WOR RESolves

...that, during the year 1949, it will:

1. Continue to reach more families, during the day and during the night, than any other station in the United States.

2. Continue to reach these families at the second lowest cost per thousand of any station of equal power in the United States.

3. Continue to be listed daily and to receive constant mention in 170 newspapers with a total circulation of 11,416,782.

4. Continue to increase its daytime audience, which, in the past 5 years, has grown 22% greater and shows every indication of continuing to grow greater.

5. Continue to reach the majority of 36,000,000 people in 430 counties in 18 states from Canada through Georgia.

6. Continue to have the majority of the highest rated local programs of any major New York station.

7. Continue to pull more than one million letters a year from listeners in 47 of the 48 United States.

8. Continue to add to the impressive list of fourteen sponsors who have used WOR for no less than 12 successive years.

continue to be..... WOR

—the station heard by the most people
where the most people are
TO farmers of Midwest America, weather is serious business... and it is business. Snow, sleet, wind, rain—any one of these can spell profit or loss for thousands of rural folks. That is why WLS stresses accurate, frequent weather reports.

Benjamin Kombrink, farmer near Carlinville, Illinois, says: "WLS has radio's most complete weather reports. Way back in 1933, your WLS weather reports saved our crops."

Mr. Kombrink's crops were late that year; an early frost could wipe out a year's labor. WLS, in constant touch with the U.S. Weather Bureau, put the message on the air; "Cold snap... killing frosts tomorrow."

Mr. Kombrink, with the help of his neighbors, got busy, harvested corn and soy beans... only hours ahead of the frost which would have meant complete loss.

For 25 years, the Kombrinks have been loyal WLS listeners. They are like countless others, whose planting and harvesting work—even their social life—is planned around WLS broadcasts. They listen regularly to the WLS National Barn Dance, Dinnerbell, with its timely farm information; it is a must in their home. So is Dr. Holland, WLS staff pastor, with his inspirational messages.

The Kombrink family remembers WLS best for the time we saved their crops. Other folks in Midwest America look back over our first 25 years and say "thank you" for entertainment, for money-making market reports, for many things that radio (and WLS in particular) offers.

These are the things that have created for WLS a confidence, an exceptional listener loyalty—services which have led to sure advertising results. For case histories... proof of results... ask your John Blair man.
Of the ten top-rating television shows... five are produced by Young & Rubicam.

Hooper Press Release, Jan. 25, 1949
NOTHING was said about it but FCC Chairman Coy conferred with President Truman Monday. Topics discussed, it is surmised, may have included: (1) President’s desire to keep Mr. Coy in his official family—probably new top slot to be created under the pending reorganization plan; (2) Mr. Coy’s desire to improve his financial status even if it means returning to private industry where he could almost write his own ticket; (3) what to do about Senate Commerce Committee’s report which could necessitate FCC’s allocations and regulatory functions; (4) who might succeed Mr. Coy if and when he leaves FCC for either another government slot or private radio status.

ON RECORD was front door visit of CBS President Frank Stanton last Tuesday for 15-minute session with Chief Executive. There was no comment forthcoming from Mr. Stanton but it’s presumed he commended present FCC under Coy chairmanship.

NBC President Niles Trammell and Gustav Margraf, his vice president and general counsel, in Hollywood incognito last week. Main purpose to tie up Fibber McGee & Molly for TV as well as radio against counterproposals from CBS.

DON’T LOOK for return to full-scale TV licensing before about July. That’s earliest possible date, in opinion of inside. Even if FCC is able to come out with proposed new TV allocations table and engineering standards in April—which will take some pushing—another 90 days probably will be needed to make them final. Until they’re final, current freeze can’t be lifted.

IF CBS enters radio equipment field it will be in receiver manufacturing end. Recent negotiations with Bendix and Magnavox fizzled. There have been conversations with other manufacturers too. CBS isn’t interested in transmitter end and there have been no conversations with Western Electric in light of pending anti-trust litigation.

OIL FIRM and steel firm each interested in sponsoring half-million-dollar ABC television series, Crusade in Europe, based on Gen. Dwight D. Eisenhower’s book. FCC’s prospective sponsors sensitive about being linked with “sponsoring a war” because of their types of business yet feel series is most important document. First episodes of the Eisenhower series will be previewed today at Twentieth Century-Fox, New York. Telecasts will begin early in March [Broadcasting, Feb. 7].

EDUCATIONAL FM band, only fractionally filled (52 stations operating or applying), being eyed by church groups, who want to share it. Southern Baptist Convention and General Baptist Convention of Texas, long-in

(Continued on page 88)
HIGHEST AVERAGE HOOPERINGATING IN U.S.

"Our dreams are getting sweeter all the time!"

AGAIN—WRVA LEADS THE NATION!

IN CONTINUOUS HOOPER-RATED CITIES

1ST. IN THE EVENING

2ND. IN THE MORNING

4TH. IN THE AFTERNOON

BROADCASTING • December 20, 1948

HOOPER TOP 20 STATIONS

September-October, 1948

<table>
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<tr>
<th>MORNING</th>
<th>Share of Audience</th>
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<th>EVENING</th>
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RICHMOND AND NORFOLK, VIRGINIA

The Edgeworth Broadcasting Service
Ears of Flint are tuned to WFDF, exclusive staff. 14, 1949 WOOD Grand Rapids-the local station. But, given the same careful attention and forceful presentation as the news programs. You can be sure of reaching this lush $200,000,000 retail sales market, because WFDF—in every time period—has three to six times as many listeners as the runner-up local station.

The ears of Flint are tuned to WFDF.

910 Kilocycles

WFDF FLINT

MICHE.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville.
DON'T BE A STATION(ARY) MANAGER...

Get on the move—to better program ratings, more salable shows. Capitol Transcription Library provides a backlog of "package shows" for both sustaining and commercial programming. Want to know how little it costs? Fill out the coupon.

Capitol Transcriptions
Sunset and Vine, Dept. B214
Hollywood 28, California

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

Name__________________________
Station______________________Position__________________________
Street__________________________
City___________________________State___________________________
The greatest
88% of all 79,640 Los Angeles
first in all television!

television sets were tuned
to KTTV during its first day
on the air! And KTTV was seen,
on the average, by 9.8 people
per set...a total of
686,815 spectators!

Want your sales to score another
great first in Los Angeles? Get into the
KTTV picture...by getting in touch
with KTTV, CBS-TV, or Radio Sales.

CHANNEL 11 KTTV

Owned by The Los Angeles Times
and the Columbia Broadcasting System
FEATURE OF THE WEEK

OVER $10 million is spent annually by metropolitan Milwaukee teen-agers on such items as clothing, radios, records, books, and refreshments—a potential market going begging for lack of concentrated attention and selling. That’s the conviction of Michael Ruppe Jr., founder of Teen Surveys and Teen Productions.

No businessman of considerable years and experience, Mr. Ruppe is a 91-year-old Milwaukee lad who last year set out to do the “impossible!”—survey the listening and buying preferences of the city’s 70,000 teen-agers. His ambition, not yet realized, is also to attract clients who will pay him to learn these teen-age facts of life. Says Mr. Ruppe: “My goal is not to find out what the average teen-ager wants, but what all teen-agers want.”

As a result, he formed Teen Surveys and Teen Productions—one to gather statistics, the other to sell those interested in reaching teen-agers through radio. Teen Productions also will help plan and present programs which interest that age bracket. Mr. Ruppe feels it will prove effective in getting across the sponsor’s message, having at its fingertips various data as to listening habits. Teen Surveys-Productions claims a staff of reliable teen-agers who are leaders in their respective schools.

Mr. Ruppe’s first two surveys, taken last fall, were conducted by student councils at South Division and Solomon Juneau high schools. A total of 1,476 out of 1,800 students participated at the former and 922 out of 1,018 at the latter. Mr. Ruppe admits these surveys constitute a mere start toward his ambitious objective. The students themselves were enthusiastic, he reports.

The questionnaire which students fill out lists questions on weekly allowances or earnings, number and types of radios per household, listening time preferences (daily, Saturday and Sunday), favorite stations, and types of programs, as well as tastes in

(Continued on page 75)

On All Accounts

THE “T” in TV stands for “tremendous” in the personal dictionary of Norman Charles Lindquist, director of television at Malcolm-Howard agency, Chicago. The medium made such a “terrible impact” on him, beginning in 1959, that “the adventure, and much of the mystery, still linger.”

Norm made his video debut as a trombonist at Zenith’s experimental station, WZTM Chicago, 10 years ago. “They had only two cameras, the lights were unbearable, and the results were horrible,” he recalls. His musical career began when he took up piano and later “brass” while in grammar school. An enterprising youth, he also sold newspapers in the morning, milk at noon and home-made lead toy soldiers at night.

During four years of high school at De LaSalle Institute, Chicago, he played first trombone in the band and often blew his way to the top in solo contests. He added to his petty cash by working as a freelance musician and promoting 10-cents-a-ticket magic shows. In his senior year, he won two children’s trophies for a flock of chickens at the Chicago World’s Fair as Quisto, the Magician.

After being graduated from high school, he worked for the Pullman Co., first as a temporary messenger, then as a laborer, later as a painter, and finally as secretary to the district superintendent. He added to his income by playing one-night stands around Chicago.

Norm was secretary to the vice president and general manager of the Chicago Screw Co., in 1941 when he enlisted in the Navy after refusing service deferment offered because of Army and Navy contracts held by the firm. At Great Lakes he was shifted into recruiting at Chicago’s Old Postoffice Bldg.

While arranging for Naval recruiting programs to be aired locally, Mr. Lindquist in the next four years wrote and produced three regular radio shows weekly, supervised special events and remote broadcasts, played and sang with name bands and produced and emceed TV shows.

Norm attended night school for four years at De Paul U., majoring in marketing and advertising. In May 1944 he was married to Margaret Mary (Peggy) McGorrin of Chicago, who busies herself collecting Chinese art objects and painting in oils.

His TV experience in the Navy

(Continued on page 75)
For cryin' out loud!

WSAV's clear, strong voice on the long-range frequency of 630 kilocycles covers 3½ times more people, 4 times more area than any other medium in this market.

More than a million people in 79 counties of 3 states live within easy earshot of the big, booming Voice of Savannah.

And a combination of NBC and top-notch locally produced programs has made this their favorite radio station, in many instances their only radio station.

If you want to get your advertising message across in this big $557,206,000 retail sales area, you can't afford to whisper. Let WSAV speak for you in clear, strong convincing tones and you'll hear the echo in practically every corner store.

WSAV

It's 630 in Savannah

Represented by Hollingbery
for
JANUARY-
FEBRUARY

the Thesaurus festival of 128

THE MUSIC OF MANHATTAN conducted by Norman Cloutier
Incomparable arrangements of new melodies by Cole Porter and Jimmy McHugh highlight the latest contribution of these 28 all-star network instrumentalists.

LOUISE CARLYLE and the Music of Manhattan
Everything Louise sings seems to have been composed with the throaty contralto of the THESAURUS songbird in mind, especially two sly numbers from Cole Porter, Always True To You In My Fashion and Why Can't You Behave?

THOMAS HAYWARD and the Norman Cloutier Orchestra
Although Tom's heart-warming tenor is frequently heard at the Metropolitan Opera, the popular Hollywood tunes in this stint for THESAURUS can hardly be called high-brow. Look for Just For A While, Too Much Love and Bella Bella Marie plus other choice numbers.

PATTI DUGAN
The Jumpin' Jacks sketch in a colorful background for the ballads of lovely Patti Dugan, whose order of the day is Enjoy Yourself—and you will!

JUMPIN' JACKS
Radio's finest exponents of hot rhythm give their all in five bouncing 'pops', including a fascinating Afro-Cuban novelty with the strange title Similau, Agua!

Swing and Sway with SAMMY KAYE
"More Kaye!" is a frequent demand from all over the nation, so here's Sammy, the Kaydets, Don Cornell, the Kaye Choir and Laura Leslie making life sweet again with 10 outstanding selections, among them Lonesome and Lavender Blue.

SWEETWOOD SERENADERS
The most unique dance group in radio fills the air with woodwind harmony, highlighted by Roland Dupont's trombone artistry. Selections are from Walt Disney's "So Dear To My Heart" and other unreleased films.

TERRI STEVENS
THESAURUS' singing sensation, beautiful young Terri Stevens, does many alluring vocalizations for this release, ballads fresh from Broadway and played with intimate finesse by Terri's three ardant supporters, the Novatime Trio.

NOVATIME TRIO
These three virtuosos of Hammond organ, guitar and marimba will net many new sponsors with twelve bright novelties just recorded and headed for the honor roll.
hit tunes

19 famous features with distinctive interpretations of the newest
Broadway and Hollywood gems, scored by America's top arrangers...

WALTZ FESTIVAL ORCHESTRA
The scoring is modern, the instrumentation magnificent in the latest release by a great new THESAURUS group under the direction of Concertmaster Paul Winter. Faraway Places, It's A Big, Wide, Wonderful World and four other hits in three-quarter time.

ALLEN ROTH and his Symphony of Melody
Sweeping tonal color and thrilling symphonic variations dramatize Allen Roth's current turn for THESAURUS. Raves are due for Slaughter On Tenth Avenue and On Your Toes by Richard Rodgers.

VINCENT LOPEZ
America will be dancing to delightful THESAURUS recordings by Lopes, among them: Bouquet Of Roses, Then I Turned And Walked Slowly Away and Green Up Time, with vocals by Francine Lane and Kelly Rand.

MANHATTAN NIGHTHAWKS
featuring Johnny Guarnieri
The whole town's talking about Johnny Guarnieri and the bright new style he has brought to piano. With a rhythmic background beat emanating from the Nighthawks, Johnny in this release encourages the patter on 62nd Street with eight sunlit selections from the finest musicals Broadway has had in many a year.

CHARLIE JORDAN
and the Sweetwood Serenaders
An increasingly popular star of THESAURUS releases and growing favorite on network shows, Charlie lends his romantic baritone to a choice medley of starlit ballads.

MANHATTAN MACDAPS
Seventeen devotees of solid swing, rounding out The Music Of Manhattan with a new session of fast dances, including an Esy Morales rhumba, Jingle Fontay.

GEORGE WRIGHT at the Hammond
It's Whatcha Do With Whatcha Got is one of George Wright's 12 THESAURUS selections and verily, George does plenty on his famous Hammond organ with a wide range of sparkling new productions from Cole Porter, Jimmy McHugh and other great tunesmiths.

THE SWINGTONES
This carful sextette, one of the newest features in THESAURUS, receives beat backing from the Jumpin' Jacks for six up-to-the-minute novelties, among them Johnny Mercer's catchy Great Guns and Down By The Station, a sensational novelty.

LISTEN TO LEIBERT
This time Richard Leibert brings to his magic keyboard—the world-famous Radio City Music Hall organ—Jerome Kern's Long Ago And Far Away, Sigmund Romberg's From Now Onward and three bright novelties to keep the Leibert sponsors humming.

MUSIC HALL VARIETIES
conducted by Pat Cricillo
Music please, Professor! ... decades old but full of nostalgic charm—Hearts And Flowers, Down Among The Sheltering Palms, Charleston and the Saxophone Rhythm In Runnin' Wild and California, Here I Come. Candy! Peanuts! Sponsors!

AS WE GO TO PRESS,

Thesaurus is in the groove
with recordings of
the first 7 of the 10 tunes on the billboard's 'Honor Roll of Hits'

1. A Little Bird Told Me
Jumpin' Jacks with Patti Dugan
2. Buttons And Bows*
The Swingtones
3. On A Slow Boat To China*
Louise Carlyle
4. My Darling, My Darling
The Novatime Trio
5. Foraway Places
Waltz Festival Orchestra
6. Lavender Blue (Dilly Dilly)
Vocal—Sammy Kaye & Orchestra Instrumental—George Wright, Organ
7. Powder Your Face With Sunshine!
Vocal—Sammy Kaye & Orchestra Instrumental—Manhattan Macdaps
—and 22 of the top 31 songs listed by the BILLBOARD (Jan. 29) and Variety (Jan. 19) as having the 'greatest radio audience'...

*in THESAURUS for over a year.

...Radio-Recording Division

RCA Building, Radio City, New York - Chicago - Hollywood

Smash musicals represented in this release:

BROADWAY—My Romance; Kiss Me, Kate; As The Girls Go; Along 50th Avenue; Where's Charley; Love Life; Lord An Elbe.

HOLLYWOOD—Take Me Out To The Ball Game; South Of St. Louis; Rogue's Regiment; Words And Music; My Dream Is Yours; Streets Of Laredo; One Sunday Afternoon; So Dear To My Heart.
How to Play the Numbers Game

136 That's the percentage greater audience tuned to WMLO, week-day afternoons, than the average for 156 independent stations surveyed by Hooper (Oct.-Nov., 1948).

24½ That's the percentage greater audience tuned to WMLO week-day afternoons than the average for three of the four network stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

123 That's the percentage greater audience tuned to WMLO week-day afternoons than the average for all three other independent stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

40c That's what it costs you to tell your story to each 1000 actual listening families over WMLO.

