind with her training program.

RAY STARR, formerly of KQV Pittsburgh, has been appointed program director at WAYX Waterloo, Iowa, where he has worked as publicity director since June.

CHARLIE LYNCH has joined WKZI Kalamazoo, Mich., as staff announcer. Other staff additions include ESTHER STULBERG as music librarian.

DICK HARVEY, formerly with WSAP Portsmouth, Va., has joined WVEC Hampton, Va., as m.c. of station's 1959 program.

PAT DOYLE, formerly assistant traffic manager of WWDC Washington, has been appointed continuity editor. BOB BRAND, former assistant music librarian, has been promoted to assistant traffic post.

JIMMY HINSON has joined announcing staff of WGCJ Chester, S. C. He was formerly with WRCN Roanoke, V. A.

PHYLLIS KNIGHT, formerly with WDWS Champaign, Ill., has joined WLBH Mattoon, Ill., as woman's director and continuity chief.

WALTER MITCHELL, winner of the Drew Pearson "I Speak for Democracy Award," has joined continuity department of WQRL Columbus, Ga.

LAN SINGER has joined WMID Atlantic City, N. J., as program director.

RALEIGH POWELL Jr. and PRITZ GIBSON Jr. have joined announcing staff of WTFT Rock Hill, S. C. Mr. Powell was formerly with WDEC Americas, Ga., and Mr. Gibson was formerly with WAIM and WCAC-FM Annapolis, Ga.

MICHAEL KECKL, announcer, actor and director of Polish programs, has signed to do a daily two-hour recorded and transcribed Polish program on WLIB New York. News, drama, comedy, and special features in the Polish language will be presented.

HOWARD FLYNN, for past three years on KMPC Hollywood news and announcing staff, has been appointed chief announcer for station.

A. E. JOSCELYN, director of operations for Columbia Pacific Network, has been appointed radio chairman for 1949 American Red Cross fund campaign in Los Angeles.

DANIEL B. ANDERSON has been appointed station relations director of Broadcasters' Guild Inc., Hollywood. Firm also announced appointment of PR Inc., Beverly Hills, Calif., to handle all public relations and sales promotion for the Guild.

PAUL G. PUIENTES has joined art staff of KFI-TV Los Angeles. He was formerly with Ad-Art Co., Los Angeles.

BILL DILLNER, producer-m.c. of Midnight Flyers, has left the all-night record request show at WEDC Chicago.

ISOBELLE JOB of KFI Los Angeles, and William A. Mitchell have announced their marriage.

TWO MORE major markets, Des Moines, Iowa, and Tacoma, Wash., have joined the rapidly growing ranks of cities where transitcasting is offered regularly to riders of public vehicles. Frank E. Pellegrin, national sales director of Transit Radio Inc., revealed last Tuesday.

In addition 12 to 15 other important markets are now on the "hot list," Mr. Pellegrin disclosed at a luncheon of the Washington, D. C., Advertising Club.

Among the prospects is greater New York, where an estimated 5114 million rides are taken on 5,622 public vehicles each month. Only technical difficulties, Mr. Pellegrin said, are delaying installation of FM receivers in public vehicles of the great metropolitan area. Transit officials there were described as being "keen" for the new medium and anxious to get installations underway.

Bill Ensign, New York sales representative of Transit Radio Inc., which maintains its home office in Cincinnati, expressed the opinion that two or possibly three stations might be required to furnish broadcast to all the transit vehicles operating in the Greater New York area.

Two Added

Cooperating stations in the two latest markets to be placed under contracts are KBCB Des Moines and KFMT Tacoma.

Approximately 4,200,000 rides are taken monthly on the 300 plus vehicles of the transit firm in Des Moines and nearly 2,500,000 rides each month in the 136 buses of the line in Tacoma.

Contracts for transitcasting have now been signed to provide the service in 10 of the nation's large markets. These contracts ultimately will insure approximately 105,700,000 musically-soothed rides in more than 4,000 public vehicles. Furthermore, there is not one major market in the nation in which negotiations have not at least been started, Mr. Pellegrin told ad club members.

