THE WEST HAS WINGS! Denver's busy airport ranks eighth in traffic handled by airports of the United States. More than 50 scheduled flights take off daily to all parts of the country. Already the headquarters of progressive Continental, Challenger, and Monarch air lines, and important terminals of Braniff, Slick, and Western air lines, Denver was recently selected as headquarters for all flight operations, maintenance, engineering, communications and passenger handling of United Air Lines, and several hundred UAL personnel have moved to Denver, bringing the total number to 1,200 UAL employees in Denver. Denver's rapid growth as an air transportation center is further evidence of the diversification—the solid economy—of the Rocky Mountain West.

Keeping abreast with the wings of the west is KLZ's Sunday morning "Wing Tips," written by air-wise Frances Carpenter. Wind velocities, ceilings and weather forecasts are familiar listening to Colorado's "Flying Farmers" and private fliers. Another reason, too, why KLZ's service to the area makes it a top favorite in the Rocky Mountain market.

CBS in Denver
Affiliated in Management with W.K.Y., Oklahoma City, and The Oklahoma Publishing Company
REPRESENTED BY THE KATZ AGENCY, INC.
KFRM Wins Heart of America Listeners

CRONKITE NAMED WASHINGTON CORRESPONDENT FOR KMBC-KFRM

Walter Cronkite, former United Press Foreign Correspondent, has been named Washington correspondent for The KMBC-KFRM Team, Arthur B. Church, president, has announced.

Cronkite has established headquarters in Washington, and will begin his reporting shortly after the first of February.

Each of the two stations will program Cronkite on a short news spot daily. In addition, he will provide two quarter-hour programs weekly for each of the stations. One of them will be a general commentary and interview program of significance to the Kansas City Trade area. The second 15-minute program will be supplied each station on a localized basis, including Washington activities of interest to local listeners, and interviews with Congressmen from Missouri and Kansas.

Cronkite returned in September from two years as Moscow Bureau Manager for the United Press. Prior to that assignment, he was Foreign Correspondent with the wire service, in Europe. He covered the air war over Germany, the Battle of North Atlantic, the Normandy invasion, and established United Press coverage of the Nuremberg trials.

The Texas Rangers Appear on Television

The KMBC-KFRM Texas Rangers, now in Hollywood for movie and radio commitments, on January third inaugurated a new television program series on KTTV, Los Angeles. They will be scheduled each Monday evening on the new series.

The male quartet of the Texas Rangers, billed as the Midwesterners, then billed as the Midwesterners, then appeared on television 15 years ago...in Kansas City, on W-9XAL, experimental television station programmed by KMBC.

WIDESPREAD COVERAGE...

Shaded map shows mail response in KFRM's December contest, together with KMBC-KFRM contours.

KMBC-KFRM Team Ranks First

DAYTIME AMONG ALL BROADCASTERS IN KANSAS CITY PRIMARY TRADE AREA

The KMBC-KFRM Team made new records in audience building in its first year of operations. After less than ten months of KFRM operation that station attained top ranking in the area it serves. And, teamed with KMBC, The KMBC-KFRM Team made new records in audience building in its first year of operations. After less than ten months of KFRM operation that station attained top ranking in the area it serves. And, teamed with KMBC, The KMBC-KFRM Team ranks first by a wide margin among all broadcasters in the Kansas City Primary Trade area, according to Conlan and Associates, radio survey company.

The Conlan survey, completed in October, and published in three books, is believed to be the largest coincidental survey of its kind ever published. More than 100,000 calls were made during a one-week period in the Kansas City Primary Trade area. This Area Study, extending west from Central Missouri to Colorado, also includes counties in Nebraska and Oklahoma, and covers the

8 a.m. to 6:30 p.m. period throughout the one week period in early October, 1948.

The survey is essentially rural in character, as it excludes the larger cities—Kansas City (both Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, and was limited to these hours as KFRM went on the air as a daytime station.

The KMBC Area Study shows that KMBC is the most listened to station, daytime, within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to station daytime in Kansas within KFRM's half-milevolt contour!

Arthur B. Church, president and founder of The KMBC-KFRM Team, in commenting on this remarkable success story, gives major credit to KFRM's unprecedented audience building record to his program people. Mr. Church insists that the KMBC-KFRM Staff, numbering more than 130, is the greatest and best any U. S. broadcaster can boast.
For COMPLETE COVERAGE —

BUY YANKEE HOME-TOWN STATIONS

When you come into New England you are in Yankee Network territory. With Yankee and only Yankee can you reach effectively all of the city and suburban centers of retail buying.

There's a Yankee home-town station in every important market from Bridgeport to Bangor — a total of 24, each with a local audience for Mutual and Yankee programs.

In other words, you can buy New England coverage in one piece and be sure of what you are getting if you buy Yankee's 24 home-town stations.

Wherever Yankee goes it is intensely local, completely penetrates its market. No dead spots. No hit-or-miss. It delivers for the local merchants. It can deliver for you in local impact everywhere. That means New England wide attention and sales.

Buy Yankee — and buy right.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

DESPITE all those big things happening at CBS, network is being plagued these days with constantly recurring reports of bigger things that haven't happened. CBS front office reports: (1) Chairman William S. Paley hasn't and doesn't intend selling out or relinquishing his substantial control; (2) CBS may sometime acquire radio manufacturing company, and has had several preliminary conversations, but there's nothing presently in works; (3) CBS is doing very well with its present executive organization and no changes are contemplated.

ONE RAY of light in otherwise bleak Broadcast Measurement Bureau financial outlook was action last week of New York Collector of Internal Revenue in remanding disputed $100, 000 tax claim to Internal Revenue headquarters for reconsideration. BMB claims exemption as nonprofit corporation and has held fund in contingent reserve. If BMB is adjudged tax exempt, as are Audit Bureau of Circulations and similar entities, its outlook would be infinitely brighter.

FOOTE, CONE & BELDING has optioned new daytime audience participation five-weekly half-hour format featuring Vera Vague reportedly for consideration by Toni Co. Packaged by Jack Creamer and Lee Strahorn, program is to be aired from tape instead of platter.

DESPITE Senate subcommittee contention (Broadcasting, Jan. 21) that Communications Act does not contemplate FCC reorganization into panel structure, FCC is still pursuing plan to streamline operations. Realignment may be along functional lines, with directors to head broadcast, common carrier, and safety and special services units and with FCC to ratify actions and decide broad policy.

SPECIAL affiliates meeting of NBC called for Chicago Feb. 28-March 1 under present plans will be segregated into two sessions—first day, program situation; second day, television. FCC Chairman Wayne Coy will address second day luncheon session.

ONE of two midwestern campus sites to be picked for industry's first program clinic in June. Under NAB auspices, clinic will be devoid of fancy hotel trappings, campus board and room rates prevailing along with strictly workshop theme.

NOW THAT Clear Channel Group has named Lou Ruppel, former CBS publicity director as its Washington director, speculation centers around upcoming appointment of his opposite number by Ed Crayle's newly organized anticlear channel group (as yet without formal name). It's expected that Former Senator

(Continued on page 88)

Upcoming


Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.


(Other Upcoming on page 58)

Bulletins

FRANK M. FOLsom, RCA president, announced Friday that at New York board meeting, company declared dividend of 87 1/4 cents per share on outstanding shares of $8.50 cumulative first preferred stock, for the period from Jan. 1 to March 31, 1949. Dividend payable April 1 to holders of record at close of business March 7, 1949.

ABC signed affiliation agreement Friday with WMCT (TV) Memphis. Station, owned by Memphis Publishing Co. and operating on Channel 4, on air commercially since Dec. 11, 1948. Addition of WMCT brings total ABC video outlets to 21.

EARL M. JOHNSON NAMED TO MBS VICE PRESIDENCY

ELECTION of Earl M. Johnson, director of station relations and engineering, to vice presidency in charge of same departments was voted by MBS board of directors at meeting in Washington Friday. He added station relations to his engineering duties Jan. 1. When Robert A. Schindl was promoted to program sales vice presidency.

Mr. Johnson has been with MBS for past two years and was formerly in FCC engineering department. During war he was assigned to Chief Signal Office. MBS board members paid call on President Truman Friday.

TIME SALES CLINIC PLANNED IN N. Y. BY FM ASSN.

FM TIME Sales Clinic will be held April 1 in New York under auspices of FM Assn. Objective is to fill in "some of the blanks in current thinking and appreciation of FM coverage and of its effectiveness as a sales-producing medium," said William E. Ware, KFMX Council Bluffs, Ia., FMA president.

Time buyers and other agency officials and advertisers among those to be invited. Mr. Ware pointed to 35% increase in FM set output last year compared to AM output, with audience growing rapidly. New data from rural and urban areas to be presented. Site for meeting not yet selected.

Business Briefly

NEW BLOCK PRODUCT • Block Drug Co., Jersey City (Amm-I-Dent), new toothpowder, has appointed Cecil & Presbrey, New York, for advertising campaign. Spot announcements will be placed starting Feb. 7.


OLDSMOBILE TV • Oldsmobile Div., General Motors, Detroit, begins sponsorship of Tuesday and Thursday telecasts of CBS television news, weekdays 7:30-7:45 p.m., on CBS east and midwest network effective Feb. 24. Agency, D. P. Brother Inc, Detroit.

EAST TV TO COAST • KNBH (TV) Hollywood presenting two NBC eastern video shows, Chesterfield Supper Club (Liggett & Myers Tobacco Co.) started last Thursday, Texaco Star Theatre (Texas Co.) starts Feb. 8. Agencies, Newell-Emmett, New York, for L&M; Kudner, New York, for Texas Co.

3 LEAVE PETRY, FORM OWN FIRM

NEW station representative firm, confined exclusively to representation of television stations, being formed in New York under name of Harrington, Righter & Parsons. Officers are: John E. (Jack) Harrington Jr., president; Volney (Turk) Righter, vice president and treasurer, and James O. Parsons Jr., vice president and secretary. All were formerly salesmen with Edward Petry & Co., resigning Feb. 3.

BIG ADMIRAL BUDGET

ADMIRAL Corp., Chicago, will spend $750,000 on television advertising in 1949. TV will absorb major portion of firm's $8 million 1949 advertising-promotion budget, especially in first quarter. Admiral estimates 80% of its 1949 sales volume will come from sale of 400,000 TV and combination receivers. Agencies, Crutenden & Eger and Tatham-Laird, Chicago, Kudner, New York, and Joseph W. Hicks, Chicago (public relations).

WFIL BUYS TIME ON 5

WFIL Philadelphia, under direction of General Manager Roger W. Clipp, has purchased daily sign-off spots on five daytime stations in area to promote WFIL programs. As stations leave air they call attention to top evening programs of WFIL, urge listeners to tune that station. Daytimers are WNAR Norristown, WPWA and WVCH Chester, WRDN Camden, and WJMJ Philadelphia.

Page 4 • February 7, 1949
KRLD
HAS MORE LISTENERS
IN DALLAS

Mr. Hooper
Says
for November and December

KRLD RANKS FIRST
8 A.M. TO 12 NOON

KRLD RANKS FIRST
6 P.M. TO 10:30 P.M.

50,000 WATTS
CBS

The Times Herald Stations
KRLD-KRLD-FM
DALLAS Studios FT. WORTH

LET A BRANHAM MAN TELL YOU MORE!
In this issue...

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At Washington Headquarters

SOL TAISHOFF
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Editor; Herman Brandshain, Ass't. to the New
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S. R. Stone.

Bruce Robertson, Senior Associate Editor.

Advertising: S. J. Paul, Advertising Di-
rector; Marjorie Dorrance.

Chicago Bureau

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William L. Thompson, Manager; Jane Pinker-
ton.

Hollywood Bureau

William Friedland 181

David Glickman, West Coast Manager; Ralph
G. Tuchman, Hollywood News Editor; Ann
August.

Toronto

417 Harbour Commission Bldg. Elgin 0775

James Montagnes.

Broadcasting "Magazine was founded in 1931
by Broadcasting Publications, Inc., using the
title: Broadcasting "The News Magazine of the
Fifth Estate, Broadcast Advertising" was
acquired in 1932 and Broadcast Reporter in
1933.

* Ref. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25¢ Per Copy

Broadcasting * Telecasting
Here's the UNVARNISHED TRUTH!

KXEL HAS CHANGED LISTENING HABITS IN IOWA

KXEL's National Champion farm programs are tops in production, tops in showmanship, tops in selling and tops in listener response.

KXEL meets the selling and promotional requirements of every sponsor who wants to reach the rich Northeast Iowa market area. See your Avery-Knodel man and get the unvarnished truth pertaining to this great market area and the station that sells it completely.

Conlan's newest comprehensive study of listening habits proves conclusively that KXEL has MORE LISTENERS in Iowa's richest market than any other radio station. These authoritative figures are not a poll or a prediction. They are the unvarnished truth showing results of listening habits based upon 34,914 contacts.

Here are just a few of these important facts contained in the latest Conlan 1948 comprehensive study.

** **

AFTERNOON
Distribution of listening homes among stations in the same area Monday through Friday 12:00 P.M. through 6:00 P.M.

KXEL 50,000 WATTS ABC

Josh Higgins Broadcasting Company, Waterloo, Iowa
Represented by Avery-Knodel, Inc.
Covering the great "KXEL Rural City"
To reach more people, for less money, broadcast your advertising message over the station with Kansas City's oldest call letters—WHB. Powerful WHB blankets 3½ million buyers in 133 counties of 6 states with good, listenable entertainment 19 hours a day. WHB cost less, does more. See your John Blair man.

**Agencies**

VICTOR ARMSTRONG, formerly advertising and sales promotion manager for Consolidated Vultee Aircraft, San Diego, joins J. Walter Thompson, New York, to work on Ford dealer account. LYMAN AVERY, who worked on Ford account in New York for several years, transfers to agency's Detroit office, and will assume new duties on the account there.


MERRILL SYMONDS Adv., Chicago, announces change of name to Symonds, MacKenzie & Co., Inc. MERRILL SYMONDS remains president-treasurer; ROY MacKENZIE is executive vice president; RUSSELL MILLER, vice president-art director, and ARTHUR RUMRY is secretary-account supervisor. Other new staff members include: RICHARD GWYN, research director; WILLIAM SORENSON, production manager; ROBERT JOHNSON, assistant to the copy chief, GEORGE H. DAUGHERTY.

ROBERT WOOLSON, formerly copy writer and newswriter for MacWilkins, Cole & Weber, Seattle-Portland agency appointed radio director of Seattle office. He will work under W. H. SANDIFORD, account executive and radio director for whole agency.

WILLARD (Bill) BENNER, formerly with radio-television department of Benton & Bowles, New York, joins radio department of N. W. Ayer & Son, New York.

GERALD A. HIGGINS joins John C. Dowd Inc., Boston, where he will specialize in creative planning. Mr. Higgins was formerly with Boston Consolidated Gas Co., where he served as advertising manager.


ROLAND GILLETT, former television producer-director for CBS, joins Young & Rubicam, New York, as a television producer.


MARSHALL F. BACHENHEIMER and IRVING LEWIS announce formation of Bachenheimer-Lewis Inc., New York. Mr. Bachenheimer was formerly with Chernow Co.; Mr. Lewis headed Harrison Services, both New York agencies.

WILLIAM ROBSON, formerly on CBS Hollywood production staff, joins Raymond R. Morgan Co., Hollywood, as producer of Maurice Chevalier show in Paris. Also joining agency as engineer on the show is "DOC" BENNETT, former Don Lee engineer. Both are now in Paris.

FREEMAN YOUNG, former executive in advertising department of Lever Bros., Cambridge, Mass., joins Kenyon & Eckhardt, New York, as account executive.

ED ZERN, former advertising executive with Warner Bros. Pictures, joins Geyer, Newell & Ganger, New York, as copywriter.

CHARLES A. MOTTI, formerly production manager for Atherton & Co., Los Angeles, joins merchandising staff of Davis & Co., same city.

FRANK M. KNIGHT Jr., formerly of WFIL and WFIL-TV Philadelphia, appointed director of radio and television advertising for Gresh & Kramer, same city.


STRANG & PROSSER, Seattle, announces removal of its offices from Smith Tower, to Room 530 Securities Bldg. Telephone remains the same.

PHILIP KLEIN Adv., formerly of 1910 Rittenhouse Square, Philadelphia, announces removal of its offices to 1928 Spruce St., effective today (Feb. 7). New telephone is Locust 4-2144.
97.4% of the population of WJR's listening area own radio sets.

THAT'S WHY WJR, WITH 50,000 WATTS, IS POWERED FOR RESULTS...

Michiganders Greatest Advertising Medium

WJR 50,000 WATTS

Call or write your nearest PETRY office

THE GOODWILL STATION, INC. FISHER BLDG. DETROIT

G. A. RICHARDS FRANK E. MULLEN HARRY WISMER
Chairman of the Board President Asst. to the President

February 7, 1949 • Page 9
"Any advertisers can use SPOT RADIO and most advertisers should..."
WILLIE THE PENGUIN SAYS:

"SMOKE KOOLES!"

"SMOKE KOOLES!"

"SMOKE KOOLES!"

(Talking Man): Whom are you telling to Smoke Kools, Willie?

(Willie): All the millions of American men and women who can be reached often and effectively with Spot Radio.

(Talking Man): What happens to sales when you use Spot Radio, Willie?


(An owl who just stuck his head out of our inkwell): I never gave a hoot for penguins, but this bird is right! Use Spot! Be Wise! Use Spot!

SPOT RADIO LIST

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<th>Station</th>
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REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA WSB-TV
BALTIMORE WBAL-TV
BOSTON WNAC-TV
BUFFALO WBEN-TV
LOS ANGELES KFI-TV
MILWAUKEE WTMJ-TV
M’P’L’S-ST. PAUL KTSP-TV

BROADCASTING • Telecasting  February 7, 1949  • Page 11
Open Mike

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

A 'Textbook'

**Editor, Broadcasting:**

Broadcasting is the major "textbook" for seniors in the Radio Department at Ithaca College who are taking a new course titled "Current Broadcasting Developments."...

The students like the complete coverage that Broadcasting gives to all of the news from the many related fields of radio. While they frequently take exception to the

**Editor's Note:** Thanks for your vote of confidence.

**WKAL-TV Progress**

**Editor, Broadcasting:**

An item appearing in Broadcasting (Jan. 24), having to do with WKAL and WKAL-TV, is definitely in error and has already caused considerable comment.

The article states that WKAL has surrendered its FM construction permit. This is true. The article also states that WKAL has not applied for a TV grant. This is definitely erroneous. The facts are these: WKAL, owned and operated by the Copper City Broadcasting Corp., is actively at work constructing its television station in Utica, N.Y. It is now known as WKAL-TV, and application has been made to the Commission for a change in call letters pursuant to the FCC new ruling. WKAL-TV has already constructed its television transmitter building atop Smith Hill in Utica, and August should see us in full operation.

Michael C. Fusco
WKAL, Utica, N.Y.

**Editor's Note:** Our apologies to WKAL and WKAL-TV. Difference in addresses of the two stations led to the mix-up.

**Larger BMB Samples**

**Editor's Note:** The following letter, addressed to Justin Miller, president of the NAB, was also released to Broadcasting. Because of this we deviated from our usual policy of not printing letters addressed to others, and use parts of Mr. Hodel's letter below:

**ARTHUR J. HODEL, TREASURER:**...
The RCA-8D21 Push-Pull Power Tetrode
used in the famous RCA TT-5A 5-KW Television Transmitter

...an important contribution to television broadcasting

As revolutionary as television itself, the RCA-8D21 push-pull tetrode has set new records for stability, gain per stage, low grid current, linearity, and bandwidth in more than 50 RCA TT-5A 5-KW Television Transmitters. Used in both picture and sound power amplifiers, the RCA-8D21 employs advanced principles of screening, cooling, and electron optics to offer you these important benefits:

1. Low grid current results in simple, inexpensive modulator.
2. Requires fewer, lower-powered, r-f driver stages.
3. Allows modulation in the output stage.
4. Requires only one broad-band r-f circuit in entire transmitter (between tube and antenna transmission line).
5. No critical linear amplifier stages are required.
7. Efficiency of tube permits use of simplified, economical power supply.

For your convenience, RCA tubes are available from your local RCA tube distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 57BP-1, Harrison, New Jersey.

The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

Tube Department
Radio Corporation of America
Harrison, N. J.

Broadcasting * Telecasting

February 7, 1949 * Page 13
ARE YOU GETTING WHAT YOU'RE HUNTING FOR ON THE PACIFIC COAST?

THIS IS NO BULL... If you're really shooting for maximum sales by radio on the big Pacific Coast, use the big 45-station Don Lee Network and get what you're after. To make the most sales possible, you need the biggest network possible on the Pacific Coast, for radio listening here is different. People listen to their own local network station rather than to out-of-town or distant ones, because mountains up to 15,000 feet surround many of these markets and make long-range reception unreliable.

It takes a lot of local network stations to release your message from within every important buying market—and Don Lee is the only network big enough to do it.

LEWIS ALLEN WEISS, President  
WILLEY H. BROWN, Exec. Vice-Prez.  
WARD D. INGRIM, Director of Advertising

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA  •  Represented Nationally by JOHN BLAIR & COMPANY

Of the 45 Major Pacific Coast Cities

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<th>ONLY 10</th>
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Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has twice as many stations as the other three networks combined. (In the "outside" market, Network A has eleven stations, Network B has three stations, and Network C has two stations...compared to Don Lee's 32 stations.)

To meet 1949's increasing competition, you need radio. You need the big Pacific Coast, with its more than 13½ million people who spend over 14½ billion dollars a year in retail sales. Use the Don Lee Network of 45 stations and bag your maximum sales on the big Pacific Coast!

The Nation's Greatest Regional Network
Avast, mate, if you want Anchor (Ky.), you can ride, heave or drag your own. We don't batten down at Anchor. WAVE sails for the Louisville Trading Area—a 27-county Spanish Main in almost every part of which our BMB chart shows 50% or better. No Sargasso Seas of empty space. Instead, a thriving and prosperous area in which the average family has an Effective Buying Income $1300 higher than in the rest of Kentucky!

So how about it, mate? Let's drop Anchor, and ride the WAVE!

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES
Yeah, but can he lift a sales curve?
### D A Y T I M E

#### SUNDAY

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<tr>
<th>Time</th>
<th>ABC</th>
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<tr>
<td>9:00 AM</td>
<td>Central Mail</td>
<td>World News</td>
<td>U.S. Tapestry</td>
<td>Cozy News</td>
<td>Variety News</td>
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<td>9:15</td>
<td>『 E. Powers『 3</td>
<td>『 Story in Order』 5</td>
<td>『 Get Ready』 2</td>
<td>『 Phone Me』 3</td>
<td>『 News Desk』 4</td>
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<td>『 Trinity Church』 6</td>
<td>『 Echoes』 7</td>
<td>『 Tapes of Technology』 8</td>
<td>『 Lion』 3</td>
<td>『 News Desk』 4</td>
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<tr>
<td>9:00 AM</td>
<td>『 Message on Israel』 1</td>
<td>『 Radio Bible』 7</td>
<td>『 National People』 8</td>
<td>『 Music for You』 2</td>
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#### MONDAY - FRIDAY

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### Broadcaster's Schedule

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<td>6:00 PM</td>
<td>『 Lee Maye』 2</td>
<td>『 Debra Holloway』 5</td>
<td>『 The Four Horsemen』 8</td>
<td>『 Music for You』 2</td>
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### Rate Base

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<th>Time</th>
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<tr>
<td>12:00 NOON</td>
<td>『 George F. Plimpton』 2</td>
<td>『 Lawrence』 5</td>
<td>『 Who's Who』 8</td>
<td>『 Music for You』 2</td>
<td>『 American Jazz』 5</td>
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<td>12:15 PM</td>
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We don’t wish to underestimate the power of a Hindu horn-blower, but if you’re looking for power where it counts most CBS is your man. The total authorized nighttime and daytime power of its listed stations makes CBS the most powerful network in all Radio—and the best choice for advertisers who want to lift their sales curves.

CBS—where 99 million people gather every week!
In the Public Interest

A Further Report on Radio's Role in The March of Dimes

Entries in the contest to find a new slogan for the state of Minnesota received one of the pennies. The contest was so successful that it raised more than $180,000 for the fund.

Phone Pledges
Over $300 in pledges were called in to the Saturday Night Bandstand program over WCSI (FM) Columbus, Ind., to be added to the Indiana March of Dimes campaign. WCSI staffers offered to do stunts in order to raise funds for the drive. Ted McKay, program director, as a result of a $20 pledge, rode through the main streets of Columbus the following Saturday noon on a motorcycle, clad in long, red underwear.

A real gift from the heart was reported by WLAN Lancaster, Pa. Jack McKinney, an eight-year-old infantile paralysis victim, won the jackpot prize of $20 on WLAN's Man on the Street show. Jack promptly donated the money to the Lancaster chapter of the National Infantile Paralysis Foundation.

WCBS New York listeners pledged some $10,000 in small contributions to the drive through two all-night shows presented by the station Jan. 26 and 27. Programs were aired 11:15 p.m.-4 a.m. and were held in connection with the Jack Benny tour.

The "boom was lowered" on Elko, Nev., for five solid hours Jan. 29 by KELK Elko for the benefit of the March of Dimes. Early in the day station started playing Dennis Day's recording, "Clancy Lowered the Boom," announcing that the same record would be played continuously until the listeners wanted it smashed. Out those who wanted it continued. Five hours later the polio drive was ahead $715.80 and station staff members had headaches from "Clancy" and phone calls. The record was then auctioned off to the highest bidder.

KTRI Sioux City and KELO Sioux Falls joined in staging a vocal "air-ument" which raised more than $11,000 for the March.

(Continued on page 88)
GLENN SNYDER  
President and General Manager  

WLS, now celebrating its 25th Anniversary, delivers more listeners per dollar than ever!

Building a reputation and an audience has kept WLS busy for 25 years. Under the watchful eye of Glenn Snyder and his associates, farm-service programs and barn dance shows were pioneered. Homemaking programs for women listeners were introduced. And plenty of outstanding live talent was uncovered to keep both country cousins and city folks in a happy, listening mood!

The WLS audience is as responsive as it is big. There have been 20,000,000 listener letters to answer during the past 19 years. There have been well over a half-million fans to greet each year at "in-person" shows throughout the Midwest. There have been 1,791,504 tickets to collect in Chicago from folks who paid to see the WLS National Barn Dance!

This kind of activity just suggests what sales figures prove: that WLS sells the Middle West! Your John Blair man knows from 14 years' experience how WLS can work for you and your product. Ask him to show you today.
by WLS...A John Blair station for 14 years!

LULUBELLE & SCOTTY
Favorites of the National Barn Dance. Like other WLS talent, they have appeared before countless thousands of fans at State Fairs and other gatherings.

ON FARMS

MARTHA CRANE & HELEN JOYCE
Stars of "Feature Foods," a WLS program for 14 years. WLS introduced its first homemaking show a quarter century ago and has had one on the air regularly ever since.

WLS — like all John Blair stations — deserves and gets the best in national representation!

John Blair men are three-way experts: experts in marketing, merchandising and radio. Their valuable advice in all three of these specialized fields has meant bigger sales and bigger profits for countless advertisers everywhere...and it has built big Spot Radio volume for fine stations like WLS.

Next time you have a special sales problem, ask your John Blair man for some of his valuable knowledge. Chances are he can help you in all three important ways. Ask him!

NATIONAL BARN DANCE

1,791,304 people have paid to see the Barn Dance during its 1300 weeks on the air! Like the early morning farm show, the Barn Dance has been on the air for 25 straight years.

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS
WTMI's antenna, crowning Minneapolis' famous Foshay Tower, has taken on a new versatility in recent months. When WTCN-FM's four-bay Federal antenna was erected last year it served FM listeners only, but supplementary addition of three-bay RCA TV equipment now makes possible six simultaneous radio operations.

Following are the services now rendered:

1. High-power FM service, WTCN-FM, Channel 246 (97.1 mc)
2. High-power TV picture, WTCN-TV, Channel 4 (66-72 mc)
3. High-power TV sound, WTCN-TV, Channel 4 (66-72 mc)
4. Reception of WTCN's FM mobile unit KENL (153.53 mc)
5. Transmission of "talk-back" and cue to KNGL on AM relay band (1606-2768 kc) with power of 50 w using call WAFY
6. Receptions of WTCN-TV mobile unit microwave relay of remote pictures from relay station

Uppermost portion of Minneapolis' famed Foshay Tower and multi-purpose antenna.

On All Accounts

Long before the phrase achieved the dubious eminence of a mediocre song and a bad joke, a certain Richard was opening doors to numberless worthless on the wrong side of the Main Line in Philadelphia.

The Richard in question, a Quaker City institution, is the Poor Richard Club, and among its more celebrated alumni is Nicholas Keesely, recently named vice president in charge of radio and television of Lennen & Mitchell, New York.

Mr. Keesely, born in Philadelphia on Sept. 26, 1910, joined N. W. Ayer & Son in Philadelphia at the age of 17 in the production detail department. At the same time he spent weekends working in a drug store and enrolled for evening classes at the Poor Richard Club to further his knowledge of the advertising business.

Mr. Keesely's proficiency as a student shortly thereafter brought him a promotion to the post of assistant head of the department at N. W. Ayer. He was probably the youngest person in the agency ever to ascend that rank.

Three years later Nick Keesely was advanced to the agency's New York office as timebuyer and assistant radio director. While serving in New York he conducted the first National Survey of Station Coverage.

During his stay with N. W. Ayer—15 years in all—Mr. Keesely introduced and pioneered commercially such shows as Tell Us Your Story, forerunner of modern daytime serials. He also introduced Can You Top This; Give and Take; Art Pearse and His Gang and the Fred Waring evening show, among many others. When Mr. Keesely left N. W. Ayer he was an account executive for General Electric, American Telephone & Telegraph, Colgate's, and Webster Cigars.

In 1943 he joined CBS as program sales manager. While with the network he was instrumental in sale of Crime Photographer and created and sold Give and Take, two of the more notable of his achievements.

Three years later he moved to MBS as program sales manager. There the shows he sold included Twenty Questions, still on the air.

In June 1948 he accepted an offer from Lennen & Mitchell to manage its radio department. Six months later, on Dec. 31, 1948, he (Continued on page 42)
The Biggest Year in its 26-Year History...

WSYRACUSE

...in 1948 carried the greatest volume of advertising ever broadcast by a Syracuse station—

- **FIRST** in Network
- **FIRST** in National Spot
- **FIRST** in Local
- **FIRST** in Total Advertising
- **FIRST** in Popularity with Syracuse and Central New York Listeners
- **FIRST** in Merchandising & Promotion
- **FIRST** in Coverage Area

WSYRACUSE
570 kc—5000 watts
Headley-Reed, National Representatives
NBC AFFILIATE IN CENTRAL NEW YORK

*LEADERSHIP IS EARNED*
TULSA
This photograph of downtown Tulsa, looking west to the Arkansas River and the West Tulsa industrial area, is illustrative of two important factors which have made this modern city the center of Oklahoma's Greatest Market: Beauty and efficiency in city planning and building; Industrial know-how performed by a happy team of planners and workers!

KVOO is proud to be a part of this success story in action since 1925!

Advertisers who share in KVOO programming share also in our valued friendship with hundreds of thousands of our loyal listeners. This is a plus which is not included in any rate card, for friendship and loyalty are beyond price.
Advertisers don't jump around from station to station...in Cleveland. They STAY on WHK... where they get results! They reach the largest audience at the lowest (network station) rates!