1290 That's the number you call (West 3-1290) to find out what WMLO can do for you.

Craig Davidson, executive vice president of Ball & Davidson, Denver, will direct agency's new office in Los Angeles. Mr. Davidson, who founded the agency, has also been with Compton Adv., New York, and more recently was with Raymond R. Morgan Adv., Los Angeles, as general manager. Mr. Davidson plans to devote full time to his own company, with plans to greatly expand its radio and television services. Mark Schreiber, vice president of the agency, will now divide his duties between the Los Angeles and Denver offices.

George B. Dippy, assistant to president of Young & Rubicam, New York, appointed vice president and contact supervisor.


Harry M. Ireland, formerly vice president and account executive on Dréne (shampoo) account at Compton Adv., joins Doherty, Clifford & Shenfield as account executive assigned to Bristol-Myers unit. Both are New York agencies.

Clarence A. Barnes Jr., joins Benton & Bowles, New York, as art director. Mr. Barnes had been associated with Compton Inc., Arthur Kudner Inc., Kennedy & Eckhardt, and Ted Bates Inc. before assuming new position.


William Kennedy, vice president of L. W. Ramsey Adv., Los Angeles, and Barbara Ann Millr announce their marriage.

Arthur W. Wible, past ten years traffic manager of McCann-Erickson, New York, appointed account executive on Chrysler account assisting Paul Holder, who has overall charge of account. C. L. Johnson, formerly manager of mechanical production, will take over duties of traffic manager.


Fuller & Smith & Ross, New York, announces promotion of four of its executives and establishment of two new departments. George Trimble appointed manager of new plans analysis department. George B. Lyon succeeds Mr. Trimble as manager of media department. Charles Hutch, formerly associate director of agency's film department in Cleveland, returned to New York office as manager of new development department, and Paul C. K. Smith, account executive, appointed manager of international section.

Dean Weinberg appointed radio and time buyer for Brachers, Wheeler & Staff, San Francisco. Lester A. Friedman resigns as account executive with agency to become partner in Fulop's clothing firm, San Francisco.

Frank P. McCord, formerly with Lennan & Mitchell, joins Cecil & Prebrey, New York, as research director. William Anderson Jr., formerly with Weiss & Geller, Chicago, joins agency as assistant account executive on Ronson Lighter account.

Riley Jackson appointed to head Los Angeles office of Cecil & Prebrey, replacing Ed Simmons who transferred to agency's New York office (Broadcasting, Feb. 7). Mr. Jackson was most recently radio and television director Megge-Privet Inc., Los Angeles, and before that, manager of Louis G. Cowan office, same city. He also produces Golden Hope Chest for MBS.

Donald O'Brien appointed economist for Geyer, Newell & Ganger Inc., New York. Mr. O'Brien was formerly analyst and consultant, specializing in business and finance for Standard Research Consultants, New York, subsidiary of Standard & Poor's. Prior to that he was assistant to one of operating vice presidents of Great Atlantic & Pacific Tea Co., New York.

Dave Botsford Jr., of Botsford, Constantine & Gardner, San Francisco, elected to agency's board of directors.

(Continued on page 82)

Broadcasting • Te lecasting
Our new man Jamison...is a very bright guy

Man to man...or on his feet before a large and influential group of broadcast advertisers...our man Jamison is an expert salesman. That's because he sells creatively. He sells an idea and a way of doing things advertising-wise that invariably proves enormously helpful to the advertiser who buys it. For example...

Only last week, Jamison's business friend, Advertiser X, who manufactures skid chains, was complaining about the high cost of time and space.

"X," said Mr. Jamison. "The basic trouble with your stuff is that you've been placing it, at considerable expense, in places where the skid is scarce...in places where they never heard of snow. Yours—in fact—is a product that should be promoted at the local and seasonal level only. It is a natural, I might say, for spot radio, some of which I will try to sell you now at a considerable saving over what you have been paying for other less efficient media." He then went on to suggest (just as a starter) a series of spot programs and announcements preceding the arrival of predicted bad weather in various important markets around the country.

Advertiser X is selling plenty of skid chains these days...and Weed and Company is doing more business for all of its clients than ever before.

Weed

radio and television
station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
not just ahead . . . but WAY ahead!

by 3 to 1

For over 20 years WMBD was the only radio station in Peoria area. Today it leads the field by 3 to 1 because—

WMBD has a twenty-year head start in knowledge of listening habits and merchandising contacts in Peoria area.

WMBD personalities are old and warm friends to the tens of thousands of Peoria area families.

Today, you cannot reach this rich market without buying a Peoria station. And the November-December "Share of Audience" Index proves WMBD draws listeners 3 to 1 over any other Peoria area station.

WMBD dominates Peoria area

U. S. COAST GUARD appoints Newell-Emmett Co., New York, to conduct recruiting drive for balance of fiscal year to June 30, 1949, it was announced by CAPT. S. F. GRAY, USCG, Chief of the Public Information Division. Agency will produce the weekly Coast Guard Cadets on Parade from New London, Conn., on CBS, Saturdays, 11 a.m. and a number of radio spots.

GEORGE F. FOLEY Jr., is account executive.

B. B. PEN Co., Hollywood, will start 52-week television film spot series on New York video stations around first of March. Spots will run one minute and 20 seconds, seven days a week. Agency: Foote, Cone & Belding, Los Angeles.

CRESPECT ELECTRIC SUPPLY Co., Dubuque, Iowa (General Electric distributor), sponsoring following programs: Easy Rhythms (Mon., Wed., Fri., 11:30-11:45 a.m.) on WHBF Rock Island, III.; Band of the Day (Mon.-Fri., 12:45-1 p.m.) on WOC Davenport; Musical Clock (Mon.-Sat., 7:30-7:45 a.m.) on WMT Cedar Rapids; Bob Clouse Show (Mon., Wed., Fri., 10:45-11 a.m.) on KGLO Mason City; Meet the Folks (Mon.-Sat., 9:30-10 a.m.) KDTH Dubuque; Weather Report (Mon.-Sat., 12:15-12:20 p.m.) KBUR Burlington and Weather Report (Mon.-Sat., 11:35-11:40 a.m.) on WSNX Yankton, S. D., plus a series of spot announcements. All contracts are for 26 weeks. More stations will be added later, according to HOWARD M. PAUL, radio director for W. D. Lyon Co., Cedar Rapids, Crescent agency.


PRESTIGE Inc., New York (women's hosiery), appoints New York office of Roy S. Durante Inc., to handle advertising and merchandising. Both radio and television are being considered.


BIRK BROS. BREWING Co., Chicago (Trophy Beer), appoints Erwin, Wasey & Co., Chicago, to handle advertising. Radio may be used later in year.

A. P. SCHWAB & Sons, Eau Claire, Wis. (meat packing firm), appoints C. Wendel Maenchen & Co., Chicago, to handle advertising. Firm sponsors hour show and chain breaks on WEAU Eau Claire. Schedules are being completed according to WELDON YOCUM, account executive, and additional radio is contemplated.

NORTHERN CALIFORNIA FOOD DEALERS Assn., Sacramento, appoints Beaumont & Holman, San Francisco, to handle first radio advertising over KEFK Sacramento stations. Company will use network show. Plans are to expand to other stations. WALTER MONROE is account executive.

Network Accounts . . .

PEPSODENT DIVISION, Lever Bros., Chicago, for Rayve Home Permanent, to sponsor Winner Takes All over full CBS network beginning Feb. 28. Program to be aired five weekly, 4:30-4:45 p.m. EST. Agency: J. Walter Thompson Co., Chicago.

NATIONAL BISCUIT Co., New York, (Nabisco Shredded Wheat), Feb. 7 expanded Straight Arrow program formerly heard half-hour twice weekly on Don Lee Network to three weekly half-hour periods on CBS coast-to-coast. Program aired Fridays (8-8:30 p.m. PST) and Tuesdays and Thursdays (6-6:30 p.m. PST). Agency: McCann-Erickson Inc., New York.


PILLSBURY MILLS Inc., Minneapolis, renews sponsorship of Grand Central Station on CBS, Saturdays, 12:30-1 p.m., effective Feb. 26. Contract is for 52 weeks.

WHITEHALL PHARMACAL Co., New York (Anacin and Kysolone) to move its Mary Kay Company weekly comedy-drama series on NBC to CBS eastern video network, effective Feb. 23. Program now on NBC Sundays, 7:15 p.m., will telecast Wednesdays, 9-9:30 p.m. on CBS. Agency: Dancer-Fitzgerald-Sample, New York.

SCOTT TOWEL Co., Chester, Pa., to sponsor Diane Lucas' Cooking Program on CBS-TV, Thursdays 8-8:30 p.m. Agency: J. Walter Thompson Co., New York. Program had previously been carried sustaining by CBS-TV.
ALL EARS IN TULARE aren't glued to any one network. But 88% of the radio families in this $183 million California agricultural center do listen to ABC, says BMB. On ABC, your program rides with Crosby, Marx, Winchell and a host of other headliners into Tulare and all Coast markets—large and small.

On the coast you can't get away from ABC

FULL COVERAGE. . . ABC's improved facilities have boosted its coverage to 95 1/4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES. . . ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network . . . a 31% increase in facilities during the past year.

GREATER FLEXIBILITY. . . You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST. . . ABC brings you all this at an amazingly low cost per thousand radio families. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC. . . The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.
**Three Different Maps Prove WSIX Covers Nashville’s Trading Area!**

signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville’s 51-county retail trading area. In WSIX’s 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It’s a better buy for you, too.

*Projected from Sales Management May '48

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**EDITOR, Broadcasting:**

Our company is most anxious to obtain a copy of your Yearbook. Inasmuch as our company airplane, Beechcraft Bonanza, is used extensively year round, we have found that such a book as yours would be of great value to us in navigating, and for this reason first contacted the FCC who advised us that you people published this information which they also used.

Beryl Culbertson
Secretary to W. W. Shepherd
Shepherd Tractor & Equipment Co.
Los Angeles

[Editor's Note: We are glad that the 1949 Yearbook has been so well received. We hope it serves its purpose as a handy reference tool for advertisers, agencies, stations and all who are interested in radio and television.]

* * *

**A Poser From Polsky’s**

**EDITOR, Broadcasting:**

... Naturally, I am pleased with the recognition accorded Polsky’s programs in this contest—particularly since the cost of operation is as low as it is. As those in the business know, NRDGA program entries are submitted by three volume-type class stores. Consequently, since Polsky’s is in the big-league volume stores, we are competing with stores who not only can, but do, spend money on their programs to make good listening and to promote their programs. My question is then: Why not classify entries in this contest by the approximate cost of operation per program? Can you rightfully compare a live symphony program with the same type general family program that can afford to use only recordings? Surely, NAB and NRDGA must be aware of this cost factor.

Meg Zahr
Radio and Public Relations Director
Polsky’s of Akron

* * *

**Facts on WCAO**

**EDITOR, Broadcasting:**

Broadcasting Jan. 17, 1949, issue page 10, column 3 says: “Ever since it took the air May 8, 1922, WCAO has had the same 600 kc assignment.” Whoever furnished that bit of information, or misinformation, did not know the facts. Being a former chief engineer of WCAO I was interested enough to do a little research in several old call books which I have before me. According to Radio Listeners Guide and Call Book, Winter, 1927 issue, the frequency of WCAO is listed as 780 kc. According to a little book called The History of Radiophone Broadcasting by the Earliest and Foremost Newspaper Stations; Together With Information on Radio for Amateur and Expert published by The Evening News Press, Detroit, Mich., 1922, (Continued on page 68)
FOUR to ONE
YOU WIN

YES—From Midnight to 6 A.M.
WNEW Has More Listeners Than
the Four Other All-Night
New York Stations Combined!*

ART FORD and
The Milkman's Matinee

This WNEW all-night feature is an important
part of the pulsating life of New York City. So
much a part that more people listen to the
"Milkman’s Matinee" M.C.'d by Art Ford than
listen to the four other all-night stations com-
bined! It’s FOUR TO ONE YOU WIN on WNEW!

To the listener who wants good entertainment
and recreation from midnight to 6 A.M., Art
Ford and the "Milkman's Matinee" is a must!

To the national advertiser who wants greatest
sales in the metropolitan area... to the local
advertiser who wants to see his advertising
dollars do more—the "Milkman's Matinee" over
WNEW stands as a sales beacon!

*Special Pulse Survey, Greater New York, Nov. 1948

February 14, 1949 • Page 19
This director's console puts

- Preview of studio cameras
- Control room outgoing line
- Preview of network and remote
- Inter-com microphone
- Inter-com switching
- Camera and remote signal switching
At last program directors can watch monitoring pictures and studio operations—simultaneously

Now it is possible to sit before your studio window—and see everything that’s going on. No high-built equipment to obstruct your view of the studio. No need to play peek-a-boo with the video operators up front. You see large, bright pictures of what the cameras see...right before your eyes.

In this new director’s console—only 37 inches high and 72 inches wide—the program monitors are mounted below the desk...and viewed indirectly from light-shielded mirrors. The advantages: A console of low height that enables the program director to see the entire studio from the director’s position; daylight-bright monitor pictures that can be seen in a fully-lighted control room.

Using anywhere from two to five monitors—with a 10-inch kinescope of high brilliance in each—this console displays (1) preview pictures of the local cameras, (2) network or other remote signals, (3) the picture going to the transmitter room. All fading, dissolving, and video signal switching is under “push-button” control through a switching panel right in the console. Tally lights indicate the camera that is on the air and the camera that has been selected for preview. Order-wire microphones and order-wire switching provide maximum operating efficiency.

Here, we believe, is a director’s console that is years ahead in programming facilities and operating conveniences. It is styled to match all other RCA television and audio equipment and requires a minimum of room. Plenty of desk space, too, for scripts, schedules, and other programming material.

For more information on this new console...now in regular production...call your RCA Television Specialist. Or write Dept.19BB, RCA Engineering Products Division, Camden, N.J.

Cross-section Side View—The 10" kinescopes are mounted below the desk and viewed indirectly from front-surface type mirrors. This unique design shields the tube screens from direct outside light and provides a complete view of the studio. Normally, two directors handle the console: one for the programming; one for the technical aspects of programming.

This modern and practical Director’s Console brings all electronic aspects of programming under finger-tip control.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
EVERY time-buyer knows the danger of jumping to the conclusion that high power and major-network affiliation make a radio station tops in its area. We of KWKH have 50,000 watts and are CBS—but we also know it takes experience to run an outstanding operation in the South.

KWKH has had 23 years' experience in broadcasting to this area. We've worked hard to learn what type of programming appeals most to all segments of our audience. And then we've spared no trouble or expense to give our listeners that sort of programming. The result is that the Hcoper Station Listening Index proves KWKH to be one of the most outstanding CBS stations in the U. S.

Let us (or The Branham Company) give you all the facts. We think you'll find that KWKH is a MUST for you.

50,000 Watts • CBS

Henry Clay, General Manager
WHAT NEXT AFTER T-H LAW?

By HERMAN BRANDSCHAIN

REPEAL of the Taft-Hartley Law and passage of the administration's labor bill would result in greater unionization among stations and in higher operating expenses.

These conclusions were reached by Broadcasting of radio unions' activity and plans in connection with the current labor legislative battle.

Network spokesmen specializing in labor, on the other hand, saw little change in their union labor problems as the result of proposed law changes. Station operators, however, they conceded, were in a different position.

Networks have a long history of labor experience, it was pointed out, and are "organizing up to the hilt." Their executives believe the network labor pattern is set, that it depends more on relationships than laws, and will continue much the same regardless of Congressional action.

Cases Differ

They see the case of the station operator, particularly the operator who has had little labor experience, as being in a somewhat different position. He may feel the effects of organization under impetus of a change in the law or be affected in the pocketbook by any wage increases made in other outlets as the result of union activity, even though his own shop is not unionized.

Labor leaders in the radio field believe this analysis is correct. They also are candid in stating that station operating expenses may go up as the result of increased union activity.

Radio unions have been in the forefront of the drive to repeal the Taft-Hartley Law. One of the principal reasons for their activity has been the provision of the law, which excluded supervisory employees, like directors and some engineers, from bargaining contracts.

At a meeting in New York on Feb. 4, National Ass'n of Broadcast Unions and Guilds, which is made up of delegates from many unions and guilds in the radio and television field, lined up behind the administration labor law.

Oliver W. Nitoll, national chairman of NABUG, said that NABUG's stand brought it in "complete coincidence" with the position of the American Federation of Labor, with which most of the members of NABUG are affiliated.

It is also possible that NABUG, last week after a survey made by if it feels it is necessary, will take an active part in Congressional labor hearings, he said.

At a meeting Monday (Feb. 7) of the New York local of the Radio and Television Directors Guild, the membership decided to write their Congressman and Senators urging support of the administration bill.

Other unions in the radio field have from time to time taken action vigorously stating their opposition to the T-H Law.