Mr. Pellegrin termed the more than 90% acceptance of transit FM in cities where it has been tested "an astounding fact," which could not be rivaled by anything in the annals of advertising.

Bus drivers were identified by Mr. Pellegrin as transitcasting's "best boosters." Their fondness of the medium, he said, stemmed from improved dispositions and cooperativeness of riders.

MUSIC ON TAPE

St. Paul Co. Makes Machine

A MACHINE for the mass production of recorded music on sound tape has been developed by Minnesotta Mining and Manufacturing Co., St. Paul, it was announced Thursday by W. L. McKnight, president of the firm.

Mr. McKnight called the machine a revolutionary new development in sound recording and described it as the first machine for the purpose to be perfected. From a master tape transcription, it can reproduce 48 hours of recorded music in one hour. These pre-recorded reels of tape will be designed to compete with disc records for use in homes, broadcasting stations, schools and theatres, it was said.
CHARLES H. FERGUSON, BBDO, San Francisco, appointed chairman of business committee of Advertising Assn. of the West. ROSWELL COCHRAN, McCann-Erickson, San Francisco, appointed head of public activities committee; and GEORGE KLEISER Sr., Poster & Kleiser, named to board of trustees.

Marilyn S. Ebner, formerly assistant production manager of J. Walter Thompson Co., San Francisco, joins service department of Foote, Cone & Belding, same city.

E. Y. McNamara, former St. Louis and Jefferson City, Mo., newspaperman, joins public relations staff of Kelly, Zahrndt & Kelly, St. Louis.

Harry Lerner resigns from Clem Whitaker public relations firm, San Francisco, to open his own public relations, campaigns and advertising office in same city.

Rod Macdonald, formerly media director and account executive with Boteford, Constantine & Gardner, San Francisco, joins Robert H. Young Adv., same city, as account executive.

Tom A. Ross, formerly account executive with Lockwood-Shackelford Adv., Los Angeles, moves to Irwin-McHugh Adv., that city, in same capacity.

John Robb, formerly with NBC and ABC, New York, joins Mayers Co., Los Angeles, as director of merchandising.

Don C. Johnson, formerly with McCarty Co., Los Angeles, joins BBDO, same city, as account executive.

Walter Jenson, formerly with Packard & Packard Adv., Los Angeles, as account executive, joins Barton A. Stebbins Adv., that city, in same capacity.

Sally Ward, formerly in production department Young & Rubicam, San Francisco, joins John O’Houke & Assoc.s, same city.

James King, assistant producer of CBS G. E. House Party for Young & Rubicam, Hollywood, announces his engagement to Helen Oakley.

Richard G. Rothlin, traffic manager for Young & Rubicam, San Francisco, promoted to assistant account executive.

Zonabellie Samson, formerly with Honig-Cooper Co., San Francisco, appointed radio timebuyer for Boe Co., same city.

Foote, Cone & Belding, Hollywood, moves to new offices at 2323 Hollywood Blvd.

Rhoades & Davis, San Francisco, moves from DeYoung Bldg. to larger quarters at 79 Post St., fifth floor. Telephone remains Exbrook 2-4463.

Elliott-Daly & Schnitzer, San Francisco, moves to larger quarters on fourth floor, 256 Cutter St. Telephone remains Yukon 6-8374.

"POSTER CHILD" of the 1949 March of Dimes campaign, Linda Brown, is interviewed on Club 1300 over WFTB Baltimore by Henry Hickman, m.c., Linda, age four, is from San Antonio, Tex. [See 'March of Dimes' story, page 13]

NAPRA MEMBERS
Discuss News Problems
PROBLEMS arising in the collection and distribution of news held the spotlight in a meeting of members of the Nebraska Associated Press Radio Assn. at North Platte, Neb., Jan. 21.

William J. Newens, state chairman of the group and general manager of KOIL Omaha, presided. A report of the association's news study committee was discussed by representatives of seven stations attending the meeting. E. E. Mikesky, correspondent in charge of the Omaha AP bureau, cited examples by which stations could increase their contributions of local news to the AP state report.