One of our local advertisers has a 2-hour talent program now in its 13th year! It has maintained an average Hooper of 10.6...and has been seen by studio audiences totaling over 3/4 of a million people.

More proof that WHK is the Retailers Choice in Cleveland!
Halleck Sees 'Spoils' Licenses

The legislator explained that he agreed there should be reorganization but couldn't believe that "any president would want to take into his hands direct responsibility for, in fact, the great functions of the ICC, but if that should ever come to pass, I envision what might happen if the FCC, instead of being an independent commission, was put into the Executive branch of the government, where the members of the Commission served without term ... at the will of the Executive. It is conceivable, under those circumstances, that licenses granted to radio stations might change with the Presidents."

"Abhorrent Situation"

Rep. Halleck went on to explain that "what we would generally believe to be established rights under the granting of licenses might be withdrawn at the will of the Executive."

Such an eventuality, he said, would be "just a completely abhorrent situation." He couldn't believe that the Congress would tolerate any such proposals.

"In any event," he continued, "if we enact this legislation as it is written, I think we should do so in recognition of the fact that, if one branch of the Congress, as it is constituted at any given time, were to come into an agreement with the Executive on such a proposal as that, that it would become the law and with all of the evil consequences that might flow from it."

Earlier during his testimony, Mr. Hoover had expressed the view that so far as he knew "it is not proposed that the President should interfere with the quasi-judicial or quasi-legislative functions of the major regulatory agencies." He described these "administrative agencies" as the Interstate Commerce Commission, the Federal Trade Commission and others, but did not specifically refer to the FCC.

Discussing Exemption

More specifically on the matter of exemptions, the former chief executive maintained that if all "administrative agencies" were to be exempted "this bill is going to fall flat," and that "either all or nothing at the present time or you're lost," he admonished.

Rep. William L. Dawson (D-Ill.), chairman of the committee, announced that he hoped to have the reorganization measure ready for consideration by the House this week.

Chairman Halleck and two committee members last Wednesday discussed the measure with President Truman during a White House visit.

The Presidential conference, Rep. Dawson said, "did not go into details but concerned general objectives."

"There is nothing in factual broadcasting which transgresses the rights existing before the present committee."

I believe it has been suggested that your committee wishes to avoid noise or disturbance within the committee room. May I point out that as far as standards of broadcasting is concerned no noise is involved and no distracting equipment or personnel. If there is a loud-speaker system in the committee room it is almost an all that is required. If there is no loud-speaker system in the committee room, each microphone for each speaker is necessary, since broadcast officers are willing to pool their operation. Where committee rooms have loud-speaker systems, such microphones are a part of every day congresional use.

In a clarifying statement Feb. 2 Chairman Wood said the ban did not apply to radio news reporters, newsmen, and that "any reporter, radio or otherwise, will be permitted to sit in the committee room and take notes."

A similar ruling was made in the preceding Congress, but forgotten after a flood of protests.

In his Jan. 16 letter to Congress Today, Mr. Warner pointed out that broadcasting is a better check upon any unfair reporting than "any third person account in the press." The television segment of the industry, he said, feel that their coverage should "at least be subject to discussion and not prohibited by sudden announcement of the committee."

"If the people can hear and look in upon a solemn occasion such as this President's inauguration through broadcasting and televiersion."

(Continued on page 60)
DOLLAR STRATEGY

By J. FRANK BEATTY

NEW WAYS to get broadcast dollars as inter-media and intra-radio competition gets tougher will provide the theme for the NAB Management Conference in Chicago April 11-12.

Sales and revenue problems, with emphasis on AM, will dominate the meeting despite the crisis in BMB and the proposal to reorganize NAB, judging by feeling among broadcasters. This feeling was reflected in discussions of the NAB board's Convention Sites & Policy Committee at a Thursday meeting in the Washington. Other key convention topics emphasized by the committee were public relations, television and employe relations.

The committee had tentatively adopted a three-day convention schedule, closing with a Wednesday morning FM session, but this action was reversed Friday with decision to hold an FM session Monday morning. Present plans, subject to revision, now call for President Justin Miller to open the convention at a Monday luncheon.

Preview of the convention's dollar-mark theme will take place next week when the NAB board meets in New Orleans. The sessions will be held Monday through Wednesday at the Roosevelt Hotel, preceded by Sunday committee meetings.

Originally the board's tentative agenda listed BMB for the first day's discussion. The directors' rebuke of BMB in November led to adoption of severe remedial steps in the research organization. These steps are felt in some industry circles to have met many of the basic objections to the second coverage study starting in March (see BMB story, page 31).

Plans to reorganize NAB also are slated for serious board discussion. The board's special realignment committee met Friday at NAB headquarters in Washington to explore the whole problem. Another other committee meeting will be held Sunday in New Orleans prior to the full board session.

With decision of the board's convention committee to devote primary attention to sales and advertising at the April Management Conference in Chicago, the board itself will be faced with dollar-mark problems vital to the industry's future.

The new concept of the whole sales question involves many angles for management study. Some of these are:

- What to do when TV comes to a city.
- Telling radio's basic story via the AM Radio Presentation.
- Meeting stiffer competition from white-space media.
- Brand new technique to bring retailers into radio in a big way.
- Finding a formula by which AM, TV and FM can get along together.
- Special problems of unaffiliated stations.

Convention week in Chicago will become a seven-day event, starting with registration Wednesday, April 6, with inspection tours and reception for delegates to the Engineering Conference. This program ends Saturday the 9th.

New feature of convention week will be the Sunday conference for unaffiliated stations. This event has the approval of the board's convention committee. Delegates will register separately for the unaffiliated meeting. A full day's program is planned, including a luncheon business session. Ideas for the meeting originated with the Unaffiliated Stations Executive Committee, of which Ted Cott, WNEW New York, is chairman.

Sunday's program also includes registration for the Management Conference. In approaching the sales problem, need of increasing revenues to finance improved pro-gramming will be stressed. Television, too, will get more attention than at any past industry meeting. NAB is discussing plans for greatly expanded TV activity as part of its reorganization.

THOUGH broadcast time sales passed $400,000,000 last year, an all-time record, the cake is being sliced thinner as new stations take the air and TV gets a continually expanding cut. Printed media competition is getting tougher, confronting broadcasters with a serious sales problem. NAB is preparing to take the lead in meeting this problem, with the board taking it up next week. The April convention will have a decided sales flavor.

CAPITOL CAULDRON

By ED KEYS

RADIO suffered a hectic week on Capitol Hill and the storm flag has been hoisted over the industry.

The industry was urgently picked topieces by Sen. Tom Connally (D-Tex.) before the Senate Rules Committee; was threatened with a continuing communications study by the Senate Commerce Committee; was facing the loss of the protective Taft-Hartley Law and was told by the government reorganization plan could result in a station license apsolls system.

But the industry may find some consolation— even if scant—in learning that Stratovision's growth will not be stunted... at the moment, anyway. But this project will continue under a watchful eye from the Capitol and legislation may be offered later to block any Stratovision licenses.

There was a note of cheer, too, from the House side, where radio

BROADCASTING • Telecasting

NAB Maps All-Industry Sales Drive

BREW'S RADIO TROUBLE

Committee, revealed that a continuing probe of communications was under consideration. He also indicated he would delay introducing a bill to prevent licensing of Stratovision.

- The Administration's bill to repeal the Taft-Hartley labor law would replace it with the more anemic Wagner law of the past.
- A bill to empower the President to reorganize the Executive Branch of the government was considered. Rep. Halleck pointed out that loopholes might project station licenses into the gift trough of the political spoils system. (See story, page 26.)
- Sen. Connally claimed the existence of "crooked radio" which resulted in the names of Senators

(Continued on page 25)
GOP LEADERS are reforming their battle lines, with radio as “the spearhead of a revitalized fighting force,” preparatory to launching an all-out public relations and vote-inspiring drive.

The giant public relations project of the Republican National Committee has been planned for several weeks. The blueprint of the plans, as indicated by the Republicans, was being drafted last week by the Broadcasting, “holds the fate and fortunes of a political party.”

“A preliminary examination of the Republican party’s campaign activities,” he said, “clearly indicates that in the critical areas where the party lost, radio either was not adequately utilized or its dynamic power was dissipated through ineffective use.”

Party leaders and workers on all levels will be fully indoctrinated on what measures must be taken “to reap the fullest benefits from radio and, of course, television,” according to Mr. Ingle.

Radio Results

Mr. Ingle maintained that in areas where victories were scored by the GOP it had been established that properly utilized, the air waves can furnish the surest way to the hearts of the voter and to public office.”

“We intend to use radio as the spearhead of a revitalized fighting force” the radio director told Broadcasting.

Mr. Ingle indicated that full details on the GOP use of radio in the critical and victory areas are not now available, as a complete analysis has not yet been completed.

Rep. Martin explained that the public relations drive, designed to advise voters on the activities of Republican Congressmen, had been endorsed by a conference last week of all House Republicans. He will select a publicity committee, of which he will be an ex-officio member, to carry the Republican message to the people. Other committee members will be named by Rep. Martin, probably this week. Another ex-officio member of the publicity committee will be Rep.

Leonard W. Hall (N.Y.), chairman of the National Republican Congressional Committee.

A well-paid staff will prepare the committee’s messages to the people, according to Congressman Martin.

President Truman’s sharp criticism of the 80th Congress was not adequately answered in the last campaign, in the opinion of Rep. Martin and other GOP leaders on Capitol Hill. Rep. Martin emphasized that his comments could not be construed as criticism of Gov. Thomas E. Dewey, the GOP Presidential nominee, or anyone else.

Looks ‘to ’52

He was determined, however, that the same mistake would not be made during the Congressional race in 1950 or in the 1952 Presidential contest.

Rep. Hugh D. Scott announced last Tuesday that henceforth “the Republicans are going to put a new look into politics.” Congressman Scott, who is chairman of the Republican National Committee, applied a new interpretation to the party label GOP, he said, now stands for “Great on Progress.”

Congressman Scott was on the West Coast to confer with party leaders in Pasadena and Santa Barbara, Calif.

Beech-Nut Spots

THE 1949 advertising campaign for Beech-Nut Gum, made by the Beech-Nut Packing Co., will get underway in February with the use of spot announcements on over 250 stations across the country in addition to magazines and Sunday supplements. Contracts for spots are for 52 weeks. Newell-Emmett Co., New York, is the agency handling the account.

S. F. Dealer’s Radio Pays

In a report issued last week, Sherman & Shore announced it spent close to half a million dollars on radio spots last year and in each case found such advertising paid the largest dividends for its clients. Spot radio campaigns for Girard’s French Dressing over KLAC, KMPC and KFWB in the Los Angeles area increased business 25% for the company without supporting campaigns in any other media.

A similar campaign over Los Angeles and San Francisco stations jumped business 50% for California Central Airlines, another of the agency’s accounts.

February 7, 1949 • Page 27
ABC's Program Stress

He termed the ABC KECA-TV television studio site as "the largest plant of its kind" in the world and said the network planned to spend approximately $1 million on its 20 acre Television Center in Hollywood.

Mr. Woods believes radio will be very much alive 25 years hence even in the face of television. Conceding that radio may suffer from TV, he felt it will perhaps be strongest in the daytime.

Film, he said, will be a larger factor in television than at present. He said negotiations were underway with 20th-Century-Fox for production of film and that independent producers were also being considered including Hal Roach and United World.

KECA-TV, Hollywood owned outlet of ABC, will be on the air sometime in May, according to Mr. Woods. And he added that KGO-TV, San Francisco owned outlet, likely will be on the air within two weeks of KECA-TV.

Owing to time differences, Mr. Woods said that except for top special events possessing a quality of immediacy, a nationwide coaxial cable will be used "as infrequently as possible." This he felt forces the importance of film in television's development. And once Hollywood is television-operational with its station, Mr. Woods said, programs will be put on there for kinocope distribution to the East just as well as eastern programs will be available in the West. He said ABC will always be interested in "new young talent" for he feels that will be one of the prime areas of television's personalities.

May Telecast Giveaways

Mr. Woods said ABC is considering the telecasting of giveaway programs over its television affiliates.

He thought color television is at least 10 years away because, he felt, present processes are too expensive and too complicated.

On the loss of Bing Crosby, Mr. Woods said, "we wish he had never had to have lost Mr. Crosby," adding, "we knew nothing of the development nor did the sponsor until it was virtually sealed."

Asked whether there was any "coincidence" in the fact that Bob Hope has announced his intention of switching WHAS Louisville to ABC affiliation if successful in purchase, Mr. Woods replied, "we'd like to have WHAS" and "we're very friendly with Mr. Hope."

Although Mr. Woods declined to reveal the identity of any of the stars he was wooing, there is speculation as to whether any of the five unidentified might be Eddie Cantor and Lum 'n' Abner. It is also understood that one star called Mr. Woods while he was in Hollywood, perhaps someone spoken to by William S. Paley, CBS board chairman.

The ABC president said that his network had already expended approximately $5 million and would spend approximately one and a half more on TV before being totally operative in five cities. He felt it might be five years before the network is operating in the black, in television.

Commenting on television's effect on events such as sports or movies, he said, "You can't keep people at home all of the time even with television." And he also recalled that Tex Rickard once left radio outside the boxing arena's door about 25 years ago as result of one poor gate, and that after 3½ years, radio's miles was restored to the ringside advantageously for boxing. And as to movies, he said that television would help to build larger audiences for better movies but can't help but compete with inferior ones.

FCC January Report

FCC MONTHLY report for January shows that as of Jan. 31 the status of broadcast station authorizations and applications was as follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Authorized</td>
<td>1,218</td>
<td>950</td>
</tr>
<tr>
<td>Total on air</td>
<td>1,024</td>
<td>760*</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>1,077</td>
<td>223</td>
</tr>
<tr>
<td>Construction permits</td>
<td>260</td>
<td>697</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>57</td>
<td>25</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,218</td>
<td>648</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>463</td>
<td>222</td>
</tr>
<tr>
<td>Requests for new facilities</td>
<td>453</td>
<td>222</td>
</tr>
<tr>
<td>Deletion of licensed stations in January</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Includes 12 conditional grants and 460 construction permits.

AT ABC AFFILIATES meeting in Ambassador Hotel, Chicago, on Jan. 27 cameraman found some of his subjects in a serious mood, others chatting informally. L e f t : Left photo—Karl Sutphin, ABC Central Division promotion manager; Harold Hough, WBAP Fort Worth manager, and Alex Keese, WFAA Dallas; center photo—Pat Williams, WING Dayton executive vice president, and Mark Woods, ABC president; right photo—Bill O'Neill, WJW Cleveland manager; Lee Johncke, vice president in charge of ABC station relations, and Chet Thomas, KXOK St. Louis manager.

Woods Maps Talent Plans

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He thought color television is at least 10 years away because, he felt, present processes are too expensive and too complicated.

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HAUSMAN NAMED

CBS Adv., Sales Prom. Dir.

LOUIS HAUSMAN last week was appointed director of advertising and sales promotion for CBS.

Mr. Hausman, who has been associate director of CBS advertising and sales promotion department since October 1947, joined CBS in 1940. Prior to his association with CBS he was advertising and sales promotion manager for the Electric Shaver division of Remington Rand and before that in the advertising and sales promotion department of American Safety Razor Co.

In his new position he will report to Victor M. Rattner, CBS vice president in charge of advertising and sales promotion.

Page 28 • February 7, 1949
**Plans Service Feb. 15**

**ET NETWORK**

FORMATION of a transcription network service under the name, Transcription Broadcasting System, was announced Wednesday by Ray Green, executive vice president.

Jim Ameche as emcee and Ray Bloch and orchestra; Robbins’ Nest, with Fred Robbins, disc jockey; It’s a Great Show, starring Jackie Gleason backstage at hit shows; Anything for Laughs, with Comedian Frankie Gallup, and The Radio Theatre of Famous Classics, dramatic show.

The five shows comprise eight and three quarters hours weekly in advertising and publicity set-up which will provide each station with press and promotion material on each show. A monthly mailed news service also will be sent to each newspaper in markets served by TBS members.

Selection of new shows will in part be determined by station members. Three times yearly, TBS will submit a questionnaire to members of five or six new shows available for immediate production.

According to Mr. Green, it is the goal of the transcription network to build up a system of about 500 stations carrying anywhere from 15 to 20 hours of TBS shows weekly for local, national and regular sponsorship.

**Officers of TBS**

Officers of TBS are: William J. McCambridge, president, who also is president of K-R and formerly was general manager of Press Association, AP's radio subsidiary; Mr. Green, executive vice president; David Piel, vice president; Theodore Green, treasurer; Howard Epstein, secretary; Arthur Simon, general sales manager, and formerly manager of Bulova stations; Stephen Girard, director of station relations, and formerly of World Broadcasting Corp.; David Finn, director of advertising, formerly of American Artists Group, and William Bader, director of publicity, formerly exploitation director of Samuel Goldwyn Productions.

The Chicago office is to be headed by Arthur Beckwith, formerly with Joseph Hershey McGilvra, station representative. The Los Angeles office, to handle both production and sales, is under direction of Harold (Scrappy) Lambert, formerly of MCA.

**Mr. Green**

Mr. Green is shown with Mr. Kirby.

**Kirby to NBC**

To Be Program Consultant

APPOINTMENT of Edward M. Kirby, former chief of the Army Radio Branch, as special program consultant of NBC at New York headquarters was disclosed Friday.

Mr. Kirby will report to Administrative Vice President Ken R. Dylke, in charge of NBC programming operations. The appointment, it was presumed, is in line with NBC's project to revitalize its schedules in the wake of the CBS "raid" on its top-rated programs.

COL. KIRBY joined NAB in 1938 as public relations director, after serving on the executive staff of WSM Nashville. He was in the Army from 1940 until 1945 during which time he developed a number of network programs, including The Army Hour on NBC.

Mr. Kirby announced that he had disposed of his minority interest in WMAK Nashville. Since his retirement from active service he has engaged in general radio consultation. Mr. Kirby was a Peabody Award Winner in 1945 for his military radio service and was cited for introducing "Yankee ingenuity on a global scale" into military programming.

**NEWLY**

formed Tennessee Assn. of Broadcasters affected the first statewide radio pool in Tennessee history when it covered the inauguration of Gov. Gordon Browning (r) at Nashville. A. R. Neil, state supreme court judge, administers the oath. All of the state's 50 stations are reported to have carried the broadcast.

**LOUIS RUPPEL**

Chosen Director of CCBS

SELECTION of Louis Ruppel, former publicity director of CBS, as director of the Clear Channel Broadcasting Service (CLOSED CIRCUIT, Jan. 31), was announced last week by Edwin W. Craig of WSM Nashville, CCBS chairman, and W. A. Sholl, former chairman of WHAS Louisville, chairman of the committee to choose the director.

Mr. Ruppel was expected to arrive at CCBS headquarters in Washington late last week. He had been slated to commence his CCBS duties Feb. 1 but was delayed temporarily by a cold. He succeeds Mr. Sholl, who resigned as director almost two years ago to become director of WHAS.

Now 45, Mr. Ruppel has a background of news, publicity, war service, and photography. After serving with the New York American and the New York Journal he became a political writer for the New York News in 1929, covered Gov. Roosevelt's first presidential campaign in 1932, and the following year was named U. S. Deputy Commissioner of Narcotics, serving in Washington until 1935.

He was managing editor of the Chicago Times from 1935-38, leaving the Times to become CBS publicity director. With the network from 1939-41, he moved next to Crowell-Collier Pub. Co. as assistant to the president. He resigned in late 1942 to join the Marine Corps, where he served as a lieutenant and won the South Pacific Medal with one star.

Released by the Marines after about two years' service, Mr. Ruppel became executive editor of the Chicago Herald-American. He resigned in September 1945 to establish a photography business.

Mr. Ruppel is shown with Mr. Kirby.
WINNERS of first annual Emmy awards, presented by Academy of Television Arts & Sciences after recent Hollywood seminar sessions [BROADCASTING, Jan. 31], are all smiles as they receive congratulations from Lewis Allen Weiss, Don Lee president and MBS board chairman. Winners and awards (1 to r): Charles Mesak, KTSF, for technical achievement; Mike Stockey, KTLA, most popular program; Mr. Weiss; Shirley Dinsdale, KTLA, most popular personality; Stanley Robin, Marshall Griffin Productions and Royal Television Productions, best film made for TV, and Klaus Landsberg, KTLA general manager and Paramount West Coast TV director, for outstanding station achievement. Proceedings were telecast by Don Lee’s KTSF.

NEWSMEN LAWS

News Source Protection Is Sought

BILL providing protection for newspaper and radio newsmen from contempt of court or other penalties for refusal to divulge news sources is now before the Oregon Legislature. It was introduced by Senator R. D. Holmes (S-66), and is titled the “Radio-Newspaper-Television Protection Act.”

In New York State, Senator Thomas C. Desmond described a bill he has introduced concerning the utilization of news sources as a means of promoting law enforcement. He made the statement after a survey of attorneys general and editorial writers who were present.

Senator Desmond said protection of reporters, whether for newspapers or radio, from compulsory disclosure of news sources, safeguards the public interest.

“Anyone familiar with the history of reporting in our country,” Senator Desmond said, who knows that newsmen and newswomen have been in the forefront in the battle against corrupt judges, bungling politicians, black marketers and the stenchy saboteurs of democracy, knows that the rebellious power of exposure is as important——not only to newspaper and radio people, but to the public in general.

The objectives of my bill are:

1. Free newsmen to expose waste and corruption in public office without fear of being hounded by citations for contempt and by threats of jail sentences.

2. Protect the sources of information which otherwise might be closed to reporters because of the informants’ fear of harm or adverse reaction if their identities are known.

3. Give legal recognition to the newsmen’s code of ethics which bars revealing sources of information.

4. Implement, in a practical way, the Constitutional guarantee of free dissemination of news.

As radio reporting staffs expand and coverage of news by radio becomes even greater, the protection offered by my bill will become increasingly important. For the more vigorous and public-spirited newsmen is becoming the more the voices of small-minded officials, who harass radio reporters, will be heard to divulge the names of informants. This will drive driven newsmen to turn to radio news to official “handouts.”

When an Augusta, Ga., reporter refused to disclose the name of a policeman who had tipped him off about a murder, he was jailed in Kansas. A writer was fined for refusing to tell who had given him a story about vice connections in Topeka.

On two different occasions newsmen were jailed for keeping confidential their news sources. In Texas a reporter was jailed for refusing to reveal that an Assistant District Attorney had given him a story involving Communists. In the State of Washington, a reporter was stolen the story he picked up the code of ethics. And last year, when Douglass V. Clark and Charles Leonard, city editor and reporter, respectively, on the Newburgh, N. Y., newspaper, reproduced policy slips in their paper, the District Attorney had them convicted of contempt of court for refusing to reveal who gave them the gambling evidence, and they went to jail.

What happened to these newspaper reporters can happen to any radio reporter——unless he is as protected as my bill will protect him, from the vengeful wrath of censorship-minded officials.

Today, newsmen’s privilege laws have been adopted in eleven states. These laws should now be amended to include radio reporters. In the thirty-seven remaining states there are no news privilege laws at all. Not New York State, but all of the remaining states should adopt a reporter’s privilege law which will protect both newspaper and radio reporters.

A survey which I have made of attorneys general, police chiefs, newspaper editors and journalism school deans in the eleven states which now have reporters’ privilege laws revealed virtual unanimity that these laws have not impeded law enforcement. On the contrary, because they have removed from informants the fear of reprisals in abuse or violence, they have actually helped to combat corruption and neglect of duty among public officials.

SLANDER LAW

Sought in Georgia

LEGISLATION protecting owners of broadcast and television stations from liability for defamatory statements made by others was introduced in the Georgia Senate last week by Senators Land and Over. It specifically exempts owners or agents from liability for defamatory statements made on behalf of a candidate for political office. Complaints would be allowed only “actual consequential or punitive damages as proved.”


The House measure would repeal a present provision in libel laws which permits newspapers to retract “an honest mistake.”

Fram MBS Series

THE FRAM Corp, Providence, R. I., said to be the country’s largest automobile filters manufacturer, will sponsor Fram Sports Thrill of the Week over 111 MBS stations, Jess Barnes, vice president in charge of sales, announced last week. Featuring Ed Thorp of the five-minute program, on Saturdays 9:55-10 p.m., beginning March 12, represents the company’s first network venture to date. Van Sant, Dugdale & Co. Inc., Baltimore, is the agency.

PACKAGER

Syde Is Head of New Firm

FORMATION of Fine Arts Productions & Television Guild has been announced in Hollywood by Milton Syde, president. The firm will package radio and television programs. Offices will be at 5927 Sunset Blvd.

The firm is building adjacent to its offices a 125-seat theater, ex-

NBC BAN

On Transcribed Shows Lifted

NBC last week officially approved the use of transcribed programs on the network, thereby becoming the last of the four major networks to break the one-time steadfast exclusion of such program fare [BROADCASTING, Sept. 27, 1948].

Although NBC has occasionally used transcriptions in recent months, the admission of such shows on a large scale was, until the announcement of the new policy, publishing a problem.

Ken R. Dyke, NBC administrative vice president in charge of programs, said that transcribed shows would be used when talent, agency, advertiser and network agreed that improvement would be obtained by the use of transcriptions.

Mr. Dyke said that high fidelity transcriptions would insure that there would be “no impairment to the quality of the transcribed programs.”

NBC’s Stations Planning and Advisory Committee, meeting in New York a fortnight ago, was advised of the network’s intention to open its air to transcriptions and was said to have agreed to the plan.

Crosby Was First

The first top popularity network show to be broadcast by transcription rather than rebroadcasting Crosby’s program, for Philco Corp., on ABC. Although it has not been definitely decided whether Mr. Crosby will continue to transcribe his programs when he moves to CBS next fall [BROADCASTING, Jan. 24], it was presumed that CBS would not enter serious objection to such a procedure.

CBS several months ago announced it would use for summer programming transcribed repeats of “The Big Show,” broadcast in the fall, winter and spring—if advertisers desired to follow that plan.

Mutual has made considerable use of transmissions for some time.

Camels-Pabst-Camy

THREE radio advertisers ran a cooperative ad last Friday in more than 200 newspapers promoting programs, for NBC tonight on NBC and their comedy shows. The advertisers, Camel Cigarettes, Pabst Blue Ribbon and Camy, were also running advertising for NBC radio, respectively, for Jinnin Durrante, 8:30 p.m., Eddie Cantor, 9-9:30 p.m., and Red Skelton, 9-10 p.m. Agencies are William Ey. for Camel; D. Legler & Bowles for Pabst and Boston & Bowles for P&G’s Camay Soap.
WEIGHT of the Georgia Assn. of Broadcasters was thrown behind libel legislation, introduced in the State Legislature, at the Jan. 28-29 meeting of the association held at the Forrest Hotel, Rome.

Dean Coignet, general manager of WRGM Rome and State Representative from Floyd County, reported that House Bill No. 271 had been introduced. The legislation would free radio stations from libel suits for statements made by those who buy time on the stations. Belief was expressed that the bill will pass and become law.

The association voted to adopt Boy's Estate, a 350-acre plantation home for underprivileged boys at Brunswick, Ga. The home becomes a primary project for the year. GAB President John Fulton, WGST Atlanta, named this committee to direct the project: Robert W. Rounsville, WQXI Atlanta, chairman; Edwin Mullinax, WLAC La Grange; Fred M. Woodall, WDAK Columbus; Kenneth E. White, WMOG Brunswick. The association resolved that all member stations make a planned drive this year for the benefit of the home.

Fulton Prexies

Some 70 Georgia broadcasters attended the meeting, with Mr. Fulton presiding. Thad Holt, WAPI, WAFM (FM) Birmingham, spoke on FM broadcasting. Following a panel discussion on selling, Mrs. C. C. Fuller, of Tusker Wayne Agency, Atlanta, reviewed time-buying problems. Frank Gait, WGST Atlanta, discussed problems of 50 kw and TV stations, with Mr. Rounsville going into the outlook for small stations.

The national representative's viewpoint was presented by James Ayers, of Taylor-Borroff, Atlanta. Mary Lou Galt, of Mason & Mason, manager of BROADCASTING, spoke on "Radio's Outlook for 1949."

Cocktail and buffet supper were held at the Collier Springs Club. Hosts were Rome station managers, Happy Quarrles, WRGA; Mr. Cottinelli and Robert Leach, WLAE Rome.

Those who attended were:

Ed Beren, AP Atlanta; Bill Shepherd, WGIG Thomasville; WREX Greensville, S. C.; Dan Schmidt, Geo. F. Hollingbery Co., Atlanta; Tom Carney, WLS Decatur; P. B. Walters Jr. and Bill Wheeler, WOR New York; W. H. Mowry, WLAE Rome; Virgie E. Craig, WITL Lenoir City; Dr. Ben Leon, WLBR Carrollton; Jimmy Matthews, WLBB; Bob Brown, WUPC; Betty Benjamin. WOAS Dothan; J. H. Newton; Thad Holt, WAFM (FM) Birmingham; S. J. Smith, WOKY; Tucker Leach, WATL Atlanta; Jim Ayres, Taylor-Borroff, Atlanta; Maury Long, Broadcasters, WASH Washington; Dr. B. Hatcher, Lang-Worth; New York; W. E. Snowden, Van Riper & Steward Adv., Atlanta; H. E. Johnson, WDES Americus; Lewis H. White, WRGH Valdor; WOIR Vidalia; Milledge Whitmore, Greenblatt & Warner, Atlanta; WDAK Columbus; William B. Kates, WCAA, Columbus; WELX, Athens; WHEL Vidalia; Red Ledford, WGRI; Bill Armond, White Oak, Ky. Agency, Atlanta; Ed Mullinax, WLAE Rome; Bob Bollinger, WRGM, Albany; Bob Franklin, WSB Atlanta; Dean Coryton, WRGM Rome; Hugh Carr, Taylor-Borroff, Atlanta; Louise Hardin, WBFIN

BMB STUDY

BMB's technical committee, meeting Wednesday at the bureau's headquarters in New York, recommended a revised plan of reporting audience figures when the returns of Study No. 2 are tabulated and published.

Committee resolution, addressed to the research committee of the BMB board, calls for reporting not only the total weekly audience of each station in each county and measured city, but also the composition of that total in terms of listening frequency—one of three to five, or six or seven days or nights a week. The resolution also recommends that the board research committee consider the elimination of average daily audience figures from the report.

These recommendations, the committee explained, are contingent on further study of data already assembled from a 28-day test of the ballots to be used in Study No. 2. One matter to receive special study is the question of keeping or eliminating from the studies that measure the stability of the breakdown of total weekly audience. That is, a return of 40% or better in a sparsely settled rural county might be sufficient for a weekly total audience figure, but numerically too small to permit a further breakdown into the three frequency-listening segments. The board committee will probably withhold its final decision until it has had an opportunity to examine data already returned from the field in the forthcoming study.

The plan of the technical committee "can make BMB's data even more valuable and, equally important, more reliable to both buyers and sellers of broadcast time," according to Kenneth R. Baker, NAB director of research, who is on loan to BMB to conduct its second marketing survey.

"In our first study," Dr. Baker said, "we took all of the statistics gathered for a weekly period and reduced them to one figure—the total weekly audience per station per county or city. In the next study, we would not make this reduction according to the technical committee's plan, but in addition to the total weekly audience, the statistics from which this figure was derived would be reported and, as a result, we would come up with a picture of the audience in terms of the frequency of its listening. Ever since the publication of Study No. 1, in April, 1946, subscribers and others have been asking for a finer breakdown of the figures than a once-a-week report would allow."