A round-up reveals that these would be the immediate results of repeal of the T-H Law and passage of the administration bill:

1. Organization Drives. These would be intensified and organization would spread to many stations never before touched by unions. Many union executives will have to begin to organize whether they like it or not. Some have excused their inactivity in this direction because of the restrictions the T-H Law placed upon them. Now they will be on the spot. Further, competition from other unions may cause the more passive organizations to take to the field.

2. Negotiations. Scope of coverage in contracts would be widened to include supervisory employees. Wages and hours demands are sure to be considerably higher in many stations. Closed shop again will become a demand.

3. Tact. Union can be expected to get tougher. It is their hope that the injunction, which blocked them in disputes, will be a more blunted weapon. If this comes to pass, strike situations may appear.

Secondary picketing or boycotting, of sponsors, also would be in the books.

Stations May Suffer

4. Politically. T-H provisions which limited political action of union officials, unions and their union funds have not in fact materially hindered most unions in engaging in political activity when they wanted to. If, however, these provisions are removed, greater political activity by unions may be expected.

Repeal of the T-H Law will also mean that some unions again may be able to have access to the National Labor Relations Board.

NLRB Again

One such union is the American Communications Ass'n, CIO. Its Broadcast Local 1 is currently, according to the union position, still on strike at WFIL Philadelphia. Where 43 engineers walked out last May, ACA, because its national officers did not make the non-communist affidavits required under the T-H Law, could not appear on

Continued on page 64)

Infiltration in Cuba Radio Claimed

FACTUAL evidence that the Peron government of Argentina is attempting to control broadcasting in Cuba is published in an "extraordinary" edition of the IAAB News of the Inter-American Ass'n of Broadcasters.

The story of the Peronist infiltration into northern Latin American nations is expected to come before the NAB board at its three-day meeting opening today at the Roosevelt Hotel, New Orleans.

Implications of the Peron activity are deemed a threat to American broadcasting.

Slaed to appear before the board is Goar Mestre, director of Circuito GMQ Havana and president of IAAB, who was forced to leave Buenos Aires during the IAAB conference last summer (Broadcasting, July 26, 1948). Mr. Mestre has been special target of Peronist activity.

Azcarraga Is Target

Another target of the Peron government is Emilio Azcarraga, prominent Mexican broadcaster and vice president of the IAAB, who also will be in New Orleans and probably will appear before the board.

The maneuvering of the Peron government, supported by a purported million-dollar payment under which Peron's propaganda is broadcast on the RHC Cadena Azul network, involves what is described as a plan to overthrow democratic regimes of Latin American nations and assume hemisphere control by typical dictator methods.

Recipient of the Peron gratuity—$250,000 annually for four years—is said to be Amado Trinidad, owner of RHC Cadena Azul, according to IAAB News, which reprints a speech by ex-Senator Eduardo R. Chibas of Cuba. The speech, delivered over GMQ, contains texts of cables and letters exchanged between Peronist agents and the Argentine government.

Accompanying the messages is a code used by the Argentines. Main negotiators for Peron, according to the speech of Sen. Chibas, were William G. Aikman, radio techni-
BROADCASTING

By BRUCE ROBERTSON

A NEW PLAN of reporting station audience figures collected in BMB's upcoming nation-wide study may prove to be the organization's salvation.

The proposed method, approved by the committee [BROADCASTING, Feb. 7], is expected to answer most of the criticisms of stations that found the reports of the first study inadequate or not usable in their selling.

Demonstration of the new method of reporting, as applied to test studies made by BMB last fall in 28 markets, has already brought into the BMB fold two stations—WLW Cincinnati, which was not a subscriber to the first BMB study in 1946, and WHK Cleveland, which subscribed then but has not renewed for Study No. 2. Each of these stations has committed itself to subscribe for the upcoming study if the proposed plan is put into effect.

The New Proposal

In essence, the proposal is to drop the daily average audience figures originally contemplated for the report and to substitute figures on the station audience by those determined on any two days three, five days and six and seven days during the measured week. These figures would be shown in addition to the total weekly audience they make up. Only the total weekly figure was reported for Study No. 1.

Explaining its reasons for dropping the average audience figures, the technical committee pointed out in its resolution that "examination of the results of test mailings of the 1949 BMB ballot reveals that the weighing system used to arrive at average daily audience is both arbitrary and statistically open to question." The committee added that to publish such figures would "tend to encourage both misuse and misrepresentation." However, the committee recommended that this question be reconsidered after further study.

In advancing publication of composition of total weekly audience figures, the technical committee added a proviso that this be done only if "careful examinations of the ballot returns on Study No. 2 support the statistical validity of the sub-totals to be used in composition of total weekly audience." The committee also asked BMB to continue its analysis of the test study ballots on this point and to include "determinations of the effect of smaller sample sizes and the relation of these data to any other measurement of listening which will help in ascertaining how reliably people can report their listening in the frequency groupings which the Study No. 2 ballot specifies."

It was explained that in certain counties it might prove necessary to have returns greater than the 50% minimum used in the first study to validate this breakdown of the total weekly audience figure. As illustration of the way the proposed method of reporting would work, a comparison was made of two stations which received almost identical BMB total weekly audience figures in the report of the 1946 study. One station was a local one, the other a high-powered network affiliate located in a metropolis some distance away.

When the home community of the local station was measured by BMB's test study last fall and the composition of audience figures put down, it was seen that the out-of-town station outnumbered the local station in number of families listening one or two days a week.

But for families who listened to either station three to five days a week the local station went ahead by eight to five, and for families reporting listening to either station six or seven days a week the local station led by a ratio of ten to three.

Distant Tuning

The importance of the new method of reporting is that it shows in this instance that while listeners in this town tune in the distant network outlet for its big name programs once or twice a week, their regular day-in and day-out listening is to their local station.

Hence, the local station, which derived no usable sales material from the 1946 study, which showed it only as having no better total station four to one on number of out-of-town one, would be able to use the composition of total audience figures to definite sales advantage.

BMB also sees in the composition of audience figures a verification and a statistically satisfactory explanation for the total weekly audience figures reported in the results of Study No. 1 which were criticized as "wildly extravagant" in showing such extensive listening areas for many high power stations. When the frequency of such listening is indicated, the overall figures become much more believable.

Now that the plan has been approved by the BMB technical committee, provided that the actual returns of the second study make such breakdowns statistically valid, it will next be considered by the BMB board research committee and finally by the board itself.

Meanwhile, BMB statisticians are continuing their sample-size tests with the ballots returned from last fall's test mailings.

Latest on audience figures, released by BMB Thursday, showed 819 subscribers: 660 AM, 138 FM and 13 TV stations, four nationwide and four regional networks. Subscribers not previously announced include WCOP and WCP-FM Boston, WPLH and WPLH-FM Huntington, W. Va., and KOMO-FM Seattle.

BROADCASTING

Proposal Could Stop Criticism

THE PROPER use of BMB audience data in selling radio against other media will be discussed this noon (Monday) at the first 1949 meeting of the Market Research Discussion Group, American Marketing Assn. Session will follow luncheon to start at 12:15 p.m. at New York Sheraton Hotel.

Cort Langley, assistant to the BMB president, will open the discussion with an explanation of the types of data BMB has developed so far and what it hopes to develop in the near future. The uses which have been made of BMB figures in competitive selling and what limitations, if any, should be placed on their use, will then be discussed by a six-man panel including: J. F. Kurie, ANA vice president for media and research; Frank B. Kemp, advertising research director, Compton Adv. Inc.; W. H. Mullen, director, Magazine Advertising Bureau; Howard C. Haupt, account executive, Bureau of Advertising, American Newspaper Publishers Assn.; H. M. Beville Jr., NBC director of research; Paul R. Benson, assistant director of research, MBS.

ESQUIRE BUYS

Transit FM in Two Cities

ESQUIRE Inc., Chicago, Feb. 23 will begin broadcasting announcements for Coronet magazine to bus riders in Cincinnati and Houston. Business, placed through Doherty, Clifford & Shenfield, New York, is the first long term national advertising signed by Transit Radio, comprising a year's contract with WTCS (FM) Cincinnati and a six-month contract with KPRC-FM Houston.

The 50-word Coronet announcements will run in both cities the last week of each month in Class A time, that is, during the bus riding peak hours. Three spots a day for four days will be used in Cincinnati. In Houston the Coronet schedule calls for four spots for four days and two on the fifth day of the week.
NBC CODE RELAXED

By EDWIN H. JAMES

IN THE FACE of intensifying inter-network competition, NBC is considering the revision or outright abandonment of sections of its stringent programming code, it was learned last week.

The network already has rescinded its long-standing prohibition against the use of transcribed shows [Broadcasting, Feb. 7], and it was reliably reported to be contemplating changes in two other important sections of its "Working Manual of NBC Program Policies." The manual was put in effect last year after more than a year's study and collation.

The two sections which may be revised or expunged are those dealing with mystery programs and with giveaways.

The NBC contemplation of the rules relaxation was an obvious effort to rid itself of binding principles and leave it less manacled in the battle for programs which last week continued at a hectic pace.

Another Acquisition

CBS succeeded Thursday in attracting another NBC program and sponsor to its growing force. International Silver Co., through Young & Rubicam, agreed to move its Ozzie & Harriet show on April 3 to CBS in the Sunday, 6:30-7 p.m. spot, the time it now occupies on NBC.

The Spike Jones show, sponsored by Coca Cola, in the Sunday 6:30 p.m. time now on CBS will move to Saturdays, 7-7:30 p.m., effective March 12, when the period is vacated by Winner Take All, which is becoming a five-a-week strip for Lever Bros.

The capture of Ozzie & Harriet by CBS gave further impetus to NBC's consideration of taking off its gloves.

For more than a year NBC has refused to broadcast mystery or crime series before 9:30 p.m., Eastern Time, 8:30 p.m., Central Time, and 9 p.m. elsewhere. It is now considering the withdrawal of all time restrictions on such programs.

The confinement of mystery programs to hours after normal bed time for children was adopted unanimously by NBC affiliates at the network's convention in Atlantic City in September 1947.

reported, has had to reject several advertisers who wished to place crime shows on the air in the prohibited hours. In the recently developing inter-network competition, such rejection imposes a greater handicap on NBC than formerly.

The network is said to have suffered in general popularity ratings because rival networks had booked mystery programs in the earlier hours and had attracted large audiences with them.

Similarly NBC's affiliated stations which hewed to the network's mystery schedule suffered from competition from other stations that were not bound by rules.

At the time NBC adopted its mystery schedule, an executive pointed out, it fervently hoped that other networks would follow suit, a sequence which unhappily did not develop. With three other major networks unencumbered by such rules, advertisers who desire to broadcast mysteries at hours when youngsters listen have not been hard pressed to find sanctuary elsewhere than NBC.

The second code section which the network is considering changing is that concerning giveaways. It became known that NBC had, in the words of one official, "any number" of listener participation programs under study and that it was

likely one would be put on the air in the near future.

A section of NBC's working manual, issued last year, stated:

"Any broadcasting designed to 'buy' the radio audience by requiring it to listen in hope of reward rather than for the quality of entertainment should be avoided."

The network also announced last August, following the disclosure of an impending FCC investigation into alleged lottery aspects of some giveaways that it would accept no additional programs of the type questioned by the FCC until there has been an opportunity to clarify the questions which were raised.

It was reported last week that NBC had decided tentatively to schedule a new giveaway—providing a promising one were found—without waiting for further FCC action on the subject.

No Decision Yet

At the time NBC issued its announcement foregoing giveaways, the network believed a quick decision on the subject would be forthcoming from the FCC, an NBC executive explained. The decision has not materialized.

Additionally, the network official said, NBC originally felt that give-

(Continued on page 65)
**SPOT RISE**

By FLORENCE SMALL

RETURNING to spot radio on a basis unprecedented since 1941, the automotive industry is planning an expenditure in that direction of upward of a million dollars within the next six weeks to promote the new 1949 cars, *Broadcasting* learned last week.

Nor is this new trend to spots an isolated action of individual companies. It represents a trend within the industry embracing many of the leading names in the automotive field.

Heading the parade in the number of its prospective spots—though not necessarily in the amount of its spending—is the Plymouth Motor Corp. The company through its agency, N. W. Ayer & Son, New York, is placing 26 announcements per week on about 350 stations in 24 markets. The contracts, extending from March 15 to 22, represent a short but saturation policy of coverage.

Another large and intensified spot campaign is being prepared for Dodge by Rithrauf & Ryan, New York. The agency is using nearly 500 stations, starting Feb. 20 and 21 for four weeks, with 14 announcements per week scheduled on each station.

Ford is starting spots on Feb. 21, with 12 announcements per week on each station. J. Walter Thompson Co., offices in New York, Atlanta and Los Angeles are placing the campaign in specific districts. Contracts are for four weeks.

The Chicago schedule, formerly handled exclusively by JWT’s midwestern office, is now also being prepared in the agency’s New York quarters. The exact number of stations and markets to be used could not be determined, but it is conceded that the figures are in line with the new emphasis on spot broadcasting.

De Soto through its agency, BBDO, New York, is also cautious about revealing the precise number of station and markets being used in its spot campaign March 2 through March 19. However it is understood that the firm will employ concentrated daytimes and the number of announcements per week will vary from 3 to 25 depending on the market and station used.

Other car firms, such as Chrysler, are also increasing their current radio schedules. Chrysler through its agency, McCann-Erickson, is adding stations to the 145 outlets already carrying its five minute transmitted show. Contracts are generally for 39 weeks.

**Buyers’ Market Influence**

Many reasons are being advanced in the industry to explain this sudden upsurge of automotive spots. But consensus seems to point to the fact that the day of competitive selling in automobiles has returned.

Backing up that thesis is the fact that spot campaigns are being made to coincide with the formal unveiling of new models in many markets. Manufacturers are setting on spot radio as one of the most flexible of media, allowing them to expand readily with expanding release of their products.

**GREENBERG QUITS**

**ASCAP Executive to Retire**

HERMAN GREENBERG, sales manager of ASCAP, last week announced his retirement from the society, effective March 1. Immediate plans call for his taking a long vacation after which he will return to New York where he will resume ASCAP activity in a consulting capacity. Mr. Greenberg has been at the society’s home office for 30 years.

Jules M. Collins, former manager of ASCAP’s radio division, has been appointed by the board of directors to succeed Mr. Greenberg as sales manager.

**BASEBALL**

**FEDERAL District Court in New York was directed Wednesday to determine whether the telecasting and broadcasting of major league baseball games for fees brings the sport into interstate commerce.**

The direction came from the New York Circuit Court of Appeals in *that the effect on radio and television could be delayed several years. Before the days of broadcasts and telecasts of ball games, the highest court in a decision by Justice Oliver Wendell Holmes held that baseball was not in interstate commerce.*

The district court, following the Holmes opinion, ruled against the ball player, but the circuit court indicated that the advent of television and radio might have changed the character of the baseball operation. The circuit court accordingly, in remanding the case to the district court indicated that it would be necessary to try whether baseball was in fact now in interstate commerce and, if so, whether it was a monopoly.

**Judge Learned Hand and Judge Jerome N. Frank, in separate opinions, supported the position that television and radio might have made baseball an interstate business.**

Judge Frank called the Holmes decision of 1922 an “impotent zombie” because of the advent of television and its money benefits.

**Harrie Reluctant**

In a third opinion, Judge Harrie B. Chase reluctantly sent the case back for trial but said he would have preferred to go along with the district court’s ruling to dismiss the case.

He discounted the importance of television and radio as making baseball an interstate business. He pointed out that in the Holmes decision, it was decided that the telegraphing of accounts of ball games did not bring baseball into interstate commerce. He said the new factor of television does not constitute “a difference in kind” from transmission by telegraph.

**NATIONAL AFFILIATES**

To Hear Coy in Chicago

WAYNE COY, PCC chairman, will address the business meeting of NBC and its affiliated stations Feb. 28 and March 1 in Chicago, Niles Trammell, network president, announced last week [CLOSED CIRCUIT, Feb. 7]. Mr. Coy will speak at the second day luncheon. The first day of the convention will be devoted to radio, and the second to television, Mr. Trammell, who will preside at the sessions, announced.

Resolutions of 170 NBC affiliates will attend the meeting, where matters on the agenda at the NBC Stations Planning and Advisory Committee meetings in New York earlier in February, will be discussed. Martin B. Campbell, general manager of WFAA Dallas, SPAC chairman, will assist Mr. Trammell in conducting the sessions.

**Auto Industry Heavy Buyer**

**NEWSPAPER**

By FLORENCE SMALL

Returning to spot radio on a basis unprecedented since 1941, the automotive industry is planning an expenditure in that direction of upward of a million dollars within the next six weeks to promote the new 1949 cars, *Broadcasting* learned last week.