Those attending the meeting, in addition to Messrs. Newens and Mikesky, were:

Harry Peck, manager, KFOR Lincoln; Russ Stewart, manager, and Bob Hyde, news director, KSNB Scottsbluff; John Alexander, manager, KODY North Platte, and vice chairman of NAPRA; Charles Craig, news director, Joe Di Nuccio and Ed Lauer, news editors; all of KODY; Ted Haas, news director, KOIL, Kervin Munkhoef, news director, WOW Omaha; E. E. Neble, news director, 2KOOP Omaha; Lee Berg, news staff, KBBN Omaha, and L. F. Yale, Des Moines, AP chief of bureau for Iowa and Nebraska.

AFM Intervenes
AS RESULT of American Federation of Musicians crackdown two San Diego stations, KYOR and KCBQ (formerly KSDJ) henceforth will pay instrumental soloists for appearances on sustaining as well as sponsored programs. Two guitar-playing folk singers, Clark Allen and Sam Hinton, and an organist, Danny Topaz, had been "donating" their services on KYOR and KCBQ sustaining and were paid on commercial shows. AFM, through its San Diego local head, Edward B. Wheeler, intervened. Stations are now "cooperating" by paying a quarter-hour fee of $6 sustaining and $9 commercial. None of the San Diego stations has a contract with AFM.
FITZGIBBONS PLAN

Mr. Fitzgibbons, then commercial general manager of WJW and the
WXLW - FM Indianapolis, suggested that each TV set-maker con-
tribute 3% of its retail sales to a pool to be used for the sponsorship
of programs on TV stations. He predicted the plan would create
more and better TV programs, give an assured income to stations and
eliminate the sale of video receivers.

In its reply, dated Jan. 26, TBA said that Mr. Fitzgibbons’ proposal
had been studied by the TBA board and that comments also had been
solicited from the association’s manufacturer members. It was the consensuss
of the board, as well as the manufacturers, that the plan, broadly speaking,
is not feasible and while the motives—improvement of program quality—were commended, it was felt that quality programming will be a natural adjunct of industry
evolution,” the TBA letter to Mr. Fitzgibbons stated.

Negative Aspects Weighed

“Negative aspects of the proposed project were held to be weighted greatly against the ad-
vantages of better programming, which, it was felt, would come even without adoption of the plan. Sacrifice of the competitive aspect of advertising—the lifeblood of free enterprise and the reason for
American leadership in world trade—was one compelling factor working
against the proposal.

Another was the well-grounded contention that the American sys-
tem of broadcasting has always been free to the listener and should
remain that way for the viewer. The potential television set owner might understandably resent the ‘tax’ on his set purchase, even though he were to be told the ad-
ditional fee would mean better programming. Manufacturers today are concerned with the prob-
lem of reducing the cost of receivers and are working to provide methods of making more simple installations so that prices can be dropped down.

“In the final analysis, a number of major television receiver manufac-
turers are already appropriating large sums from their adver-
has rejected the “Television Guild” plan of cooperative advertising by
video set manufacturers on TV sta-
mations proposed by L. O. Fitzgibbons.

Russel Schaffer has been ap-
pointed chief engineer at KAYX
Waterloo, Iowa. He replaces R.
Moore, resigned.

Peter Wolf has been appointed
chief engineer of WMGN Midland,
Mich.

Bill Doubleday, KWBR Oakland,
Calif., has joined KWBR-FM as an-
nouncer and engineer. He replaces
Bill Eilers who left Jan. 3 to join
Air Force.

J. R. Poppele, vice president in
charge of engineering at WOR New
York, has been re-elected to the board
of directors of the Veteran Wireless
Operators Assn.

Hy Rubin, staff engineer at WNJR
Newark, N. J., is the father of a girl, Marilyn.

CHICAGO FM

Listening Survey Made

FM LISTENERS in the Chicago
area tune in their sets 69.4% of
their total radio listening time, it
was revealed in a special survey
conducted by Mary Fell, senior in
the Department of Speech at Northwestern U., Evanston, Ill.

In querying 1,000 persons in the
area, Miss Fell found that 98 per-
sons devoted 90% of their time to
FM, 97 give 80% and 40 listened
70%. Only two listened 5% of the
time, with 13 tuning in 100%.