Following the release by the U. S. Census Bureau of a revision of the population figures, on which BMB based its estimate of families and radio homes, a similar revision in the BMB figures is called for. On this point the technical committee asked BMB to decide as rapidly as possible whether it is more advantageous to base the upcoming study on a re-estimate of 1946 families and radio homes, or to find means for making a valid estimate of 1949 homes which would have a closer chronological relationship to the audience study.

A report was given the committee on the previous week's meeting of the engineering advisory committee and its plans for providing engineering data to aid in the interpretation and use of the BMB audience figures.

Freqency Breakdown Urged

'TAIN'T FUNNY

Allen Reproves Radio Humor

RADIO HUMOR has lost its spontaneity, bewildered comedian Fred Allen, Sunday, Jan. 30, on sym-momatory broadcast, Living—1949 (NBC, Sundays, 4:35-5 p.m.) Sub- ject of the program was the state of American humor.

Mr. Allen lamented that "machine-age humor, like the automobile, is turned out on the assembly line." Pointing out that the future of humor depends on man's slowing down, he said "all humor should be created and disseminated in an atmosphere of relaxation. There should be time to think humor, tell humor and enjoy humor. Maybe, with man working fewer hours, the quality will improve."

Touching on television as a source of new humor, Mr. Allen said "television is doing such great things, reviving the vaudeville approach to everything, from mugging to juggling. But who can tell? Television is doing such great things in drama, who knows, it may find the answer to what is lacking in American humor today?"

ATTENDING the WEGA Rome, Ga., "new studio" party, held in conjunction with the GAB meeting were (seated, l to r) Don Naylor and Mr. Fulton, WGST Atlanta; Mrs. Fuller, and Mr. Quarles. Standing: Bevo Whitmire, WFBC Greenville, S. C.; Mr. Ayers; Charles Godson, Mutual, Atlanta; and Don Schmidt, George Hollingbery Co., Atlanta.

LEADING article in the February issue of The Quill, published by Sigma Delta Chi, journalism fraternity, is by Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland, and WPGC-DC Los Angeles) on "How TV Can Both Rival, Stimulate Other Media." Mr. Mullen takes the view that television, far from becoming a dangerous rival to the press, will prove instead a stimulating one that can result in better newspapers.
THE COMPANY whose sale inspired it asked last week for repeal of FCC's AVCO rule on station transfers.

Crosley Broadcasting Corp. filed a suit against its parent, the Fort Industry Co. and/or Hope Productions Inc., asking the Commission to repeal the petition charged. To go through with FCC's announced plan of holding a comparative hearing on the three public-bidding applications, the petition said, "will deprive [Crosley-Journal] of its property without due process of law contrary to the provisions of the Constitution."

Meanwhile FCC was asked by Hope Productions to postpone the hearing, now scheduled for Feb. 28, for 60 days and to hold it in Louisville rather than Washington.

The importance of the facilities involved demands that time be provided for full preparation for the hearing, the Hope petition declared. Further, the petition asserted, the radio and screen comedian's current commitments, including "unremunerated public service" appearances, would not permit him to make adequate preparation for the hearing on Feb. 28.

The Class 1-A WHAS and its associated FM and TV authorizations "will constitute the largest concentration of broadcast facilities in Kentucky and exceed any facility in Indiana, "a large part of which state is served and will be served" by WHAS, according to the Hope petition, filed by the Washington law firm of Cohn & Marks.

The petition brought prompt opposition from the Courier-Journal and from Crosley.

Contest Postponement

They contended Mr. Hope had not advanced sufficient reasons for either postponing the hearing or changing its location. The Courier-Journal claimed a postponement "would eliminate any possibility" of completing the sale before the Sept. 26 deadline specified in the contract, and said the time schedule in this case coincides with "past Commission practice." Crosley claimed that Hope Productions, "if its application means anything," had failed since Dec. 15, when its application was filed, to prepare for the hearing.

"While the application itself was hopelessly incomplete upon filing," Crosley said of the Hope application, "no form was complete. It was taken since the said Dec. 13, 1948, to complete it."

The reference to the Hope application as incomplete apparently related to Mr. Hope's announced plan to enlist the support of Louisville people as minority stockholders, and to his statement that details of theHope petition, the substance of which is that the public-bidding aspects of the Hope petition, the FCC's wishes, would be developed fully at the hearing [BROADCASTING, Dec. 20, 1948].

Inquiry on Construction

In addition to the transfer hearing, FCC has ordered an inquiry to determine whether WHAS exceeded "diligently" with construction of its TV station, and whether its application for time to complete construction should be granted [BROADCASTING, Jan. 31]. This investigation was scheduled as a part of the hearing called for Feb. 28.

The WHAS-Crosley request for repeal of the AVCO public-bidding rule is not the first FCC has received. A Federal Communications Bar Assn. committee recommended it a few months ago, and there was speculation, even before the latest repeal petition was filed, that the WHAS case might be the last major transfer to which the rule was applied [Closed Circuit, Jan. 31].

Non-Union, Too!

WOE BETIDE New York's commercial artists if potential clients overlook WOR New York's lead. Scraping about for a suitable illustration to Ballyhoo its Tele-Kid Quiz (Mon.-Fri. 5-6:15 p.m.), the station came up with a drawing by one Peter Crawford of Scarsdale, N.Y., with three of the best. Mr. Crawford, a WOR account executive, little Peter sold his sketch, which roughly resembles four rough circles reputedly representing show emcees Dan McCullough and Bruce Eliot and two young listeners, for the remarkably low price of $15. The advertisement appeared in New York's Herald Tribune.

Crosley Asks AVCO Repeal

BALTOM PEALS

3 Stations Contest 'Gag' Ruling

THREE Baltimore stations found guilty of contempt of court for violating the "Baltimore Gag" limiting publication of crime news have filed notice they will appeal [BROADCASTING, Jan. 31].

Judge John B. Gray Jr., filed notice of appeal last Monday in Maryland Court of Appeals. WFBR, similarly fined, filed its notice Tuesday and WITF filed Wednesday. "What was fined $500 and James P. Connolly, commentator, $100, the court placing particular emphasis on a broadcast by Mr. Connolly.

Should the convictions be affirmed by the appellate court, the stations have indicated they will carry the case to the Supreme Court. National and American Newspaper Publishers Assn., plan to support the appeals as friends of the court.

Judge Gray ruled that the fundamental right of free speech under the First and Fourteenth Amendments conflict with the right of an accused person to trial by an impartial jury, "at least in Maryland."

He disallowed one paragraph of Rule 904 of Baltimore's Supreme Bench on the ground that it is based on the old "reasonable" tendency concept rule which the Supreme Court has replaced with the rule of "clear and present danger to justice." The paragraph violates the First Amendment, he held. It forbids "publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tend in any manner to interfere with the administration of justice."

As to the defense contention that the material broadcast was based on official statements by public officials, Judge Gray said their voices were low when they uttered the remarks but "literally blanketed the city."

Defense Contention

In referring to defense argument that a vicious form of censorship exists under the Baltimore practice whereby newspapers phone judges before printing news about accused persons, Judge Gray said the newspapers do not have to call up any judge but that the judges have "taken upon themselves" the work of advising newspapers as to the rule. "I commend them for it," he said. They were interested in the free flow of justice. I don't see how the most ardent advocate of freedom of speech and of the press can distort that practice into censorship.

Judge Gray said he approached the decision "with considerable comfort in the thought that we can do no harm." They were the defendants beyond subjecting them to review by the Court of Appeals and then the Supreme Court.

CHECKING the camera before recent one-time telecast of Truth Or Consequences are (1 to r): William Craig, night-time head of radio, Procter & Gamble; Stuart Ludlam, Compton Adv. television department; Ralph Edwards, m.c.; Harold J. Bock, western network manager of NBC television operations; Floyd Holm, Hollywood manager of Compton Adv.; Gil Ralston, Procter & Gamble television executive.

BROADCASTING Telecasting
WHO PRODUCES
143 LOCAL LIVE PROGRAMS
PER WEEK!

WHO is of course proud of its network (NBC) live programming, which gives our audience up-to-the-minute, world-wide coverage of special events, as well as the talent of outstanding entertainers, etc.

Local live programming, however, is equally important. Local live programming gives our station individuality in its program material, individuality in its performers, and a greater opportunity for community and regional Public Service.

The illustration above shows some interesting statistics on our Programming Department. The results of all this manpower and all these carefully-planned locally-produced programs, however, are far more spectacular than the mere figures:

FIRST, many of WHO's locally-produced shows get higher Hoopers than competitive network features;
SECOND, 42.4% of all the daytime radio families and 61.0% of all the nighttime radio families in Iowa "listen most" to WHO, according to the 1948 Iowa Radio Audience Survey.

Write for the complete Survey — or ask Free & Peters, Inc.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
Scoops Competitor

KIST Santa Barbara scooped competing stations and newspapers on a hot story recently through the efforts of its ace reporter, Mr. Butcher, owner and president. Mr. Butcher was sitting in his office, which overlooks the building, when the News Press, owner of KTMS Santa Barbara, when he noticed smoke billowing from a ventilator in the newspaper building. He called a friend at the paper and reported the fire, which was unknown to building occupants. Owner of the paper, Tom Storke, was in the dentist chair having a tooth extracted when Mr. Butcher, when he heard the radio report—via KIST. Minus a tooth, rumpled clothes, and still holding a fire alarm, he rushed back to WMCA New York, in a suit against Edward J. Noble, chairman of the board of ABC, was set aside by the Appellate Division of the New York Supreme Court last Monday. In a unanimous opinion, the court said the jury might have found either way on the basis of the evidence but that the trial was attended by so many out of order and prejudicial incidents on both sides that the higher court was not "confident the verdict was fairly arrived at."

1946 Verdict

Mr. Flamm, seeking $850,000 in damages, charged in the suit that he had been coerced, under threat of losing his license, into selling the station to Mr. Noble on Jan. 17, 1941. The jury returned a $350,000 verdict on March 1, 1946. This was increased to $490,419 by interest and court charges.

Philip B. Mendelsohn, attorney for Mr. Flamm, said he would seek a new trial as soon as possible. "We will be very happy to retry the case," he said.

WMCA CASE

Award to Flamm Set Aside

Mr. Flamm Mr. Noble

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NAB DIRECTORS

Ballots Sent Listing 122 Nominees

Charles H. Bickerton (second from L), with KKDA Pittsburgh's technical department since station's first broadcast in 1920 and an employer of Westinghouse since 1917, retired to private life Feb. 1. Among the gifts he received was this Westinghouse radio being presented by Kenneth Boudino (r), KKDA manager. J. B. Cosley (l), general manager of Westinghouse Radio Stations, and Mrs. Bickerton watch presentation.

FTC's Ferguson

Recommended for 4th Term

President Truman was asked last Wednesday to reappoint Gar- land C. B. Miner, a member of the Federal Trade Commission the past 21 years, for another seven-year term. The recommendations were probably made by Democratic Senator from North Carolina (Mr. Ferguson's home state)—Clyde R. Hoey and J. Melville Broughton.

Com. Ferguson's senate term expired last year. Senate approval of his reappointment failed to materialize in the waning days of the last session. Presidential reappointment and U.S. House approval of Mr. Ferguson, a Demo- crat, are anticipated, according to Congressional sources. Mr. Fer- guson's continued service on the Commission since expiration of his term.

President Truman is also expected shortly to fill an FTC vac- any caused by the resignation of Robert E. Freer, effective Dec. 31 (Broadcasting, Dec. 27, 1948). His successor will be named from the Republican ranks. Prominent on the list is Sen. Robert J. Wyg knee (R-Iowa) and former Senator John S. Cooper (R-Ky.) Both were defeated in last year's elections.
This'll fool you!

They call this a “screen backdrop” in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you’d think everybody in town listens to them all day long. But don’t let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!

Tom Tinsley, President • Represented by Headley-Reed

February 7, 1949 • Page 35
TELECASTING

FEBRUARY 7, 1949

KEEPING pace with the rapid expansion of television, Television Broadcasters Assn. will initiate three new services for its members within the next 30 days, Will Baltin, TBA secretary-treasurer, announced on Friday.

At the same time Mr. Baltin announced that Dan Regan, former newspaperman and public relations executive, has joined the TBA headquarters staff as public relations aide. He will serve as liaison between TBA and trade and daily press editors and assist in the preparation of the organization's reports to members on TV development.

New TBA services will be:
1. A monthly program exchange service to provide a complete list of new programs on member stations, including information on type of program, studio and film requirements, personnel needed, sponsorship possibilities, etc.
2. Quarterly "status of the industry" reports, to include data on set manufacture and ownership, coaxial cable and radio relay facilities for TV networks, number of advertisers and classes of sponsorship, quarterly average ratings of top programs made by The Pulse, Hooper and others.

The television reports loose-leaf binder which TBA introduced two years ago will be expanded to include additional information on applications and construction permits for TV stations, as well as on personnel at stations now operating.

TBA also contemplates the creation of new committees to deal with industry problems: A legal committee to advise members of copyright, music and literary clearances, etc., and an advisory committee of advertising agencies and station representatives to work with the TBA commercial operations committee, with the standardization of rates and formats as an immediate problem.

Chairmen Named
J. R. Poppele, TBA president, has named the following committee chairmen for the coming year:
- F. J. Bingham, WOR-TV New York, engineering; Lawrence W. Lowman, CBS, program, finance; G. Emerson Markham, WRGB (TV) Schenectady, commercial operations; Allen B. DuMont, DuMont Labs, membership; O. B. Hanson, NBC, station operations and standards; Paul Rainbourn, Paramount Pictures, publicity and promotion; Kenneth Bartlett, Syracuse U., educational; Ernst A. Marx, affiliates division.

Regional chairmen, appointed last year to direct regional membership drives and other activities continue: Walter J. Damm, WMJ Milwaukee, and western; Charles H. Crutchfield, WBT Charlotte, N. C., southern; Klaus Landsberg, KTLA Los Angeles, western.

Mr. Regan had worked with United Press and Trans Radio Press and in the Washington newspaper offices of ABC and NBC prior to World War II. During the war he was a correspondent for Stars & Stripes and following the war's end he was Berlin bureau chief of the Stars & Stripes magazine, Weekend, and public relations director of the American Red Cross in Italy. Last year, as a staff member of Warwick & Legler, he prepared radio material for the Democratic National Committee.

Board Approves
The TBA board has approved four new members, three active and one affiliate. New active members are: EPRC Houston, with Jack Harris and Harvey Wheeler; KPRC Houston, with representatives to TBA; WPBM Indianapolis, with Harry M. Bitner and Harry M. Bitner Jr., as representatives; WHEN Syracuse, with E. T. Meredith and Capt. W. C. Eddy as representatives.

Weed & Co., station representatives organization, is the new TBA affiliate member. Its representatives are Joseph J. Weed and Neal Weed.

WRITERS' UNIT
To Be Formed Next Monday

AUTHORS League is calling a meeting of television writers Feb. 14 in New York for the purpose of setting up a television writers guild. The new guild would become a brother organization of the Radio Writers Guild, which also is a member of the parent Authors League.

Decision to form a separate video writers organization, instead of taking care of TV contractual and legal problems through existing guilds like the RWG or the Screen Writers Guild, was made because it was thought the conditions of television demanded a separate organization.

It also is believed that in back of the minds of the organizers is the desire to avoid any jurisdictional battle among existing guilds through the creation of a completely new organization.

The meeting will be held at the Holland House, New York. The AL's television organizing committee, headed by Rex Stout, is making the arrangements. Evelyn Burkey, secretary of the committee, is compiling a list of Authors League freelance and staff television writers to whom invitations will be sent. More than 100 writers are on the list.

The problem of how to handle television has been the subject of AL committee action for some years. The league's council last August authorized the formation of a guild.

High TV Rating

THE Kid Galavan-Ike Williams boxing bout on Jan. 28 received the highest New York telecasting ever given a fight, according to The Pulse Inc., New York. Its 10:30 p.m. rating was 50.7, topped that evening only by the premiere of Admiral Radio Review, carried on both WABD (TV) and WNBT (TV) New York, 9-10 p.m.

ABC Acquires TV Film Rights to His Book

ABC last week wrapped up television's biggest documentary package when it became the exclusive owner for 21 months of the television film production of Gen. Dwight D. Eisenhower's "Crusade in Europe."

In doing so, it invested a reputed $600,000 and took a chance on getting its stake back through finding sponsors for the series of half-hour, two-ree episodes.

It was learned that ABC has had several approaches by prospective sponsors for the series, which is to be given its premiere in early March.

The network is holding each of the chapters for sale at $15,000, with time and line charges to be additional. This adds up to a $390,000 talent charge for all 26 episodes, but the sponsor will be given the right to re-run the series at no further talent costs, paying only time and line charges.

All rights to the Eisenhower book belong to Doubleday and Co., publishing house. Doubleday sold the television film rights to 20th Century-Fox Film Corp., which is using March of Time to prepare the series.

Announcement of the series was made jointly by top executives of all the companies involved: Edward J. Noble, chairman of the board of ABC; Richard de Rochomentum, producer of "March of Time;" Spyros P. Skouras, president of 20th Century, and Douglas M. Fairack, president of Doubleday. Mr. de Rochomentum, who has been conferring with Mr. Skouras and Peter Levathes, head of 20th Century-Fox television activities, declared that the series "will constitute the biggest output of motion pictures by a film company specifically designed for television to date."

The television series will run while the Eisenhower book is leading the country's best-seller list. Series may be a test of what television can do to book sales.

The book company will get a fixed fee for the rights it sold to 20th Century.
BONFIG
’1949 TV and FM’s Year’

THE TWO LARGEST markets in the electrical field for 1949 will be television and FM, H. C. Bonfig, vice-president of Zenith Radio Corp., predicted in an address Wednesday at the Western Winter Market in San Francisco.

“Nearly every one of us in our more populous areas is ripe for replacement by FM,” he said. “FM is a continuing, growing business, for each top quality set sold will of itself create a market for several more.”

Mr. Bonfig told the California audience that television “has become a banana skin to that which began in your state 100 years ago.” The Zenith official cautioned, however, against becoming so excited about TV that the radio business is forgotten. He doubted if the time will ever come when all sections of the country are blanketed by television. He said: “Even in the most TV-conscious areas, manufacturers and dealers who underestimate radio are doing themselves a grave injustice.”

Mr. Bonfig noted a trend away from small manufacturers toward a fewer number of large ones “who have the capital, and the research and manufacturing facilities required for the blue chip operation that radio-television has become.”

He said Zenith’s Phonovision will make TV stations possible in small cities that could not possibly support them by advertising revenue alone, “leav[ing] a broadened market for receivers.

VIDEO ETHICS

STRENGTHENED AT WWJ-TV

In a memo to the staff of WWJ-TV Detroit, Harry Bannister, general manager, has reiterated the station’s self-imposed standards covering morals, propriety and the social amenities. He pointed out that: “how TV is telecasting morn and midday is as important as what it is telecasting — the transmission, not the content.

“Our television programming at all times must be so meticulously correct that no portion of our schedule will give offense in the slightest degree to any one. A list of all taboo would be too lengthy. In all cases, good taste, propriety and the avoidance of offense must be the ultimate test. A TV station must in every way charge the producer with responsibility in carrying out the standards and points out that “he is further to blame if he offends the air — summarily — any offender, no matter what the consequences may be.”

WELL WISHERS at recent opening of KNBH, Hollywood television outlet of NBC (1 to 5): S. Fox, president and general manager of KYL Salt Lake City AM-TV operations; Sidney N. Strohs, NBC administrative vice-president; John Elwood, manager of NBC San Francisco; Harry Butcher, owner of KIST Santa Barbara.

BROADCASTING * TELECASTING

SHoppers’ TV

Package Firm, WJZ-TV Plan Nearly Ready

POINT-OF-SALES video programming, beamed directly to shoppers in large super-markets, will go into wide-scale operation sometime in the early spring, according to Modell & Harbruck, New York television package producer, and ABC outlet in New York.

The video firm plans to install approximately 110 to 160 large screen custom-built television receivers in some 100 super-markets in the New York metropolitan area. The receivers will be owned outright by Modell & Harbruck, who will underwrite fees for the receivers and servicing in the markets. Sets will be fixed at Channel 7 (WJZ-TV) for reception of specially produced programing of interest to shoppers, and will switch off automatically at end of M&H programs.

Modell & Harbruck and WJZ-TV are making final arrangements for the scheduling of a two-hour program, six days a week, to be conducted by Anne Russell, home economics authority. Definite arrangements for the program has not been set, although the 2-4 p.m. Monday-thru-Friday and 10 a.m.-12 noon Saturday periods are being considered. Miss Russell will be cooking hints, shopping specials,

TV EXPANSION

Census Inclusion Suggested

TELEVISION will be a truly nationwide institution a year from now, available to possibly eleven-twelfths of the states, Eugene S. Thomas, general manager of WOIC (TV), Washington, told the Washington Junior Board of Commerce at its Thursday luncheon.

Predicting from 80 to 100 stations will be operating by that time, Mr. Thomas said service will extend from Maine to Florida, across the southern half of the nation to the West Coast, north to Seattle and eastward through the mountain states and Twin Cities to the Midwest. Opening of the high band, he added, will add hundreds of other cities.

Mr. Thomas spoke on the subject: "How Television Will Help Washington and Your Business." He described impact of the visual medium on business, education and the home. Recalling how the decennial census has provided invaluable data for businessmen through a count of radio sets, he suggested addition of a TV question in the 1960 census would provide basic facts for an industry on which $5 to $10 billion will be spent in the next five years. This expenditure includes sets, stations and time.

Television set sales this year will reach the billion dollar mark, he predicted, a record not attained by radio receivers until 1947.

OKLA. U. MEET

Radio, TV Speakers Listed

PARTIAL list of speakers for the U. of Oklahoma’s Annual Radio Conference on Station Problems March 5-9 was announced last week. The conference will be held at Oklahoma City and Norman, seat of the university.

Listed as speakers on television are:

Frank Marx, ABC vice president, who will speak on "TV capability of small TV stations," P. A. Sugg, WKY-TV Oklahoma City, "Getting Started in TV; Ernest Armstrong, WBAF-FV Fort Worth, "A Regional Film Service for TV Stations"; John Eau, KTUL Tulsa, "TV in Metropolitan Markets," and Bob Gyer, WNOX Knoxville, "A Plan for an Inter-Station Film Exchange.

Theme of the conference is "Survival." Speakers discussing topics under that general heading include:


A regional news clinic will be headed by Sid Pietzsch, WFPAA Dallas, and a discussion panel on small station problems will center around the topics a. c. \&MSC, Ted Cott, NWEY New York. Lowe Runkle, of Lowe Runkle Agency, Oklahoma City, will be chairman of a round-up on agency problems sponsored by the Southwestern Assn. of Advertising Agencies.

RADIO-TV DEGREE

A. U. Offers Graduate Work

A GRADUATE in communication with major emphasis in radio-television studies was announced today by American U., Washington, to be offered this year. Undergraduate courses in this field have been given at the university for several years but this marks the first offering of graduate work in radio-television, journalism, and public relations.

Twenty graduate students have already begun their work toward a Master of Arts degree in communication, according to Dr. Paul F. Douglass, American U. president. Gordon Hubbel, former program director of WMAL Washington, is in charge of radio-television instruction, which are taught exclusively by persons now working in the industry.
By GEORGE B. STORER

AS OF NOW, we have found that it is possible to operate a television station in a trading area of half a million people on approximately $16,000 per month, exclusive of depreciation and amortization charges.

The experience of Fort Industry Co. in three markets—Toledo, Detroit, and Arlington—indicates that this can be done.

Currently, we have established this budget for one of our TV stations. The $16,000 budget for the station is based on operations without network programming via coaxial cable. Hours of operation are limited to test pattern and program series between 2 p.m. and 10 p.m., six days per week.

Predicated upon certain assistance from the sister AM station, we are confident we can continue to operate this station under such a budget.

And, at this point, we also are able to determine the indicated break-even point in future operations.

GEORGE B. STORER, president of The Fort Industry Co., delivered a talk before the CBS Television Clinic, Jan. 21, on the operation of a television station in a market of a half-million on a budget of $15,000 monthly. Although the clinic was a closed meeting, his address occasionally considered comment.

BROADCASTING invited Mr. Storer to summarize the points made before the clinic in this article. Fort Industry, under Mr. Storer, in the past year and a half have concerned in putting three television stations on the air—WJBK-TV Detroit, WAGA-TV Atlanta and WSPD-TV Toledo. Fort Industry also owns six AM stations; four on CBS: WWYA Wheeling, WAGA Atlanta, WGBS Miami and WMMN Fairmont (W. Va.); WLOK Lima, Ohio on NBC, and WJBK Detroit, independent.

The station of the TV station. We believe that when such a station attains an income of about $18,000 a month, a break-even point, omitting depreciation and amortization charges, will be reached.

However, reaching $18,000 per month income in such a trading area at present time is not an easy accomplishment.

In one of our markets, for example, through an intensive selling campaign before going on the air, we developed monthly time sales of $9,330. Five months later, after a continuation of selling efforts, we have attained only $10,739 a month in sales.

It is now indicated that the solution to more time sales means lengthening the broadcast day. We don't see how, with the present limited set circulation, rate increases would be justified. So, extending hours on the air will increase expenditures requiring still further expenditure.

Detailed financial operations of the kind of station here described I outlined before the CBS Television Clinic in New York in 1921. The decision to make public such an outline was reached for two reasons:

1. To counter reaction to reports that from $22,000 to $58,000 a week were being lost in television by a station and that therefore such losses were to be expected, not being frightening to prospective television station operators.

2. To make public what we believe is the true financial picture of conservative radio operations to other CBS affiliates. By doing this, we hoped to remove the pall of fear of financial risk which has hovered over the radio broadcasting industry for some months past.

In making these figures public now, to wider audiences, we feel it necessary to be somewhat guarded in details in order to not hurt our own competitive position in our markets. Station rivalry is already intense.

Our first television station cost us $448,435. Here's the summary of our transmission costs:

TRANSMITTER:

Transmitter and transmitting equipment $164,017.11
Mobile truck and equipment 5,000.00
Building 10,000.00
Transmitter tower 50,000.00
Antenna system and feed lines on tower 20,628.52
Lands improvements thereon 22,661.18
Total cost $245,814.34

STUDIO:

Broadcasting equipment 92,495.96
Lighting 7,125.97
Total construction costs $109,621.93

These costs of $448,435.99 can be substantially reduced if an existing high building is utilized to house transmitter and act as the tower basis in order to do so, as much as $125,000 can be shaved off the construction costs.

A breakdown of these construction costs is given at the end of this article.

To operate a similar property, the monthly budget can be summarized as follows:

Operating department 8,000.00
Production department 5,048.33
Kellys, other employees 2,660.00
Administrative and general 2,660.00
Total $15,333.33

This monthly budget, too, will be set forth in more detail at the end of this article.

Included in the monthly operating budget are taxes and rentals but not depreciation and amortization and interest. Our interest will be on the $15,000 monthly budget and the $10,000 monthly revenue, our out of pocket or cash loss would be about $60,000 per year. Depreciation and amortization charges, but not including interest on our investment, add to our outof pocket loss of at least $50,000, making an anticipated loss of $140,000 per year. To this should be added a generous sum for "starting up" extraordinary expenses in an amount of not less than $25,000.

It would be wise to anticipate, then, that a station such as we have outlined will lose approximately $150,000 a year for an undetermined period of time.

We further believe, however, that a break-even point, exclusive of amortization and depreciation, can be achieved, at the $18,000 point, as mentioned before. For the moment, we are making no estimate as to the break-even point including these charges.

But we do forecast that profitable operations are possible in the television field. That time will come when we are able to do what was necessary to make sure for profitable radio operations—so full time.

Any veteran of the radio business may recall that station operation was a tough problem in the days of short operations. The entire picture changed when time was sold practically around the clock. We feel that this will be necessary for television at a profit.

Now, in further detail, here's our monthly operations budget:

OPERATING DEPARTMENT

Salaries, engineers and camera operators $2,955.00
(Continued on page 57)
In Maryland it’s
WMAR-TV
for Services

It takes more than a transmitter to make a first-class television station. The status of a television station can be measured by the completeness of the services it offers its clients and community.

In Maryland, it’s WMAR-TV for completeness of services offered to its clients and audiences. Two completely equipped mobile units give on-the-spot service. A completely equipped motion picture camera unit offers the services of local film shows; film commercials, local film clips and animated show introductions. And, of course, a completely equipped studio offers all the necessary services for a finished studio show.

In addition to these three basic services, WMAR-TV offers the services of its television art department and promotion department. All these, plus a deep understanding and appreciation of the community it serves, makes WMAR-TV program service complete.
DETAILS of a musical scholarship audition program are drafted by (l to r) Harman Hyde, WPJB (FM) Providence program director; William Koster, station manager, and Prof. Arlen Coolidge, Brown U. music dept.

LOUIS G. COWAN (r), package producer, congratulates Paul Nay of Jane Lew, W. Va., winner of "Oscar" on Mr. Cowan's R. F. D. America, for being nation's "Farm Champion of the Year."

LOWELL Watts, KLZ Denver farm reporter, interviews "Arthur Godfrey," a champion steer in Denver's Nat. Western Stack Show, held by his owner, Ruth Ann Harkness.

WHEN one KSD-TV St. Louis spot produced over 4,000 requests for free pencil, Leonard Lipic, head of offering firm, appeared on air to explain the unexpected problem of shipping delay.

NAB Standards are reviewed at Chicago Radio Management Club by (l to r) Hal Rorke, J. Walter Thompson; Judge Miller, NAB; Arthur Harre, WJJD Chicago; William McGuire, club pres., WGN Chicago; Kay Ken- nally, club treas., Glenn Adv.; Auguste Mathieu, Off-the-Street Club dir.

NEW building for Atlanta Journal, WSB Atlanta licensee, is discussed on WSB Views of the News by (l to r) George Biggers, Atlanta Journal Co. pres.; Wright Bryan, editor, and James Cox Jr., v.p. and son of owner.

COVERING Denver Red Cross Drive are (l to r) Roland Harriman, nat. fund chairman; Lloyd Yoder, KOA Denver gen. mgr., and Jack Foster, Rocky Mountain News editor and Denver fund chairman.

JOINT meeting of Boston Ad Club and Radio Executives Club Jan. 25 heard FCC Chairman Wayne C. (second from l shown with (l to r) Charles Kolster and Walter Butterworth, both FCC, and William McGrath, Executive Club president and WHDH Boston managing di- rector.

DEMONSTRATING radio introduced Amaze Instant Dessert to Pitts- burgh Radio and TV Club are (l to r) George Tone, KDKA Pittsburgh; Gladys Bone, WISR Butler, and Carl Dazor, WCAE Pitts- burgh.

LOUIS Watts, KLZ Denver farm reporter, interviews "Arthur Godfrey," a champion steer in Denver's Nat. Western Stack Show, held by his owner, Ruth Ann Harkness.

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COVERING Denver Red Cross Drive are (l to r) Roland Harriman, nat. fund chairman; Lloyd Yoder, KOA Denver gen. mgr., and Jack Foster, Rocky Mountain News editor and Denver fund chairman.
Year after year, they keep coming back

* Here are some of the veterans on WFAA... twelve firms that have used WFAA for 15 years or longer. Thirteen others have been with WFAA between ten and fifteen years; and 26 for more than five years.