Nor is this new trend to spots an isolated action of individual companies. It represents a trend within the industry embracing many of the leading names in the automotive field. Heading the parade in the number of its prospective spots—though not necessarily in the amount of its spending—is the Plymouth Motor Corp. The company through its agency, N. W. Ayer & Son, New York, is placing 26 announcements per week on about 350 stations in 24 markets. The contracts, extending from March 15 to 22, represent a short but saturation policy of coverage.

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**ASCAP Executive to Retire**

HERMAN GREENBERG, sales manager of ASCAP, last week announced his retirement from the society, effective March 1. Immediate plans call for his taking a long vacation after which he will return to New York where he will resume ASCAP activity in a consulting capacity. Mr. Greenberg has been at the society’s home office for 30 years.

Jules M. Collins, former manager of ASCAP’s radio division, has been appointed by the board of directors to succeed Mr. Greenberg as sales manager.

**BASEBALL**

**FEDERAL District Court in New York was directed Wednesday to determine whether the telecasting and broadcasting of major league baseball games for fees brings the sport into interstate commerce.**

The direction came from the New York Circuit Court of Appeals in *that the effect on radio and television could be delayed several years. Before the days of broadcasts and telecasts of ball games, the highest court in a decision by Justice Oliver Wendell Holmes held that baseball was not in interstate commerce.*

The district court, following the Holmes opinion, ruled against the ball player, but the circuit court indicated that the advent of television and radio might have changed the character of the baseball operation. The circuit court accordingly, in remanding the case to the district court indicated that it would be necessary to try whether baseball was in fact now in interstate commerce and, if so, whether it was a monopoly.

**Judge Learned Hand and Judge Jerome N. Frank, in separate opinions, supported the position that television and radio might have made baseball an interstate business.**

Judge Frank called the Holmes decision of 1922 an “impotent zombie” because of the advent of television and its money benefits.

**Harrie Reluctant**

In a third opinion, Judge Harrie B. Chase reluctantly sent the case back for trial but said he would have preferred to go along with the district court’s ruling to dismiss the case.

He discounted the importance of television and radio as making baseball an interstate business. He pointed out that in the Holmes decision, it was decided that the telegraphing of accounts of ball games did not bring baseball into interstate commerce. He said the new factor of television does not constitute “a difference in kind” from transmission by telegraph.

**BROADCASTING • TELECASTING**
ILL WINDS from Capitol Hill last week continued to harass the radio industry. Among other things, the FCC's floor debate on registration, the most disturbing development was House passage of a government reorganization bill which left FCC vulnerability to abolition by a department—the Commerce Dept.—mentioned.

Additional headaches threatened by pending legislative actions included:

- Proposal of continuing communications investigation by the Senate Interstate and Foreign Commerce Committee.
- Reintroduction of a measure by Rep. Harry R. Sheppard (D-Calif.) to restrict stations' hours of network-broadcasting and prohibit ownership of stations by networks or radio manufacturers.
- Outlawing the broadcasting or telecasting of advertisements on alcoholic beverages.
- Consideration of repeal of the Taft-Hartley labor law by the Senate Commerce Committee.
- Uncertainty that the House Un-American Activities Committee might not modify or rescind its recent ruling which banned radio and television coverage of hearings.

The House on Feb. 7 passed HR 2361 granting Presidential powers for reorganization of government agencies.

Provisions of the FCC might be transferred to the Department of Commerce and a situation could develop where stations' licenses could change, on a purely political basis, Rep. Charles Halleck (R-Ind.) pointed out for the second time (Broadcasting, Feb. 7) during floor debate on the measure. Rep. Halleck offered an amendment to exempt FTC, FCC, CAB, the U. S. Tariff Commission, the Railroad Retirement Board, and the civil functions of the Army Engineers, but his proposal was defeated.

Bill Amended

The bill was amended, however, to include the Railroad Retirement Board, National Mediation Board, and the National Railroad Adjustment Board in the group of agencies that must be considered individually in any reorganization plans which would be submitted by the President.

Heretofore, in all reorganization measures, the FCC has been excluded, along with the other major independent agencies. If the FCC was dropped this time was not explained, but it was generally thought that the controversy which has surrounded that agency over the years was mainly responsible.

Two days after Sens. Ernest W. McFarland (D-Ariz.) and Charles V. Van Houver (R-N. H.) introduced a proposal to outlaw station-telephone communications a probe launched in the 80th Congress, the measure had been favorably acted on. The measure (S Res. 63) was ordered favorably reported by the Interstate and Foreign Commerce Committee Feb. 9.

The 1946 Communications study by a subcommittee of the Senate Commerce Committee composed of Sens. McFarland and Tobery served as the basis of a recent report to the industry by the FCC's Blue Ribbon panel, and urging a breakdown of the clears and a power ceiling of 50 kw [Broadcasting, Jan. 31].

In its initial form the McFarland-Tobery Report represented merely the thinking of the communications subcommittee but it received the official sanction of the full committee Feb. 10 and was presented to the Senate that day as Report No. 49.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee and ardent foe of clear-channel and super-power radio, indicated that continuation of the communications study was under consideration [Broadcasting, Feb. 7].

The bill (HR 2410) reintroduced Feb. 7 by Rep. Sheppard would amend Section 303 of the Communications Act to prohibit station ownership by either networks or radio or electronics equipment manufacturers.

This measure also provides that no station be permitted to devote any two consecutive hours of its broadcast day to network programming and restricts the use of station time for network programming to every other alternate hour of the three network days. This legislation will be considered by the House Interstate and Foreign Commerce Committee.


Widespread Effect

Three of the four national networks and at least six equipment manufacturers would have to divest themselves of stations if the Sheppard measure were enacted. In addition, RCA would be compelled to divorce itself from NBC.

AM, FM, television and international stations would be involved. In the AM field alone NBC, in addition to being sold itself, would be compelled to give up six stations; CBS, seven, and ABC, four full-time and one part-time station. All three networks have FM and television interests.

Manufacturers, too, would suffer. Westlinghouse has six AM and six FM stations and one video outlet; DuMont has three TV outlets and has established its video network; General Electric has one station in each service; Farnsworth Radio & Television Corp. has AM and PM; Eitel-McCullough has FM and International Telephone & Telegraph Co. has a Puerto Rican AM station. Only Philco would be unaffected since it produces only receiving equipment.

Another perennial was introduced by Rep. Joseph R. Bryson (D-S.C.) to prohibit the publication, broadcasting or telecasting (Continued on page 58)

GETS TSN POST

Clarke Brown Sales Chief

CLARKE BROWN, formerly head timebuyer at the Gardner agency in St. Louis on the Grove Labs account, has been appointed general sales manager of the Texas State Network.

Mr. Brown, a former headquarter in Fort Worth and will devote considerable time to TSN owned and operated stations.

U. S. Firm Against Russian Plan

OUTLOOK for the Mexico City High-Frequency Broadcasting Conference appeared dimmer last week following developments which sent FCC Comm. George E. Sterling, alternate chairman of the conference delegation, and Fred Trimmer of the State Dept. vice chairman, flying from Mexico City to Washington for high-policy conferences at the State Dept.

Mr. Sterling and Mr. Trimmer were understood to have been given the green light for continued opposition to acceptance in toto of the Russian formula of frequency allocations, which its opponents claim would favor Russia and her satellites at the expense of nations in the Western Hemisphere.

Comr. Sterling and Mr. Trimmer, chief of the State Dept.'s International Radio and Communications Service, arrived in Washington by plane late Monday night and returned to Mexico City Wednesday night after a hurried round of conferences with State Dept. officials.

They were accompanied by Joseph M. Kitterer, assistant to the FCC general counsel, and Forney A. Rankin, executive assistant to the president of NAB. Mr. Kitterer returned to Mexico City with the delegation chief, Mr. Rankin, to return by way of New Orleans and the NAB board meeting there this week.

During his short visit, Comr. Sterling also conferred with his colleagues at the FCC.

FEB. 15 SESSION

The critical Mexico City session, so far as the outcome of the conference is concerned, is due about Feb. 15 when Committee 6 reports on prospects for agreement on channel-hour assignments. Whether the conference breaks up or continues is to be decided at that session.

Russian delegates, who walked out on the conference once before, have insisted several times that a group of "experts" be chosen to work out allocations details. The U. S., among other nations, maintains the work should be done by the conference itself, and has successfully blocked Russian attempts to the special commission of the U. S. plan of allocations.

The Russian allocations plan employs a formula based upon each nation's land area, population, and number of state languages spoken. Its opponents charge such a formula discriminates seriously against small nations. Additionally they contend that a "bonus" system embodied in the Russian plan would put assignments almost entirely on a political basis.

It was pointed out that Romania would get 33 channel hours under the area-population-languages formula of the Russian plan. But the Russian "bonus" arrangement would boost Romania's total to 71 because of that country's fight against Fascism.

The U. S. would get 396 channel hours under the base formula of the Russian proposal but these would be cut to 197 because the U. S. does not use high frequencies for internal broadcasting. Nor would the U. S. get any bonus for defeating Fascism; that reward is primarily reserved, under the Russian plan, for Russia and her satellites.

The U. S. plan—the only other major plan before the conference— is based on engineering, also giving consideration to the special needs of each country. It is credited with general acceptance, among the participating nations.
AUDIENCE FACTS

Getting Sales Ammunition at Local Levels

By RAYMOND E. GUTH
WOC, Davenport, Iowa

OUT of the postwar increase in small, local stations has developed sales competition heretofore unknown in smaller cities and towns. There are literally hundreds of locals now in which a merchant previously merely decided whether or not to buy radio time, but now must decide whose time to buy.

Thus, local salesmen now need convincing black-and-white proof that their station can and does deliver larger numbers of listeners at a given time than does the competition. Of course, in larger and more financially-able operations, this "convincing proof" lies in reports furnished by research firms contracted for that purpose. Such and similar audience research is the most valuable sales aid there is, when properly conducted and interpreted.

This very "convincing proof" is available to any local manager at a very nominal cost, immediately, and in indisputable form.

Through the use of the independent telephone surveys, any local sales manager can quickly deliver his present client an accurate and timely picture of the current local audience for any specified time.

Preparation of a Survey

All that is required of any station in the way of equipment and personnel is the supervision of any responsible person throughout the time a survey is conducted; the time of 3 or more persons at an equal number of homes for one-half hour to 45 minutes per day for five days; and a few hundred mimeographed forms... plus the procedural knowledge outlined below.

(A.) Preparation for the survey:

1. Select the periods to be measured, planning the survey to be completed in a given week.

2. Delete all commercial and rural addresses from the city telephone directory.

3. Using an average page as a measure, total the number of commercial city pages on that page, and by the total number of pages in the book. (Record all this.)

4. Multiply the number of time periods to be measured by 600, thereby finding the number of calls needed for the entire survey.

5. Divide the total number of calls to be made into the number of non-commercial city phones in the book, as derived from operations 2 and 3. The result, rounded to the nearest whole number, is the number of calls the station will have to make. (Record all this.)

6. Select a starting page at random, like a card from a deck, and number in that column the number of times that column is to be called... such as every even number.

7. Begin dialing at once, making sure you answer the call of the first person you reach, and do not continue dialing until you have the answer, regardless of the length of the conversation. The survey must be completed within the given time period.

With local salesmanship moving into an even more competitive era, it behooves the enterprising station to properly assess its audience for the prospective advertiser. In this article, Mr. Guth outlines the procedure for such a local survey which can be undertaken at a nominal cost.

Business of Broadcasting

One of a Series

Simple, three callers can complete the required 600 calls for a given period by calling the first five days of the week during that period for two weeks.

Incidentally, the number 600 is an arbitrarily arrived at. It represents the number at which statistical reliability is at its greatest within practical range, and is the minimum that has been accepted as a sample size for many types of research.

Adding Up

Now to the second phase of the survey:

(B.) Tabulation:

1. Groups of call sheets are assembled according to the following procedure:

2. Count the number of responses for each station in each period and record these numbers.

3. To determine "% of all homes" divide the total sample for the period into the number of responses a station may have. (The sample may be less than the total in the station for the period due to the number of responses the station may have.)

4. To determine "% of total homes" divide the total number of station responses for the period to the number of homes that were dialed. (This number indicates the percentage of all homes in the city that were reached by the station at that time.)

5. To determine "% of listening homes" divide the total number of station responses for the period to the number of homes that were dialed, and result in the number of homes that were dialed. (Naturally, this figure will be greater the closer the station arrives at in operation.)

This completes the survey, and provides a station-by-station comparison of share of audience within the city, and share of total possible listening homes.

Testing Reliability

There are a few things that must be realized and admitted about results obtained from such a survey.

1. The survey was its intended result within the city the survey is performed only; results are valid only for the periods covered, and therefore are not used for other periods.

In most instances in which this survey method has been applied, the station understandably remained anonymous. Naturally, results are hardly reliable if the answerer knows that "WWW is doing the survey and they are testing a station," or, naturally, results are as reliable, as helpful to you, as you are honest in obtaining them.

ORDER CARDS

Are WOV's Latest Promotion

THE LOWLY but useful penny postcard is being used by WOV New York as a blanket mail-order card, the results are promising. Addressed to and postpaid by the station, the card carries a simple order blank for any WOV-advertised products on its reverse side. A customer need only indicate the product, quantity desired and program on which order was heard, and slip the card into the nearest mailbox.

Two thousand cards have been distributed to date, via announcements on the station's English programs offering "a free supply of these WOV order cards." Cards were sent to 1,200 listeners on request, with the remainder of the 2,000 going to purchasers of mail-order packages for use in future orders.

Cards have been returning to the station at the rate of 12 to 15 per day, prompting the station to extend its plans for overall mailing of the postal blanks.

WOV also pointed out the added value of the cards as a check on the station's program popularity.
THE ADVERTISING Council, meeting in Washington last week with the Industries Advisory Committee and the Public Policy Committee, paid high praises to the part radio has played in council activities.

During a presentation ceremony Tuesday night, Vernon Clark, national director of the U. S. Savings Bonds division, pointed out that $45 million has been expended during the last year by radio and other media in bond promotion. Earlier estimates, made during the Security Loan drive, [BROADCASTING, July 5] set the radio budget at about half the total expenditure.

The group met Wednesday with President Truman in a closed session at the Old State Dept. Bidg. He thanked them for their public service in promoting bonds and other government campaigns. Pointing out that government officials are taking a "beating" financially, he asked the council to support his plan to increase salaries in top level posts.

To help acquaint members with the functions of government, Cabinet members and agency heads told the group how their organizations function, what their objectives are, and, in some cases, their future plans.

The two-day meeting opened Tuesday with a cocktail party at the Corbin Hotel. This was followed by a dinner and board meeting. Members of the Public Policy and Industries Advisors Committee attended the board session. Robert M. Gray, advertising and sales promotion manager of East Standard Oil Co., was named co-ordinator of the American Economic System campaign.

Activities Wednesday were confined almost entirely to the meeting with the President and government officials, during which radio came in for its full share of praise. Wednesday night a cocktail party was given by Philip L. Graham, publisher of the Washington Post.

Members of the conference are:

[Names and affiliations of council members]

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THE THREE New York independent station subscribers to services of C. E. Hooper Inc. cancelled their subscriptions last week because we believe, as did the Mr. Weil, that the Hooper System is useless to us at this time.

Mr. Weil stated the cancelling of the services of WNEW, WVOX and WQXR. In announcing the cancellation, Bernice Judis, vice president and general manager of WNEW, described the present as a fluid period of broadcasting and said it was "our feeling that the picture being revealed by the Hooper system is ever changing." 

"We feel that the present system both in questions asked and in random sampling techniques does not give us the inclusive picture we need," said Miss Judas. "Radio's long service as an advertising medium and a community service is destined for an important place in American life. We cannot surrender that position in a survey that we feel is weighted in favor of a portion of the industry." 

WNEW objected, it was said, to Hooper techniques which resulted in unfair weighting toward television.

Ralph N. Weil, general manager of WOY, took a similar view. Mr. Weil saw a need for "dependable and accurate measurement of radio listening."

"Because we have come to the conclusion that the Hooper system fails to meet this need," said Mr. Weil, "we have discontinued the service."

Mr. Weil said WOY had "always questioned audience studies based entirely upon telephone homes." He pointed out that only 40% of New York metropolitan area residents had telephones, and that studies other than Hooper had indicated "considerably more radio listening in the non-telephone homes—as high as 24% in one instance."

Random Sample 'Inadequate'

"We believe further," said Mr. Weil, "that the random sample, particularly the small random sample, is no longer adequate for the complexities of today's audience measurement."

"We are not professional statisticians. We do not assume the burden of deciding just how an acceptable cross-section sample for audience measurement should be worked out. But we do believe that it can and should be developed, and feel the arbitrary refusal to make an honest attempt to introduce a scientific sample renders the Hooper System useless to us at this time.

The accepted concept of a random sample presupposes a sufficiently large sample to cancel out minor irregularities. It is generally accepted that a controlled, or a scientific cross-section, can be based on a comparatively small sample. In the case of the Hooper random sample, a single quarter hour rating can be based as far as 90 calls. It is difficult to accept such limited sampling in a random sampling system," Mr. Weil continued.