FOR A better...

MERCHANDISING

PROMOTION

AM AND SELLING

JOBS

IN FLINT, MICHIGAN, IT'S...

WBBC

1000 WATTS UNLIMITED

★

2ND HIGH HOOPER

IN LESS THAN A YEAR

Summer '48 Index

★

A BOOTH STATION

That’s Going Places With

MUTUAL

W. Eldon Garner

Commercial Agt.


WBBC

1330 KC

Page 68  January 31, 1949
Box Score
Summary of Applications, Authorizations, New Station Requests, Ownership
SUMMARY TO JANUARY 27

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TV APPLICATION

Toledo, Ohio—Community Broad- casting Foundation, Inc., has applied for a new license for a television station on channel 14 in Toledo, Ohio. The proposed station, KTSA, would operate at 470 KHz, 311 KERG (Colorado Broad- casting Co.), 1820 kc). The station would serve an area covering parts of southwest Ohio, southeast Michigan, and northwest Indiana.

Monroe, La.—Dr. Frank P. Cerniglia, 2303 250, 250, unlimited (Contingent upon approval of a franchise agreement); and Dr. Lewis H. Brown, 500 KHz, unlimited, applied for a new license for a television station on channel 5 in Monroe, La. The proposed station, KNNM, would operate at 500 KHz, unlimited, and serve a population of 50,000 in the Monroe area.

FM APPLICATION

Charleston, W.Va.—The Charleston Broadcasting Co., 1230 kc, 1 kw, daytime; estimated cost $1,000. Applicant is an association of D. Russell Chambers, Washington D.C., sales engineer for WJOY, Denver, Colorado; and John W. Rollins, eastern sales manager for WJRT, Lansing, Michigan. The station would serve a population of 10,000 in the Charleston area.

Cleveland, Ohio—Cleveland Broad- casting Co., has applied for a new license for a television station on channel 8 in Cleveland, Ohio. The proposed station, KENG, would operate at 311 KERG (Colorado Broad- casting Co.), 1820 kc). The station would serve an area covering parts of southwest Ohio, southeast Michigan, and northwest Indiana.

FM License

Charleston, W.Va.—Licensed to Charleston Broadcasting Co., 1230 kc, 1 kw, daytime; estimated cost $1,000. Applicant is an association of D. Russell Chambers, Washington D.C., sales engineer for WJOY, Denver, Colorado; and John W. Rollins, eastern sales manager for WJRT, Lansing, Michigan. The station would serve a population of 10,000 in the Charleston area.

AM LICENSES

Charleston, W.Va.—Licensed to Charleston Broadcasting Co., 1230 kc, 1 kw, daytime; estimated cost $1,000. Applicant is an association of D. Russell Chambers, Washington D.C., sales engineer for WJOY, Denver, Colorado; and John W. Rollins, eastern sales manager for WJRT, Lansing, Michigan. The station would serve a population of 10,000 in the Charleston area.

June 26 Decisions

Docket Case Action

June 26 Decisions

AM—1060 kc

Announced the decision granting application of James A. Noe to change operating frequency from 940 to 1060 kc for station WJRO, Richmond, Ind. (2050), 1950, unlimited, to 1060 kc. (2050), 1950, unlimited.

WIOX, Harrison, Ind. for change from 1230 to 1230 kc. (2050), 1950, unlimited.

AM—1450 kc

Announced the decision granting application of Richard Bassett, Broadcasting Co. for new station Richland Center, W. Va., 1450 kc, 250 w., unlimited, engineering condition.

By Commission En Banc

FM Authorization

Filed by the Commission for the approval of the application for a new FM station on channel 104 in the New Orleans area. The station, WNAM-FM, would operate at 100 KHz, unlimited, and serve a population of 100,000 in the New Orleans area.

AM Licenses

Granted renewal of license for KNX-FM, Los Angeles, 1060 kc, unlimited, for term of five years.

License Extension

Granted license extension for WLRN-FM, Nashville, Tenn., 1070 kc, unlimited, for term of five years.

FM Licenses

Filed by the Commission for the approval of the application for a new FM station on channel 104 in the New Orleans area. The station, WNAM-FM, would operate at 100 KHz, unlimited, and serve a population of 100,000 in the New Orleans area.