B & B Cafe  downtown restaurant
T. W. Burleson & Son  honey
Interstate Cotton Oil  Mrs. Tucker's shortening and margarine
Fant Milling Co.  flour and baking powder
W. A. Green  department store
Linz Brothers  jewelers
Lone Star Gas Co.  public utility
McGaugh Hosiery  hosiery manufacturer
"Doc" Jackson's Garage  auto repairs
Bulova Watch Co.  watch manufacturers
General Mills  food products
Proctor & Gamble  soap products

It takes "Know How" to keep sponsors happy, and WFAA is mighty proud of its renewal record, with 51 sponsors who have kept coming back for five, ten, fifteen years or longer.
Renewals depend on results! And these old-timers on WFAA's list of advertisers know that results are the combined product of programming know-how, fine production facilities, as well as comprehensive coverage and established audience. It takes them all to build the kind of sales that WFAA advertisers demand and get!

Represented Nationally
EDWARD PETRY and COMPANY

WFAA

DALLAS

820 NBC • 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both frequencies
CHARGES of monopoly and delay to the development of television were raised and denied in February when Telephone & Telegraph Co.'s policy of interconnection facilities entered its final phase. The telephone company on one hand and the broadcasters and telecasting industry on the other summernerized their respective views in proposed findings and conclusions submitted for study by FCC in reaching its own decision.

The question, explored in several weeks of hearings before FCC Examination J. Fred Johnson Jr. (Broad- casting, Oct. 4, 11, Nov. 8, Dec. 6, 1948), involves AT&T's policy against connecting its intercity television facilities with those of other companies except where the telephone company has none of its own available. This phase is Part I of an investigation of the network television service of both AT&T and Western Union.

AT&T defended its policy as being vital for "efficiency of operation, service, and quality of service." Broadcasters who filed briefs reiterated that it would retard television, while Western Union contended the tele- phone company should be required to link AT&T facilities with Western Union's and other common carriers, but not with private broadcasters.

The telephone company recently amended its interconnection tariffs to make clear that a private telecaster who owns an inter- city service and installs his own facilities will be permitted to link them with AT&T equipment for "at least 30 months" except if the phone company can't reach him within 12 months. Where the service is needed for less than three months, the 

On All Accounts

(Continued from page 80)

was appointed to the vice presi- dency of the agency in charge of all radio and television.

In his present capacity he super- vises such shows as WARD (TV) New York's Amateur Hour, and Old Gold Party Time, both sponsored by P. Lorillard & Co., as well as the quarter-hour of ABO's Stop the Music sponsored by Lorillard. In addition, he supervises the production of television commercials for Lustre Cream and Ladies Aid.

A member of the Westchester Country Club, Mr. Kessely has been married since 1931 to the former Florence Krause. A lifelong advertising skill is his after-hours proficiency as a landscape artist. He created the adorable setting for his own Westchester home.

use in meeting the requirements of the Commission and the public interest," TBA asserted.

Philco Corp., in a brief prepared by Henry W. Weaver, Washington's representative on FCC, said that the television art "should not be frozen at its present state by delivering this entire field [inter- city video facilities] to one company.

Philco said FCC should "encour- age anyone who is prepared to establish stable long distance systems of this nature and in so doing, promot e the elimination of obsol ete small systems in the nation's network of radio-oriented and video-oriented interstate television systems." The TBA interconnection policy is "the extreme hinderance to the establish- ment of a rapid, efficient, nationwide television service." AT&T would contend that "unrestricted interconnection" would "in- crease the cost of service and ad- versely affect the rates." The com- company's policy promotes "orderliness and rapid development" of nation- wide intercity networks, the company declared. Its findings were prepared by John T. Quinberry, now general counsel of Chesapeake & Potomac Telephone Companies; S. Whitney Landon, general attor- ney of the AT&T Long Lines Dept., and Ernest D. North, Long Lines attorney.

Western Union, in findings pre- par ed by William Wendt, noted that its own intercity relay is presently inoperative because of the AT&T restrictive tariff provisions.

WU held that (1) refusal of a common carrier to interconnect with another common carrier is unreasonable and unlawful," but (2) refusal to interconnect with a private carrier is not.

Western Union agreed with AT&T in interpreting FCC's poli- cies as meaning that the field of intercity television relaying should be pre-empted by the common car- riers. The TBA, however, contended that the [TV] facili- ties of the telephone company are inadequate, its plans tentative, and its (interconnection) rule coercive.

The TBA findings, prepared by the firm of Roberts & McInnis, Washington, held that "actual application of the rule in the past has resulted in absurd im- balances and will, in many cases, con- trary to the public interest and to the public interest." The rules create a "monopoly," the firm maintained.

A television broadcaster "should have the right of election as to the video relay facilities which he will use in meeting the requirements of the Commission and the public interest," TBA asserted.

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A television broadcaster "should have the right of election as to the video relay facilities which he will

ports its FM signal is consistently received at distances more than 100 miles from Minneapolis-St. Paul proper. WTTCN-TV test patterns reach out solidly for 50 miles, and are reported clearly at many points up to 80 miles.

The range of broadcast relay KNGL is more than 25 miles, while the picture range of the TV micro- wave is expected to be better than 20 miles. The cue station, WAFY, is easily received by the mobile unit at any location within 25 miles, the station reports.

AFM's Fund $11/2 Million Distributed

A TOTAL of $1,498,284.23 was distributed to American Federation of Musicians members from James C. Petritto's AFM welfare-royalty fund during the fiscal year ending April 30, 1948, according to a re- port of the Joint Committee on Labor Relations.

An unexpended balance of $51,061,970.59 was reported by the committee, which functions under the chairmanship of Sen. Joseph H. Ball. The committee was created to study the application of the Taft-Hartley Act to union-manage- ment relations.

Allocations to each AFM local, earmarked for public performances to give employment to members during 1948, were at a rate of $9.60 for each of its first 5,000 members and $1.78 for each member over 5,000.

AFM supplied the Congressional committee data showing that con-tributions of the recording companies had financed a total of 19,764 performances. Details as to the exact number of individual musicians who participated in each project was not given.
ORDERS...
CASH ORDERS...
FROM 31 STATES!

WHEN a single radio station pulls cash orders from nearly three-quarters of the states in the entire nation... brother, that's selling.

And that's what happened on KDKA.

A midnight announcement for plastic aprons, repeated six times, attracted more than 1,800 customers... from 105 counties in 31 states. Each customer sent a dollar, or more!

If that's the kind of sales-action you want for your product, get on KDKA now! Check Free & Peters for availabilities.
two are always better than one.

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has only one broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways
...you can publicize your talent both ways
...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.
Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved so strong that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore. WBAL—and only WBAL—offers both
**Editorial**

**Crisis, 1949 Edition**

RADIO IS in the toils of another cycle. There are cosmic sunspot cycles and man-made brick-bat cycles and broadcaster-conceived reorganization cycles.

Terica new cycle development is a polygot of brick-bat and reorganization. There are warring factions within radio. And there's Congressional unrest (at least in the Senate wing) that is having reverberations in this hemisphere and in radio.

A new trade association of independent stations is being formed under the leadership of Ed Craney, the rugged individualist from the West who has been in the forefront of just about every reorganization of the last two decades. It is basically anti-clear channel. Of its very nature it is anti-NAB. It has anti-network facets. It disagrees with the FCC, particularly on clear channels.

NAB, in its quarter-century, has undergone several stem-to-stern reorganizations. Each occurred after splinter groups to serve particular segment of the public have been set up.

In the last few weeks, Chairman John- son has moved with such verve and vigor that (1) the FCC can make an allocation without prior consultation; (2) the State Department has its hands tied on preparation of un- hibited plans for the next NARB sessions to devise new allocations and principles governing use of the standard band on this continent; (3) every action of the FCC is subject to "watch-dog" scrutiny of the Senate Committee; (4) Stratovision (skycasting) is threatened with being stopped in the laboratory.

The right of Sen. Johnson to pursue this course, or the sincerity of his purpose cannot be questioned. Independent broadcasters, likewise, have a perfect right to set up an organization of their own to achieve common ends, particularly if they are not satisfied with the prevailing trade organization leadership. But the validity of their views, and the wisdom of their action, are open to question. There's another side of the story to be heard.

There's need for coordinated action. Nothing can be gained if the legislative branch, or any segment of it, pulls in one direction, the regulatory agency in another, while stations and licensees split up into diverse groups working at cross-purposes. The U. S. delegation to NARB in Montreal next September must be a solid front if we are to avoid a fiasco in which we would stand to lose again.

The NAB has a reorganization committee at work. Chairman of the Senate Committee of Clair R. McCollough, an independent broadcaster, Mr. Craney, in 1937, himself was a member of the NAB reorganization committee of that troubled period. Now he is vice-chairman and in regulation. Chairman Coy hasn't had his day in legislative court since he assumed the chairmanship a year ago.

So before 30 years of radio progress and knowledge, in which time the public hasn't complained, is thrown into turmoil, there should be a meeting of radio minds. The leadership is there. There needn't be another crisis.

**Ghosts With Blue Noses**

TELEVISION is today's target of the counterclockwise critics. This little band, whose members may be likened to "the public likes him, but I don't," has long known that a vigorous denunciation of the public's current fancy is a sure route to headlines and featured spots on forums. The spectacularly enthusiastic reception video has received makes it a certain target for attention of the reverse-English boys.

Within the last week Dean Kenneth Bartlett of Syracuse U. stated that Americans are becoming "more and more sit-downish," placing the blame on TV. If that is true, television can easily correct it by more programs like the setting-up exercises telecast by WABD (TV) New York. The charge of American laziness has a too-familiar ring. Remember Hitler's "decadent democracies"?

Most critics of video attack it for its mental rather than physical effects. Dr. Reinhold Niebuhr, noted theologian, has predicted a "further vulgarization" of the nation's cultural standards because of television's debasing influence. He is only one of scores of "out of the radio family" critics. Arthur Godfrey is the latest to argue: and having displayed a boy toilet on his show. Without attempting to justify his breach of taste, we might point out that Mr. Godfrey's braviss disregard of radio's traditional taboos was a major factor in his loss to Colombo.

Telecasting is new to all--to producers as well as actors. It is no surprise that such a lusty infant sometimes kicks the slats of convention out of its crib.

To judge an infant by the standards of maturity is unfair and somewhat ridiculous. The video art is now only old enough to be taking its first hesitant steps. It frequently starts in one direction and ends up somewhere else, meriting praise if it has managed to keep on its feet throughout the journey.

Because television is an infant art, those in charge of its development have responsibilities beyond those applicable to one that has come of age. They are responsible in law and fact to see that what goes into the American home is in keeping with the atmosphere of the home. Entertainers must be reminded that what evokes the loudest laughs from a night club crowd, may be unfit for home consumption. Radio has been kept fit for the family by the broadcasters themselves. They can and must do the same job in television if they do not want to surrender their editorial control to an outside censor, like those now who control movie producers.

**News in the News**

NEWS IS in the news.

In Washington, the House Un-American Activities Committee, which has both triumphed and blundered all over the legislative landscape in its quest for Commies, blunders again when it goes onto recorders, newreels, television, and photographers from its hearings.

In Baltimore, three stations and a commentator are fined for violating the archaic "gap" on publication (by print, microphone or video) of crime news. The case was appealed.

And in New York, State Senator Thomas C. Desmondf has introduced a News Privilege Bill specifically providing that radio newsmen shall be accorded equal protection with newspapermen under the "safe harbor" provisions of the public interest.

Although the facts vary, the principle is identical. Freedom of information covers all.

Members of the House Committee, and the judges of the Maryland courts, would do well if they exchanged briefs with Senator Des mon. And they might read the Bill of Rights again.

**Our Respects To**

HAVING been associated with just about every other phase of the entertainment industry, it was not exactly unexpected that Hal Bock would wind up in television.

As KNBH (TV) Hollywood went on the air last month under his direction, as NBC manager of western network television, Mr. Bock brought to it at least three years of learning, planning and building. And with his background as a reporter and publicist, the operation is certain always to boast an "open door" news policy.

He is one of those California "natives" who was born somewhere else—Avoca, Wis., on May 17, 1919. Thirteen years later, his family migrated to Long Beach, Calif. His news bent led to cub reporting for the Long Beach Sun, while attending Long Beach Junior College.

After graduation in 1938, Hal Bock went to work on the paper fulltime, doing theatre reviews and covering lunch clubs among his several chores. And it was while covering "the chicken and pea circuit" as he describes luncheon clubs, he learned a valuable point applicable to speech-making and show business—"keep it short and sweet."

Later in 1939, Mr. Bock went north to San Francisco as bureau manager of Inside Facts, a theatrical paper covering all phases of show business. During this time he wrote what was probably the first radio column in a theatrical paper.

Radio seemed like a good spot to head for, but he had to wait two years before being able to get a job with NBC. And he finally did with what was known as the Press-Radio Bureau. For a year he was newswriter and newscaster until the function was eliminated.

At this time Mr. Bock became correspondent for Broadcasting in San Francisco and continued in that job after becoming publicity director of KFRC San Francisco. During this period, he worked alongside of many others who have since become known in the radio industry—Cecil Underwood, Meredith Wilson, Al Pearce, Walter Bunker, Arnold Maguire and Jack Van Nostrand.

While with KFRC, a waterfront strike developed into a general strike. And Hal Bock was pressed into service as a newsman. As such he was first a reporter and leg-man. Then he hot-footed it back to the studios to write and broadcast his own material.

Following this, he put together a 30-minute dramatic narration of the strike situation which was aired on the regional CBS network (Continued on page 48)

**BROADCASTING • Telecasting**
Was he prophet or poet who wrote of music, almost two centuries ago, "There is in souls a sympathy with sounds ... the ear is pleased ... and the heart replies ..."? We think William Cowper was both. For he foretold with uncanny accuracy why advertisers on WQXR do so well.

Good music, selectively programmed and constantly beamed, brings them a choice audience of more than half a million New York families ... lovers of good things who have also the means to buy them. So constant are these listeners to WQXR that no other station in this biggest and richest of all markets reaches them so effectively. Day in, day out, "the ear is pleased ... and the heart replies." A thought worth pondering if your tastes run to poets ... or to profits.

WQXR
AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES
Respects

(CONTINUED FROM PAGE 46)

and finally on the full network. BBC also carried it. Mr. Bock received a call from the London Times for details before the situation was

Finally NBC beckoned in May 1935, asking Mr. Bock to go to Hollywood as publicity manager, servicing the one or two programs then originating from there. The NBC Hollywood staff included one engineer, one studio manager, one junior personnel.

When the network’s western headquarters shifted to Hollywood from San Francisco, Mr. Bock continued as the publicity manager. In 1938, he became western network press manager and served as such until 1945 when he became director of public relations.

In February 1946 he became western television manager in addition to his public relations duties. Early in 1948 when NBC was given a great boost with Los Angeles channel, Hal Bock ceased to operate in any channel other than television. Officially his public relations duties ended, but the relations department went on with him in his every daily move.

He has reached one definite conclusion about the medium: "When anyone asks me whether a girl's a TV expert he has one reply, "Yes, we-

Mr. Bock is a member of the L.A. Junior Chamber of Commerce. Organizationally he’s a director of the Author’s Club of Hollywood and the Academy of Television Arts & Sciences, and is a member of the Los Angeles Advertising Club, Hollywood Ad Club and Sigma Delta Chi.

In 1926, Hal Bock first met Sybil Chiam, then an organist at the Strand Theatre in Long Beach. When he got back to Los Angeles after his stretch in San Francisco, the two decided to plan a set. They did on July 14, 1926.

They live on the Sunset Strip in Hollywood on a hill overlooking Ciro’s. Mr. Bock has been to that club twice in three and a half years.

Night clubs are definitely not his hobby but pipes are, and he can

White Visits HT

FORMER SENATOR Wallace H. White Jr. (R-Mo.) visited the White House Jan. 31 to add President Truman’s photograph to his collection of autographed pictures of American presidents. Mr. White, former Senate Republican leader and chairman of the Senate Interstate and Foreign Commerce Committee, has autographed photographs of every president since Grover Cleveland. President Truman’s inscription on the picture he gave to Mr. White, “To My Good Friend and Colleague With Every Wish for His Health and Prosperity.”

E LISHA GOLDFARB, formerly associated with Lauterstein & Brown, general manager for KDAY, KDAY for past four and a half years, has been appointed MBS counsel. Lauterstein & Brown firm continues as general counsel.

W. FERRON HALVORSON, former director of sales and advertising at KYNJ-FM Fargo, N. D., has been appointed station manager of WCAT Rapid City, S. D., owned by the South Dakota School of Mines and Technol-

GOLDFARB, L. YOUNG has been appoint-

bernie Legner, and the Academy of Commerce as the city’s “Outstanding Man of the Year.”

BEAR MILLAR has been appoint-

med president of the Arctic League Inc. League directs all fund raising pro-

RALEIGH PATZ has resigned as general manager of WDDO Chattanooga, Tenn. NORMAN THOMAS and EARL WILKE, co-owners of the station, will direct its administration, while BRYAN J. BUSH, former local sales-

MORGAN CRAIG, general manager of WGGC Chester, S. C., has been elected by the local Junior Chamber of Commerce as the city’s “Outstanding Man of the Year.”

IDEAL PICTURES

Purchased by Esquire Inc.

IDEAL Pictures Corp. has been purchased by Esquire Inc., publisher of Coronet, Esquire and Apparel Arts and producer of Coro-

FLEMING NEWBOLD ‘Star’ President Dies

FLEMING NEWBOLD, 75, presi-

tient of The Evening Star Newspap-

ERSONAL SENTIMENT.

The school’s largest single donation in its history, some $6,000,000, was recently received from the estate of Mrs. William R. Keating, who died in 1944.

The donors were Mrs. Keating, the three children, Mrs. Margaret L. Lindsay, and Mrs. Anna E. Keating.

Miles W. Vaughn

MILES W. VAUGHN, 87, United Press vice president and general manager for Asia, was drowned in the Yangtze River when the sampan carrying him and a party of duck hunters capsized.

MUNCIPAL TV

Evans Named to Supervise

SETTLING for the proverbial half-a-loaf, and setting up a modi-

fied television operation in lieu of a costly and currently impossible city-owned video station, New York’s Mayor William O’Dwyer last week appointed Clifford Evans, former newspaperman, as super-

visor of television for the Municipal Broadcasting System.

According to Seymour N. Siegel, director of the city radio system, city officials have for some time been discussing the establishment of a complete public service station to operate with WNYC and WNYC-FM New York. However, because of the prohibitive initial cost (some $929,000, and approximate $150,000 annual operating cost, and the current FCC freeze on the available frequencies, expected to be maintained until higher frequencies are made available, the present set-up was organized so that the city system could “get its feet wet” in video operation.

Mr. Evans will supervise a mod-

est television film unit, for which the City Board of Estimate has ap-

proved $17,822. Programs will be scheduled on such civic interests as public health, public water resources, conservation and community cultural activities, and will be made available free of charge to commercial television stations in New York. The city has already requested the city-produced programs for the following

1. Public service.
2. Program material which is hoped to be of exceptional high standard, at no cost to the station siring it.
3. Helping the city.

Six employees will be active in the new television unit, including Mr. Evans, who will receive $7,000 a year, a secretary at $5,000 yearly, and an electrician in charge of lighting at $4,000 annually. Six-


WHITE VISITS HT

THE EVENING STAR Newpaper Co., publishers of The Evening Star and Washington Star, have received a $6,000,000 donation, the largest single one in

FLEMING NEWBOLD, ‘Star’ President Dies

FLEMING NEWBOLD, 75, president of The Evening Star Newspap-

CITY OF MUSKRAT.

RADIO WRITER John Denker has completed a novel, I’LL BE RIGHT HOME, Ma, to be published Feb. 21 by Thomas Y. Crowell Co. The book is Mr. Denker’s first full-

length novel. He has written radio scripts for Columbia Workshop, Reader’s Digest radio program, OWI, Cavalcade of America and others.

Denker Book

BROADCASTING • Telecasting
Just off the Press

NEW EDITION OF A. A. R.'s FAMOUS "QUIZ ON RAILROADS AND RAILROADING" PROVIDES AUTHENTIC DATA, WITH EASY-TO-USE, COMPREHENSIVE INDEX COVERING OVER 700 TOPICS.

Here's a valuable, authoritative source of railroad information in handy question-and-answer form, completely indexed to give you up-to-date information about American railroading.

Assembled in easy-to-read groupings are compact answers to more than 250 questions covering American railroads, their history, physical properties, operations, accomplishments, and the role that they play in every phase of American life.

This is the seventh edition of this popular, useful book. It's particularly valuable to editors, writers, and commentators because of its capsule breakdown of each subject and detailed subject index.

To get your copy of this new edition of "Quiz on Railroads and Railroading," or extra copies for your staff, just mail the coupon.

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Press and Radio Section, Association of American Railroads, Room 926, Transportation Bldg., Washington 6, D. C.

Please send me copies of "Quiz on Railroads and Railroading."

PLEASE PRINT

Name

Address

City Zone State
WVTL DROPS CP  
Says TV Future Uncertain

BECAUSE of engineering and economic uncertainties in the future, the Utica, N. Y., Observer-Dispatch has surrendered its construction permit for WVTL (TV) Utica.

Deletion of the station was granted by the secretary of the FCC last Wednesday, effective Jan. 27, date of expiration of the CP. The permit was granted in May 1948 for Channel 3 (46-70 mc) with effective radiated power of 16.5 kw visual and 7.5 kw aural. An application for extension of completion date to September 1 also was dismissed.

With the deletion of WVTL there now are 116 television permits authorized, plus seven licensed stations. A total of 57 video outlets are operating.

The Observer-Dispatch, a Frank Gannett paper, previously held authorization for an FM station in Utica. WKAL (FM), which is mentioned in the paper's request last year. Gannett newspapers in other cities own or have interest in WHEC Rochester, WENY Elmira, WHDL Oneonta and WHAA Utica, N. Y.: WDN Danville, Ill., and WHTT Hartford, Conn. TV applications pend in Rochester, Elmira and Hartford.

Other TV Station

There is another video station under construction in Utica, WKAL-TV, owned by the Copper City Broadcasting Corp., licensee of WKAL Radio. N. Y. WKAL-TV holds CP for Channel 13 (210-216 mc) in Utica. There are no pending video applications for that city.

J. David Hogue, vice president of the Observer-Dispatch, told the Commission that his firm's TV application had been filed early in 1948 and "since that time there have been many developments affecting the future trend of this industry, both of an engineering and economic nature." He said, "It is my considered judgment that there is too much uncertainty surrounding the immediate future to justify for us the substantial investment required for a television station in the Utica market." He noted the city would not be left without video service, because of WKAL-TV.

WRTB(TV) START

Even If FCC Denies Transfer

WRTB (TV), Waltham, Mass., would be on the air by the end of March even if FCC fails to approve pending transfer applications, President Charles Francis Adams Jr., of Raytheon Mfg. Co., the permittee, testified Wednesday.

His testimony came during a hearing called by the Commission to determine whether Raytheon had proceeded diligently with construction of the station and whether additional time should be allowed for completion. The original grant for WRTB—Channel 2 —was issued in May 1949.

The station, it was disclosed, has signed an affiliation agreement with CBS.

The network has bought WRTB for $242,122, pending FCC approval, and under the Commission's AVC Rule Meredith Engineering Co., owner of WHEN (TV) Syracuse and subsidiary of Meredith Publishing Co., is offered to match the CBS bid [BROADCASTING, Nov. 1, 1948; Jan. 17].

The hearing, held before FCC Examiner Hugh B. Hutchinson, produced testimony that Raytheon had spent about $215,000 on WRTB.

To Book Cost, including general television developmental work, was placed at $74,944, while the market value of WRTB equipment alone was reported as $254,401.

NEW TUBE

For Inter-City TV Links

A NEW TYPE of electron tube, expected to triple or even quadruple the program-carrying capacity of inter-city video relay links, was described Wednesday evening by Dr. Jack A. Morton of Bell Telephone Labs., at the Institute of Radio Engineers' Chicago dinner meeting.

Dr. Morton said the new very high frequency tube, no larger than the average tube in a home radio set, is to be used in the radio-relay circuit now under construction between New York and Chicago. He and his associates are the inventors and perfectioners of it.

The tube is referred to as a "close-spaced triode." The name derives from the small distance—an arm of about one-fifth the diameter of a hair, he said—anode,” between the tube’s grid and cathode. The spacing is about one-sixth that found in any triode tube now available.

To be manufactured by the Western Electric Co., it will be used as an amplifier, modulator, oscillator and frequency multiplier in repeaters and terminal equipment, Dr. Morton said. Repeaters using the new tube will use about half as much power as earlier types and provide greater bandwidths over which amplifications can be achieved.

AM-TV PAPERS  
To Highlight RMA-IRE April Meeting

TECHNICAL developments in television and broadcasting will be scanned by industry engineers at the spring meeting of the Engineering Dept. of Radio Mfrs. Assn. and the Institute of Radio Engineers. Meeting will be held April 26-27 at the Benjamin Franklin Hotel, Philadelphia.

Days have been divided into morning technical sessions and afternoon inspections trips, according to Virgil M. Graham, Sylvania Electric Products, chairman of the committee in charge. Speaker at the April 26 dinner will be Stuart L. Bailey, of Jansky & Bailey, IRE president. T. A. Smith, RCA, chairman of the RMA Transmitter Division, will be toastmaster.

Technical papers on the opening day's agenda include discussion of a 3 kw medium frequency transmitter, by L. F. Deise and L. W. Gregory, Westinghouse Electric Corp.; cavity resonators in the mobile field, by Henry Magnuski, Motorola Inc.; 50 kw FM amplifier, by L. D. Balthis, Westinghouse; instantaneous deviation control for phase modulation transmitters, by Marion Winkler, Motorola. Afternoon includes lunch, RMA and IRE committee meetings and stag party with Cornell-Dubilier Electric Corp. as host.

FOOTBALL

NCAA to Further TV Study

H. JAMISON SWARTS, U. of Pennsylvania athletic director, reported that the Eastern Collegiate Athletic Conference has recommended to the National Collegiate Athletic Assn. that funds be provided for continuing the Crowley television survey.

Mr. Swarts said the survey, conducted last season in the New York-Philadelphia-Boston area, proved football attendance linked because of television, particularly attendance at smaller school games. Mr. Swarts so reported at the NCAA convention at San Francisco, Jan. 9 [BROADCASTING, Jan. 17].

Page 50 • February 7, 1949
Hooper Reports:

WGAR 31.9%

STATION B 25.3%

STATION C 18.8%

STATION D 14.4%

The November - December Hooper Station Listening Index shows that WGAR continues to stand out as Cleveland's listening habit. And this was before Jack Benny and other new 1949 features were added to the program schedule of Cleveland's Friendly Station.

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION in Cleveland...in Akron...in Canton

Represented Nationally by EDWARD PETRY & COMPANY
WASHINGTON U. Programs Are On State-Wide

BROADCASTS produced by the U. of Washington are reaching an ever increasing number of listeners in the state, according to the announcement last week by Prof. Ed- win H. Adams, executive officer and program director of the University’s radio education department.

Fourteen broadcasts a week are heard on Seattle stations with five programs being carried on other stations in the city in addition to KXLE Ellensburg, KSEM Moses Lake, KOMW Omak, KHQ Spokane, KUJ and KWKB Walla Walla, KWSC Pullman and KXXO Aberdeen.

Production and placing of the programs is done by Prof. Adams, with William Ladd responsible for statewide distribution. Bruce Cal- loun is in charge of production. Broadcasts emanate from Radio Hall on the University’s Seattle campus and are supervised by an audio-visual board.

UHF TV TUBES

Use ‘Not Unusual’—Sorg

BELIEF that the provision of transmitting tubes for adequate power in the UHF television region is “not a serious problem” was reiterated last week by Etel- McCullough Inc., radio tube manu- facturer, of Bruno, Calif.

Harold E. Sorg, Elmac director of research, called attention to “some recent reports” which, he feared might make the public “un- duly concerned” about UHF trans- mitting tube operation.

“As a matter of fact,” he said, “there is not all unusual in the transmitting tube field. A tube is really at ultra-high frequencies, as evidenced in other types of service. For example, Elmac tubes are being currently used in communi- cations transmitters at frequencies over 1000 mc.

His statement, contained in a letter to FCC, was occasioned by reports that the 500 mc experimental station which was operated during the fall and early winter in conjunction with NBC’s WNEW Washington had experienced tube failures due to high heat [Broad- casting, Dec. 20, 1946].

Mr. Sorg called attention to Elmac testimony during hearings on opening of UHF television band (475-890 mc), at which time he told FCC that Elmac already had done the basic tube design work for high-brightness tubes predicted at that time that transmitting tubes with 50 kw peak output could be made available for the low end of the high band within six months to a year, depending on demand, and that similar tubes for the 650-890 mc region can be had in one to two years [Broad- casting, Sept. 27].

NEW ORLEANS televiewers got a glimpse of city’s Iris Carnival ball recently. The telecast was first coverage by WDSU-TV New Orleans of an event in- volving such large-scale production. Station has announced that it plans complete coverage of the Mardi Gras.

AWB AGENDA

March 10-12 Meeting Plans Are Announced

AGENDA for the sixth annual convention of the Assn. of Women Broadcasters, feminine branch of the NAB, was announced Thursday by Pat Griffith, NAB director of women’s activities. With Chicago as site, the March meeting is expected to attract broadcasters who have been unable to attend eastern conventions.

Miss Griffith forecast an attend- ance of about 450 delegates. Meet- ing theme is “The Business of Broadcasting.” Sessions will be held at the Drake Hotel in Chi- cago, by Elvira B. Henkock, FCC member, and A. D. (Jess) Willard Jr., NAB executive vice president, will be principal speakers [Broad- casting, Jan. 31].

AWB was formed in 1942 and has an active membership of 1,500. Members are staff members of sta- tions, or broadcast over NAB mem- ber outlets. It includes associate members in executive phases of radio who work outside stations.

Opening day’s proceedings in- clude registration, committee meet- ings and unscheduled radio activi- ties in the morning. First mem- bership meeting will be held 2-4 at the Drake Hotel.


Evening plans include a cocktail party followed by a dinner at which the National Assn. of Greet- ing Card Mfrs. will be host. Steve Shannon, president, will be toast- master.

Saturday’s agenda opens at 9:45 a.m. with a work session to be held by Anne Hayes, KOMO Kansas City, will be moderator of a panel of station managers and women broadcasters. Topic will be, “The Woman Broadcaster and Her Station Manager.”

Another panel at 11:15 will be “New Ideas for Women’s Programs.”, with Beulah Karney, WENN Chicago, president.

Luncheon guests will include Gov. Adlai Stevenson of Illinois and Mayor Martin Kennelly of Chicago, Miss Hennock will be guest speaker.

Afternoon will be featured by a television work session. Fran Har- ris, Ruthrauff & Ryan, Chicago, will preside over a panel of women in television. Subject will be, “Television—The Eyes of Today.” Clos- ing session starting at 5 p.m. will be a joint meeting with Miss Grif- fith presiding. Cocktail party and buffet will conclude the convention program.

Business brunch will be held March 13 at 10 A.M. by the AWB board of directors.

National officers of AWB are: Miss Crane, president; Miss Griffith, second vice president; Eleanor Hanson, WHK Cleveland, third vice president; Ann Holden, KGO San Francisco, fourth vice president; Nell Daugherty, WSTM Stamford, Conn., secretary; Norma Richards, WSPD Toledo, treasurer. The post of first vice president is vacant.

AWARD for “the outstanding document- ary radio program of interest to women” was given the ABC Mr. President program by 10th district California Congress of Par- ents and Teachers.

ATS FORUM

Vallee, Others Give Views

TIME will prove the superiority of film over live shows for video, according to Rudy Vallee, who last Tuesday spoke at American Television Society film forum at the Museum of Modern Art, New York. Filmed television shows, he believes, will represent 10% to 90% of the total video production.