"The rapid growth of television in this area introduces a number of new problems into the business of audience measurement. We believe that radio and television will continue to function as two distinct, and to some extent, competitive advertising media. We believe that both require the greatest possible skill and precision in measuring their actual and comparative audiences. "To lump the two in one operation, to retain all the known shortcomings of an imperfect system, and to ignore weaknesses and magnified in the combined operation cannot fails, we think, to render that system inadequate for..."

"Again, we insist, the need is for more scientific cross-section, and more scientific controls in this type of research. As the relationship of AM radio and television becomes more stabilized, this need will grow even more critical."

"In combining radio and television viewers and listening to your radio just now?" they began asking.

"Were you looking at television or listening to your radio just now?"

Mr. Hooper said: "One constructive suggestion came out of the New York station meeting: Rotate the words 'listening at' with 'listening to' to give each pair prior position in the question."

"We also are taking another look at this one," said Mr. Hooper. "It will probably be adopted."

The idea of reporting TV on our random base in any city developed only this fall. We began seeing the following in our share of audience TV in our random sample for week-long evening audience totals: August—10%, September—11.3%, October—12.5%, November—12.8% and December to the present system.

"It was self-evident that TV should be treated not as a specialty as we had since February with our TV home base random only but as a major broadcasting medium. That decision led to the publication of Section II (TV Station Audience Report) for the city of Hooperings. Again we believe we are taking the correct lead from the audience, for in a November-December random sample for the 8-10 period Tuesday evening we found only one radio program with a random-based rating bigger than Mr. Milton's program, Mystery Theatre, reported in second (radio) for WCBS has a rating of 14.6. Section II (TV) but on the same random base produces the second highest rating for the hour-long Texaco Star Theatre (Berle) with a 9.6."

Possibility of Distortion

"These ratings and such other valid comparisons between radio and TV as reported above are only reliable if we do not report on both forms of broadcasting simultaneously. No 'controls' exist to be applied to our samples of audience. No one could apply them if they did exist without producing almost certain distortions in the record."

"The broadcast executive should be thankful that we have a means of random sampling at this time. Without it both radio and TV would be operating in comparative darkness throughout the entire period of transition from one to two forms of broadcasting."

The essence of questions now asked by Hooper interviewers is:

1. Were you looking at television or listening to your radio just now?
2. This radio has no reward for answering my question. What program please?
3. (A) Who in your home is listening to or listening to this program?
   (B) Who in your home is listening to or listening to this program (NOTE: These questions are alternately asked at the mouth of the two questions).
4. Is someone else also looking at or listening to a second set in your home?
5. What program please?
6. Who is next to you watching TV?
7. Do you have a television set?

Meanwhile Mr. Hooper was announced as the featured speaker at a luncheon meeting of the American Television Society in New York Feb. 16. His topic will be "Meeting the Television Advertiser's Information Needs."
COLUMBIA RECORDS Inc. last Wednesday let loose a major salvo in the "record war" by calling a formal news conference to declare its position against RCA Victor. Edward Wallerstein, chairman of the board, said it was a "war which Columbia Records has not initiated, and in which it cannot be defeated."

Mr. Wallerstein printed statement did not hesitate to use the word "war" in describing the battle of the r.p.m.'s, nor did it make any bones about mentioning that RCA-Victor was the adversary.

Folsom's Approach
His boldness contrasted with the viewpoint expressed by Frank M. Folsom, RCA president, who at the conference introducing his company's new 45 r.p.m. 6% inch record and changer denied "any warfare or feud between us and ourselves" [Broadcasting, Jan. 17].

Mr. Wallerstein made it clear that Columbia was in the record war on the side of its 33 1/3 r.p.m. discs, as against the 45 r.p.m. platters of RCA. He emphasized: "We think we can safely leave the issue up to the people themselves."

These further points were made, either during the conference or in conversations after it:

1. Columbia did not intend to hedge in the battle in any way by also manufacturing 45 r.p.m. records similar to the new RCA product.

2. Between 300 and 500 radio stations, according to reports received by Columbia from equipment manufacturers, now have professional equipment for playing LP records. Disc changers are being supplied with all current releases by Columbia distributors and dealers.

3. Columbia intends to spend big money advertising LP records and budgets for the next half year are advertising expenditures 20% greater than in the previous similar period. Further expenditures, it was understood, might depend on what RCA did.

4. What is now going on in the record business is an all-out war which will decide which record will become standard. Mr. Wallerstein paraphrased the Lincoln "half slave, half free" speech to make this point.

Other Developments
There were other developments during the week in the disc battle.

Capitol Records has tossed its fortunes into the struggle on the side of RCA-Victor. (Columbia already has Mercury lined up on its side.)

Jack Kapp, president of Decca, said his firm would remain neutral in the struggle, continuing to make only 78 r.p.m. records. Decca, which is big enough to hold the balance of power in the struggle, decided it would not influence the people in their decision. Decca currently is doing a huge business and will continue to supply records for the 15,000,000 78 r.p.m. turntables in homes throughout the country.

Announcement was made that turntables already were in the field with devices for records of all three speeds. Sonotone Corp., manufacturer of hearing aids, demonstrated their equipment on WQXR. At the Columbia news conference, a "microverter" which is produced by Microverter Co. was demonstrated.

Mr. Wallerstein expressed the belief that the LP record would save the record business. He described it as an enormous stimulant which the industry needs.

Sales already have proved this, he continued. In his statement he said almost as many LP records are now being sold to 500,000 current owners of LP players as albums were sold a year ago to the entire 12 million to 15 million possessors of conventional players.

These sales, he went on, explained why all leading manufacturers, except for RCA, are producing LP equipment. From "A to Z" of radio, he declared, that Co., Crosley, General Electric, Magnavox, Philco, Stewart-Warner, Stromberg-Carlson, V.M. Webster-Chicago, Westinghouse and Zenith. He added that the federal government has invited Columbia to submit bids for LP records for government use.

He subscribed to the theory that the long-playing feature, the quality of the sound and the savings (up to 68%)..."But one major manufacturing and record company—RCA—has chosen to ignore these developments," he said. "If it had done only that, there would be no need for RCA to have gone much further. It has indicated it will make no provisions of any kind, either in its equipment or records, for long-players; it has suggested that the long-playing records already in the homes of the American people would not be successful—despite all the weight of evidence, and the considered judgment of virtually all other manufacturers of equipment.

"Not Unorthodox" Speed
"And he has just announced its own forthcoming new record development, a small record playing at the unorthodox speed of 45 1/2 r.p.m. a special turntable which can take either one of the conventional or long-playing type."

"This is the essence of what people have been calling a 'record war.'"

He then emphasized that the RCA record is not long-playing, that RCA efforts to produce a 38 1/2 r.p.m. record failed because that Co. has succeeded because it coupled with it a microgroove and a feather-light tone-arm.

This is the basis for the campaign to give the American public 25 minutes of music on one side of a record without interruption. His statement closed with the assurance to the American public that it will be able to continue to buy LP records with complete confidence.

PEAD REJOINS WBAL

LESLIE H. PEARD JR. has been appointed assistant manager of WCAO Baltimore to rejoin WBAL Baltimore as assistant to the manager, a newly created position. Harold C. Burke, WBAL's vice president and general manager, who made the announcement today (Feb. 16), said Mr. Pead's "experience of many years in radio broadcasting and his ability and his personality admirably fit him for the job." Mr. Pead was with WBFR Baltimore as promotion manager and sales manager from 1931 to 1933 and joined WBAL in 1934. In 1938, the former WBFR sales manager was made WBAL sales manager in 1938, left in 1944 to become commercial manager of KTSH Shreveport, La. He returned to Baltimore in 1946 as WCAO assistant manager.
PARAMOUNT SPLIT

A DIVISION of the television interests of Paramount Pictures loomed last week with reports that the film firm had agreed to an anti-trust consent decree dividing it into two separate companies—one to handle production and distribution of films, the other to operate theatres.

Although no comment was forthcoming from spokesmen for either Paramount or the Justice Dept., it was understood that WBBK (TV) Chicago would go with the theatre company while KTTLA (TV) Los Angeles as well as Paramount's 29% interest in Allen B. DuMont Labs, which has three TV stations, would go to the production-distribution firm.

Most of Paramount's television applications are in the names of subsidiary theatre interests and presumably would therefore go to the theatre company. The same applies to Paramount's AM holding—25% of WSMB New Orleans.

BOXING ON TV

Commisions Seeking Cut

FUTURE RELATIONSHIP of boxing to television is to be discussed at a meeting of the National Boxing Assn.'s executive committee in Washington, D. C., next month.

Slated for discussion are ways of cutting boxing commissions on the pay that boxing promoters receive from advertisers sponsoring telecasts of boxing matches. Two boxing jurisdictions, New York and New Jersey, already take a 5% cut, and similar moves are said to be planned elsewhere.

The chairman of the District of Columbia Boxing Commission, Heinie Miller, believes it might be possible under present law to get a cut of TV's guarantee to promoters. He indicated that the commission probably will seek to have this session of Congress add to the law specific authority to take such a cut.

Reports have circulated that attendance has dropped off not only at Turner's Arena boxing shows, which are telecast, but also at another Capital area, Uline's, where the Liberty A. C. matches are not telecast. Decline of 10% was reported in the gate receipts "take" of the District of Columbia Boxing Commission.

and its half interest in an AM applicant for Atlanta and 10% in one for Hot Springs, Ark.

The only Paramount TV application not in the name of a theatre subsidiary is the application for San Francisco, which was filed by Paramount Television Productions, permittee of KTTLA. With KTTLA and the DuMont interest, this may go to the production-distribution firm.

WBBK (FM) Chicago, which with WBBK is owned in the name of Balaban & Katz Corp., may similarly go to the exhibition company. In view of FCC's ruling that Paramount controls DuMont—thus far only "proposed," not a final ruling—the film company currently is at the five-station maximum ownership permitted by the Commission in TV.

Under the division reportedly slated via the consent decree, the theatre company would be entitled to four more video stations and the production-distribution company could have one more even if it fails to convince FCC that it does not control DuMont.

Although the exhibition company will have to sell some of its theatre holdings in so-called "closed" cities, a preliminary examination indicated it will not have to get out of any of the cities where Paramount subsidiaries have TV applications.

Theatre subsidiaries having applications include United Detroit Theatres, New England Theatres (Boston), Gulf Theatres (Tampa), and Tri-States Meredith Broadcasting Co. (Des Moines).

DuMont operates WABD New York, WTGT Washington, and WDTV Pittsburgh, and has applications for Cleveland and Cincinnati.

The consent decree, understood to have been agreed to by both the Justice Dept. and Paramount, would end the government's anti-trust suit against the film firm. Separation into the two distinct companies would be required within one year, it was reported, and no stockholder would be allowed to own shares in both the new firms.

Motorola on Video

MOTOROLA Inc., Chicago, has contracted for Robert Ripley's 'Believe It or Not' to be telecast starting March 1 live on 14 NBC-TV stations, and by teletranscription from March 15 on 13 other video outlets. Gourfain-Cobb, Chicago, is the agency. Non-interconnected stations are WDTV Pittsburgh, KSTP-TV Minneapolis, KDYL-TV Salt Lake City, WLWT Cincinnati, WBAP-TV Forth Worth, WSB-TV Atlanta, KFRE-TV San Francisco, KRSC-TV Seattle, WDSU-TV New Orleans, KNBH Los Angeles, WNHG-TV New Haven, WAVE-TV Louisville and WMCT Memphis.

TV Outlets May Go to Separate Companies

RCA-NBC Plan Conn. Outlet

RCA-NBC, pioneer in low-band television, proposed last week to go into high-band transmitting and receiving operations on what may develop into a production-line basis.

Plans were disclosed Thursday when NBC asked FCC for authority to build a satellite high-band video station at Bridgeport, Conn., for its low-band WNBT (TV) New York.

RCA, it was indicated, will construct special high-band receivers which will be used in the experimental operation and which may become its first commercial line of UHF sets if the tests prove such operation is feasible.

NBC asked the Commission for an experimental grant for operation at 522 mc, at the lower end of the 475-890 mc UHF video band.

For the project, the network's second public testing of UHF operations, an entirely new transmitter will be built at a cost reported to FCC as $145,000.

The proposal indicated that the old "green" transmitter used in the RCA-NBC color television demonstrations, and later in the UHF tests in Washington last fall, is now considered unsatisfactory for operations in the higher region.

The Washington tests were plagued by tube failures blamed on excessive heat [CLOSED CIRCUIT, Dec. 20, 1948]. Indicating belief that they have surrounded this problem, authorities said the Bridgeport tests will employ a cluster of tubes expected to develop about 1 kw power. Antenna gain will bring the effective radiated power up to 15 to 20 kw.

Special Receivers.

The use of special high-band receivers will mark another departure from the Washington tests, in which adapters were provided so that the high-band transmissions could be received on low-band sets.

NBC estimated the cost of its proposed station would approximate $320,000 aside from $36,000 estimated operating expenses for one year. In addition to $145,000 for the new transmitter, the network expected the antenna system to cost about $46,000.

The station would be identified as WNST-4, under NBC's proposal, and would duplicate the programs carried on WNBT.

It would be under the direction of O. B. Hanson, vice president and chief engineer of NBC.

The network said the station would be used for continuous research, would permit "field test and study of UHF television broadcasting in a representative city and area," and would make possible an investigation of "the possibility of providing television broadcast service to a greater number of people by means of a satellite station."

NBC asked that the satellite, if authorized, be accorded a waiver of the rules requiring aural and visual station-identification at least once an hour. Identification would be accomplished by incorporating the satellite's assigned call letters and location with identification of WNBT at the beginning and end of each period of operation.

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DuMONT CHANGES

Loewi Now Director Of TV Network

A GENERAL changing of the DuMont TV network operations "in accordance with sound business principles" is in progress, Mortimer W. Loewi, executive assistant to the president of Allen B. DuMont Laboratories, told Broadcasting last week.

Mr. Loewi has assumed directorship of the network, succeeding Lawrence Phillips, who has returned to the management consultant field he left to join DuMont in April 1947. Mr. Phillips has opened offices at 8 W. 40th St., New York.

Changes to be made in the network's setup will be "not so much in individual members of the organization as in the manner in which they operate," Mr. Loewi said. Each department will henceforth have its own operating schedule and its own list of objectives to be achieved, he explained, with individual department heads responsible for following those schedules and reaching those goals.

Mr. Loewi compared this "businesslike" type of operation with the former system which centralized all planning and responsibility.

BASEBALL

Atlantic Buys TV

HOME BASEBALL games of the Philadelphia Athletics and Phillies for the third year will be telecast during the 1949 season under Atlantic Refining Co. sponsorship, according to arrangements just completed.

In order to provide for televising the greatest number of games possible for Philadelphia area fans, it was necessary for the company to negotiate contracts with the three stations in that city, WCAU-TV, WFIL-TV and WPTZ, which will be used on a rotating schedule for the coverage.

WPTZ and its crew will handle the pick-up for every game televised, and will cover afternoon games on weekdays and Saturdays. WFIL-TV will televise night games on Mondays, Tuesdays and Wednesdays. WCAU-TV will cover night games on Thursdays and Fridays. All three stations will participate in televising games on holidays and Sundays, with two stations covering each of these contests simultaneously, using the same pick-up.

Claude Haring again will handle the TV assignment from Shibe Park as he did last season. N. W. Ayer & Son, Philadelphia is the agency.

SPORTS VIDEO

Topic for TBA Educators

TELECASTING of intercollegiate sports and video's place in sports building of gate receipts will be among the topics discussed when educational members of Television Broadcasters Assn., New York, meet its 50th Ave. board room, Tuesday, Feb. 15.

According to Prof. Kenneth G. Bartlett, director of the Syracuse U. Radio Center, and chairman of TBA's educational committee, other questions to be discussed will deal with television as an aid to, and its effect on, education.

Hollywood Symposium

SECOND annual Television Symposium of Screen Publicists Guild, Hollywood, will start April 27, according to Lesley Mason, Guild president. Forums will be held once weekly for five weeks. No member place has been named. Symposium will be made up of television authorities who will discuss their particular phase of television. Meetings will be restricted to members of the motion picture and radio unions and guilds.

PA. CENSORSHIP

TV Operators Refuse To Submit Films

Pennsylvania television operators last week defied the State Board of Censors' new rule requiring censorship of television films and filed suit in Federal District Court to have it set aside.

The rule would illegally delegate board--the duty and responsibility of a licensee to select his own programs in the public interest, the court was told.

Spokesmen said the stations are not submitting films for censorship pending outcome of the suit, which was filed Wednesday in the U. S. District Court for the Eastern District of Pennsylvania.

The rule, adopted about two weeks ago, provides that no film may be telecast by Pennsylvania stations until reviewed by the State Board of Censors and stamped with its seal of approval [Broadcasting, Feb. 7].

Board Named Defendant

The board, which formulated the rule, was named defendant. Its members are Edna R. Carroll, chairman, and John Clyde Fisher and Beatrice Z. Miller. The board is in the State Dept. of Public Instruction.