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January 27 Applications

Accepted for Filing

Modification of License

Assigned License to

KSGN, 1000 kc, unlimited, to 1000 kc. (2050), 1950, unlimited.

WJOY, 940 kc, unlimited, to 940 kc. (2050), 1950, unlimited.

KSBW, 1450 kc, unlimited, to 1450 kc. (2050), 1950, unlimited.

January 31, 1949

Page 69
BALLOTS FOR SECOND BMB STUDY GO OUT IN MARCH

DR. KENNETH BAKER, NAB research director, said Friday 650,000 ballots for second BMB study will go out first week in March. Executive Committee of BMB met in New York Friday to discuss administrative problems, including top personnel, but no action was taken, according to unofficial word.

BMB announced two new FM subscribers (WFCO, Beckley, W. Va., KWWK-FM Shreveport) and one new AM subscriber (KBOW Butte, Mont.) since Jan. 20. Total of 814 subscribers includes 668 AM, 136 FM, 13 TV, four national and four regional networks.

BMB's newly formed engineering advisory committee held six-hour exploratory session Thursday in New York. Committee chairman, Royal V. Howard, NAB director of engineering, presided. Others attending: William Dutera, NBC; Earl C. Johnson, MBS; William Lodge, CBS; Frank Marks, ABC. Neal McNaughton, second member representing NAB, was excused; John Preston, ABC; William Wright, CBS; E. C. Page, consulting engineer; E. P. H. James, MBS vice president and BMB board member.

DAYTIME STATION GROUP RENEWS FULLTIME BID

DAYTIME Petitioners Assn. renewed bid Friday for fulltime instead of daytime-only operation on Mexican channels [BROADCASTING, Nov. 29, 1948], asking FCC to amend its rules and, meanwhile, to grant special authorizations so that stations on those channels may start nighttime service immediately.

Six channels, with total of 106 U. S. stations, are involved: 750, 800, 900, 1050, 1220, and 1570 kc. Under U. S.-Mexico agreement, they aren't used in this country at night. But DPA claims agreement has expired and that it prevents “full and efficient use of frequencies in the U. S.” Petition of DPA, representing 31 stations, was filed by Leonard H. Marks, Washington counsel.

CLEVELAND GRANT UPHOLD

FOR SECOND time, FCC Friday handed down final decision granting Cleveland Broadcasting Inc., application for new 5 kw Cleveland station on 1900 kc and denying Scripps-Howard Radio's request for same assignment. First decision, almost two years ago, was later set aside for further hearing. FCC preferred Cleveland Broadcasting (WEBE-FM Cleveland) on basis of local ownership, integration of ownership and operation, and non-newspaper association.

BOGGS HEADS WMCA

NORMAN BOGGS, president and general manager of WLOL Minneapolis, joins WMCA New York Feb. 14 as general manager. Ralph L. Atlass, Chicago executive and owner of WLOL, becomes consultant to WMCA. Mr. Boggs 66 was voted in by resignation of Charles Stark last June.

HENNOCK TO ADDRESS AWB

FRIEDA B. HENNOCK, FCC member, slated to address sixth annual national convention of Assn. of Women Broadcasters of NAB, to be held March 10-12 in Drake Hotel, Chicago.

NUMBER OF STATION GRANTS BY FCC EXCEEDS 4,000

BROADCAST stations authorized by FCC topped 4,000 during 1948, FCC reported Friday. More than 677,000 authorizations of all categories were outstanding at year's end, increase of 69,000 over 1947.

Year-end station totals in broadcast field were: AM—26,718; FM—66, down 49; TV—184, up 53; experimental TV—183, up 91; educational —30, up 10; facsimile—2, up 2.

Commercial operator licenses were estimated to total 366,000, up 55,000. Nonbroadcast services gained nearly 6,000 aeronautical, 4,000 marine, 1,600 industrial, and 1,000 land transportation authorizations. Total nonbroadcast, not including associated mobile units, exceeded 135,000.

Some 7,000 broadcast applications and 90,000 nonbroadcast applications were disposed of by FCC during 1948. Total of 106,000 were received, exclusive of operators.