The erstwhile vagabond lover, who is head of the Television Film Producers Assn. of Hollywood, has his own video production firm, Val- lee-Video Inc.

Howard Bailey, assistant man- aging editor of The Evening Star, which sponsored the meeting in Wash- ington, outlined the problems of a newspaper that owns its own TV station. Such a station would be a separate entity rather than a department of the publica- tion, Mr. Bailey said. “A newspaper and its television station will never be able to pass on for the advertisers dollar,” he added.

George Bonwick, president of Pathe-Pictorial Films, New York producers and distributors of pack- age shows, warned that forum group on liability. He said: “Rentals, lease or sale of a film for television usage is a potential atomic bomb of liabil- ity—unless proper legal clear- ances have been established all along the line.”

Paul Alley, director of the NBC Newsdesk, showed highlights of the recent Presidential Inaugura- tion in Washington, and a film of President Truman’s speech at the Electoral College at the box. New techniques now being planned for presentation of news on television will revolutionize the newsreel in- dustry, he said. He referred to plans for presentation of a new live news show on NBC-TV starting later this month.

Forum opened with presentation of one of the American To- bacco Co. prize-winning network film series, Your Show Time.

WKDN LP Routine

WHEN WKDN Camden, N. J. acquired a Columbia LP record player, it huddled its engineers to decide on how best to feed the gadget into a Raytheon console. After tossing in various radio trinkets, the thing worked like a charm, according to Phil Steen, chief engineer. Steen’s routine: The pickup was matched to the pre-amp input through a 400,000 OHM to 250 OHM transformer fed to a console through a three- circuit jack and plug. When the quality was not up to snuff, an LC condenser was placed across the pickup’s output. Objection- able pops and froying sounds were eliminated and listeners reported clearer reception and fidelity, according to WKDN.
LOOK AT IT Practically

Fits any standard desk... easy to see over... all functions at your fingertips... clear, clean control identification... large easy-grip knobs, in orderly sequence, spaced for comfort... extremely flexible in use... handles two studios, one announce booth, two turntables, up to eight remote input lines and two output lines—en engineer’s dream of operational simplicity!

LOOK AT IT Economically

Simple, low-cost installation... quick accessibility and maintenance... General Electric design permits you to conduct auditions during program time—(your Sales Department will like this)... also, you can supply the same or different programs to two output channels—local transmitters or networks.

Look Again—THEN ORDER

FREE BULLETIN—This colorful booklet, giving full details about the G-E Consolette, is yours on request. Write for it today. General Electric Company, Room 102, Bldg. 3, Electronics Park, Syracuse, New York.

You can put your confidence in...

GENERAL ELECTRIC
VIDEO IN CARS

By JEREMIAH COURTNEY

SWEEPING the country in a remarkable effort is legislation to give television viewers in motor vehicles the same visual experience as in their homes.

Although this year's legislation has been in effect for only a month, the bills introduced in 12 states—California, Connecticut, Indiana, Maryland, Massachusetts, Michigan, Missouri, Nebraska, New York, Ohio and Rhode Island—have introduced into general use television sets in motor vehicles.

The bills are of two principal types with minor variations of language. One would prohibit absolutely the installation of television receivers in any motor vehicle; the second type would limit installations to those so placed that the driver cannot see them when operating the vehicle.

Typical of the first type are the Massachusetts and Rhode Island bills. The Massachusetts bill simply provides: "No motor vehicle in which a television set, so called, is installed shall be operated on any highway within the commonwealth."

More elaborately, the Rhode Island bill provides:

"Sec. 16. No person shall operate a motor vehicle in which there is an automobile television receiver unless there is a television screen thereon that is not visible to the operator of the motor vehicle."

The Michigan bill would prohibit television set installation without first securing permission to do so from Commissioner of State Police.

Typical of the bills which would operate only to restrict the manner of installation are the New York and California measures. New York Assembly Bill No. 122 provides:

"Sec. 28. It shall be unlawful to operate upon any public highway or in an automobile which is equipped with a television set, in such a manner as to place the viewing screen thereof in such a position as to cause or permit to be seen by the driver of the operator of such vehicle."

The California bill is similarly worded:

"No person shall drive or operate any motor vehicle equipped with any television viewer, screen or otherwise of visual images of a television broadcast which is located in the motor vehicle at any point forward of the back of the automobile, or in such a manner as to allow the television images to be seen by the driver of the vehicle while operating the motor vehicle."

The majority of the bills introduced are of the New York-California type, as is the proposed amendment to the Uniform Traffic Rules by the National Committee on Uniform Traffic Laws and Ordinances. It is now being balloted. The proposed amendment submitted to this government committee would prohibit any television receiver "which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

The impact of the bills proposed for the absolute prohibition of motor vehicle television sets has been generally endorsed by set manufacturers and the announced plans of Transit Radio to consider such use is apparent. It would seem that the absolute prohibition type bills are not necessary for highway safety purposes as the placement of the receivers beyond the driver's range of view would accomplish the same purpose. Moreover, no such bill has ever been enacted with respect to motor mobile vehicle receivers. None of the bills so far introduced has been enacted, although the Indiana bill has passed the Senate. The majority of the 42 legislatures now in session will continue into March and April to consider new traffic measures, those of Florida and Louisiana, convene. Opportunity for amendment of all the pending bills will exist although the rash of bills already introduced strongly suggests that before the 1949 legislatures sessions close, most of the states will have under consideration a bill or bills affecting mobile unit television receiver installation.

NEW WBIG MGR.

Hutchison Named to Post

Promotion of Gilbert M. Hutchison, commercial manager, to general manager of WBIG Greensboro was announced last Thursday by WARIO President and Chairman of the Board of Directors, WARIO President and Chairman.

Mr. Hutchison, a veteran of 11 years with WBIG, succeeds the late Major Edney Ride in that position. Mr. Ride, who died Jan. 13 [Broadcasting, Jan. 17], was president, treasurer and vice president of WBIG. His widow, Lorraine R. Ride, was elected to the board of directors. Mr. Ride is J. M. Bryan, executive vice president of Jefferson Standard.

Miss Aileen Gilmore, secretary of the corporation and secretary to Major Ride, was elected secretary-treasurer. She will continue her executive secretarial duties.

Mr. Hutchison began his radio career at WKRC Cincinnati in a sales capacity. He became commercial manager of WBIG in 1942.

DENVER TV BY '51

Forecast by KFEL's O'Fallon

"VIDEO cameras won't make such action a burden for Denver by 1951," said Gene O'Fallon, general manager of KFEL Denver, predicted last week.

Mr. O'Fallon outlined actions of the FCC in "freezing" TV station assignments to the points that it will be two more years before channels are allocated and stations take the air, Mr. O'Fallon added that KFEL will cover the annual "freezing" of TV field tests through the summer. KFEL, operating under experimental license W-O-XEL, is "attempting to determine the eventual feasibility of television transmission in the proposed new 500 mc band," Mr. O'Fallon explained.
TELEVISION was surveyed in detail at the CBS Television Clinic Jan. 25-26 at the Waldorf-Astoria, New York. Photographer found these groups discussing video informally (1 to 7): Left photo—Carlos Franco, director of station relations for Young & Rubicam, and John Karol, CBS sales manager; center photo—William Whitmore, advertising manager, American Telephone & Telegraph's Bell System; T. T. Cook, vice president in charge of radio and television, AT&T; Ralph McKinnic, CBS-TV account executive, and William B. Lodge, CBS vice president and director of general engineering; right photo—George L. Moskovics, CBS-TV manager of sales development, and Charles Durbin, assistant advertising manager, U. S. Rubber Co.

CORRESPONDENTS
Carter Heads Radio Dinner

RADIO Correspondents' Asso. was scheduled to hold its annual dinner last Saturday (Feb. 6) at Washington's Statler Hotel in honor of President Truman. In addition to association members, government and congressional officials were expected to attend. Tickets were $10 per plate.

The entertainment lineup was headed by Jack Carter, currently substituting for Milton Berle on the latter's Texaco Star Theatre television program. Other talent included: Borah Minnewtech and his Harmonica Rascals; Nadine Conners and Janet Blair, singers; Marge and Gower Champion, dance team; Sid Caesar, and Allen Roth's orchestra.

Program was produced by Arthur Knerr, production consultant to the Texaco show and stage manager of the Roxy Theatre. The talent has appeared on Mr. Berle's program from time to time. Phillips Carlin, CBS vice president in charge of programs, handled arrangements.

SALE OF KPAS Banning, Calif., for $25,500 by Rep. John Phillips (R-Calif.) and his sons to William T. Smith, lumberman and station applicant, and David Robbins is reported in application tendered for filing last week at FCC.

Request also was filed by WRLD-FM West Point, Ga. (Lanett, Ala.), for consent to sale for $67,000 by L. J. Duncan and associates to J. C. Henderson and J. L. Coley, owners of WRF/S Alexander City, Ala. Rep. Phillips, in a letter to the Commission associated with the sale as a reservation, requested waiver of the AVC rule (requiring 60-day waiting period for possible public bids) in order to expedite the transfer. He held station's "economic situation" has been known for months and has been listed for sale with an agent and advertised.

Rep. Phillips wrote that the AVC waiver "would not only be a personal favor to me, but it would take away at once a natural concern regarding the station. It would also make it possible to pay at once the station's creditors, who have been very patient during the past year. KPAS, granted in April, 1947, is assigned 255 w. on 1490 kc.

The Congressman stated that because of his legislative duties he has not been able to devote any time to the station and the burden of management has fallen upon his youngest son, Carl. Another son, Robert Will, also is partner in KPAS. Rep. Phillips said the station "suffered somewhat more than the usual difficulties during its first year having strange on the air without operating capital ..." He explained rising construction costs and other factors had required all of the funds made available to his sons for KPAS.

The Congressman said that after giving additional funds to the operation he finally ordered that it be sold. He was given a waiver of AVC. Rep. Phillips stated that "The situation of the station has been known.

PRO BASEBALL
Games Signed by WIL WJBK
ALL BASEBALL games of the St. Louis Cardinals will be broadcast for the next three seasons, 1949-50-51, by WIL (AM-FM) St. Louis, according to a joint announcement last week by Fred Smith, chairman; Robert Cobb, president; Robert Hendler, editor-publishing secretary; 90% owner of Alexander City Outlook and secretary-treasurer and 40% owner of WRF/S.

Mr. Tatum

JOINS DON LEE
Tatum Is General Counsel
DONN TATUM, partner in the Los Angeles law firm of Lillicke, Garry & McHose, has resigned to join Don Lee Broadcasting System as general counsel and assistant secretary of the corporation, according to Lewis Allen Weiss, president. In addition, he will serve as a member of the board of directors.

As a partner in the law firm, Mr. Tatum has been actively concerned with radio affairs, including work for such clients as RCA and ABC. He also has served as legal counsel for the California State Broadcasters Assn., Southern California Broadcasters Assn., Hollywood Advertising Club and the Academy of Television Arts & Sciences. He was one of the incorporators of the latter organization.

Mr. Tatum graduated from Stanford U. in 1934 with magna cum laude honors. He attended Oxford Law School for two years and then Loyola U. (Los Angeles) Law School. He was admitted to the bar in 1938. Mr. Tatum is married and has five children.
Mr. Mullen stated the company would pursue its plan vigorously. Although sales figures for WGAR were not announced, it was revealed that the year's increase was about 5%, while in the final quarter the station showed sales approximately 14% above the corresponding quarter of 1947. Operating expenses were said to be at an all-time high which resulted in profits being just slightly lower than in 1947.

Johnson Upheld

THE HIGHEST court of the land Jan. 31 confirmed the disputed victory of Sen. Lyndon B. Johnson (D-Tex.) for the U. S. Senate seat over his opponent, former Texas governor Coke R. Stevenson. The Supreme Court refused to hear Mr. Stevenson's appeal from a lower court order which dismissed his complaint against the legality of Sen. Johnson's election, thus ending a drawn-out battle in the federal courts. Sen. Johnson, whose wife, Claudia, owns KTBG Austin, Tex., defeated Mr. Stevenson by 87 votes in the Democratic primary and later won the general election in November. He was administered the oath Jan. 3.

TV 'Soap Opera'

TELEVISON'S first "soap opera," These Are My Children, new Irna Phillips serial, premiered last Monday on the full NBC-TV network. Emanating from WNBQ Chicago, the program originally was scheduled as a local show, but early rehearsals prompted NBC to add the series to the network's schedule, Monday through Friday, 5-6:15 p.m.

Mr. Mullen pointed out. A continuing study of video by various company officials has been authorized and Mr. Mullen stated the company would pursue its plan vigorously. Although sales figures for WGAR were not announced, it was revealed that the year's increase was about 5%, while in the final quarter the station showed sales approximately 14% above the corresponding quarter of 1947. Operating expenses were said to be at an all-time high which resulted in profits being just slightly lower than in 1947.

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the station had sold a fashion dress account. Broadcasters and retailers responded enthusiastically to the new NAB effort.

This project is one of a series planned by Maurice B. Mitchell, NAB director of broadcast advertising. First pressure for expanded advertising activity at NAB headquarters developed in January at a meeting of the Sales Managers Executive Committee, of which Eugene S. Thomas, WOIC Washington, is chairman. The committee went so far as to urge that 50% of NAB’s budget be devoted to broadcast advertising. Another idea being studied is separation of the department from the main NAB structure, similar to the million-dollar Bureau of Advertising of the American Newspaper Publishers Assn.

The board will review BMB developments, hearing reports from Hugh Terry, KLZ Denver, and G. Richard Shafto, WIS Columbia, S. C., who explained the NAB position at BMB’s November board meeting. Dr. Kenneth Baker, NAB director of research, is now supervising the actual research activities of BMB, which will report on progress of the second study.

Though many changes have been made in BMB’s project, many directors are deeply concerned over its financial problems. Conduct of the ballot mailing will require large sums, more than BMB now has in the till. Hugh Feltis, BMB president, is touring the country on a membership drive. The board will hear a progress report on his recruiting campaign.

Another phase of sales will come up the second day of the board meeting when progress of the All-Radio Presentation film will be reviewed. Three persons will explain the presentation’s status. Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee, will explain need for intensive industry sales promotion. Victor M. Ratner, CBS, will review the script. Lewis H. Avery, of Avery-Knodel Inc., will tell how the film will be shown in all parts of the nation and how it will graphically tell the radio story for the benefit of every broadcast.

Gray Invitation

Final chance for the industry to scan the project will be provided at the April convention, when it may be in the shooting stage. A recruiting drive will get underway this week when Mr. Gray writes letters to stations inviting them to get behind the promotion.

Whereas the NAB Standards of Practice issue was a live one a year ago, little controversy is heard on an industrywide basis. NAB is about to appoint a broadcaster-advertiser-agency code committee whose job will be to aid stations in their code observance. Secretary of this committee is Richard W. Jencks of the NAB Legal Dept. The committee was authorized by the board last November.

A quick in the code situation is the proposed amendment to the by-laws submitted last May at Los Angeles by Edward Breen, KYFD Fort Dodge, Iowa, long a code opponent. Mr. Breen submitted an amendment which would remove the board’s code-writing powers from the by-laws. Because it was not received 30 days prior to the Los Angeles board meeting it went over to November. At that time the board ordered appointment of a committee to write an explanation of the proposed Breen amendment, since it was submitted just before the board finally adopted the code.

Statement Under Study

The committee has studied a tentative statement to accompany the amendment ballot but it has not yet been approved.

Coming before the New Orleans board meeting will be a report of the board finance committee, with review of the association’s financial statements, a joint report on the status of the Inter-American Broadcasters Assn.; review of the International High-Frequency Broadcasting Conference at Mexico City; plans for the fall district meetings; tentative plans for a NAB Program Clinic to be held in June, and copyright developments.

Upcoming

Feb. 25: California State Broadcasters Association annual meeting, Palace Hotel, San Francisco.
Feb. 26-March 2: NAB affiliates meeting, Chicago.
March 1: WAND Co. Hearing before FPC continued, Durham, N. C.
March 2: Expanded Educational Television Progress (TV studio), Municipal Auditorium, Dallas.
March 7-9: Chicago Television Conventions, National TV conference, Chicago.
March 10-14: NAB national convention, Chicago and Convention Center, Chicago.
April 1: U. S. National Commission for UNESCO, second national confer-

### Magic Carpet

The modern day magic carpet is television. Through the air it glides, enchanting whole cities, captivating every member of the family.

In Richmond, Virginia, the magic carpet is WTVR, "The South's First Television Station."

Via the NBC Television Network, WTVR brings the entertainment delights of distant regions to its viewers, just as its sisters, AM Station WMBG and FM Station WCOD, are delivering NBC favorites to Virginia listeners.

Small wonder that Havens & Martin Stations are a habit throughout their area.

### First Stations of Virginia

Havens & Martin, Inc., Richmond, VA.
John Blair & Co., National Representatives

### Benny at Top

**Heads 5-City 1948 Rating**

JACK BENNY and Lux Radio Theatre led the top-ten evening program listings for 1948, according to a report by The Pulse Inc., New York.

Ratings quoted, covering the five cities regularly surveyed (New York, Chicago, Boston, Philadelphia and Cincinnati), are yearly average of the highest quarter-hour ratings achieved by the programs in each city for every survey period. Fred Allen was fourth on the list, while Stop the Music did not make top ten.

### Evening Yearly Average of Highest 1/4-Hour Ratings

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
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<tbody>
<tr>
<td>Jack Benny</td>
<td>Lux</td>
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<tr>
<td>Radio Theatre</td>
<td>WWJ</td>
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<tr>
<td>Charlie McCarthy</td>
<td>WWJ</td>
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<tr>
<td>Fred Allen</td>
<td>WWJ</td>
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<td>Flyer</td>
<td>WWJ</td>
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<td>Harry Morgan</td>
<td>WWJ</td>
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<td>Bob Hope</td>
<td>WWJ</td>
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<tr>
<td>Ann Miller</td>
<td>WWJ</td>
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<tr>
<td>Walter Winchell</td>
<td>WWJ</td>
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<tr>
<td>Cooney's Talent Scouts</td>
<td>WWJ</td>
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</tbody>
</table>

### 5-Week Daytime

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
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<tbody>
<tr>
<td>Arthur Godfrey</td>
<td>WWJ</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>WWJ</td>
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<tr>
<td>Grand Slam</td>
<td>WWJ</td>
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<tr>
<td>Big Sister</td>
<td>WWJ</td>
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<tr>
<td>Helen Trent</td>
<td>WWJ</td>
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<tr>
<td>Rosemary</td>
<td>WWJ</td>
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<tr>
<td>Ma Perkins</td>
<td>WWJ</td>
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<tr>
<td>Our Gang</td>
<td>WWJ</td>
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<tr>
<td>Guiding Light</td>
<td>WWJ</td>
</tr>
<tr>
<td>Wendy Warren</td>
<td>WWJ</td>
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<tr>
<td>Aunt Jenny</td>
<td>WWJ</td>
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### Saturday-Sunday Daytime

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
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<tbody>
<tr>
<td>The Shadow</td>
<td>WWJ</td>
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<tr>
<td>Quick &amp; Flippin'</td>
<td>WWJ</td>
</tr>
<tr>
<td>Stars Over Hollywood</td>
<td>WWJ</td>
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<tr>
<td>Thames Am. Day</td>
<td>WWJ</td>
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<tr>
<td>Let's Pretend</td>
<td>WWJ</td>
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<tr>
<td>East Side John</td>
<td>WWJ</td>
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<tr>
<td>Grand Central Station</td>
<td>WWJ</td>
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<tr>
<td>Junior Miss</td>
<td>WWJ</td>
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<tr>
<td>House of Mystery</td>
<td>WWJ</td>
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</tbody>
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### KIN Facilties

KIN Visalia, Calif. will move its main studios and offices from 119 E. Augusta St. to the mezzanine of the Hotel Johnson about April 1. New location will give station twice as much floor space as it now occupies in Mooster Bldg. Remote lines to principal points in Visalia will be maintained for “on the spot” news coverage. Additional facilities are being taken in consideration toward possible move by KTKC (merging with KFRE) to Fresno, KIN reported.

### News

**The Air Wave Twists**

**VWJS & WVSJFM**

**BAMMY QUIZ**

**What is West Kentucky’s Most Powerful Free Time AM Station?**

**ELIZABETH BLACK**

**What is the name of John Katz Co., that knows the answer to this question?**

**And why?**

**THE BARNABUS MAN WILL MARRY WITH A C loyalty with a C**

**KENTUCKY**

**What does it say on the back of the Barnabas movie ad?**

**KENTUCKY**

**How much does it cost?**

**KENTUCKY**

**How many people can it hold?**

**KENTUCKY**

**What is the Barnabas movie?”**

**KENTUCKY**

**What is the Barnabas movie?”**

**KENTUCKY**

**What is the Barnabas movie?”**

**KENTUCKY**

**What is the Barnabas movie?”**

**KENTUCKY**
CENSORSHIP

CENSORSHIP of television films before they are carried by any Pennsylvania television station was ordered last week in a regulation adopted by the State Board of Censors of Motion Pictures.

The move, which authorities said seemed sure to draw a fight from the state's television owners, was hailed by Theodore Pierson, counsel for WCAU, Philadelphia, who was named chairman; Thad H. Brown Jr. for WDVT (TV) Pittsburgh; Morton H. Wilner of WFIL-TV Philadelphia, Henry B. Weaver for WPEN-TV Philadelphia, and John H. Midlen for WGAL Lancaster, who has a TV permit.

Authorities said the Pennsylvania board's action was the first known entry of a censorship body into the television field, but that some other states, including Maryland, are understood to be considering a similar move. Only five or six states have censorship of motion pictures, but a number of cities do.

Text of the Pennsylvania regulations:

Projection of motion pictures by television. All motion picture films, reels, or views intended for projection by broadcast television in Pennsylvania must first be submitted by the exchange, owner, or lessor of the film, reel, or view, or censorship purposes and must not be projected by television in Pennsylvania unless first approved by the board and a seal issued therefor upon payment of the proper fee, and said proper approval seal displayed upon every showing.

W2XMN FIGHT

FCC Lashes Back at Appeal

DETERMINED to be ready for a showdown in the long-running battle with FM Inventor Edwin H. Armstrong over his FM allocations, FCC last week filed one of the longest case records it has submitted in recent years to the U.S. Court of Appeals for the District of Columbia.

The record totals 3,602 pages.

The case is Prof. Armstrong's appeal from the Commission decision requiring his W2XMN Alpine, New J., to comply with the FCC order for low-band FM stations to vacate the 44-50 mc region and deny his appeal for continued operation in that band [Broadcasting, Jan. 10]. Under a stay order won at the time of his appeal, Prof. Armstrong's experimental station is continuing operation on 44.1 mc.

The FM inventor's years-old complaint against the reallocation of FM from the low to the high band is expected to be drawn into the appeal, in view of the allegations included in his complaint.

In the record certified to the court, FCC included relevant allocations reports of the Commission dating back to 1945: the docket on the reallocation of TV Channel 1 (44-50 mc) from television to nonbroadcast services; all license folders on W2XMN from 1936 to the present, and notices of proposed rule-making in the mobile hearings and related 44-50 mc proceedings.

Prof. Armstrong's appeal is slated for hearing before the court during the February term. Exact date has not been set.

POLICY CHANGE

In Canada Radio Intimated

NEW THINKING by the Canadian government on television and broadcasting was intimated by Prime Minister Louis St. Laurent on Jan. 31 in Parliament at Ottawa. He suggested a possible change in broadcasting control and possibility of immediately developing TV in Canada.

He stated that television necessarily had to be a monopolistic enterprise, because of the few frequencies available and the heavy installation and production costs. If private interests were allowed to use the frequencies and venture their capital, they would obtain vested interests. This, he pointed out, was not desirable.

The Royal Commission, to be appointed shortly, will study the problem, but meanwhile some action could be taken which would not prejudice the question, he said.

It is believed this may refer to the proposals of the Canadian Broadcasting Corp. to work out a scheme whereby installation and production could be done on a co-operative basis with private interests.

The Royal Commission is also to study the question of broadcasting. Here the prime minister showed a possible change in government thinking, when he admitted it was an open question whether the CBC should continue both to broadcast on its own stations and regulate the activities of privately-owned stations.

In-School Viewing

EXPERIMENT in the use of telecasts in the classrooms of public schools was inaugurated by WBAL-TV Baltimore Jan. 28. Under the direction of Dr. David E. Weglein, public service counselor of WBAL and WBAL-TV, a quarter-hour "high school lesson in music," designed for in-school viewing, was telecast at 1:15 p.m. Dr. J. Allen Dash, director of WBAL, directed the lesson in cooperation with public high school authorities. This was the first of five in-school viewing programs to be started by WBAL-TV in the next few weeks. Some of the programs will go over the entire NBC TV network at a later date.

FCC Personnel, Pay

PERSONNEL of the FCC decreased by six during the last two months of 1948, according to a report of the Joint Committee on Reorganization of Nonessential Federal Expenditures filed with Congress. In November 1948, the agency had 1,300 employees and in December 1,294. Monthly payroll was decreased by $22,000 between October and November of last year. The payrolls were reported as $481,000 for October and $500,000 in November.

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JOHNSON NAMED

Trial Examiner Group Head

J. FRED JOHNSON Jr., FCC hearing examiner, has been elected president of the Federal Trial Examiners Conference, independent organization of hearing examiners at Federal agencies in Washington. The conference, formed when the Administrative Procedure Act was adopted, is patterned after the Federal Conference of Senior Circuit Judges and seeks improvements in administrative adjudication.

Mr. Johnson succeeds William Ringer, chief examiner of National Labor Relations Board. The conference meets monthly. Its executive committee, is to meet today (Monday) at Mr. Johnson's office to appoint committees and outline its program.

LOWEST

Cost per Listener

FIRST

in

Audience Promotion

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

February 7, 1949 • Page 59

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

February 7, 1949 • Page 59
The Columbia Broadcasting System wishes to put on the record a vigorous protest against exclusion of broadcast- ing, television, and recording equipment from public sessions of the House Committee on Un-American Activities. Senatorогородов, who has been granted a special committee to investigate broadcasts, is seeking to eliminate split infinitives. It is also a violation of the House rules to use the word "broadcasting."
in violation of the National Labor Relations Act, the Labor Secretary said. It makes it an unfair labor practice for a union "to cause or attempt to cause" employees to engage in a secondary boycott or a concerted work stoppage for the purpose of compelling an employer to bargain with one union if another is the certified representative, he asserted.

The proposed 1949 Act, draft of which has been submitted to the Senate Committee chairman, would (1) repeal the Taft-Hartley Act of 1947, (2) re-enact and amend the Wagner Act of 1935, (3) enable the National Labor Relations Board to deal with unjustifiable secondary boycotts and jurisdictional disputes, (4) re-establish the Conciliation Service in the Labor Dept., (5) provide means for settlement of disputes arising out of interpretation of existing contracts, and (6) provide means for meeting national emergencies in vital industries which affect the public welfare.

The bill limits jurisdictional disputes to those between two or more labor organizations. NRLB has jurisdiction in cases where disputes have resulted in or threaten to result in strikes or secondary boycotts, and where they affect commerce, Mr. Tobin pointed out.

Two other changes are contained in the 1949 National Labor Relations Act, Secretary Tobin stated. The bill makes it clear that employers subject to the Act may enter agreements providing for the closed shop or other forms of union security. This would make uniform rules on subjects of collective bargaining applicable to all employers and labor organizations in interstate industries, he pointed out, and no longer would they conflict with rules operative in different states.

Secretary Tobin told the Senate Committee that the Taft-Hartley Act has limited the scope of collective bargaining as against individual bargaining, and should be repealed for various other reasons.

For one thing, he said, under the T-H Law the Labor Board is under "a mandatory duty to seek injunctions against unions in all cases involving secondary boycotts, including those for perfectly legitimate objectives." For another, the Act singled out the board as the "one administrative agency in our Government which should receive different treatment—an unwise and unnecessary division of functions," he maintained.

Secretary Tobin contended in his statement that the T-H Act "completely outlaws peaceful picketing in many situations" and that "employees... may be found guilty... of engaging in an unlawful secondary boycott."

He told the Senate Committee that the Federal Courts were overloaded with many issues properly within the framework of agreements made by the parties themselves. The T-H Act provides for damage suits for breaches of collective bargaining agreements and for violations of prohibitions in the Act against secondary boycotts and jurisdictional disputes.

Belief was expressed in some Capitol circles that the new labor bill is wholly inadequate. Sen. Wayne Morse (R-Ore.) said he felt it would "never pass the Senate in its present form," and must be amended.

Last Monday Almon E. Roth, president of the San Francisco Employers' Council, told a House Education and Labor Committee that Congress should undertake to define "executive, administrative and professional" employees under provisions of the Wage-Hour Act, rather than expand the Administrator's scope of power.

Will Affect Radio Testifying on the Fair Labor Standards Act in behalf of the U.S. Chamber of Commerce, of which he is a member, Mr. Roth urged fixture of a constant minimum wage at a minimum level by statute instead of "administrative determination" and uniformity for all industries.

(Continued on page 62)

WLAC Nashville manager, F. C. Sowell, receives tenth anniversary Esso Reporter plaque from J. T. Rhodes, Tennessee division manager, Esso Standard Oil Co., which sponsors the news broadcasts.

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

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

Low as $5.07 was, remember Air Express rate included door-to-door service, receipt for shipment and more protection. It's the world's fastest, cheapest service that every business uses with profit.

World's finest Scheduled Airline fleet carries Air Express, 24-hour service—speeds up to 5 miles a minute. Direct to over 1000 airport cities; air-rail for 22,000 off-airline offices.

Facts on low Air Express rates

17-lb. carton of hearing aids goes 900 miles for $4.70.
12 lbs. of table delicacies goes 660 miles for $2.53.
(Same day delivery in both cases if you ship early.)

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

SPECIFY AIR EXPRESS GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities.

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENTY AND THE SCHEDULED AIRLINES OF THE U.S.
The House Committee's study of various proposals looks toward revision of the Act, provisions of which would affect the overall broadcasting industry.

Richard P. Doherty, NAB director of employer-employee relations, has filed to appear Wednesday before the House Committee. He will submit industry's position on current wage-hour discussions, including overtime exemptions.

A "committee print," basis for the present House hearings, calls for extensive revisions in the Wagner-Farmer Act. Generally it would raise the minimum wage from 40c to 75c an hour and provide for a system of industry committees to attain the "objective of a universal minimum wage of $1 an hour."

With respect to clarification of terms, Mr. Roth pointed out that executive, administrative and professional personnel still lack definition by the Administrator, "even though he has been seeking to change qualifications for a year and a half now without any result forthcoming."

Mr. Roth asked that exemptions be provided for all outside employees whose hours of work are "not within the particular control of the employer, but only the employee." Congress should stress the nature of the job, not salary requirements in laying down its own definitions, and give "more consideration to remedial legislation," he asserted.

Connally Hits Radio

Sen. Connally lashed out at radio during hearings Feb. 1 on a bill to break filibusters.

Freedom of unlimited debate in the Senate is now more important than ever before, he said, to "offset and counteract" those who use radio to "besmirch" the names and purposes of its members. He identified these "sources of propaganda" as "outfits in congested areas of the nation who want to besmirch the names and purposes of those inimical to their purposes."

"On account of the growth of radio, television and all those things," Sen. Connally declared, "it is more important than ever that the public be informed by its representatives in Congress, through the forum of the Senate, the truth."