Decision to fight the regulation was reached Tuesday in a meeting of representatives of Pennsylvania's four operating television stations and one TV permittee, together with their Washington and Philadelphia attorneys. The legal representatives had recommended resistance to the censorship move following a study of the legal aspects a week earlier.

The complaint charges that the regulation violates the commerce clause of the Constitution and the First and Fourteenth Amendments.

Under the Communications Act, the suit contends, selection of program material is a right and responsibility of the licensees and may not be transferred to persons or groups who are not licensees. If stations adhered to the censorship rule, this responsibility would be placed on either hands of the board members, the court was told.

In the face of this conflict of federal and state laws--the federal requirement of licensees responsibility and the state requirement of censorship--the telecasters maintained that the federal law takes precedence.

They also claimed that the rule would violate free-speech and similar rights granted by the First Amendment and protected against state encroachment by the Fourteenth.

Principals and attorneys attending the meeting were Dr. Leon Levy, president and general manager of WCAU-TV Philadelphia, and Isaac D. Levy, vice president and general counsel, and W. Theodore Pierson, Washington counsel; Roger W. Clipp, general manager of WFIL-TV Philadelphia, and Morton H. Wilner, Washington attorney; Roland V. Tooke, assistant manager of WPTZ (TV) Philadelphia, and John Esterel of the Philco legal department, and Henry B. Weaver, Washington attorney; Thad H. Brown Jr., Washington counsel for WDTV (TV) Pittsburgh; Clair R. McCollough, president of WGAL Lancaster, TV permittee, and William A. Schneid- er and Karl G. Harrison, Philadelphia attorneys handling the suit.

The Pennsylvania board's move reportedly is the first in television. Some other states, including Maryland, are understood to have been considering similar action.
DURING Radio Correspondents Assn., dinner at Washington's Hotel Statler Feb. 5, President Truman (l) receives a replica of "Abraham Lincoln table" used by most Presidents to hold Bible during inauguration ceremonies. Presentation is made by Albert Warner (second from l), pres. of association, as Vice President Barkley (l) looks on.


CITATION received by Lionel Barrymore of Mayor of the Town (MBS, Sunday, 7:30 p.m., EST) is admired by (l to r) Walter Lueie, MBS dir. of prog. development; Wilson Tuttle, Rathrauff & Ryan v.p., and Phillips Carlin, Mutual v.p., in charge of programs. Mayor of the Town is sponsored by Mutual Benefit Health and Accident Assn. of Omaha and is handled by MIR, Chicago.

FIRST group membership ever purchased in Tulsa C of C went to Leon McAuliffe (r) and his band. He is congratulated by William Way (l), KVVO Tulsa gen. mgr., and Johnny Ryan, KVVO anncr. Mr. Way recently was elected C. of C. president.


BIRTHDAY party for Pamela Stark, daughter of Wilbur Stark, Wilbur Stark-Jerry Layton Inc., was attended by (l to r) Kathleen Rice (MBS exec. prod., Herb Rice), Susan Caruso (WOR-Mutual anncr. Carl Caruso), Sandy Stark (Dick Stark, The Katz Agency), Hostess Pamela, Annette Caruso (Carl Caruso), Priscilla Mark (Carl Mark, WTTM Trenton) and Sherry Rice (Herb Rice).
Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.
TV SPOTS

TELEVISION will have a larger share of spot advertising than standard broadcasting has had, T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, told members of the Chicago Radio Management Club Wednesday.

Predicting that "it will be 10 years before TV gets operating," Mr. Flanagan said that "television will eliminate AM." He estimates that 20 years from now there will be annual advertising expenditures of between 6 and 7 billion dollars and that "there are no limits to size and stability of markets that can be created through brilliant advertising." Defining spot advertising as "any use of radio stations by a national advertiser on a selective market basis," Mr. Flanagan termed the ever-waging battle between spot and network as "enraging and necessary." He suggested that agencies and advertisers promote travel fellowships, with key men touring the country to learn characteristics of each section. He also suggested that they become more aware of the power required to back a campaign.

Mr. Flanagan termed "drafted" very powerful.

Both and all media working overtime. Advertising vision time and production has increased with the expansion of tele-receivers. Philco (2) and General Electric (10) have spent $10,000,000. In the last year, Advertising Age estimated that the radio market is now in excess of $40,000,000. All media polling has increased more than 1000%.

Dr. Kerby termed national advertiser "the most powerful." He said over 2,000,000 receivers will be manufactured this year.

Hugh Feit, president of the Broadcast Measurement Bureau, addressed the group Feb. 23 in details of BMB's plans for its spring survey.

DuMont Leases Adelphi

DUMONT Television Network has leased New York's Adelphi Theatre from Shubert Theatre Corp. for the production of video programs. Four TV shows, Original Amateur Hour, 20th Century Fox's Arde Quix and DuMont's Window on the World, are currently originated from the Adelphi, which seats an audience of 1,500. DuMont engineers have enlarged the stage to accommodate three cameras.

PHILIP G. LASKY, general manager of KSFO-KPIX (TV) San Francisco, cuts cake at a surprise party given in station's studio offices for Keith Kerby, program director. Occasion was Mr. Kerby's 12th anniversary with station. Others in front row of pictures have also been with station 12 years or more and were honored guests of party. L to r, front row: Mr. Lasky, Mr. Kerby, Blanda Newlin, sales department supervisor; Al Towne, director of engineering; and Merrill deWitt, audio supervisor.

VIDEO RELAY

L. A. to S. F. Link Proposed

MICROWAVE radio relay link for network television between Los Angeles and San Francisco is proposed by The Pacific Telephone Co. in applications filed last week with FCC.

To be completed in about one year at a cost of $2,500,000, the radio relay initially will provide two television paths from Los Angeles to San Francisco. Additional television and telephone facilities would be provided later, the applications indicated.

The telephone firm stated that there is an increasing activity of television broadcasters on the Pacific Coast and expressions by them indicated that the facilities now proposed will be required for service as soon as they can be made available. There presently are six stations operating in Los Angeles — KFI-TV, KLAC-TV, KTLA, KTTV (WEXAO), KTLA, KTV and KNBH—and one outlet operating in San Francisco—KPIX. KECA-TV is under construction in Los Angeles and KGO-TV and KRON-TV are under construction in San Francisco.

Pacific Telephone and Telegraph, owned 87.93% by AT&T, asked the Commission for construction permits for seven relay stations between those two cities. It indicated that in addition to terminal equipment at Los Angeles and San Francisco the system may require about eight or nine intermediate relay points. The applications specified relays at Mt. Diablo, Mt. Oso, Panecho Mt., Joaquin Ridge, Pyramid Hills, Temblor Range and Grapevine Peak.

Firm stated that while the links in microwave relay systems here-tofore have usually not exceeded about 55 miles, path loss tests over the route proposed indicate that generally satisfactory video transmission could be expected over the longer links specified. It was stated that additional links may prove necessary with actual operating experience.

The relays would function within 3700-4200 mc inclusive, according to the applications, employing bands of frequencies each 20 mc wide within this range. Emission specified is special for FM (telegraph, telephone, facsimile and television) with maximum carrier power of 1 w. Shielded lens-type directive antennas would be employed, mounted on the relay unit buildings about 20 ft. above ground. No towers would be used. Each relay would be unattended except for maintenance. Certain of the relay points would be as high as 3000 ft. above sea level.

Each of the relay installations would cost about $291,000, the telephone company estimated. This is broken down: Two transmitters, $34,800; two receivers, $52,700; two antennas, $23,500; power equipment, $74,400, and land, building and road, $46,000.

Fairbanks Signs O'Neil

FIRST long-term exclusive contract for television, live and film, motion pictures, radio, stage and recordings has been signed between Danny O'Neil and Jerry Fairbanks. Singer is to be starred in a forthcoming series of television films.
YES! For listeners who like quiz shows (and that's plenty!) CFRB has a different quiz program every day in the week!

shows with prizes lure listeners—it's been proven again and again. That's why CFRB was in there quizzing when this kind of program first found favour. And we're still at it—because a payoff for audiences is a payoff for your advertisers!

Whatever kind of program the people want to hear—they hear it on CFRB. Yes, Mr. Advertiser, balanced programming is your best assurance that more of Ontario will be listening to your message—on CFRB!

CFRB Ontario's favourite radio station

REPRESENTATIVES
United States: Adam J. Young Jr. Inc.
Canada: All-Canada Radio Facilities Limited
UNTIL television can build a setting to replace the illusion set that any radio listener may construct in his own mind of Jack Benny's vault or his Maxwell, radio need not write its epitaph. This was the view expressed by Neil Reagan, Hollywood manager of McCann-Erickson, in an addres before the Hollywood Ad Club last week.

Mr. Reagan was a member of a panel comprising agency men: Walter Bunker, Young & Rubicam Hollywood president; Earl Ebi, television director of J. Walter Thompson, Hollywood; Leonard Erikson, vice president in charge of radio and television, Kenyon & Eckhardt; Frank Rhylick, television director of Ross, Gardner & White, Los Angeles.

"Don't be panicked by figures," Mr. Reagan said. "The time when TV will deserve the serious consideration of advertisers is still four or five years off, he added.

Mr. Erikson said he feels it is important to obtain TV time periods now. "To those of us who learn how to use it, television represents a greater opportunity than many of us have had before," he concluded.

TV will attract advertisers never in radio," Mr. Rhylick emphasized. He showed how limited use of the medium was already paying for some retailers' efforts. But he cautioned that it won't work every time.

Mr. Bunker pointed out that

**MULTISCOPE**

**UP to Distribute Units**

UNITED PRESS will distribute WBKB's Multiscope to TV stations on a national scale through the press association sales organization. John Balaban, director of the Balaban & Katz video station, announced in Chicago Thursday [Closed Circuit, Feb. 7].

Mr. Balaban also announced that manufacture, selling and lease of the Multiscope will be handled by Sterling Television Inc., B & K subsidiary. Acme Telcastronics Division of the NEA Service in Cleveland will manufacture the device, a machine that gives automatically and continuously the correct time, temperature and weather forecast at UP world-wide news via tickertape.

Devised by John H. Mitchell, general manager of WBKB, and Sterling Quinlan, promotion manager, the Multiscope is projected onto the viewing screen with weather and temperature in the upper corners, the moving tickertape at the bottom and a standing slide in the center with the advertiser's name. Philco Corp. sponsors the Multiscope 21 hours weekly on WBKB. Mr. Balaban said.

Mr. Balaban, reporting that industry interest has been "unexpectedly" high, said 35 stations and several engineering and video consulting firms have asked to buy the machines. The leasing method is cheaper, however, he explained.


**CROSLEY VIDEO**

To Carry DuMont Programs

WLWT (TV) Cincinnati plans to carry a substantial schedule of DuMont Television Network programs starting within the next month, R. E. Dunville, vice president and general manager of the WLWT Broadcasting Corp., announced last Thursday. Initial programs will be by kinescope, with some to be taken on a live basis when coaxial cable facilities become available late this year.

The DuMont programs also will be seen on Crosley TV stations WLWC Columbus and WLWD Dayton when those outlets begin operation in mid-March. The arrangement with DuMont will not affect Crosley's affiliation with the NBC television network which also will serve the three stations, Mr. Dunville said. Marshall Terry, Crosley vice president in charge of television, is to be in New York this week to work out details on specific programs with DuMont.

**RCA TV Demonstrator**

UNVEILING of RCA's new "television dynamic demonstrator" was held last Wednesday at New York's RCA Exhibition Hall. The demonstrator, a complete 20-tube television receiver in operation, is spread out on a giant "blue print" panel, and is used for simulating various troubles that arise in video set operations. The "trouble shooter" demonstrator which shows the paths taken by both sound and picture signals, will be used in a series of television clinics on practical video service problems to be held for servicemen throughout the country by the RCA tube department under sponsorship of local RCA tube, parts and test equipment distributors.
In TV, as in AM, Hollywood's Radio City is now the most important address on the West Coast.

Here, only a few weeks ago, NBC's own station, KNBH, began operations. Already it has won a commanding position in America's third-largest television area, its third-largest market area.

Reason? The same high standards of program and technical quality which NBC Television pioneered in the East.

We have some excellent program packages attractively priced. Your NBC sales representative will be glad to tell you more about them.
Introducing A NEW TEAM

ELECTRON TUBES by MACHLETT

Combining Research—Development—Manufacturing Skill

Here’s great news for Broadcasters. Machlett Laboratories and Graybar Electric Company have joined forces in a new distribution line-up to bring you more efficient and complete service on electron tubes.

For over 50 years, Machlett has pioneered and made notable contributions to the development of the electron tube art. Today, through its modern plant, development laboratories and skilled personnel, Machlett tubes will set the highest standard of performance in broadcast service.

This combination of Machlett and Graybar is your best assurance of getting superior tubes. For better value—better service—try Machlett tubes now distributed via Graybar.

TO SEE THE FULL LINE OF MACHLETT TUBES, VISIT THE GRAYBAR BOOTH, NO. 96-97, AT THE IRE SHOW, MARCH 7-10.

MACHLETT

OVER 50 YEARS OF ELECTRON TUBE EXPERIENCE

Famous as the outstanding manufacturer of X-ray tubes, the name, Machlett, on electron tubes has been the mark of quality, top performance and long life for more than 50 years. Experience, skill and a “singleness of purpose” to produce the best in electron tubes have made Machlett first choice around the world.

MACHLETT LABORATORIES, INC., Springdale, Connecticut
with National Distribution Service

In keeping with its policy of "Bringing You Broadcasting's Best Equipment," Graybar is proud to assign its Tag—the Symbol of Distribution—to the Machlett line of electron tubes.

This new connection will bring you dual benefits: (1) products from an outstanding manufacturer of electron tubes, (2) distribution service from an organization offering specialized assistance in choosing the best type of product for your requirements.

Machlett tubes can now be quickly and conveniently ordered through near-by Graybar "Supply Stations" located in over 100 principal cities from coast-to-coast. When you order Machlett tubes "via Graybar," you'll have the right combination for extra service and performance.

Call your local Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc., Executive Offices:
Graybar Building, New York 17, N. Y.
Telestatus

By GEORGE J. BONWICK

UNTIL such time as all the problems connected with the showing of a film over a television station have been submitted to court review and decisions have been rendered, we will all continue to lay our heads on the枕 of those who have told millions of dollars of possible damages.

In the meantime, what can we do to limit our liability to all test cases that have been decided upon? Here are some suggestions and possible solutions.

Sometimes it is better to remain silent and appear a fool than to speak and remove all doubt about it. This may turn out to be one of those occasions, but since I believe a 90% or more of us live in the fool’s paradise in connection with the matter of liability attached to the showing of a motion picture over television stations, I may have plenty of company—judge this for yourselves as I attempt to show that this empyrean of imagined freedom from liability in which sponsors, television stations and film distributors alike are currently basking may very well contain all the elements of bankruptcy for all concerned, and the means of making television anathema to advertising sponsors of television film programs.

The Concerned Parties

Who, in the final analysis, is actually holding the bag for the untold millions of dollars of possible damages which are piling up day by day as television stations continue to show films? The 644 sponsors of television programs, The 53 television stations operating, The 192 advertising agencies with television departments, The 76 film distributors, The 123 film producers.

A total of 1,088 potential suckers. Boy! What a bonanza it’s going to be for the lawyers!

This multi-million dollar “who” applies mostly to the users of antique vintage films which comprise about 90% of the films now being shown over television stations because these ancient films in most instances cannot be completely or even partially cleared as to music and performing rights—the composers, authors and copyright proprietors probably died of old age long before television was even thought of. Users of the so-called new television films (5 to 10 years old) for which adequate music and performing right clearances can be obtained are not yet sacrificial from this “who” and will not be until the courts decide whether or not even the silent mon-

Liability for Film Rights

(Report 46)

THE article here printed is the result of a speech given by George J. Bonwick, counsel for Pictorial Films Inc., at the American Television Society forum held Feb. 1 at the Museum of Modern Art. Nut Pictorial Films is a distributor of 16mm films and a subsidiary of Pathé Industries Inc., both New York.

The copyright proprietors of the literary or dramatic material upon which the pictures are based, the television film material was synchronized therewith, the right to grant to Pictorial the rights which are the subject matter of this agreement. The seller further represents and warrants that none of the pictures, or any part thereof, violate or infringe any patent, trademark, trade name, copyright or the right of privacy, of any individual, firm, corporation or association whatsoever.

Note that it says the sole, exclusive, etc., but, as many contracts state—all of the producers (his) right, title, etc.

Looks as if we have pretty good title to those 23 one-reelers, doesn’t it, and that we’re okay on freedom from damages.

Now let’s see what is written in a contract between Pictorial and American Broadcasting Co. covering the television film of the 23 one-reel musicals entitled Sameover Serenade.