AD COUNCIL BOARD OKAYS AID TO INDEPENDENTS PLAN

PLAN for cooperation between Advertising Council and some 400 independent stations to encourage support for public service campaigns was approved by council's board of directors.

Council would make available to non-affiliated stations, services and materials similar to those provided major networks, advertisers and agencies. Plan was proposed by NAB's Independent Stations Committee, Ted Cott, WNEW New York, chairman. Before presenting proposal committee surveyed independents to ascertain whether they would devote time to subjects allocated by the council.

RADIO SET COUNT IN 1950 CENSUS URGED

COUNT of radio receiving sets—AM, FM and TV—in 1950 decennial census proposed by Rep. James J. Dolliver (I-Iowa) (HR 1968). Bill would give Secretary of Commerce authority to include these questions.

Rep. Dolliver told BROADCASTING Friday he realized Census Bureau ordinarily decides whether questions should be included in housing census but considers matter important enough to merit Congressional consideration.

Two House bills ask housing census but don't specify radio questions [BROADCASTING, Jan 29]. Senate has similar bill (see story page 29).

KEEGAN LEAVES WCFL

HOWARD KEEGAN has resigned as station manager of WCFL, Chicago Federation of Labor station, to devote time to Chicago television. Ken Carpenter leaves station sales staff.

At Deadline...

'AIMS' STATION GROUP PLANS TO FORM CO-OP

FOURTEEN managers of 21 member stations in Assn. of Independent Metropolitan Stations took preliminary steps Friday to set up co-operative purchasing and TV competition. Possibility of selling stations nationally as representing selected markets was discussed. Two-day session, first formal meeting of organization, took place at Stevens Hotel Chicago.

Delegates convened at call of Pat McDonnell, WHHM Memphis; Steve Cisler, WKYW Louisvillle and Dave Baylor, WJMO Cleveland. Also discussed was release of joint promotion pieces on independent radio success stories, as well as problems concerning personnel, programming and engineering.

Frank Pellegrin, sales manager of Transit Railways, scheduled to talk Saturday morning. AIMS is chiefly an "idea exchange," said Mr. McDonald. Twenty-five additional membership applications being considered. Next meeting April 10 in conjunction with NAB Convention in Chicago.

Closed Circuit

(Continued from page 4)

(see page 23) seasoned observers see portents of additional blasts that will be atomic in comparison to allegations of bungled TV and FM allocations, and of purported monopolistic pressures which resulted in suppression of color TV and in relegating FM to secondary status.

ALTHOUGH no two observers are in agreement on substance of subcommittee report, unanimous view prevails its phrase-turning and rhetoric set precedent. While report authorship officially is credited to Senators Tobey and McFarland, those close to committee claim Edward Cooper, committee communications expert, did something more than edit report before it went to public printer.

ALTHOUGH it isn't publicly announced, new NBC policy would not preclude duplication of clear channels which it occupies through owned and operated stations but would go along with Johnson Bill (S-491) proposal for 60,000 w ceiling on power.

NEGOTIATIONS of ABC for the video rights to the film of Gen. Eisenhower's life to be made by 20th Century-Fox Film Corp., begun last fall, could be jeopardized if a motion picture company tried to buy ABC, have been resumed and are nearly completed.

CONTRACTS are at signing stage for sponsorship of Preview with Jinx Falkenburg and Tex McCrary on CBS-TV by Phillip Morris Cigarettes through Bow Co., New York. Show will be presented Mondays 8-9 p.m. on CBS television network, with tentative starting date mid-April.

SSC&B, New York, preparing television commercial for its client, Pall Mall Cigarettes, with campaign possibly to start in spring.

KWRE Flagstaff, Ariz., has been sold for $20,000 to Agnes McGilvra and S. J. Kirby, subject to FCC approval. Mrs. McGilvra has been in commercial department of KOOL Phoenix and previously in station representative field. Mr. Kirby is engineer.

FROSTER & GAMBLE, which already has agreed to move Red Skelton from NBC to CBS next fall, considering similar move for Life of Riley and Truth or Consequences.

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