This did not mean, he told Broadcasting later, that he concurred in the views of Rep. Thomas J. Lane (D-Mass.), who felt that the networks should inaugurate regular telecasts and broadcasts to show the people "how their representatives in Congress function."

[Broadcasting, Jan. 31].

"I just prefer it like it (Congressional coverage) is," he said, identifying broadcasting and telecast coverage as "undignified and too mechanical."

During the filibuster hearings, Sen. Irving M. Ives (R-N.Y.) asked Texas Senator if he were making indictment of radio in general. "I'm only making an indictment of the crooked radio," Sen. Connally retorted.

Sen. Connally explained that during the hearings on the confirmation of Dean Acheson as Secretary of State, charges were broadcast and soon he had a "whole sheaf of telegrams from my state" urging the Senate not to confirm the nomination.

To Name Subcommittees

The appointment of four subcommittees to give preliminary study to measures referred to the House Interstate and Foreign Commerce Committee is expected during a meeting of the full group tentatively set for this week.

One of the subcommittees appointed is likely to be assigned communications studies. Rep. Robert Crosser (D-Ohio), chairman of the full committee, has reportedly been considering Rep. Alfred L. Bulwinkle (D-N.C.) as chairman of this subcommittee. However, Congressman Bulwinkle is presently recuperating at his home from an illness and his health could prevent his active participation in that post.

Although Rep. J. Percy Priest (D-Tenn.) has been prominently mentioned as an alternate appointee, intimates of the Southern legislator believe that he would prefer assignment as chairman of the public health subcommittee of another group. This would preclude his acceptance of the Commerce subcommittee assignment as Congressmen can accept the chairmanship of only one committee.

Other nominees for the post might be Reps. Lindley Beckworth (D-Tex.) or Oren Harris (D-Ark.), Rep. Priest, House Majority Whip, and Rep. Harris were both members of the House Select Committee to Investigate the FCC during the 80th Congress.

Pepsi Promotes Goetz

ALBERT J. GOETZ, who as assistant vice president has been in charge of the advertising department of Pepsi-Cola Co. for several years, has been elected a vice president, Walter S. Mack Jr., president of the company, announced last week.

Video Vending

TURNING ITS talents to poetry, George R. Nelson Inc., advertising, Schenectady, N. Y., is promoting its television activity with a poem sent to prospective advertisers. The first verse points out this:

"You will make a wise decision if you turn to television."

With the product or the service that you sell
For it's smart and entertaining television advertising
That can do your selling job, and do it well!

Mr. Nelson continues by telling that now is the time to get into video and that his agency is equipped to handle the job whether the budget is for a spot or full scale production. Television is now a fully accepted medium, Mr. Nelson says and: "For a plain-talk demonstration . . . for a clever, straight presentation . . . in Schenectady, call 4-4155."

NABC-AIR FORCE TV Program Shows 4 Cities

NABC television viewers were to be taken on an air reconnaissance mission over four major cities yesterday (Feb. 6) at 1 p.m. (EST). Arranged by the U. S. Air Force in cooperation with NABC, the simultaneous mission was to be carried on the first inter-connected TV networks.

Two air force transport planes, a C-47 out of Washington to cover the Capital and New York, and a C-54 out of Chicago to telecast aerial views of that city and Cleveland, were to be used.

NABC commentators Ben Grauer and Ray Michael were announcers for the program. Production was in charge of Bill Garden, NABC television’s director of field programs. Edwin C. Wilbur, television field supervisor, handled engineering arrangements.
AE PLAN REJECTED
SAG Speaker Tells Why

ON GROUNDS that it is "against the best interests of all actors," Screen Actors Guild last week rejected an Actors Equity counterproposa l for the jurisdiction of talent in television calling for a partnership agreement between SAG, AE and AFRA.

Proposal was offered by Equity in place of a previous plan offered by television committees of five talent groups, SAG, AE, AFRA, AGMA and CE (Chorus Equity), seeking a partnership agreement between SAG and a merger of the other four groups.

According to a SAG spokesman, Guild will "continue to explore every possible approach to problems created for actors by advent of television." Toward that end, meetings with television film producers were scheduled for latter part of last week, with no details available.

WFLN (FM)
Planning March Opening
PHILADELPHIA'S first all-FM station, WFLN, The Franklin Broadcasting Co., is expected to start operation in early March. The station is assigned Channel 239 (99.7 mc) with effective radiated power of 20 kw. The studios and transmitter will be located in the northernmost Roxborough section of Philadelphia at 8200 Ridge Ave.

The station is owned by five Phila delphia civic leaders: Lawrence C. Smith, attorney as President; Dorothy Schoell Montgomery, head of Phil adelphia Renaissances and son of Franklin L. Freedman, attorney and on Temple U. faculty; treasurer and coun selor; Joseph S. Clark Jr., attorney and head of Americans for Democratic Ac tion, assistant treasurer; and Walter M. Phillips, member of City Planning Commission and electrical manufacturer, member of the board of directors.

The other four owners also serve on the board.

Programming will be along the lines of WQXR New York, featuring good music, news, and commentary. Bob Rogers, general manager of WQXR, is serving as a consultant to the station. Temporary offices are Room 812, Real Estate Trust Bldg., Mr. Smith's office.

MOVIES IN TV
Non-Picture Applicants
May Get FCC Favor

FCC MAY SOON arrive at a policy of generally favoring non-motion picture applicants, particularly in television, over those with movie affiliations just as in competitive proceedings in AM it generally prefers non-newspaper applicants.

The prospect was foreshadowed last week after FCC Chairman Wayne Coy, addressing the directors of the Theatre Owners of America in a meeting in Washington Jan. 29, indicated that movie companies may find it harder to get TV licenses because films "are a medium of communication."

"The need for "differentiation of ownership of the media of mass communication" is a ground frequently cited by the Commission in deciding competitive cases involving newspaper and non-newspaper applicants. It has not yet been applied in television; nor has it been invoked against motion picture applicants."

Meanwhile, question of the major motion picture producers' qualifications to own radio stations at all is under FCC study in view of the Supreme Court's decision finding the propriety of anti-trust law violations [Broadcasting, Jan. 31].

Action Unlikely

In addition to the TV applications of various other producers, which are caught in the general video freeze, it seems unlikely that FCC will act finally on the pending $1,046,000 acquisition of Mrs. Dorothy Thackrey's West Coast properties by Warner Bros. until the anti-trust issue is settled. The Thackrey stations are KYA San Francisco and KLAC and KLAC-TV Los Angeles.

The TOA board session in the meantime recommended that exhibitors enter local television station ownership if practicable, and commended producers and distributors who "have declined to make available to television those films which were created for and paid for by the motion picture theatres." . . . We feel that the 'giving away' of the industry product on television is economically indefensible."

Y & R Video Ad
YOUNG & RUBICAM'S activities in the field of television provided the basis for a full-page ad run last week in several of the country's leading newspapers and trade journals. Headed "The Newest Medium" the ad shows a television camera and operator and states simply: "Of the ten top-rating television shows . . . five are endorsed by Young & Rubicam (Hooper press release, Jan. 25)."
ICE on power lines played havoc the last week in January with radio operations in north and west Texas.

Following lesser interruptions, virtually complete disruption of scheduled broadcasting in Dallas and Fort Worth ensued on Thursday, Jan. 27, after a severe two-day freezing rain.

That day, only one of Dallas’ seven AM stations, 1 kW daytime KIXL, was able to maintain unbroken schedules. Nearly all the morning and afternoon, it was the only Dallas station to which listeners could tune.

FCC granted KIXL authority to continue on the air past its sun-down sign-off but the emergency ended before then.

At Fort Worth, KFIZ (Mutual) held the field virtually alone much of the day, operating with use of auxiliary equipment.

Both power failures at the transmitters and destruction of circuits between downtown studios and the transmitters plagued the broadcasters.

Finding itself suddenly Dallas’ sole broadcaster, “with 100% Hoop-er,” as one KIXL staff official cracked, the station filled the air with public service announcements and messages. Likewise, KFIZ performed in the public interest.

At Bonham, 70 miles northeast of Dallas, radio was the city’s only outside communication as telephone and telegraph wires were down. KFYD Bonham, on an emergency permit, relayed public messages and news copy to outside points.

At McKinney, Tex., KMAE handled emergency messages, but when its AP leased wire fell under ice, the news report was sent to the station by a Dallas shortwave operator.

KRLD, with studios in the Hotel Adolphus in Dallas, shortwaved its programs to the transmitter at Garland when phone service broke down over the 15-mile distance. CBS outlet for both Dallas and Fort Worth, KRLD was off the air from sign-on time at 8:30 a.m. Jan. 27 to 3:32 p.m. That came on the heels of a 1 1/2 hr. interruption two days before, and the collapse of both transmitter towers about a month earlier.

Transmitters serving WFIA Dallas and WBAP Fort Worth on 820 (NBC) and 570 (ABC) frequencies, respectively, went dead as wires crashed around them.

Getting WBAP-820 back on the air required ingenuity. While lines between the Fort Worth studios in the Medical Arts Bldg. were out to the Arlington transmitter, there was service over the more distant connection to Dallas. Accordingly, WBAP-820 routed its programs from its studios to WFIA-FM transmitter, in downtown Dallas, and back by FM to its Arlington transmitter for pickup and re-broadcast.

5:30 was off the air from sign-on time to about 5 p.m. and 570 from about 10 a.m. to 5:30 p.m.

WBAP-TV stayed righted, but numerous viewers were affected by the general power failure.

Thanks to quick location of a generating unit and putting the 2000-pound apparatus into service, KLIF—which had no power either at its Cliff Towers studio or its suburban Scyene road transmitter—was one of the first Dallas stations back on the air, resuming about 2:30 p.m.

Chief Engineer Glenn Callison handled the power problem, while Judy Edwards, traffic manager, and Art Nelson and Fred Edwards, announcers, assembled with the commercial log, an armful of records, a portable turntable and commercial copy at the transmitter.

But the rented generator set up a roar that made announcing impossible. So announcer Edwards moved to his parked car a short distance from the plant to

RETURNING FROM THE MIDDLE WEST

Radio Bureau

Texas

March 15, 1949

MISSING PERSON:

Percy "Snowbird" Haskett

DALLAS,TEXAS

REPORTED MISSING

February 23, 1949

Last seen at the Dallas National Guard Armory

Any information leading to the discovery of Percy "Snowbird" Haskett will be rewarded.

Percy "Snowbird" Haskett was last seen at the Dallas National Guard Armory on February 23, 1949. He was wearing a navy blue uniform with gold epaulets and a cap.

He was last seen in the company of two other men, but they have yet to be identified. There have been no reports of his whereabouts since that day.

Anyone with information is urged to contact the Dallas Police Department.
James AFM WHBC KDYL-TV Los Angeles; WTVR Richmond; WDSU-TV New Orleans; and KDSY-TV Salt Lake City, according to WILLIAM H. WELDON, president.

PAUL E. GILMOR, formerly with WHBC Canton, Ohio, and more recently with WFAH-FM Alliance, Ohio, has rejoined WHBC as sales manager.

GEORGE M. GASTON has been appointed commercial manager and promotion director at WHYY Newport News, Va.

Mr. Gilmor

B O B B E L has been appointed sales manager of WCTC New Brunswick, N. J. He succeeds EDWIN C. DERRYBERRY, who has joined WSAT Coral Gables, Fla., as sales manager.

AFM AGREEMENT
On TV Extended to March 1

AMERICAN Federation of Musicians last Monday extended its temporary agreement on television until March 1. It was the second time the pact was continued without change. It first went into effect May 1 and was renewed at the end of October.

In view of pronouncements by James C. Petrillo, AFM president, that he desired to work out a permanent agreement on television, the rumor spread that Jan. 31 would have been the end of the temporary agreement. The AFM, however, was unable to settle all the problems relating to television in time to start talks with industry. Preoccupation with Presidential Inauguration ceremonies and with the details attending the termination of the record ban was said to have prevented AFM officials from going further into television.

As the Jan. 31 deadline approached and it became known that no talks were scheduled between AFM and industry, reports spread that a television music crisis was in the making. The new extension quashed the rumors. It is expected that AFM shortly will seek talks with industry on a permanent contract. It is known that conferences within the AFM have been held preparatory to such negotiations.

Under the temporary agreement, which the musicians claimed last March was promulgated to aid an "infant industry," rates were put into effect for TV which were less than existing AM rates.

Under the contract, local television musician rates were set at $2.50 an hour, plus expenses for all engagements. Network TV rates were set at $5.00 an hour.

Recently, however, men doing staff work on AM who are assigned to TV were to be paid their full AM rates. TV staff men may be assigned to AM but must be paid the AM rates for each day so assigned. If musicians play for duplicated AM and TV shows, the AM rate applies, plus $7.50 for each sponsored program and $3.75 for each sustaining program on TV. Auditions are to be held at the comparative AM audition rate. Musicians called in for cosmetics or makeup receive $3.00. Musicians are to furnish uniforms or business suits as required.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the widest coverage.
OUR UNIQUE EXCESS POLICY provides adequate protection. Guaranteed renewable.
Carried nationwide.
For details & quotations call.

Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

BROADCASTING • Telecasting

THE CLEVELAND COCA-COLA BOTTLING COMPANY

The Coca-Cola "Write a letter to Santa Claus" program on your station did what we think is a truly amazing job. In the four weeks on our air activity WJW pulled more than 22,000 letters.

COOPER ELECTED
Head of Commercial Mgrs.

F. M. COOPER, sales manager of WDUZ Green Bay, Wis., was elected to a second term as president of the Wisconsin-Upper Michigan Commercial Managers Assn. at its semi-annual meeting Jan. 29-30 in Appleton, Wis.

New Association officers are Fred Sample, sales manager, WYAM Neenah-Menasha, and W. C. (Wally) Forzow, commercial manager, WHBY Appleton. WHBY served as host to the managerial group. The association also chose June 11 as the next meeting date and Milwaukee as the place.

Speakers included Arthur Benson, advertising manager of Cloutemann & Gage, Appleton department store, who spoke on "Looking at Radio from the Outside," and Bob Lloyd, sports director of WHBY, who outlined "The Commercial Possibilities of Sportscasting." Ben Laird, president and general manager of WDUZ, discussed "What Management Expects of its Sales Department."

Attending the meeting were: Harrison Carter, Robert Hellenbeck, Morris Wilson and Dana Allen, WDLR Marshfield, Wis.; W. C. Johnson and Russ Stafford, WMBI from Mich.; Larry Zurewatz, WYAM Neenah, Wis.; Joe Davis, WTC Green Bay, Wis.; Harry Hyett and D. R. Mackay, WERD, Erie, Pa.; Doug Ching and Milt Boehm, WHBY; R. A. Vandersteen and Mr. Cooper, WDUZ.
January 28 Decisions

DOCKET CASE ACTIONS

AM-1300 kc

Announcement final decision (Coms. Webster, Jones and Sterling not partic- ipating in granting application) in Proceeding No. 25995, WCOM-Bustig, Inc., for new station in Cleveland 1300 kc to be completed, and denying application of Scripps-Howard Radio Inc. requesting same facili- ties.

BY THE COMMISSION

License Renewal

WCOM Parentsburg, Ill. — Granted renewal of license for regular period. Exp. Sept. 30; stations were granted renewal of license for period ending Sept. 30, 1956.

WINSTON-SALEM

PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH SATURATE NORTH CAROLINA'S GOLDEN TRIANGLE

WINSTON-SALEM

AM

GREENSBORO

FM

NO. 1 MARKET

IN THE SOUTH'S NO. 1 STATE

WSJS

WINSTON-SALEM

AM-WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE

Represented by NEADLEY-REED COMPANY

January 28 Applications

ACTIONs OF THE FCC

JANUARY 28 to FEBRUARY 3

CP-construction permit

W4IPM, Grantsville, Md. — Granted construction permit to add a spare antenna for new transmitter.

ERF — effective radiated power

WSIP, Grantsville, Md. — Granted construction permit to increase the effective radiated power of the transmitting antenna from 25 to 75 kilowatts.

STL-studio-transmitter link

W4PMB, Grantsville, Md. — Granted construction permit to install a studio-transmitter link for the new station.

grac-nachronous amplifiers

WSIP, Grantsville, Md. — Granted construction permit to install a group of five synchronous amplifiers.

issa-special service authorization

WSIP, Grantsville, Md. — Granted special service authorization to operate during regular program time.

CG-friendly grant

WSIP, Grantsville, Md. — Granted construction permit to add a new transmitter.

ACTIONs of THE cc

JANUARY 28 Applications

ACCEPTED FOR FILING

KIXE, McPherson, Kan. — License to cover new FM station.

WJRO, Coos Bay, Ore. — License to cover new FM station.

KBQF, Portland, Ore. — License to cover new FM station.

WDCA, Madison, Wis. — License to cover new FM station.

WBFM, Atlanta, Ga. — License to cover new FM station.

W2XSA, Elmira, N.Y. — License to cover new FM station.

WQXO, New York, N.Y. — License to cover new FM station.

W5XPP, Bremer, Iowa — License to cover new FM station.

WIXL, Carnation, Wash. — License to cover new FM station.

WJPO, Topeka, Kan. — License to cover new FM station.

W2XMB, W2XPO, WXYZ, Detroit, Mich. — License to cover new FM station.

We Like Meadvile—

It's a great little community — shock-full of prosperous farm families that count on WMGW for good music — farm and market reports and up to the minute news. When you broadcast your adver- tising message over WMGW you are assured not only of a listening audience but a buying audience! WMGW spent advertising dollars always result in direct sales gains for you. For further information contact...

Vic Dinh c/o WMGW

or

Rob. Meeker Assoc.

521 Fifth Ave.

N.Y.C.

WMGW — Madison, Wis. — License to cover new commercial TV station for extension of construction date.

We Like Meadvile—

It's a great little community — shock-full of prosperous farm families that count on WMGW for good music — farm and market reports and up to the minute news. When you broadcast your adver- tising message over WMGW you are assured not only of a listening audience but a buying audience! WMGW spent advertising dollars always result in direct sales gains for you. For further information contact...

Vic Dinh c/o WMGW

or

Rob. Meeker Assoc.

521 Fifth Ave.

N.Y.C.
License Renewal

WSYF-FM Claremont, N. H.—License renewal FM station.
Assignment of License

Assignment of CP

KROY-FM Westlake, Tex.— Assignment of CP from KROY-TV to Taylor Radio and Television Corp.
Transfer of Control

Modification of CP

WLWF Cincinnati—Mod. CP new FM station for extension of completion date

WFDQ-FM Chattanooga, Tenn.—Same.

KMOG-FM Stillwater, Okla.—Mod. CP new noncommercial educational FM station for extension of license duration date.

Transfer of Permittee, Licensee, from Lonnie Mae M. Hughes, licensee, to Lonnie M. Torbett, trustee.

January 31 Applications

APPLICATION FOR FILING

Assignment of License

WGL Fort Wayne, Ind.—Competitive bid by new commercial facility filed by ANTHONY W، Radio Co., Inc. to John A. Johnson and Royce F. Ward d/b as Dempsy Johnson & Ward Bost.

TENDERED FOR FILING

Assignment of License

WRLC Harlem, Ala.—Assignment of AM license and CP for FM station from L. Peter A. Dujuan and Josephine Rasw d/b as Valley Bost. Co. to John A. Johnson.

January 31 Applications

APPLICATION FOR FILING

Assignment of License


WINX Washington, D. C.—Assignment of license from WINX-AM, Co. to William A. Banks.

KDLE Del Rio, Tex.—Assignment of license from James A. Clements, Richard J. Higgin, Thomas Q. Mathews and Joe H. Torbett d/b as Del Rio Bost. Co.

Assignment of CP

KCOI Collins, Calif.—Assignment of CP new FM station to cover to Albert F. Blain, Richard K. Newman Jr. and Forrest W. Mead, d/b as KCOI Bost. Co.

Transfert of Control

KIWW San Antonio, Tex.—Reinstate of permittee to cover to Joe Olivers.

WGOC Bid

WGL Fort Wayne, Ind.—Application to increase power to 10 kw by Anthony Wayne Radio Co. Inc.

Modification of CP

KSBK San Juan, N. M.—Mod. CP increase power etc. for extension of completion date.

WWBB Burlington, N. C.—Same.

WUL-TV Ames, Iowa—Mod. CP new commercial TV station for extension of completion date.

WAPY Fort Worth, Texas—Same.

WNNK Cleveland—Mod. CP new commercial TV station to change ERP from 33,35 kw vis. to 26,05 kw vis. to 17,19 kw vis. 9.8 kw aw.

WCPB To Reinstall

WCCP-FM Savannah, Ga.—CP to reinstall CP new FM station which expired Jan. 4. Change name from Carter C. Petersen to Carter C. Peterson 0/b as Dixie Bost. Co.

February 1 Decisions

BY THE SECRETARY

Southern Radio & Television Equipment Co., Miami, Fla.—Grant—license and CPs for new TV relays WAXOX WAXOS.

WJAC Wilmining, Del.—Granted mod. CP for extension of completion date of 6-49;


Following were granted extension of completion date as shown: WLAZ Columbus, Ga. 3-1-48; WFFA Mayaguez, P. R. to 3-19-49; KNAX Salt Lake City, to 4-10-49; WJTL Charlotteville, Va. to 4-1-49; KCNN-FM Kansas City, Kan. to 8-22-49; KHSM-FM Maco., Ga. to 4-15-49; KSBR San Bruno, Calif. to 6-15-49; WPGC Los Angeles, to 4-15-49; KFCN-FM Kansas City, Mo. to 7-1-49; WFBK-FM Fort Worth, Tex. to 5-15-49; KGLO-FM Mason City, Ia. to 5-1-49; WHEC Rochester, N. Y. to 5-15-49; KFFE-FM St. Joseph, Mo. to 5-15-49; KORN-FM Olean, N. Y. to 4-15-49; WBYM-FM Gaston, Ala. to 9-15-49.

KLEX Rochester, Minn.—Granted license for new standard station of 1 kw. in un. DA-2.

KFXO San Bernardino, Calif.—Granted license increase power, etc.

WLVA Lynchburg, Va.—Granted license decrease frequency, increase frequency, etc.

KFBI Sacramento, Calif.—Granted license increase power, etc.

KFDM Beaumont, Tex.—Same.

KTRK Taft, Calif.—Granted license for new standard station of 1 kw. in un.

WHEC Rochester, N. Y.—Granted license increase N. power of aux. station, aux. to location to present site of main station, employing DA-1.

WGBS Miami, Fla.—Granted license increase frequency, etc.

WFBA Brockton, Mass.—Granted license new standard license of 1490 kc 500 kw w. u. and main trans.

WVOC Savannah, Ga.—Granted license to use old main trans. at present location of main trans. for aux. and install new trans.

WDRM Macon, Ga.—Granted license new standard station 1550 kc 1 kw D.

KODN Orchard, Oregon—Same.

WBBB Bufalo, N. Y.—Granted license PIT at same location and change to same new frequency.

WRTY Oklahoma City, Okla.—Mod. CP to change studio to same type trans. and to make other trans. changes.

Following were granted extension of completion dates as shown:

KXIP San Francisco, to 6-1-49; KWBK-FM San Francisco, to 7-1-49; WNLC-FM New London, Conn. to 6-1-49; WORC-FM Buffalo, N. Y. to 5-3-49; KCMA Los Angeles, to 2-1-49; KBPL Portland, Ore. to 2-13-49; KCRK Cedar Rapids, Iowa to 3-1-49.

WCKN Camden, N. J.—Granted license new standard station and auxiliary studio location: 600 kc 1 kw D.

WXVW-TV Pittsburgh, Pa.—Granted CP for extension of completion date.

WCPO-TV Cincinnati—Same.

XMED Medford, Ore.—Granted license increase power etc.

WEAF Philadelphia, N. J.—Granted license change frequency, increase power etc.

KSEM Moses Lake, Wash.—Granted license new standard station.

KFRA Greshley, Colo.—Granted license change frequency. Change hours etc.

WBTM Danville, Va.—Granted license move old main trans. to same location of main trans. to be used for aux.

KSD St. Louis—Set aside action of Dec. 29 granting license for new trans. to increase power. Install new trans. and change main trans. location. because license did not satisfy cond. attached to CP.

FCC Correction

WHEN Syracuse, N. Y.—In report dated Jan. 27, item referring to WHEN is corrected to read: Granted mod. CP in part to change trans. location and height above ground from 375 to 321 ft.

February 1 Applications

APPLICATION FOR FILING

WMGY-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

KRKO-FM Los Angeles—Same.

KMRW-FM Dallas, Calif.—Same.

KWMZ-FM Macon, Ga.—Same.

WKBX Chicago—Same.

WBIR-FM Knoxville—Same.

WGBB-FM Indianapolis—Same.

WCAP Pontiac, Mich.—Same.

WPFW Fort Smith, N. Y.—Same.

WWBB-FM Burlington, N. C.—Same.

WHEN Springfield, Ohio—Same.

WISH-FM Butler, Pa.—Same.

WHI-FM Harleysville, Pa.—Same.

WCMW-FM Canton, Ohio—Mod. CP new FM station to change ERP from 1 kw to 2.0 kw, ant. height above average terrain from 275 to 321 ft.

AVCO Bid

WROL-FM Knoxville, Tenn.—Application to purchase from S. E. Schaller, filed by George R. Dempster, John A. Johnson and Royce F. Ward d/b as Dempster-Johnson & Ward Bost.

(Continued on page 70)
A. E. NELSON CO., Chicago, has announced that Cecil & Presbrey Inc. and Sherman & Marquette Inc. agencies, and American Meat Institute, have signed for its National Nielsen Radio Index Service. Cecil & Presbrey has contracted for Class A service for two years.

THOMAS H. HUTCHINSON, formerly NBC-TV program director, has been appointed director of the Television Studios of The School of Radio Techniques Inc., New York. Mr. Hutchinson also has been with RKO and McCann-Erickson, as television director.

E. D. McARTHUR has been appointed head of General Electric Research Laboratory's High Frequency Electronics Division, Schenectady, N. Y.

J. R. FEENEY has been appointed manager of General Telephone & Electronics branch of Graybar Electric Co. and J. D. AKERS has assumed same post in Lansing, Mich.

ROBERT S. TAPLINGER is establishing national public relations connection with offices in New York, Chicago and Los Angeles under name of Robert S. Taplinger & Associates. WILLIAM (Bill) MALONE, former promotion manager of KOIL Omaha, becomes sales manager of recently formed Radio Television Publicity Corp., Chicago, which has "exclusive" promotion plan now available in TV, AM and FM stations. Plan involves illuminated clocks and animated attention arresters displayed in key locations calling attention to station features on a time-trade arrangement.

MARTIN STONE Associates, New York producer of radio and television programs, has moved from 10 Rockefeller Plaza to penthouse offices atop new building at 4 West 58th St. Firm's new telephone number is Murrayhill 8-0855.

Television

SAUL J. TURELL, president of Sterling Films Inc., New York, has announced formation of Sterling Films Television to specialize in production and distribution of video films. New unit is located at company's headquarters, 61 W. 56th St., New York.

JERRY FREEDMAN of Southern Television Productions, Louisville, Ky., is writing and producing Anniversary House, weekly musical comedy which made its debut over WAVE-TV Louisville last month, for Harper-Conn, local real estate agents.


UNITED WORLD FILMS Inc., New York, has announced that its television department is now readings a series of five-minute films dealing with the year's major holidays. The initial two films highlighting Valentine's Day and Easter are nearly completed and shortly will be available to video stations.

AIEE

Boothroyd, Goldsmith, Goldmark Among New York Speakers

Both price of television receivers and the amount of power they use are coming down, according to a paper read by W. F. Boothroyd, project engineer of Philco Corp., before the annual five-day winter general meeting of the American Institute of Electrical Engineers, held at Hotel Intercontinental, under which high-brilliance kinescope images are projected by a highly reflective optical system upon special screens, and its intermediate film system, using standard motion picture projection technique after television images have been photographed on motion picture film and processed.

PHILCO TV PLAN

To Cut Installation Cost

PHILCO CORP., Philadelphia, is making a definite move to cut installation costs on video receivers, BROADCASTING learned at a company luncheon for newsmen in New York.

Instead of the current initial installation cost of $65 or more, with a year's guarantee on service and parts, Philco plans to charge $50 for setting up a receiver. One year's guarantee will cover parts alone. Thirty days after installation, a serviceman will inspect and adjust the instrument, after which, for the one-year period, all calls will be charged for on the basis of the repair man's time.

The plan has been tested successfully in several cities and will be effective in the New York area shortly. Philco distributors are also dropping current delivery charges to dealers, charges that are in most cases relayed to the consumer.
KITS MAILD
As Brotherhood Week Near
KITS containing Brotherhood Week material are being sent to all AM and FM stations, according to Edgar Kobak, MBS president and chairman of the 1940 radio committee for the observance. Sponsored by the National Conference of Christians and Jews, Brotherhood Week will be celebrated Feb. 20-27.

Kits contain letters, copy for five announcements and five-minute dramatic scripts. Broadcasters later will receive press releases of

The transcription features four of WNEW's "Little Songs on Big Subjects" by Hy Zaret and Lou Singer, and recorded spots by Bing Crosby, Jack Benny, Ed Gardner, Eddie Cantor, Garry Moore and others.

President Truman is honorary chairman of Brotherhood Week. General chairman is Nelson A. Rockefeller. Members of Mr. Kobak's committee are:


**Programs**

**LAST WEEK** WLOI East Liverpool, Ohio, began its newest series of Rush Hour Shows. "We Were So Young" is a two-actor, two-hand show with Dick and Gail Weis, in which they discuss the difficulties of being a young man and woman. The show is broadcast from 7 to 8 p.m. every Sunday night.

**Care of Your Home**

WASHINGTON televiewers now have an opportunity to learn how to solve the problems of home upkeep. WNYB (TV) Washington has inaugurated a Saturday video show, "You're for Better Living," which will feature local experts on interior decorating, repair, gardens and garden care. Local real estate dealers have signed for sponsorship, and commercials will feature homes for sale in the area. First participants are G. L. H. Woods, Maryland Real Estate Co.; in Annapolis, Terry Co.; Eliott L. Santer, WQXR New York; Frank P. Schreiber, WQXCH Chicago; Glenn Snyder, WLS Chicago; Frank Staude, WMCA New York; Nathan Straus, WMCA New York; Soi Taishoff, Broadcast- ing; Nathan S. Trammell, NBC; Judith Walker, NBC; Lewis A. Weis, Don Lee Broadcasting System; Harry Warner, Richards stations; Mark Woods, ABC; Edward Webber, NBC; and the League for American BROADCASTERS, Inc.; James A. Wiener, WNY New York program consultant; Burt Wyell, actor and honorary presi- dent of Actors Equity Assn.; Thomas P. O'Neill, WNEI New York; George F. Sauter, president, Paramount Television.
TV HAZARDS STUDIED

Fire Underwriters Urge Checking of Sets

PROSPECTIVE purchasers of television receivers as well as manufacturers are being urged by the National Board of Fire Underwriters to ascertain that the sets they wish to buy have been listed. W. J. Duncan and Josephine Rawls d/b as Valley Bostc. Co. to Valley Bostc. Co. Inc.

License for CP

KXOA Sacramento, Calif.—License to cover CP change frequency, increase power.

WAKY-FM Longview, Wash.—Same.

WTFM Bellevue, Ohio.—Granted renewal of license for period ending Dec. 1, 1949.

License Extension

WHAM Madison, Wis.—Present license extended on temp. basis to June 1.

WPTO Orvigo, N. Y.—Same.

WRLD-FM Milwaukee, Wis.—Granted reinstallation of Class B CP which previously suspended; completed effective three months from date of granting.