“We warrant that we have the right to grant you, license for broadcasting the print by television and that such broadcast will not violate rights of others, and we agree to indemnify and hold harmless each and every one of your officers, directors, agents, stockholders, employees, the owners and operators of your affiliated stations and stations which you authorize to broadcast the print, sponsors of the programs and their agents and your and their successors, harmless from and against all damages, liabilities, costs and expenses, including attorneys’ fees, arising out of the broadcasting of the print by television.

With reference to the performing rights in the music of the print, we represent and warrant that this lease carries with it such performing rights and that you are authorized to broadcast that music without fees, and we hereby agree to indemnify and hold harmless each and every one of your officers, directors, agents, stockholders, employees, the owners and operators of your affiliated stations and stations which you authorize to broadcast the print, sponsors of the programs and their agents and your and their successors, harmless from and against all damage claims, liabilities, costs and expense, including attorneys’ fees, arising out of the performance of such music in the print by television. The performances of your affiliated stations and stations which you authorize to broadcast the print by television shall be performed at the place and time as scheduled by the program sponsors.

Looks as if the American Broadcasting Co. has nothing to worry about too. Doesn’t it?

Now let’s go back to the letter Miss Luba Malina sent to the

WEST greets East as Lewis Allen Weiss (I), chairman of the board of Mutual and president of Don Lee network, shows new television truck of KTSL (TV) (Don Lee) Hollywood to Jack Strauss (r), president of Macy’s, New York City. Other interested spectators are (1 to r) Mrs. Strauss, Robert Montgomery and Mrs. Weiss. Macy’s is affiliated in ownership with Bamberger Broadcasting Service—WOR New York and WOIC (TV) Washington.

Reports on Receivers

TV SET FIGURES reported to BROADCASTING during the past week:

Washington (metropolitan area)—24,200 as of Feb. 1, reported by Washington Television Circulation Committee.

Louisville, Ky.—3,478 (2,585 homes, 1,293 public places), reported by WAVY-TV Louisville.

Milwaukee,—18,286 (90% in homes) as of Feb. 1, reported by WTMJ-TV Milwaukee.

St. Louis—20,000 (17,000 in homes, 3,000 in public places) as of Feb. 1, reported by Union Electric Co. of St. Louis.

Chicago (50-mile radius) —89,156 as of Feb. 1, reported by Chi

(Continued on page 79)
Dayton's First Television Station Goes on the Air

- Equipment tests ... program demonstrations ... all preliminaries are nearly complete now. WHIO-TV begins its regular commercial schedule February 23, 1949. Ask a Katz Agency representative about availabilities.
At NAB Engineering Meet

At NAB Engineering Meet
DR. WILLIAM LITTELL EVERITT, U. of Illinois electrical engi-
neering department head, will be principal speaker at the NAB En-
genreering Conference to be held April 6-9 at the Stevens Hotel, Chi-
ingo, during NAB convention week. Dr. Everitt is a past presi-
dent of the Institute of Radio En-
genreers and conducted the famed broadcast engineering conferences he annuals before the war at Ohio State U.

NAB President Justin Miller will formally open the conference at the April 7 luncheon session. Registration for the three-day meeting will start Wednesday, April 6. There will be a radio factory tour fol-
lowed by an evening reception Wednesday. Technical papers will be presented by outstanding engi-
genreers Thursday and Friday. A half-day schedule is planned Sat-
ury. All technical papers will be devoted to television.

Magnetic recording, the NAB re-

cording and reproducing standards, problems of AM and FM radio and television engineering were discussed according to Royal V. Howard, NAB director of engineering.

In connection with the confer-
ence, NAB will stage its largest ex-
hibited of radio and television equipment and services in NAB convention history.

FOUR AM and five FM stations were deleted last week by FCC. Included was license for WROB in South Amma, Mass., assigned 250 w day on 860 kc, which ceased operations Jan. 22 and voluntarily turned in its authorization [BROADCASTING, Jan. 29]. It was believed economic factors were responsible. Licensee was Citizens Broadcasting Co.

The FM deletions included one licensed station, WWDX Paterson, N. J., and four holding CPs: KSRO-FM Santa Rosa, Calif.; WITC Bridgeport, Conn.; KOKI- FM San Angelo, Tex., and KOKH Oklahoma City (educational). FM withdrawals this year now total 27 stations. Among one holding charitable, one educational CP and 16 commercial CPs.

KYSK, owned by Yumesa Broad-
genreating Co., was assigned 1 kw fulltime on 1190 kc, and was deleted effective Feb. 4. FCC said, for want of prosecution. Its original CP had expired Nov. 4, 1943.

WLW, owned by Hill City Broad-
genreating Co., was assigned 250 w fulltime on 1230 kc and its permit expired Nov. 25, 1948. An application for extension of com-
pressions were announced before the AM investment at this time "upon careful review, with my financial advisors, of my financial situation as of the end of the year 1948."

The Bridgeport Herald Corp., upon dropping WITE (FM), stated that "developments in the radio and television industry since the application was filed and the construction permit issued, and changes in the local situation re-
sulting from causes under the control of the licensee, have con-
tributed to the decision to surrender this construction permit."

KOKI, owned by KOKI Inc., which also is an AM licensee, was dropped because of the isolated location of the proposed transmitter site. Firm said transmission wires and electric power are unavailable at this site and will be for another 12 months.

KOKI, authorized to the Board of Edu-
genre of the City of Okla-

WCCO, Twin Cities, 

OTIS ALLEN KENYON, 69, chairman of the board of Kenyon & Eckhardt, New York, died Feb. 3 in Nassau of a general hemor-

Mr. Kenyon was chairman of the board of the Kenyon Technical Research Corp. He translated various foreign technical works including "Stray Currents From Electric Railways."

Mr. Kenyon was editor and co-

Surviving are his wife Florence Batholomew Kenyon, and a son Donald B. and daughters, Ingrid Kenyon and Mrs. Glenn Wiggins.

STATION officials of WCCO Min-

BROADCASTING • Telecasting
KFAB, now in its third year of being BIG, will continue to do a BIG job for hundreds of advertisers in the BIG KFAB area.

50,000 WATTS
KFAB-OMAHA

Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. General Manager, HARRY BURKE

BROADCASTING • Telecasting

February 14, 1949 • Page 45
An open letter to Station Owners and Managers

re: How to Run a Radio Station

Right off the bat, let me freely admit that I've never run a station in my life, which clearly entitles me to tell you how to do it. Yes, like everyone else who's been in the advertising business for an awfully long time, I've developed some theories on radio station management that I've often wanted to expound to owners and managers. The fact of the matter is that over more years than I care to think about, I've spent millions of dollars for radio time and programs, plus a sizeable hunk of my life talking to station people and their reps. All of which, I hope, qualifies me for at least a hearing.

It strikes me that one of the most important, if not the BIGGEST, problem that confronts a station is the one of programming. I've always figured that this takes precedence over sales. It is no secret that today we're back to the old-time familiar radio groove of pre-war days—no one is begging you for a time slot; each one must be sold on its merits. The fact that a late afternoon or a late night-time period is available, does not bring buyers a-running. You've got to build a show and an audience for each of these strips.

FIRST, so you can have a reason for an advertiser to sponsor it.

In other words, my friend, to turn those empty unprofitable time slots into profitable sponsored periods—you've got to begin by wisely investing money before you can make money.

How to fill one of these segments is certainly the $64 question. Another detective or dramatic program? A big transcribed musical variety show? Fine, for a once-a-week thing. But an expensive procedure for an across-the-board strip. What's more, the best of these are now on the networks. Your listening audience knows where and when to tune in to get this radio fare. Yours has got to be awfully good to compete.

Another news slot? You're probably loaded with news as of now. And what's novel about more news? A disc jockey show? Okay, if it's really good and not just a continuation of the same personality already on your station two or three times a day. A hill-billy show? Ho-hum. A sports program? Excellent, if it's something like an on-the-spot broadcast of baseball, football, racing, or anything else big in the sports world—a rather rare commodity.

And that brings me right smack to a recommendation I am dying to make.

A year ago I started getting interested in recorded classical music programs when I noticed that there were six of these on the air every day in Chicago, and every one of them sponsored! I checked further and learned that hundreds of radio stations throughout the country feature a daily program of this type, that a majority were sponsored, and that a few stations in the East, notably WQXR New York City, have discovered that this field is so lucrative that they program classical music almost exclusively morning, noon, and night.

Further checking revealed that in recent years classical music record sales have jumped 800%; that in 1947 fifty percent more people attended classical music concerts than the combined attendance to all big league baseball games (America's national pastime), that 62.5% of all people like to listen to good music, and that in the top social
Many of you know the rest. I signed up Deems Taylor, Dean of American music, famous as a music critic and radio music commentator, a gifted composer in his own right. His achievements are too numerous to mention here. Suffice to say that for years on end he's been the intermission commentator in the New York Philharmonic Society Broadcasts and he is now on the air coast-to-coast for Standard Oil.

The Deems Taylor Concert is built as a half-hour five-times-a-week show. Mr. Taylor brings you authority and skill in programming. He personally builds each concert from his own great library of record masterpieces. With his wit, charm, and civilized type of comment, he adds a new dimension to music, clothes it with fresh meaning and a deeper understanding.

The commentary is transcribed on bands, comes with complete scripts and cue sheets specifying announcers' leads and music to be played. You supply the records. If your library doesn't have them, we make arrangements to secure the records for you at cost.

The biggest names in music appear in weekly guest interviews, people of the caliber of Gladys Swarthout, Lawrence Tibbett, Jan Peerce, Pierre Monteux, Leopold Stokowski, Fritz Reiner, etc.

The combination of all of this makes for a great show—the most distinguished program of its kind ever made available—fine music in its most exciting and palatable form.

Did my hunch that America would take this program to its bosom pan out? Well, since September 1, 1948, we have sold the show to WOR New York, WNAC and the complete Yankee Network, KQV Pittsburgh, KSD St. Louis, WCLF Chicago, CKLW Detroit, WPEN Philadelphia, WBEN Buffalo, WWDC Washington, D. C., WEMP Milwaukee, KOA Denver, WBNS Columbus, KIXL Dallas, WGST Atlanta, KOL Seattle, WITH Baltimore, KGB San Diego, and almost 100 others. Surprised?

It's being sponsored by banks, department stores, public utilities, loan companies, auto dealers, electric appliance dealers, jewelry stores, dairies, drug chains, food chains, national food advertisers, national medicinal advertisers—and even breweries, furniture stores, furriers, and credit clothiers.

It is becoming America's fastest selling transcribed show.

It is the answer to what to put in that empty, hard-to-sell time period. The kind of a program that will build and hold an elusive, difficult-to-please radio audience; an audience that is loyal, enthusiastic; an audience that will keep an advertiser aware that his radio show is working—because these people demonstrate their listenership by personal mention to the client, by writing letters, and by buying the sponsor's merchandise.

If the program is still available in your market, may I respectfully suggest that you investigate its possibilities for you. It is one of the things you can do to run a better radio station. It will add prestige and class to your program structure. It will develop a healthy responsive listening audience. It will get you a long-term sponsor. And it is moderately priced, within your immediate means. The weekly price* of the Deems Taylor Concert for five half hours is your one-time daytime national half-hour rate. Additional information and free audition platter available on request.

Walter Schweimmer

WALTER SCHWIMMER, President
RADIO FEATURES, INC.
75 E. Wacker Drive, Chicago, Ill.

*For example, if your one-time daytime half hour rate is $50, cost of the Deems Taylor Concert is $50 per week.
Editorial

Code ‘Blue Eagle’

BROADCASTERS have a code, sweated out through many years of intensive and sometimes sanguinary deliberation, that becomes fully effective May 19 of this year.

As a sequel to the code, there is a plan for observance, to be cleared through a committee comprising broadcasters and representatives of advertisers. This plan, because it is a voluntary code, has no machinery for enforcement, which would connotate policing.

The code will be effective only if it is observed by a majority of the stations, with the cooperation of advertisers and agencies. Radio will be done great injury if it parades its standards but doesn't carry them out.

Such a condition would be akin to prohibition. Who doesn't remember those hypocritical folk who gave lip service to prohibition but proceeded to patronize the bootlegger?

Walter J. Brown, owner of WORD Spartanburg, and a former top-flight Washington newswoman, detected the broadcasters' ranks a disposition to give lip service to the code and nothing more. He warns that one station in a market cannot enforce the code when other stations don't go along. Some compromise is offered the station willing to lose business to practice standards that make good radio.

Mr. Brown suggests that something like the old NRA Blue Eagle seal be devised. When a station complies, as attested by inspection of logs, an emblem could be awarded through the NAB. The station would be authorized to state that it is broadcasting under the standards of good radio practice as defined by the NAB.

We think Mr. Brown's plan, or some variation of it, has much to commend it.

Cuban Cupidity

WHILE THE trial of “Axis Sally” for treason via radio during the war makes headlines, there is current in our own hemisphere a clandestine radio propaganda effort which, in ordinary times, surely might escape international incident. Indeed, it's surprising that there hasn't been a word about it from our State Dept., which certainly must be conversant with the fantastic affair. The whole thing appears everywhere thus far (See page 23).

Last fall it was disclosed (and so far as we're aware, broadcasting was the only American journal to publicize it) that the Peron government in Argentina had subsidized a Cuban network, known as RHC Cadena Azul, to the extent of $250,000 annually for four years. The purpose was to spread the Peron ideology. This followed Broadcasting's report that practically all Argentine stations, and many newspapers, were subservient to the government.

Allegations against RHC have now been publicly confirmed in an amazing disclosure in Havana, which reads as if it had been plucked from Radio Free Latin America intrigue. Former Senator Edmundo R. Chibas, president of the Cuban Peoples' Party, produced what he described as documentary evidence of a conspiracy to broadcast propaganda and thus subvert the government.

The news of the conspiracy had been broadcast in Havana, in mid-January.

Interven in this activity is what appears to be a Peron counter-move against the Inter-American Association of Broadcasters, which causes a discussion of broadcasting in Latin American enterprise in radio. Goar Mestre, director of Cuba's largest network, Circuito CMQ, is president of IABA. He was Mr. Mestre who found it healthy to hastily adjourn a meeting of the association in Buenos Aires a few months ago because of threats of bodily harm. His relentless campaign—virtually a one-man undertaking—has resulted in Peronista charges for “lackey of Yankee imperialism.”

Peron's censorship of news and radio dispatches is now commonplace. Our Embassy has done little or nothing to expose these machinations. Our Ambassador, James Bruce, who evidently would prefer to see this whole affair kept quiet, is returning to Washington.

The Peron effort to commandeer Cuban radio and to infiltrate Latin America is but a step. His objective is to undermine U. S. prestige in this hemisphere.

Why shouldn't Envero Bruce appear before a Congressional foreign relations committee for a forthright presentation of the situation as he sees it? Who needs is in the United States (he's a Yale graduate), has a story that, for intrigue and fantasy, would eclipse even the “Axis Sally” disclosures.

Forgotten Job

IN THE few weeks that Congress has been in session, more words about radio have been dumped into the Congressional Record than in any other corresponding period within memory.

While nothing definitive yet has transpired, there is some indication of the growing importance of radio in our national economy. By the same token, the blistering attacks upon radio made evident that radio's Congressional relations are far from what they might be.

Former President Hoover, who heads the Commission to reorganize the Federal establishment, failed to exclude radio regulation from a proposed status that might make it possible to reconcile political problems like the appointment of postmasters. The House Un-American Activities Committee would discriminate against radio by excluding microphones, recorders and television from its hearings.

The Senate, with the assistance of Senator Connally of Texas in glittering generalities attacks radio for being “crooked” and “unfair.” Chairman Ed C. Johnson now continues his quest to make his Senate Commerce Committee a super-PCO. And Rep. Harry R. Sheppard (D-Calif.) has reintroduced his sizzling bill of last year to prohibit station ownership by networks and manufacturers.

Thus, the political climate for radio, both as to news and advertising is as fair as it's ever been.

The most important single issue—that of radio's freedom from censorship—is blithely ignored.

A charge such as Sen. Connally has levied should have been made more directly and so the Senate subcommittee report might, as the Senate subcommittee unloaded a fortnight ago should be answered, not as to specific proceedings, like the clear channel issue, but as to broad principle. The crux is not what happens to the FCC or even to individual stations, but to service to the public. All sides, it appears, have lost sight of the obvious truism that laws are written in the interest of the people.

This last month has made it abundantly clear why radio should have more effective Congressional liaison. Call it lobbying, if you must. There's nothing reprehensible about keeping the elected representatives of the people (broadcasters are constituents too) informed on the whys and wherefores of a free radio.

The NAB does not have full-time executives engaged in either legislative or regulatory cooperation. There has been an NAB function more basic. The NAB board considers reorganization this week at New Orleans. Its first act should be to reassign one or more of its most talented and persuasive staff to duties to legislative liaison. If reassignment isn't feasible or (for reasons not evident to us) is undesirable, then there should be new appointments. The time for shilly-shallying on the “lobbying” issue expired long ago.