WGOY-FM Valdosta, Ga.—Same.

WFRS Grand Rapids, Mich.—Same.

KOAK San Francisco, Calif.—Same.

KFDP-FM Wichita Falls, Tex.—Same.

Low Power FM

Board of Trustees of Wash. State U. - Granted license to WPST, Seattle, Wash., low power FM station, Channel 207 (89.3 mc), 10 w; estimated cost $1,719.

Duquette U., Pittsburgh—Granted CP new noncommercial low power FM station, Channel 207 (89.3 mc), 10 w; estimated cost $1,500.

FCC Correction

WHNC-FM Henderson, N. C.—In recent Jan. 18 item referring to WHNC-FM should: To change from Channel 207 (89.3 mc), ERP 8.5 kw, ant. 516 ft. to Channel 223 (82.5 mc), ERP 8.5 kw, ant. 500 ft.

February 2 Applications...

ACCEP TED FOR FILING

Assignment of License

WBLD Lathe, Ala.—Assignment of license from L. J. Duncan, Lellia, A.

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting & Ground Systems

1121 Vermont Ave., Wash. S. 8. C. 3056

REPRODUCER REPAIRING SERVICE

ALL MAKES—SPECIALISTS 9A & 9B

NOW-48 HOUR SERVICE

BROADCAST SERVICE CO.

324 ARCADE BLDG. ST. LOUIS 1, MO.

Philip Merryman & Associates

• Heatherell Road

• 362 Verno

• Dobbs Ferry 3-2783

RADIO CONSULTANTS

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. S. C. 3056

Page 70 • February 7, 1949

TV NEWS

WJZ-TV Starts New Service

A NEW type video news presentation has been initiated by WJZ-TV New York. The station interrupts normal programming between 12 noon and 6 p.m., Monday through Friday, to flash a series of bulletins and news summaries.

The news is presented in cooperation with United Press and is received on a special printer at WJZ-TV. It is printed on cellophane and sent via a Trans-Lux projector to the transmitter, and thus to the audience. News is given at an average reading speed of 175 words a minute.

Thomas Velotta, ABC vice president in charge of news and specials, stated last week that plans were under way to increase the frequency to every half-hour, seven days a week. Sponsor payments was considered a factor in four different kinds of sound announcement, in text or by slides, or a permanently framed top line giving constant sponsor identification.

WJZ-TV Philadelphia has completed arrangements with UP for similar service in the Quaker City.

Technical

P AUL MOORE, transmission engineer at NBC Chicago since 1945, has been appointed supervisor of TV engineering department at network's Central Division. RAYMOND LIMBERG and HENRY MAULE have been transferred from AM to TV engineering, and HOMER J. HALLIBAUGH has joined as TV engineer.

WILLIAM KARIBA, with WINS New York since 1945, has been promoted to post of studio engineer supervisor. ED NERLEY, formerly with WNYN Beckley, W. Va., has joined engineering staff of WOL Washington.

ERIC LEVVEL, formerly of CKMO Vancouver, B. C., has joined the operating staff of CBB Vancouver.

WILLIAM PIKARSKI, formerly of CKGB Timmins, Ont., has joined CJKL Kirkland Lake, Ont., as assistant chief engineer. VERN O'BRIEN has joined station's control room staff, replacing TOM DALEY, who has joined CFPL London, Ont.

JULIAN CRAPS, WTAR Norfolk, Va., engineer, is the father of a girl, Linda Susan. JOHN BISHOP, also of station's engineering staff, is the father of a boy.

WILBUR ALLMEYER, KWK St. Louis, engineer, is the father of a girl.
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<th>Name</th>
<th>Address and Contact Details</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Washington, D. C.</td>
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<td>1339 Wisconsin Ave., Washington, D. C.</td>
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<td>Adams 2414, 26th &amp; E Sts., N. W.</td>
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<td>McNARY &amp; WRATHALL</td>
<td>RADIO ENGINEERS, 906 Nauvoo Press Bldg., 1407 Pacific Ave.</td>
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<td>Washington 4, D.C.</td>
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<td>Member APCR*</td>
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<td>40 years of professional background</td>
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<td>Upper Montclair, N. J.</td>
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<td>Labs: Great Neck, N. J.</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<td>Washington 4, D. C.</td>
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<td>Member APCR*</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. deMARS ASOCIATE, 1469 Church St., N.W.</td>
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<td>DE. 1224 Washington, D. C.</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg.</td>
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<td>Member APCR*</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS, 363 E. 75th St., Triangle 4400</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue, Washington, D. C.</td>
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<td>MICHIGAN 2261</td>
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<td>Member APCR*</td>
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<td>JOHN CREUTZ</td>
<td>319 BOND BLDG., REPUBLIC 3151</td>
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<td>WASHINGTON, D. C.</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. AABRAM ST., PHONE 1218</td>
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<td>ARLINGTON, TEXAS</td>
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<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering, 20 Algoma Blvd., Ph. Blackhawk 22</td>
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<td>Oshkosh, Wisc.</td>
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<td>PREISMAN &amp; BISER</td>
<td>AM, FM, Television Allocation, Station Design</td>
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<td>Management Training Associates, 3308 14th St., N. W.</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant, Executive 5851 1833 M STREET, N. W.</td>
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<td>Executive 1230 WASHINGTON 6, D. C.</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer,&quot; 820 12th St., N. W.</td>
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<td>WASHINGTON 5, D. C.</td>
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<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS, 1011 New Hampshire Ave., RE. 6646</td>
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* TEL. 292-7777 Washington, D. C. 47844634

February 7, 1949 • Page 71
RIVAL OFFERS

FCC Gets WGL, WROL Bids

COMPETITIVE bids were filed under FCC's AVC rule last week for WGL Fort Wayne, Ind., by Anthony Wayne Radio Co., Inc., new firm including ex-FC Chairman James Lawrence Fly, and for WROL-AM-FM Knoxville, Tenn., by Dempster-Johnson & Ward Broadcasters.

Anthony Wayne Radio, headed by Harold Gross, chief owner of WJIM-AM-TV Lansing, Mich., proposes to match $180,000 consideration specified in original WGL purchase application of Fort Wayne News-Sentinel. Dempster-Johnson & Ward proposes to match $865,000 bid of Knoxville Journal for WROL [BROADCASTING, Nov. 29, 1948]. Dempster-Johnson is 45% owned by George R. Dempster, 50% owner of WGAP Marysville, Tenn.

WGL, owned by Farmsworth Television and Radio Co., is assigned 1 kw on 1250 kc. WROL, owned by S. E. Adcock d/b/a Stuart Broadcasting Co., is assigned 5 kw on 620 kc. Both are NBC affiliates.

Anthony Wayne Radio is a newly formed corporation with stock authorization of 1,000 shares ($500 per share stated value). One share each is held by Mr. Gross, president and treasurer, and Howard K. Finch, WJIM program director, who is vice president. Mr. Gross has subscribed to an additional 383 shares and Mr. Finch to an additional 25 shares.

Mr. Fly, now a New York attorney, has subscribed to 20 shares. He has a small interest in KAND Corvallis, Tex. Secretary of firm is Frank E. Corbett, Fort Wayne attorney, who would resign as director of WANE Fort Wayne if transfer were approved. Application stated that several residents of Fort Wayne would become subscribers to stock.

Associated with Mr. Dempster in the new Knoxville partnership are John A. Johnson, 10% owner of John A. Johnson & Sons Contracting Corp., Brooklyn, has 45% and Joyce F. Ward, Alexandria, Va., has 10%. Mr. Dempster was city manager of Knoxville in 1944-45. He is president of 43.225% owner of Dempster Bros. Inc., local construction equipment manufacturer.

Scott Paper Signs

SCOTT PAPER Co., through J. Walter Thompson Co., executive Feb. 10 will sponsor the latter quarter hour of the Dion Lucas program, Thursdays 2:30 p.m. on the eastern CBS-TV network. The early part of the cooking show is also scheduled to be sponsored by another J. Walter Thompson client. Contract is for 52 weeks.

NEWS SOURCES

Bill Pushed in Minnesota

A BILL protecting newspapermen against forced disclosure of their sources of information was prepared for the Minnesota Legislature Jan. 24 by Lawrence Haeg, WCCO Minneapolis-St. Paul farm service director and representative for the state's 36th District. The bill provides that newspapermen could not be compelled by law to disclose their news sources, and would place radio newsmen on a par with newspaper reporters.

Minnesota was the second state in recent weeks to consider such a measure. A similar bill was introduced a fortnight ago before the New York Legislature, calling for equal protection for radio newsmen [BROADCASTING, Jan. 17]. Other legislatures, at the instigation of state broadcast associations and NAB, which proposed a model law, are expected to follow suit. At present 11 states have such laws, but none include radio newsmen in their provisions.

Mr. Haeg has been a member of the Minnesota Legislature since 1939, and WCCO's farm director since 1940.

RADIO BEATS

Press Scooped on INS Stories

RADIO beat the press by half a day on one of the biggest news stories in recent months when on Sunday, Jan. 30, INS' European general manager, Kingsbury Smith, filed his exclusive story of Premier Stalin's willingness to talk peace.

The INS story cleared at 9:22 a.m. and from then until first editions of Monday morning papers came out Sunday evening, radio had the news to itself. Radio also got a beat of several hours over newspapers at the release of Mr. Smith's second story, Feb. 2, reporting that Premier Stalin would meet the President in the U.S.S.R., Poland or Czechoslovakia. That story cleared INS wires at 6:40 a.m., long after morning papers were wrapped up and before afternoon papers were ready to roll.

Ad Rate Guide

E. H. BROWN Advertising, Chicago, has published its 24th annual edition of the 1949 Advertisers Rate and Data Guide. Fifty-two page book lists rates, circulation, and closing and issuance dates for general, farm, mail order and direct selling magazines. It is available to advertisers without charge.

KROD

EL PASO, TEXAS

Page 72 - February 7, 1949

WING
Available now for immediate delivery—more than 100 high-quality items to meet your installation requirements.

MAIL THIS COUPON FOR YOUR FREE COPY

RCA's NEW AUDIO ACCESSORY BULLETIN—KEEP IT HANDY!

RCA Engineering Products Dept.
Camden, New Jersey

Please send me my copy of your bulletin on RCA's Audio Equipment Accessories.

Name __________________________ Address __________________________
Station __________________________ Position __________________________
City __________________________ State __________________________

RCA Audio Accessories FOR EVERY STATION NEED—AM•FM•TV

Represented here are items from broadcasting's most complete line of fine audio accessories. Microphone stands... studio warning lights... cabinet racks... panel-mounted auxiliary units... transformers of many kinds. In all, more than 100 different items—with every type of unit you need from large size cabinet racks down to patch cords.

Designed by audio men for audio men, these accessories are built with the professional thoroughness needed to meet the most exacting requirements of broadcast use. Mechanically and electrically, every unit is built to "take it."

For information on RCA's complete line of audio accessories... immediately available from stock... call your RCA Broadcast Sales Engineer, or Dept. 19-BA, Engineering Products, RCA, Camden, New Jersey.
Help Wanted

**Managerial**

New $24,000, full-time station in Oxford, North Carolina seeks manager, chief engineer and commercial manager. Address John colleagues, Ban- ton, N.C.

Assistant manager-salesman wanted. Box 23B, Broadcasting Magazine, City of approximately 63,000 with two stations. Party 26 days experience, who can really sell and has ability to supervise day-to-day operation of the station. Please state in your letter and send picture if possible. This station is in its 10th year of operation. Liner's Broadcasting Station, Inc., P. O. Box 1723, Monroe, Louisiana.

**Salesmen**

Wanted. Experienced任何形式的 announce- r. Must be good judge, smooth operator. Not afraid of work, have good experience and excellent references. No beginners or students. Full salary and expenses. Address: Mr. Roger Spauling, KOOS, Coos Bay, Oregon.

Wanted—Announcer. Qualifications to WTAN, triple-D, Dumas, $3,000.00 with expanding station. Box 44A, BROADCASTING.

Wanted—Announcer. Qualifications to KDHM, Hannibal, Missouri.

Wanted—An announcer for NBC affiliate in fast growing southern town. Requirements: Experience, dependability and willingness to work. Send complete details, disc and photo to Bon Jovi, PD, WHP, Jacksonville, Florida.

Wanted—Salesman wanted in WLS, $5,000.00 market, good day. Car desirable. Excellent working conditions. Send complete details, disc and photo to Bon Jovi, 412 North Woodruff, Midland, Michigan.

Wanted—Announcer for morning show, some experience with night work. $4,000.00 per week if you have voice, experience and ability to work. Box 23A, BROADCASTING.

Wanted—opportunities to two to four thousand monthly at $800.00 in large metropolitan market. Associated with newspaper. Full responsibility. Box 942, BROADCASTING.

Salesmen—Opportunity to two to four thousand monthly at $800.00 in large metropolitan market. Associated with newspaper. Full responsibility. Box 942, BROADCASTING.

**Technical**

Wanted—radio engineer who is also a business man and would like to install and obtain management on percentage of gross profits of FM CP in important market with transit company radio stations. Box 719, BROADCASTING.

Wanted—Transmitter jobs open for young men and radio school trainees with first class ticket. Box 12a, BROADCASTING.

Wanted—radio engineer and installer on percentage of gross profits of FM CP in important market with transit company radio stations. Box 719, BROADCASTING.

Wanted—Transmission operator, no experience necessary. First class ticket. $30.00 per week. Radio Station WSYY, Petersburg, Va.

**Production-Programming, others**

Wanted—radio and film performers for small community station. Box 973, BROADCASTING.

Wanted—News reporter-announcer for small community station. Give full details, KXIC, Iowa City, Iowa.

Traffic, shorthand required, large city medium. MBS. State experience. Box 25a, BROADCASTING.

Continuity chief wanted. Tired of snow and ice? Then you'll want this job in the Rio Grande Valley of Texas, a rich citrus and agricultural area. Send complete details, disc and photo to experience, family status, salary expected, physical condition. Box 76, Harlingen, Texas.

Wanted—News editor with ability to prepare live copy, edit wire copy. Must have college background and at least some experience in radio. Also, ability to present news in sparkling manner. Reply WWHG, Hornell, New York.

**Situation Wanted**

Manager with tough AM experience has developed New England independent FM to prominence. Operation to put your FM on its feet. University degree, excellent experience. Extensive technical orientation. Excellent references. Excellent sales based on car or station, no problem. Write to Box 497, BROADCASTING.

Radio chief of large nationwide public service organization, former program manager. Good references. Box 597, BROADCASTING.

Available as manager. Fourteen years experience, state of Florida. Box 7a, BROADCASTING.

WANTED: Has $7,500. Qualifies to WTAN, triple-D. Dumas, Texas. Box 55a, BROADCASTING.

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**Announcers**

Copywriter wanted—One who can adapt commercial and supporting copy. Must have FM experience. Write to Box 92a, Radio Station KBMW, Hannibal, Missouri.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted (Cont'd)

Situations Wanted (Cont'd)

Salesman—Trained, experienced in field sales and advertising. Box 942, BROADCASTING.

Young, college graduate thoroughly trained in station administration and field sales. Desires business manager and sales background. Desires beginning sales or advertising job. Will relocate. Box 62a, BROADCASTING.

Announcer—Excellent voice, experienced in writing and broadcasting. Box 34a, BROADCASTING.

Announcer, 25, experienced, capable all-round staff man. Middlewest pre- ferred. Box 31a, BROADCASTING.

Young man announces, experienced in news and all types shows. AB in speech from the University of Denver, large- time, references, disc and photo on request. Box 549, KMG, Kansas City, Missouri. Phone Ba- 10.

Here’s a $4000+ good buy. Announcer-disc jockey desires permanent affiliation with progressive station in all phases of programming, production and specialty event activity. Past experience proves ability to handle music and personality job. Experienced, married. Box 34, BROADCASTING.

Announcer, 25, married. Desires position in progressive, progressive station. One year experience. College Journalism degree. Box 35a, BROADCASTING.

Recently employed. Special- interest, news and disc programs. Box 11a, BROADCASTING.

Experienced play-by-play announcer desires position with station broadcasting baseball. Box 13a, BROADCASTING.

Announcer—Some experience, wants to relocate. Send all first consideration. No charge. Box 11, BROADCASTING.

Popular morning man, employed, looks for new opportunity with large metropolitan station. Proven record. Box 12a, BROADCASTING.

Combination announcer—operator. Eleven months experience, including baseball play-by-play. Will consider reasonable offer. Box 14a, BROADCASTING.

Award winning disc jockey in recent relocation, 13 years experience. Proven sales. For information write or wire Box 15a, BROADCASTING.


Spot check disc jockey and sports an- nouncer for expansion of current professional station in any region. Normal hours, late nights and early shows may mean major move or increase. Local and travel. Write Box 16a, BROADCASTING.

Combination announcer, experienced, pleasant voice, single, currently employed, high mail count, own car, wishes position in the western market. Box 7a, BROADCASTING.

Announcer—experienced, excellent personality, on high rating. Will consider all offers. Box 43a, BROADCASTING.

Young, college graduate thoroughly trained in station administration and field sales. Desires beginning sales or advertising job. Will relocate. Box 62a, BROADCASTING.

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Situations Wanted (Cont'd)

Experienced announcer, news, disc jockey, or voice of ideas. Box 972, BROADCASTING.

Announcer-producer seeks staff position in programming. Experienced in network affiliation, major NE market. Wife, also experienced, can offer added value. Box 96a, BROADCASTING.

Don't look here if you can't use an experienced announcer, 25 veteran, single, college graduate. Don't look any further for newscaster, telejucer, man on street, writer, or anyone with writing, production and control experience. Will phone you offer. Box 937, BROADCASTING.

Most interesting voice I know of. Singer, entertainer, radio acting experience. Quality voice, pleasant personality. Will accept reasonable offer. Dan Friedman, 1504 Flatsbush Ave., Brooklyn, N. Y.

Want opportunity to prove ability to call any type of sport for stations in major cities. Will handle play-by-play, narrative, or commentary. Will relocate. Box 969, BROADCASTING.

Sportscaster—Experienced play-by-play talent needed. Ready to do top rate job handling sports in large market. Will relocate. References and disc available. Would welcome opportunity to work under experienced sports director in major station. Box 41a, BROADCASTING.

Exceptional ability in handling play-by-play. Ready to relocate by experienced, married man. Child five. Any location. Also available in other phases offering. Box 40n, BROADCASTING.

Situations Wanted (Cont'd)

First phone man available as assistant engineer. Would love to experience but willing to learn and apply principles and techniques in all phases of broadcasting. Must be able to handle car, house trailers, and references. Cray A. Herman, 150 South 41st St., Philadelphia, Pa.

Engineer—First phone, one year transmitter and remote experience with 25 kw FM. Outgoing and energetic. Available. On notice. Box 10a, BROADCASTING.

Announcer presently employed. Excellent net affiliate limited experience. Desires position in east or western area. Box 5a, BROADCASTING.


Experienced engineer, ten years in production and newscasting. Available now. Will relocate. Box 55a, BROADCASTING.

Music director—University Masters Degree. Experience: complete charge of music at WVWE. Good voice, good programming, writing, good voice. Available. Box 55a, BROADCASTING.

Continuity engineers with six months or more experience. Must be efficient in production, traffic and console operation ready for immediate placement. Start at $100. Box 11a, BROADCASTING.

Fm antenna, 4 bay federal square loop, complete with de-icers and 9 3/4" lattice-tube tower, 15 feet, like new, with expansion joints. Original cost $75: now available for $45. Box 12a, BROADCASTING.

Two Brush magnetone wire recorders, model BC-361. Perfect condition. Cost $500 when new. Take make offer. Box 21a, BROADCASTING.

Newest model FM transmitter 10 kw complete with frequency and modulation monitor plus 5 bay antenna. 350 22 kw full-size tube with 3500 watt, remote, all that is needed. One Trucon 390 ft. tower. Write Chief Engineer, WKAQ, 1042 N. 3rd St., Milwaukee, Wisconsin.

Wanted to buy—Kimberly, RCA type 1K. In excellent condition and perfect working order. Yes to a reasonable offer plus an assortment of spare parts and a separate 12 kw. Price reasonable. Will arrange for cash or check. Box 13a, WESL, Keneda, Texas.

For Sale

Station

Doctor's orders—Sell quick or else. Licensed FM radio station in sub-Chicago market with real estate, business, own real estate and all. $300,000. Wire to Box 47a, BROADCASTING.

Equipment

2 WE pickups with 8 BA heads; 2 Brush PL20V; 3 RCA heads M186V; 1 RCA type BC117A VHF modulator; 1 RCA type BC117A VHF modulator; 27-3kw Luxman type 121A modulator monitor; WE 381a tube; WE 381a tube; WE 381a tube; WE 381a tube; WE 381a tube. Box 72a, BROADCASTING.

2-Blow Knux type CK self contained transmitter. This equipment now in use becomes surplus in March. It must be sold. Write Chief Engineer, KSB, Salina, Kansas.

For sale—One used Suda model 5-DTG-350 30 kw class B tube, 150 volt, 3 phase, 60 cycles. Price $1000 2nd. Call or write WGB, Danville, Va.

Leihgh tower, 205 feet with side and top sign. Excellent condition and in excellent condition. Will be available about April. Documented. Box 41a, BROADCASTING.

WSP, AM 1600, AM 1650, AM 1650, AM 1650, AM 1650. $1,000,000 full watt, has for immediate sale. Excellent new tower, new antenna, new transmitter, new rack; 9 to 11 kw. In excellent condition, has spare parts, has SPARES. One tower Law-Knowx tower, 235 feet, tapered, self-supporting. Will relocate. Write Bob Howard, Chief Engineer, WBAY, Arlington, Va.

FM antenna, 4 bay federal square loop, complete with de-icers and 9 3/4" lattice-tube tower, 15 feet, like new, with expansion joints. Original cost $75: now available for $45. Box 12a, BROADCASTING.

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RADIO DEPARTMENT MANAGER

Wanted

Broadcasters

To need station manager, eastern network affiliate with 5000 watt CP need two experienced men. One should be trained in local news gathering and writing and should have a good voice quality. The other should be a good commercialannouncer with broad sports background and ability to write both news and sports. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

NATIONAL ACADEMY OF BROADCASTING

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338-16th St., N.W.
Washington 10, D. C.

Please send information concerning
- Correspondence
- Residence Courses.

Name:
Address:
City:

Box 283, BROADCASTING

Production-Programming, others

Radio Engineer

To meet expansion program, eastern network affiliate with 5000 watt CP need two experienced men. One should be trained in local news gathering and writing and should have a good voice quality. The other should be a good commercial announcer with broad sports background and ability to write both news and sports. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

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Name:
Address:
City:

Box 283, BROADCASTING

SITUATION WANTED

Managerial

Executive Available

Twenty years broadcast experience, all phases, programming, sales, promotion and public relations management position with new or established program station central, midwestern or southern states. Top references. All resumes considered and will receive resumes for interview. Your details please. BOX 365, BROADCASTING.

$40,000

Here is an excellent investment. I am an experienced manager, 17 years radio and newspaper. I have C.P. for less frequency station in midwest metropolitan market. I need financial aid. You can have control. Write Box 390, BROADCASTING.

ASSISTS EWING

Don Pryor Gets FSA Post

DONALD J. PRYOR, former CBS news commentator and analyst, has been appointed assistant to the administrator of the Federal Security Agency, Oscar R. Ewing, FSA administrator, announced Jan. 27.

Mr. Ewing said Mr. Pryor will assist him in maintaining liaison between his agency and the Congress. Mr. Pryor's major function, according to Mr. Ewing, will be to determine and make available to Congress information on the practical implications of current legislation affecting programs administered by the FSA.

Mr. Pryor has more recently served in the radio division of the Democratic National Committee in Washington.

His wife, Barbara, is special assistant to the chief of the State Dept's International Broadcasting Division.

KSLM Moves

KSLM Salem, Ore., has moved to new headquarters at Kingwood Heights. Included in new quarters are studios and transmitter, built at cost of $100,000. Station continues downtown offices at Senator Hotel. KSLM operates with 1 kw fulltime on 1890 kc. Glenn McCormick is owner and general manager.

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and endorsed by more than 300 stations coast to coast, can use successful wireless DISTRICT SALES MANAGERS.

Thoughtful knowledge of co-sponsored sales methods. Plus ability to hire and train salesmen, ESSENTIAL!

To qualified producer, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly.

All replies strictly confidential.

Box 905, BROADCASTING

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All replies strictly confidential.

Box 905, BROADCASTING

SITUATION WANTED

Managerial

Executive Available

Twenty years broadcast experience, all phases, programming, sales, promotion and public relations management position with new or established program station central, midwestern or southern states. Top references. All resumes considered and will receive resumes for interview. Your details please. BOX 365, BROADCASTING.

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RARE OPPORTUNITY

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho
PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.
SOUTH CENTRAL Texas, Oklahoms, Arkansas, Louisiana
SOUTH EASTERN Mississippi, Alabama, Georgia, Florida
CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 22A, BROADCASTING.
KNOX NAMED

To Study Radio for Realtors

JAMES H. KNOX, formerly associated with various advertising agencies, was appointed radio director of the National Assn. of Real Estate Boards last Monday. His headquarters are in Washington, D. C., home office of the association.

Mr. Knox will soon make an extensive tour of the country to meet with realtors and allied interests and discuss methods of participation in radio, NAREB reported. His principal task will be to develop and expand the radio activities of some 1,074 member real estate boards.

A veteran of 12 years' experience in the production-direction of many network shows and station management, Mr. Knox has served on the staff of such agencies as Young & Rubicon, Kenyon & Eckhardt, N. W. Ayer & Sons, D'Arcy Adv. Co. and The Bown Co. In 1947 he was named officer in charge of radio recruiting for the U. S. Marine Corps, and during the war served as radio correspondent with the Second Marine Division overseas.

WCAM FULLTIME

After 22 Years Part-time

AFTER 22 years of part-time operation, WCAM, owned by N. J.'s municipally owned and operated station, went on fulltime Saturday, Jan. 22. It had previously shared time with WAP, Asbury Park, N. J., and WTNJ, Trenton.

An FCC order put WCAM and WCAP on fulltime, retaining them on 1310 kilocycles but reducing their power from 500 to 250 w. WTNJ was made a daytime only station; its frequency was changed from 1310 to 1300 kc and its power cut from 500 to 250 w.

Willard Schriver is the WCAM station director, having been appointed by Mayor George Brunner. Irving Smith is program director. He joined the station three months ago after opening WBUX Doylestown last spring. Previously to that, he had been with WHEU Reading.

Two new announcers, Bill Deal and Jack Harvey, have been hired and Harry Smith has been advanced to chief announcer. Ednan Scott, former advertising copy writer, has joined WCAM as woman's editor.

Aid Fund

A FUND to assist worthy individuals in obtaining an education in the field of communication of ideas through radio or the press has been announced by The Kaltenborn Foundation, New York. The aid is to be made available regardless of race, color, creed or sex.

Information on individuals or projects which the fund might aid may be sent to 167 East 64th St., New York 21, N. Y.

MILESTONES

> KRLD Dallas celebrated its 20th anniversary as member of CBS last month. Special feature of its local City Desk program recalled events of the station's two-decade growth from its time-sharing status on 1040 kc with WFIA Dallas in 1929, to its present 1080 kc position as the CBS outlet for Dallas-Fort Worth.

> Oldest program on WFPA Dallas wound up last month when 73-year-old Dr. David Leshkowitz rabbi emeritus of the city's Temple Emannu-El, gave his last Sunday broadcast after 19 years of weekly 30-minute sermons from the studio. WFPA donated the time for the final broadcast.

> The Children's Songbag, heard each Saturday morning over WCP and WCOP-FM Boston, celebrated the start of its fifth consecutive year on the Jan. 22 broadcast with a gala birthday party. Yolanda's Shoe Store, Boston, sponsors the program, and Voltairet Block conducts its activities.

> DON W. SHARPE Agency, Hollywood (talent agency), is observing its eighth anniversary.

STANTON AT IRE

March Agenda Expanded

FRANK STANTON, CBS president, will address the annual banquet, March 9, of the Institute of Radio Engineers convention at New York's Hotel Commodore.

Mr. Stanton will speak on "Television and people." The IRE convention will be held March 7-10. At least 203 displays of postwar radio developments are scheduled for the main exhibition, which will be in Grand Central Palace.

During the 28 technical sessions and six symposia of the convention, more than 170 papers covering all phases of radio and electronics will be presented.

WNJN-FM OPENS

Operates Six Hours Daily

OPENING of WNJN-FM Paterson, N. J., operating with 20 kw power on 105.5 mc, took place last Tuesday at 3 p.m. Licensee is North Jersey Broadcasting Co., which also owns and operates WPAT, Paterson and is a subsidiary of the Passaic Herald-News.

WNJN-FM was in business from 3 p.m. to 9 p.m., with a signal covering all New York, the greater part of New Jersey, and sections of other states, according to Dow H. Drukker Jr., president of North Jersey Broadcasting Co. Station's transmitter is atop Garret Mountain, Clifton, N. J., one of the highest points in the area.

"What's My Name"

FORMER nighttime audience participation program What's My Name returned to ABC as a Saturday morning show Feb. 6, the network has announced. The program, starring Arlene Francis and featuring Johnny Olsen as co-host, is sponsored over 118 ABC stations by J. J.'s Homemakers Institute and Servel Gas refrigerator dealers Saturdays 11:30 a.m.-12 noon. The 52-week contract was signed through BBDO, New York.

Midwest Independent

Attractive and profitable facility located in an ideal one station market. This property has a very favorable technical position that offers an outstanding opportunity for immediate development and increased earnings. Price $70,000. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D.C.
James W. Blackburn
1500 15th Street, NW
Washington 60

DALLAS
Philip E. Bales
Tower Petroleum Bldg.
Sterling 4241-2

SAN FRANCISCO
Robert J. Lassen
Riss Bldg.
Exbrook 2-5572
UNBELIEVABLE as it may seem, it all the letters WLS has received in the past 19 years (20,216,735) were stacked in one pile, they would reach nearly 16 MILES HIGH!

WLS GETS RESULTS

represented by

JOHN BLAIR
and Company

BOYS—FOUR OF THEM—won the national awards in the second Voice of Democracy contest [Broadcasting, Jan. 24]. Last year all four winners were girls. The successful contestants were (l to r): George Morgan Jr., Hutchinson, Kan.; Kerren Johnson, St. Paul; Richard Caves, Everett, Ohio; Charles Kuralt, Charlotte, N. C.

SUNDAY MORNING VIDEO

WNB T New York Jan. 30 became the first New York television station to institute regular Sunday morning programming. Schedule included the first simultaneous AM and TV presentation of the Horn & Hardart (Philadelphia) Children's Hour (WNBC-WNB 10:30-11:30 a.m.), oldest continuously sponsored show in radio.

Programming commenced with a film at 10 a.m., followed by the Children's Hour, with Ed Herlihy as m.c. At 11:30 a.m., WNB T premiered a new children's program, Pow-Wow, concerning Indians and Indian lore. At noon station left the air until its 5:30 p.m. Hopalong Cassidy film program.

Starting last Monday WNB T began its daytime programming one half hour earlier. Programs, starting at 2:30 p.m. instead of 3, include eight new shows:

2:30-3 p.m. The Bess Johnson Club—Bess Johnson, radio actress, in a guest star program of interest to women, on such subjects as antiques, fashions, home handicraft and others.
3:30-3:55 p.m. Armchair Wanderer—A travel program featuring Gordon B. Halstead, world traveler and lecturer. The program presents prospective tourists and will take audiences on video trips throughout the U. S. and abroad.
3:55-4:15 p.m. The Three Flames—The instrumental trio is heard at this time on Mondays, Tuesdays, Thursdays, Saturdays, and Fridays.
4:15-4:45 p.m. Figure Magic—Claire Mamm, expert on health education, gives her "relaxing theory" of physical culture for the improvement of figure and posture.
4:45-5:15 p.m. Edward McGinley, Piano—Music and piano instruction by Mr. McGinley, teacher at Fred Waring's Shawnee-on-Country Club.
5:15-6 p.m. Once Upon a Time—Maria Cimin, of the New York Public Library, tells stories for children, supplementing her tales with drawings by well-known illustrators.

ARMY TV FILMS

Central Library Opened

TO OVERCOME difficulties encountered in obtaining legal clearance for the telecasting of many Army films, a Central Television Film Library has been opened at the Signal Corps Photographic Center at Long Island City, N. Y., the Army announced Jan. 30.

The library was created also to simplify service to stations and to meet a rapidly increasing demand by television stations for official motion pictures, the Army reported. In addition to some motion pictures which have received full clearance, the television library also will be stocked with special prints of other films from which unclear footage has been deleted.

Films are obtainable through public information offices in the nation's six Army Area headquarters, located for First Army at Governors Island, New York 4, N. Y.; Second at Fort George G. Meade, Md.; Third, Fort McPherson, Ga.; Fourth, San Antonio; Fifth, Chicago; and Sixth, San Francisco. Requests of stations in the Pacific North- west have been granted.

WIMR DELETION

FCC Approves; WKB Off Air

DELETION of WIMR Hornell, N. Y., new 1 kw daytime outlet on 1420 kc, was granted by the FCC effective last Nov. 29.

Owned by Maple City Broadcasting Co., deletion was occasioned by firm's buying into WLEA Hornell, licensed on 1320 kc with 1 kw day.

Meanwhile the Commission reported it has received notice from WKB North Adams, Mass., that the station ceased operations on Jan. 22 and requested deletion of its license. WKB, assigned 250 w day on 860 kc, gave no reason for its action but it believed economic factors were responsible. Licensee is Citizens Broadcasting Co. WKB would be the first licensed AM station to be cancelled this year.

WHBQ 56

Earnestly hoping

sooner

Soon

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
The Collins 300G gives you everything a 250 watt AM transmitter can contribute in your fight to win sponsors and influence audiences.

Engineered to today’s highest standards, employing the finest components, it transmits a signal that is outstandingly clean, crisp, and inviting.

The frequency response is flat ±1 db from 30 to 10,000 cycles per second, challenging the capabilities of the best AM receivers. The noise level is more than 60 db below 100% modulation level. The distortion is less than 3% up to 95% modulation.

Yet the 300G is competitively economical to buy and operate. The power consumption is only 1.5 kw in normal operation, 85% power factor. The entire complement of but 21 tubes (including a stand-by oscillator, 6 rectifiers and 2 voltage regulators) is comprised of only eight tube types. Spare requirements are at a minimum.

This transmitter features eye-level metering, tube visibility through front door windows, instantaneous power reduction to 100 watts, complete accessibility, high safety factors, and thorough reliability. Write us for further information.
VIDEO PULSE


Wrestling continues to rate first with Chicago television audiences, according to The Pulse. Thursday night wrestling on WGN-TV Chicago was in first place with 47.7, leading over Super Circus, which hit 39.0. Impact of the east-midwest coaxial cable on program ratings is not yet evident.

NEW YORK

GREAT agency continues through champs, are being sponsored Barons, American League hockey device makes p.m. ment the Kansas

JIM MONROE, KCNO Kansas City's news editor, uses station's new telephone recording attachment to obtain a statement from a member of the Kansas City school board. Statement was incorporated in his 9:30 p.m. news a half-hour later. The new device makes it possible for conversations of both participants in a telephone conversation to be recorded for later broadcast.

Pabst Hockey

TELECASTS of Saturday night games of the Cleveland Barons, American League hockey champs, are being sponsored by Pabst Brewing Co. (beer) on WEWS (TV) Cleveland. Sponsorship started Feb. 5 and will continue through March 19, last home date of the Barons' season. Pabst agency is Warwick & Legler.

IT'S A GREAT DAY on WLAV and WLV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper) WLAV — 28.1% Station B — 22.6% Station C — 22.2%

Contact the John E. Pearson Co.

WDTV (TV) Joins NBC

NBC-TV has announced the addition of WDTV (TV) Pittsburgh to its growing network of inter-connected video stations, bringing the total to 16. The new affiliation raises the Midwest NBC network video total to eight stations.

Covers New York, Chicago
And Philadelphia

CINCINNATI IRE

Technical Meet April 23

TELEVISION horizons not widely discussed to date will be covered at the Third Annual Spring Technical Conference of the Institute of Radio Engineers Cincinnati section, Saturday, April 23. Meeting will be held at the Engineering Societies Bldg., Cincinnati.

Emphasis will be on UHF techniques as applied to monochrome reception in the 475-890 mc band, according to Wynne W. Gulden, of the conference publicity committee. Time has been allotted for nine papers (10 a.m.-1 p.m. and 3-6 p.m.) and a short discussion period following each paper, Mr. Gulden said.


The program will conclude with a banquet. Inspection trips will be available for those who stay over Sunday. Registrations should be addressed to Calvin Hoopp, Spring Technical Conference registration chairman, Engineering Societies Bldg., McMillan at Woodburn St, Cincinnati.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
SEVERAL infrequent top-tenners have appeared in the January radio audience listings of The Pulse Inc. for metropolitan New York. They include Your Hit Parade, which has seldom appeared in midwinter top-ten lists, and Milton Berle’s ABC Texaco Star Theatre, ratings on which have climbed steadily, due probably, The Pulse states, to his TV popularity.

These shows, along with Red Skelton and Eddie Cantor, moved out Fibber McGee & Molly, Fred Allen, Step the Music and My Friend Irma in December’s listings.

Sunday afternoon and evening listening was lower in January than in December, upsetting the usual pattern of higher seasonal listening for this month. Only January increase came in the 6-7 p.m. period, but since only one Pulse survey has been made since inauguration of the new CBS Sunday lineup, it is too soon to gauge future listening trends.

**Average Hour Sets-In-Use for the Week Studied**

**Week** | ** Sets** | ** %**
--- | --- | ---
January 1949 | 25.3 |
December 1948 | 24.7 |
January 1948 | 25.3 |

**TOP TEN EVENING & DAYTIME SHOWS**

**Commentary and News**

**Highest 3/4 Hour Rating**

**Program** | **Rating** | **Time**
--- | --- | ---
Red Skelton | 20.1 |
Walter Winchell | 20.0 |
Jack Benny | 19.9 |
Eddie Cantor | 19.1 |
Fibber McGee & Molly | 18.3 |
Milton Berle | 18.2 |
Hit Parade | 15.8 |
Bob Hope | 16.2 |
Godfrey’s Talent Scouts | 16.3 |

**Most Improved Shows**

The Shadow | 7.4 |
Metropolitan Opera | 7.3 |
Quick as a Flash | 6.7 |

**AFRA Convention**

TENTH annual convention of the American Federation of Radio Artists will be held in San Francisco Aug. 25-28, AFRA has announced. An estimated 200 delegates from the union’s 29 locals will attend the four-day conclave, scheduled for the Palace Hotel. Bert Ruzinni, KQW San Jose newscaster, announced following appointments to the committee on arrangements: Bill Gavin, producer-director, KNBC San Francisco; Jerry Dolan, AFRA secretary; Josephine Martin, home economist, KFRC San Francisco; Clarence Leisure, KNBC announcer, and Tol Avery, freelance announcer.
Box Score

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<th>Summary to February 3</th>
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<td><strong>Class</strong></td>
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<td>AM Stations</td>
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<td>TV Stations</td>
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**AM Applications**

- **Boardman, Mont.**
  - 1250 kc; 250 w; unlimited; $70,000.
  -申請人: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

- **KSCV Richfield, Utah**
  - 1110 kc; 300 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

- **KWWO Berlin, N. H.**
  - 1250 kc; 250 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**FM Applications**

- **KSON Halingen, Tex.**
  - 1000 kc; 1 kw; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**Change Dismissed**

- **WTOP Washington, D. C.**
  - 1250 kc; 250 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**FCC Actions**

- **WWMN Fairmont, W. Va.**
  - 1250 kc; 250 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**Change Pending**

- **WBBM Chicago, N. Y.**
  - 1250 kc; 250 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**Filing**

- **WBBM Chicago, N. Y.**
  - 1250 kc; 250 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**Grant Pending Hearing**

- **KSON Halingen, Tex.**
  - 1000 kc; 1 kw; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**Changes**

- **WTOP Washington, D. C.**
  - 1250 kc; 250 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

**Pending**

- **WBBM Chicago, N. Y.**
  - 1250 kc; 250 w; unlimited; $70,000.
  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.

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  - 申请者: Norman Penwell, engineer at KPRK, Minneapolis.
  - 乔布斯: Education, 90 percent; 70 percent; Mancini: 10 percent.
IND BATTLE formation are the participants in Scranton, Pa.'s Disc Jackey Dance, held Jan. 26 by four area stations for the benefit of the March of Dimes. During that time 25 civic and community leaders assumed the duties of announcers, newscasters and sportscasters. Here Mayor Owen M. Begley of Schenectady (i), who served as "disc jockey" on the Ballroom Program, receives a check for $50 from Winslow Leighton, WSNY president and general manager.

**Public Interest**

(Continued from page 17)

of Dimes. The Battle of the Sioux, as the hour-long program was called, featured Sioux City's Mayor Dan J. Conley, Sioux Falls' Fire Chief Barney Boos, Woodbury County (Iowa) Sheriff Ed Lunde and Sioux Falls Superintendent of Schools Lyman Fort, playing the harmonica. Listeners phoned in their requests and pledges. Sioux City collected $8,843; Sioux Falls, $5,020.

Philadelphia's were treated to a touch of the old west Jan. 28-29 when WCAU Philadelphia and the March of Dimes Committee greeted the CBS "Ten Pennies for Benny" wagon. Beautiful models in cowgirl dress riding the Conestoga wagon, accompanied by cowpunchers, Philadelphia band, staged a series of "raids" on the city's night spots, pouring the "lood" into Benny's strong-box. On the 29th WCAU staged a special broadcast from the busy corner of Broad and Walnut Sta. The station's two-day promo-

**GRANT TO PAPER**

**For Logansport Daytimer**

NEW STANDARD station was granted by FCC last Thursday to Home Broadcasters Inc., Logansport, Ind., on 1570 kc with 1 kw daytime. Firm is chiefly owned by daily Pharo-Tribune.

Estimated cost of the new outlet was given as $28,600. Ownership of new grantee includes following: Pharo-Tribune Co., 76%; John J. Sharp, part owner W-S-E Motor Sales Co., president 2%; Herbert and Melvin Greensfelder, owners retail men's wear store, each 2%; Justin M. Dukr, officer and 7% owner of paper, treasurer 3%; Marie Bahr Fettig, 5% owner of paper, 1%; Herman B. Schmidt, part owner department store, 3%; Edwin W. Dailey, part owner men's wear store, 3%; Dwight Wildermuth, part owner W-S-E Motor Sales, 2%; Clark Young, retail electrical appliance firm, 3%; Ralph David, hardware-electrical supply firm, vice president 3%.

**'Axis Sally' Trial**

GOVERNMENT prosecutors entered the second week of their battle to convict Miss Mildred E. Gillars, 48, as a traitor, who allegedly broadcast demoralizing programs to American troops [Broadcasting, Jan. 31]. Ulrich Haupt, who played a role in a propaganda melodrama, View of Invasion, identified Miss Gillars as a Nazi broadcaster. According to another government witness, Adalbert Houben, former German radio official, Miss Gillars also played a part in the program, recorded at the FCC's monitoring station. Mr. Houben claimed the American-born woman was forced to broadcast Nazi propaganda. A number of war veterans, some disabled, also testified.
Promotion

BEATS, special newsroom productions and Hooperatings make up WAVE Louisville’s “News Report for 1948,” which has compiled a five-page list which includes such “beats” as: First on-the-scene recorded report of International Harvester explosion (March 16, 1948); story of WHAS Louisville sale (BROADCASTING, Dec. 20, 1948); coverage of Democratic, Republican and Progressive conventions. In addition to many other “scoops,” WAVE carried beats on interviews, 19 of which were live. One mentioned was interview with Robert Maguire, NBC’s correspondent who was expelled from Moscow. Concluding its report is a partial list of 1948 Hooperatings.

Promotion Plus

ANDREW, chairman of Concluding interviews, “scoops,” Louisville sale of “JOHNSON a famous name in radio.

BROADCASTING EQUIPMENT

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM mix-outs
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Presurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

NEWS — RUSH

870 National Press Bldg.
Washington, D. C.

ANT SING, Editor

SHOW’S MAGIC TOUCH

WHBS Boosts Hoopers, Sales With One Word

A MAGIC WORD is being used by WHBS and WHBS-FM Huntsville, Ala. to boost Hooperatings, spot business and fasten attention of listeners to commercials.

It’s not so mystic as it sounds but, in the opinion of the station, the wave of a magic wand couldn’t produce any more satisfactory results.

The “magic word,” according to Richard Warner, WHBS manager, is buried in the commercial messages delivered on The Magic Word program, a participating show. The listener identifying the word receives the cash award which has accumulated in the jackpot.

Since a Hooper stimulant was needed in two time periods, the program was divided into two half-hour sections, one in the morning and one in the afternoon.

The 10 sponsors are charged the station’s one-time spot rate (Class B time) of $2.50 per spot. Fifty cents of each spot charge is placed in the $5 daily jackpot. The station still gets its card rate of $3 per spot and the program nets approximately $100 per week for the station.

Each participating firm receives a supply of application blanks and a placard for the store window calling attention to the program. An application filed with the station constitutes registration as a contestant. Three guesses are selected on the morning show and three on the afternoon show. When the application selected does not bear a telephone number it is read over the air.

The “magic word” is known only to the station’s judge, who sits at a telephone extension in another room and upon hearing the announcer spell out the guesses calls the announcer to advise him whether the guess is correct. The telephone buzz is heard on the air. Participating firms are supplied a list of clues to the magic word. Hints are also given during the program.

The station presents a check to the firm supplying the magic word, for payment to the jackpot winner. Each sponsor gets one good commercial daily. The first day he is in the number one position on either the morning or afternoon show and each day his position drops one level.

Mr. Warner reports, “This program has enabled us to sell difficult accounts and create . . . exceptionally good traffic.”

Down in Carolina

BROADCASTING • Teletasking

FOOT FINDER

The News and Observer Station
5000 WATTS • ABC • 850 KC
Ask Everett Knodel, INC.
Open Mike
(Continued from page 12)

irs was not accomplished over ght."
I might add further, Mr. Miller, that I do not believe any station-wide survey which BMB has made is sufficient experience and evidence on which to applaud, condemn or revise the BMB operation conclusively.

I am quite willing to admit that my station may well be dissatisfied with the results it obtains from the new survey but I still feel that half a dozen nation-wide surveys would be needed before any final conclusions can be reached. I also feel that the ultimate need will be for as great a sampling as possible. We may need to multiply the present 250,000 samples several times in order to get a true picture. I shall send a copy of this letter to Broadcasting Magazine with my permission for use as they may desire. I have an idea that many other broadcasters feel much as I do in this matter and that the final analysis should not depend solely upon the opinions of the seven board members reporting in BMB on the BMB board of directors.

E. J. Hodel
General Manager
WMCA

** * *

Glimpse Into Future
EDITOR, BROADCASTING:

This set of drawings was done by Jack Swenson, WLOL program director.

They are a glimpse into the future. If AM broadcasting is to survive the onslaught of TV, Mr. Swenson believes AM personnel must become highly functional. As he sees them, they have become just that.

Norman Boggs
President, Gen. Mgr.
WLOL

[Editor's Note: Since the time this letter was written Mr. Boggs changed to WMCA New York as general manager.]

** * *

Inaugural Coverage
EDITOR, BROADCASTING:

Once more I feel the urge to tell you about a job well done by you. Your coverage of the inaugural plane during the weeks preceding the Inauguration and your wrap-up story were all excellent, and we feel indebted to you, Ed Keys, John Okson, and others of your staff. In fact, your roundup is so complete that it saves me a good bit of work. I hope you don't mind if I use this story as the basis for my report to the Inaugural Committee on Parade, Ball and Gala coverage.

Kenneth D. Fry
Radio Director, Inaugural Committee
Washington, D. C.

[Editor's Note: Mr. Fry's are flatly false to have your story as the basis for your report.]

STATION SALES

Ownership Changes
Granted Five

ACQUISITION of control of WMOU Berlin, N. H., by John W. Guider, well known radio attorney and New Hampshire businessman, for $22,875 was approved last Thursday by FCC. Consent also was granted by the Commission to ownership changes involving WBTH Williamson, W. Va.; KXU Houston, Tex.; KYVU Uvalde, Tex., and KSVC Richfield, Utah.

In the WMOU transaction, Mr. Guider acquires 67% interest in White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders. Mr. Guider formerly was with Washington law firm of Hogan & Harrison and he holds 30% interest in Grandview Inc., television affiliate at Manchester, N. H.

Details of the transfers follow:
WMOU Berlin, N. H.—Granted transfer of control of White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders to John W. Guider, radio attorney and New Hampshire businessman. Mr. Guider buys 20% of total 45 shares for $22,875 from following: Arthur C. Bell, 85 shares; Leon C. Bell, 75; Arthur J. Bergeron, 65; Carl E. Mott, 50; George Brassard, 5; Willard D. Fisher, 10, and Allen C. North, W. MOMO. WMOU is signed 250 w on 1290 kc.

KXU Houston, Tex.—Granted assignment of license from W. H. Jackohe, Douglas B. Hicks and Tom J. Martin Jr., d/b as Veterans Broadcasting Co. to new partnership of same name composed of Messrs. Jacobs and Hicks, each retaining 25% interest, and Bailey Swenson and Leon Green, newcomers, each 25%. Mr. Harling retires and receives undisclosed amount representing investment. Mr. Swenson, archivist, and Mr. Green, in construction business, together contribute $15,000 to new partnership. KXUZ is assigned 250 w on 1290 kc.

KYVU Uvalde, Tex.—Granted assignment of license from J. L. Kemp and W. J. Harpole d/b as Uvalde Broadcasters to new partnership of same name and composed of the two Harpoles as equal owners. Mr. Kemp sells his one-third interest for $7,000. He is manager of KIER Albuquerque. KYVU is assigned 250 w on 1290 kc.

KSVC Richfield, Utah—Granted assignment of license form Edward J. Harpole, William T. Kemp and W. J. Harpole d/b as Uvalde Broadcasters to new partnership of same name and composed of the two Harpoles as equal owners. Mr. Harling sells his one-third interest for $7,000. He is manager of KIER Albuquerque. KYVU is assigned 250 w on 1290 kc.

KSVF Albuquerque, W. Va.—Granted assignment of license from William L. Warner Jr./as Sever Valley Broadcasting Co. to new corporation of same name and composed of follow:ing: Mr. Warner, 50%; E. L. Warner Jr., KAVC manager, 16.64%; Dr. J. B. Gledhill, 11.13%; A. Willard, 11.13%, and James G. Forsey, 11.13%. Mr. Warner Jr. paid $490 for his interest. Other newcomers paid $3,860 each. KSVC is assigned 1 kw daytime on 690 kc.

ABC AFFILIATES

Wind Up Meetings in S.F.

President Mark Woods and other top ABC executives wound up a series of relations with affiliates throughout the nation with a session last week at San Francisco. About 50 representatives of ABC affiliates in the Pacific Coast and Rocky Mountain areas, comprising ABC Districts 6 and 7, participated in the meeting.

The affiliates reportedly voiced their endorsement of Mr. Woods' stand on giveaway programs, which they regarded as "good entertainment" and not offensive to morals or good taste." Mr. Woods also outlined 1949 plans and reiterated predictions of a good year for the network.

Ivar Kenway, ABC vice president in charge of promotion and advertising, discussed program and network promotion plans. Other officials attending included Ernest L. Jahncke Jr., vice president in charge of station relations; Otto Brandt, director of station relations; Frank Samuels, Western Division manager; Francis Conrad, Western Division station relations manager, and Philip G. Caldwell, Western Division manager of technical operations.

TAPLINGER FIRM

Opens National P. R. Offices

FORMATION of a national organization for public relations to be known as Robert S. Taplinger and Associates was announced last week by Mr. Taplinger. The company is being established in New York, Chicago and Los Angeles. It is representing top national accounts in both industrial and entertainment fields.

The organization last week opened branch offices in Chicago and Los Angeles, with headquarters located temporarily at 5907 Santa Monica Blvd., Beverly Hills, until spring when the firm's permanent offices will be completed.

Mr. Taplinger is currently in his Chicago office for a week's stay and then will go on to New York to set up the office in that city. Subsequently he plans to divide his time between the three cities.

Mr. Taplinger had offices in these cities when he was shifted to Hollywood by Warner Brothers to head its publicity department. Previously he was publicity manager for CBS in New York.

BECAUSE the wartime Prices and Trade Board, Ottawa, has ruled that four companies should not put giveaway programs on the air in view of millers receiving a government subsidy for hard-wheat flour sales, Ogilvie Flour Mills, Montreal, has canceled its giveaway programs. An early quip to show Find Your Fortune on 27 Trans-Canada Network stations.

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At Deadline...

WJOL RENEWAL, DENIAL OF UTICA BIDS PROPOSED

DECISIONS in docket cases reported by FCC Friday noted:
1. Revised proposed decision to deny renewal of license to WJOL Joliet, Ill., on condition station terminate sale pending from Feb. 15 certain time contracts with A. J. Feldman, in accordance with hearing record,个城市是 the condition was granted. The proceeding sales, and which in 1946 were basis of proposal to deny license previously
2. Proposed decision to deny applications of both of Utica Broadcasting Co., new AM station at Utica, N. Y., on 1230 kc at 250 W power.
3. Final decision denying petition of WEGC Elm-erton, WJOL has new-station grant to Northwest Georgia Broadcasting Co. for WUDN Gaines- ville, Ga.

Revised proposed decision in WJOL case concerns further hearing held by FCC on horse-race program issue [BROADCASTING, Dec. 22, Feb. 3, 1947] after 1946 proposed decision to deny license renewal on basis of 1937 station-sale contract of Mr. Feldman which was pro- vided for daily time to advertise his businesses [BROADCASTING, July 22, 1946]. Revised proposed decision notes DC Washington case finding that horse-race shows of themselves got illegal [BROADCASTING, Feb. 9, 1948] and finds no clear proof that during period of WJOL horse-race broadcasts (1945-47) illegal betting in Joliet had increased. WJOL management had any connection with gambling interests.

Decision said "close question is presented, however, as to whether WJOL horse-race pro- grams were designed or intended to assist illegal betting or gambling" and noted program sponsorship by Illinois Sports News' Green Sheet and Blue Sheet race papers.

Changes overall program service of WJOL apart from and voluntary ban of horse-race shows now, "nothing herein present- ed precludes" finding continued operation would serve public interest. WJOL is owned by Joliet Broadcasting Co. and is assigned 250 w on 1340 kc.

In Utica case, Commission disqualified Mac Berger and Morris L. Henry d/b as Utica Broadcasting Co. to prove evidence. U.T.K. Broadcasting was proposed to be denied for failure to meet engineering standards and unsatisfactory showing of financial qualification. Hearing included Michael R. Hanna, manager WHCU Ithaca, and his brother Joseph; Richard H. Balch, local man- ufacturer; Charles S. Donnelly, Utica post- master and ex-mayor; Robert L. Morris, at- torney, and Robert Trent Jones.

HEARING DATES SET

HEARING dates reported by FCC Friday as March 21 and 28 respectively on requests of WUTV (TV) Indianapolis, The William H. Block Co. outlet, and WRTV (TV) by Dr. Or- leans, Maison Blanche Co outlet, for addi- tional time to construct their facilities. WUTV first granted Oct. 10, 1946, and WRTV Jan. 16, 1947.

WOR GIVES TRUMAN DISC

WOR New York presented President Truman with recording made by him from Col.-Gen. press conference, which he later permitted newssound track, of his famous imitation of H. V. Kaltenborn, NBC commentator and news an- alyst. Recording also included Jan. 26 broad- cast of "Life" by Life Magazine on the Human Side, over WOR, in which Mr. Van also imitating Mr. Kaltenborn, thanked Mr. Truman for friendly kidding.

BOB HOPE DENIED PLEA FOR WHAS POSTPONEMENT

COMR. ROSEL H. HYDE denied Bob Hope's request for 60-day postponement of hearing on violation of 60-day period he Counsel's protest that without delay Mr. Hope would have to withdraw his competing bid for $1,950,000 purchase of WHAS properties (April 7). However, the Motion picture and other commitments make it impossible for radio and screen comedian to prepare case by scheduled Feb. 28 hearing date, Leonard H. Marks, attorney, told Comr. Hyde in motions hearing. Although he said he didn't know whether it would be sufficient, he asked whether Comr. Hyde would agree to 30-day delay, and was told to request it form- ally via petition. Denial of 60-day petition to postpone was held by bearing being held in Louisville rather than Washington.

Before withdrawing, Mr. Hope is considered sure to ask full Commission to over-rule Comr. Hyde's decision. His application, in name of Hope Productions, is one of three for acquisi- tion of WHAS-AM-TV from Louisville Courier-Journal and Times. Original contract is with Crosley Broadcasting Co. Under AVCO Rule, Port Industry Co. and Hope Productions offered to match Crosley bid. WHAS and Crosley have petitioned FCC to cancel AVCO Rule and eliminate competing bidders from the case, but FCC has not acted. It was learned, meanwhile, that FCC Examiner Leo Reinick has been designated to preside over hearing.

MERGER PLAN DROPPED

NEGOTIATIONS for merger of KIOA and KCBC Des Moines, in progress since first part of year, have been abandoned, according to joint statement issued Friday by Harold E. Baker, new president and general manager of KIOA, and Rollo H. Bergeron, vice president and gen- eral manager of KCBC. Mr. Baker, former KIOA vice president and treasurer, succeeds John W. Boiler as president and general man- ager following Mr. Boiler's resignation about 10 days ago. "Legal and technical difficulties" make consolidation of two stations "not feasible," Mears. Bergeson and Baker said.

GE OPINION METER

GENERAL ELECTRIC Co., Schenectady, has developed "recording opinion meter" which electrically compiles and records opinions of group of individuals. Average opinion of up to 100 people can be measured. Device automatic- ally provides permanent record on moving chart. It will be used by Young & Rubicam, New York, to study audience reactions to radio and television shows. Each individual opinion is expressed secretly.

WPX DROP FILM SYNDICATE

WPIX (TV) New York suspending syndicated edition of its TelePix newsmagazine effective Feb. 15. New York News video station will revamped Daytime program to offer "news" on the city and environs. Daily TV newsmagazine had been broadcast by eight stations in addition to WPIX, too small a list of subscribers to make the syndicate operation profitable for WPIX. Shift means 28 of 37 newswave employees will leave.

BMB PRODUCTION SCHEDULES ARE MAILED

BMB production schedules for 1949 state audience settings for selected stations. To prepare for mailing of Rolota first week in March BMB staff has been augmented by 50 specialists as clerks.

Under new state quota plan, discounts stat- when more than 30% of stations in state sub- scribe to BMB. Scale is: Below 30%, no dis- count; 30-40%, 2% discount; 40-50%, 4%; 50-60%, 6%; 60-70%, 8%; 70-80%, 10%; 80-90%, 20. Discounts become effective July 1, based on percentage of AM stations subscribing as of May 1.

BMB said it has received 600,000 premiums for first mailing, 1,500,000 instruction sheets, covering letters and envelopes, 650,000 post- cards and 2,500,000 premiums to mail out for follow-ups. Original premium is plastic letter opener with magnifying glass at larger end; follow-up is refrigerator dish cover.

Closed Circuit

(Continued from page 4)

Burton K. Wheeler of Montana can become chief counsel, if he wishes post. Director's job, it is thought, might go to Bailey Storts, young Montana lawyer who served as Senate Inter- state & Foreign Commerce committee clerk during most of Mr. Wheeler's tenure as com- mittee chairman.

AM-TV PACKAGE tentatively titled Prowl Car is being submitted by Hunt Stromberg, film producer, to Foote, Cone & Belding. AM audition record cut last week in Hollywood is priced around $5,000 and TV series to come later. Starred as president, this package is which is capable of transition from radio to television. All stories based upon authenticated police department records.

DRAFT REPORT slated for consideration Tuesday by ad hoc committee of FCC's Nov. 30-Dec. 3 TV-FM engineering conferences [BROADCASTING, Dec. 6]. Report will be submit- ted by conferences' chairman, Edward W. Allen, chief of Commission's Technical Infor- mation Division. Indications still favor short cut to engineering conference to Committee rather than follow-up conference, but latter being considered as safety measure for future inquiry. Ad hoc committee said leaving all policy interpretation of data for FCC.

REP. RICHARD W. WIGGLESWORTH (R- Mass.), who has been FCC's severest critic over year as member of House independent offices appropriations subcommittee has been dropped from membership in Democratic reor- ganization of House. Rep. Wigglesworth's main grumble has been FCC's ownership and forfeitures, now to WOVDW New York.

New subcommittee comprises: Rep. Albert Thomas (D-Tex.), chairman; George W. Andrews (D-Ala.), and John Phillips (R-Calif.), holdovers from last year; Albert Gore (D. Tenn.) and Francis Case (R-S. D.), new members, although Case served on FCC subcom- mittee several years ago. Rep. Wigglesworth's moves to specialist subcommittees.

UNITED PRESS is rumored to become sales agent for Multiscopes, device developed by en- gineers at WBKB Chicago to flash news and commercials on television screens. Along with selling Multiscopes, UP will also sell its press service, it is said. WBKB began using its Multiscopes in following Jan. 24 [BROADCAST- ING, Jan. 24].

BROADCASTING  Telecasting
No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

**It's a test in WLW-land...**
**an "Operation: Knowledge"**

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.
It's here—now—today!

For you—the American citizen—are the greatest revolutionist in history!

You have met those age-old tyrants—cold, hunger, dirt, disease—and hurled them back.

True, they have not surrendered. We still have poverty. We still have sharp ups and downs of prices and jobs. The revolution still goes on.

But it has gone farther here. We have won for ourselves more comfort, more convenience, more security and independence, than any other people since the world began.

As yet, this revolution—the Industrial Revolution—has hardly begun in other great areas.

For two-thirds of the human race, the amount of food, clothing and shelter they are able to get with their best labors is never more than just enough to live on.

In the modern world that can't last.

Right now the people of many nations are faced with a choice—between dictatorship and a free economy.

And they are taking a long look at us.

At the promise of individual reward that has stimulated American invention and business enterprise.

At American technical progress, which has made mechanical energy perform miracles of mass production, reflected in constantly lower costs—and in the long run, lower prices.

At American workers—free to organize, to bargain collectively with their employers, to choose their jobs and to change them at will—with no ceilings on advancement and constantly increasing real wages for shorter working hours.

If we continue to make this system work—if we constantly turn out more for every hour we put in—if we keep on creating more wealth for all of us and more jobs for more people—then other nations will follow us.

Let's make our free, dynamic American system run so well at home that others will want to follow our example.

If we do that, we will give new hope to millions everywhere.

THE BETTER WE PRODUCE
THE BETTER WE LIVE