Our Respects To—

ARTHUR LYLE BULDONG

T WENTY-FIVE years ago a bright young chap from Washington, D. C., with a mechanical turn of mind, began what appeared to be a most paradoxical career. He became a professional amateur.

Today that chap—one of the most traveled individuals in radio, professional or amateur—heads the American Radio Relay League comprising 90,000 members. It is an organization with no age limits either way. These boys and girls, who are in radio for the fun of it, were more responsible than any other group for the opening of the shortwaves now so fabulously vital to world communications.

And Arthur Lyle Budlong (Bud, as noted by his ham call WIBUD) was in the thick of it all. His fruitful association began amateur-like. He literally crashed his way into that new job on Feb. 11, 22 years ago in Hartford, Conn. Eleven panels of window glass at the old Main Street offices of ARRL were shattered when young Bud, quite unwittingly, ignited a hydrogen-filled balloon under test as an antenna support.

He joined ARRL to become editor of a syndicated column on ham radio. He remained to contribute his services to an institution as thoroughly American as hot dogs, ham and eggs, and baseball. Since last September he has been acting secretary-headquarters manager and editor of the League's monthly journal QST.

The 25 years have been distinguished, too, by many services to his government. He represented the amateur service on the government delegation to the Inter-American Radio Conference in Santiago, Chile, in 1940. During World War II he served as a U. S. Coast Guard communications officer, released to inactive duty with rank of lieutenant commander in 1945. In 1945 he assumed civilian status long enough to represent the ARRL at the Inter-American Radio Conference in Rio de Janeiro. Throughout his Coast Guard service, his commanding officer was Commodore E. M. Webster, now an FCC commissioner.

In 1946 Lieut. Commdr. Budlong attended the Radio Aids to Navigation Conference in London for the Coast Guard and the British-American meeting in Bermuda. He participated in practically every government allocations and planning group.

When he took off his uniform and resumed his post with ARRL after the war, he represented the amateur service on the government delegation to the five-power Moscow Conference in 1946 and at the 1947 International Tele-

(Continued on page 88)
You reach 2 to 3 times as many customers with WOAI

**DAYTIME**

<table>
<thead>
<tr>
<th>WOAI LISTENING HOMES</th>
<th>29 1/2%</th>
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**NIGHTTIME**

<table>
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<th>WOAI LISTENING HOMES</th>
<th>35%</th>
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<tr>
<td>NEXT HIGHEST STATION LISTENING HOMES</td>
<td>12%</td>
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The new Hooper Listening Area Index shows: WOAI 2 to 1 in daytime, 3 to 1 at night, over the next most popular station! This Survey, filled with facts obtained from a cross-section of homes in the area* proves that now, more than ever, WOAI is "the most powerful advertising influence in the Southwest."

If you want to get your message into the homes of these Texans, remember that WOAI is the only single medium affording complete coverage.

* The 65 Texas counties where 50-100% of the Radio Families listen regularly to WOAI . . . both Day and Night. (BMB Study No. 1)
WIBW listeners are the "writin'est" folks you ever saw. They're used to sending for information, literature, prices, catalogs...studying them at their leisure.

Buying by mail is as common as cream in these farm homes. Every year, our listeners send us tens of thousands of dollars which we forward to our advertisers in payment for their merchandise.

WIBW listeners are anxious to know about new products, methods, and conveniences. Tell them about your product! "I heard it over WIBW" is all the introduction you need to this ready-to-buy market.

**KVSM SHAKEUP**

**Fox Named Executive Mgr.**

CLIFFORD FOX has been named executive manager of KVSM San Mateo, Calif., in a shakeup of personnel. Mr. Fox, formerly manager of the station's Palo Alto studios, replaces Gordon Francis, a major stockholder and one of the station's founders.

(At KVSM the executive manager performs duties and bears responsibility of general manager, although the general manager title is carried by Hugh Smith, who is also a major stockholder and founder.)

Mr. Francis retains his stock interest in the corporation. He will serve in the KVSM engineering department.

Other staffers under new setup—some of them former KVSM employees who are returning to the station—include: Frank Campbell, former writer, named program manager; Jim Ranger, promoted to chief announcer; Frank Livermore, office manager; Dorothy Walker, head of continuity department; John Eagan, returning as engineer-announcer, and Aaron Edwards, returning as announcer.

**LOUIS STEKETEE**

Former WKNY Manager Dies

LOUIS B. STEKETEE, 37, former manager of WKNY Kingston, N. Y., died after a long illness Feb. 2 at a Kingston hospital. Mr. Steketee had been in newspaper work before joining WKNY in 1941. He was a former president of the Kingston Chamber of Commerce.

Surviving him are his wife, June MacFadden Steketee, and two children.

**Delaware Bill**

STATE SENATOR E. Paul Burkholder of Dover, Del., majority leader of the Delaware State Senate, has suggested a bill making it illegal to install a television set before the front seat of "any motor vehicle" where it could be viewed by the driver. Sen. Burkholder, however, admitted he knew of no television set in motor vehicles in Delaware at this time. His proposed law calls for $25 to $100 fines for violations.

John Wilfrid Godfrey

JOHN WILFRID GODFREY, 54, Halifax hatter and governor of the Canadian Broadcasting Corp., from 1938 to 1944, died at Halifax on Feb. 4, as the result of a heart attack.
There have been many new developments lately in some FM transmitting equipment. Size has been reduced, smaller components are used, ratings reduced over previous designs just to get the cost down and meet the competition of Gates equipment in that way if no other. That is "Skating On Thin Ice." Competition can be met only by putting out a better product, merchandising it stronger, keeping your customers satisfied through quality at the right price. This latter course is what Gates believes in, and consequently Gates customers are not "Skating On Thin Ice."

An outstanding example of quality, both in structure and performance is the Gates BF-250-B transmitter. Features of this 250 watt unit are direct crystal control, front of panel tuning, oversize components and styling that pleases. Tube changes do not affect operating conditions.

The BF-250-B, in addition to being a complete 250 watt FM transmitter, is the basic exciter unit for all higher powered Gates transmitters, enabling expansion at a later date and continued use of the BF-250-B transmitter.
the first television station in the Mid-South...

With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay...

Or take our studio and transmitting equipment—all RCA—the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.

In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.

What about tests? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

Commercial

ALCORM KENNEDY, formerly of sales department of WIP Philadelphia, has joined ForJoe & Co. as general manager of its Philadelphia office.

FRANK SHAKENFALL, former sales representative for Procter & Gamble in New York, has joined sales staff of WBN TV. He has assisted to sales manager ROBERT M. MAYO.

J. R. KUNZ has joined sales staff of WISN Milwaukee, Wis. He has been active in radio and television work in Milwaukee area for past ten years.

DOROTHY HEIDENTHAL, formerly with stations in Poughkeepsie, N. Y., and Las Vegas, Nevada, has joined sales staff of WCSC Charleston, S. C.

FRED L. BERNSTEIN, formerly manager of Philadelphia office of ForJoe & Co., has joined WTTM Trenton, N.J., as sales manager.

Milton Wolen has joined Storaaudio Ad. Co., Des Moines, new national representative firm which handles sales for store broadcasting in super markets. Mr. Wolen is Chicago representative. ERNEST P. BALDWIN, formerly with Wilhelm Lauchlin-Wilson Adv., New York, has joined firm as New York resident manager.

NICHOLAS J. MARTZ has been appointed assistant sales manager of WBBN TV Buffalo, N. Y. He formerly was assistant sales manager in charge of local television sales, but now will supervise selling of both local and national TV program time.

WHBY Appleton, Wis., has distributed its new rate card.

HOWARD FAH, formerly with Foote, Cone & Belding, Portland, Ore., has joined advertising sales department of KPOJ, same city.

JOHN McKEOUGH, formerly with Leo Burnett Agency, Chicago, has joined WJEF Grand Rapids, Mich., as account executive.

WILLIAM RICH, formerly with Allied Sales Agencies Inc., New York, has joined sales staff of WNBC and WNET TV New York as account executive.

MEL WOLENS has resigned from WBBR (TV) Chicago, after working there as sales manager since last fall. Resignation, submitted Feb. 6, will go into effect "in a few weeks," Mr. Wolen said. He expects to remain in Chicago, and future plans are "under consideration."

ALL CANADA RADIO FACILITIES Ltd. has been appointed exclusive agent for Jinli-library for Canada, Newfoundland, and the British West Indies (Broadcasting, Jan. 24).

FUND APPEAL

Red Cross Coop Prepared

RADIO and television will play an important part in the annual American Red Cross fund appeal later this month. It was indicated last week. Announcment of the intensive campaign, which will also include newspapers, magazines and outdoor advertising, was made by Howard Bonham, ARC vice president in charge of public relations.

Compton Advertising Inc. is serving as voluntary agency following a request by the Advertising Council through the American Assn. of Advertising Agencies. The agency's radio department developed program ideas and prepared campaign radio presentations for use by local stations. In addition, Compton prepared copy and layout for the Red Cross advertising plan book covering radio, television and other media, with William Geoghegan, account executive, supervising the project.

T. S. Repplier, Advertising Council president, and Henry C. Wehde Jr., staff executive, directed the council's advertising campaign.

Philip J. Komm, chairman and promotion director, National Distillers Products Corp., served as volunteer coordinator at the request of the Assn. of National Advertisers.

SHIFT TO SPOTS

Beer Firm Drops Program

Lucky Lager beer is transferring its radio advertising to spots. Burton C. Granicher, of McCann-Erickson, San Francisco, who handles the Lucky Lager account, said there will be no time lapse between cancellation of Lucky Lager Dance Time on six California stations at end of this month and start of the spot campaign.

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The brewing company is increasing its radio budget, according to Mr. Granicher, but a percentage of the increase has not yet been determined by the firm.

Lucky Lager Dance Time is heard on stations in San Francisco, Los Angeles, Sacramento, Fresno, Chico and Monterey. Spot campaign will use many more stations in the western area where Lucky Lager Beer is sold, Mr. Granicher said.

Y & R Changes

JAMES SHELDON, who has been the director of We the People since last April for Young & Rubicam, New York, has been named producer and director of the program. Rod Erickson, who was producer of the show, has been promoted as trouble-shooter supervisor to Ev Meade, vice president. Will Cooper, producer and writer of Quiet Please, effective this week takes over the writing chores of the simulcast of We the People.
Two important facts are revealed by this graph:

1. How greatly the rise in the earnings of bituminous coal miners has outstripped the average for workers in all manufacturing industries. Since 1944, the spread between the average pay of these two groups has steadily widened.

2. How favored the bituminous coal miners are in the way their earnings have risen so much faster than the rise in the cost of living. Every year since 1939 this spread has been widened—in the miner’s favor.

**Explanation of Index Figures**

Increases in average weekly earnings are computed by the U. S. Bureau of Labor Statistics and are customarily reported in dollars, whereas the rise and fall in consumer prices is reported in percentage points. To make a true comparison between the earnings and consumer prices, it is necessary to use the same measuring stick for both. In this chart, the pre-war year 1939 was taken as the base period. Average weekly earnings and consumer prices for the years 1939-1949 were measured against some predetermined base.

The subsequent rise in average weekly earnings and in prices were each figured in percentage points of the 1939 base.
Announced that...

HAMITON E. FINNEY, former field sales manager of Sweets Laboratories Inc., and CARL W. TILLMANNS Jr., former supervisor of copy research for Prize, Cone & Belding, have joined C. E. Hooper Inc., New York, as television contact men.


JAMES SAUTER, president of Air Features Inc., New York, has been appointed chairman of the radio and television division of the 1949 Red Cross Fund Drive.

JOHN GRUENBERG has joined staff of C. E. S. Assoc., Philadelphia, public relations counsel, as account executive. He was formerly on advertising staff of RCA-Victor Records, Camden, N. J.

COLE & WERNER Adv., Omaha, Neb., will represent WOW Inc., Omaha, for 1949. JOHN J. GILLIN Jr., president and general manager, announced Feb. 1. WOW's announced plan to change agencies was discarded, Mr. Gillin said.

JAMES D. McLEAN, former commercial manager of WPTZ (TV) Philadelphia, has been appointed manager of Industrial Division of Philco Corp.

JIM BISHOP, head of Bishop & Assoc., Los Angeles (publicity), has been elected president of California Safety Assn.

Television

ALFRED DRAKE, singing star, and CHARLES LEWIN, advertising radio executive, have announced formation of new firm for packaging of radio and television shows for national distribution. New firm is located at 255 W. 23rd St., New York.

Equipment

H. G. KRONENWETTER has been appointed manager of advertising production for the lighting fixture, lamp, radio, electronics and international divisions of Sylvania Electric Products Inc., New York. Mr. Kronenwetter formerly was advertising production manager for radio division only.

RADIO PROGRAMMING

for outstanding achievement in

presented to

STATION KECK

Odessa, Tex.

(250 to 1,000 Watt Category)

First Place
News Programs

Third Place
Sports Programs

MORE LISTENERS FOR YOUR DOLLAR IN ODESSA ON KECK

1948

KECK

1,000 WATTS

ODESSA, TEXAS

The Station MOST People Listen to MOST in West Texas

WCCO Minneapolis newscaster, Cerdic Adams (r) receives congratulations on completion of tenth year of his Nighttime News show from Joe Tombers, vice president of Purina Baking Co., which sponsors program. Congratulations were extended following special anniversary program.

News

RICK WEAVER, formerly chief announcer and sports director at WCAV Norfolk, Va., has joined WLAW Laurel, Miss., as sports director. Mr. Weaver also handles play-by-play announcing pro basketball games for the station.

CURT GOWDY, sportscaster from Oklahoma City, will assist MEL ALLEN for the Yankee baseball and football broadcasts on WINS New York. Mr. Gowdy succeeds RUS HODGES.

DICK KEPLINGER, Seattle announcer and m.c. who won the H. P. Davis award in 1948 for his news and special events coverage, went back on the air as a newscaster early this month. His new program, The F. C. F. Reporter, is heard on KXK Seattle.

WILSON SHELLEY, KLBD Dallas morning announcer, has been appointed farm editor of the station.

KEN OVERLIN, former middleweight champion of the world, has joined WCAV Norfolk, Va., as sports director.

THAD HORTON, sports director for WSB and WSB-TV Atlanta, is the father of a boy, Richard King.

LESLIE NICHOLS, news editor of WSB, will join WGN Chicago, as commentator.

JOHN BOSMAN, news writer at Mutual for past four years, will take over news editor's post.

IRA BLUE, sports editor of KGO San Francisco, was presented with the first Civic Service Award of San Francisco's Mission District for outstanding community service. Award will be presented each month hereafter.

TOM BARBOUR, newscaster at KGO San Francisco, is the father of a girl.
More... UNVARNISHED TRUTH

KXEL HAS CHANGED LISTENING HABITS IN IOWA

Distribution of Listening in Waterloo, Iowa

<table>
<thead>
<tr>
<th>Time Periods</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
<th>Entire Survey</th>
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<tr>
<td>KXEL</td>
<td>43.4%</td>
<td>26.5%</td>
<td>34.9%</td>
<td>34.2%</td>
</tr>
<tr>
<td>WHO</td>
<td>19.6%</td>
<td>24.3%</td>
<td>34.3%</td>
<td>27.1%</td>
</tr>
<tr>
<td>WMT</td>
<td>16.5%</td>
<td>14.9%</td>
<td>22.5%</td>
<td>18.3%</td>
</tr>
</tbody>
</table>

These figures are taken from the Conlan Comprehensive Study of Listening Habits in Iowa's No. 1 industrial city, Waterloo.

Time Buyers—
Make no mistake about it. Listeners in Iowa's richest industrial area Do prefer KXEL. In radio it's Who's listening and Where that counts.

Conlan's latest Comprehensive Listening Study of Waterloo, embracing 17,914 direct contacts, reveals KXEL having more than twice as many listeners in certain periods than any other radio station. The majority of listeners have switched to KXEL... actually changing the entire listening picture, not only in Iowa's richest industrial metropolitan center but the entire Northeast Iowa area as well.

NO OTHER RADIO STATION DELIVERS AS MUCH AS THIS INDUSTRIAL MARKET FOR SO FEW DOLLARS.

KXEL 50,000 WATTS ABC
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

Time buyers—Look before you buy...
Look at Conlan's latest Comprehensive Listener Study and get more of the unvarnished truth on listener habits in Northeast Iowa.

You'll buy KXEL because KXEL has more listeners for fewer dollars.
STOCK TRANSFERS

TRANSFERS of interests in five stations were reported to FCC last week in applications requesting Commission consent to the transactions.

One-half interest in KTRI Sioux City, Iowa, has been sold by Dietrich Dirks for $70,000 to station's licensee corporation. Mr. Dirks recently acquired control of KCOM Sioux City and was required to give up the KTRI holding [Broadcasting, Dec. 13, 1948].

James V. Wilson, former program director of WAPI Birmingham, Ala., has purchased 50% interest in WLAU Laurel, Miss., for $27,381 from Hugh L. Smith. C. Hubert Leggett would continue in station as other 50% owner.

Details of the transactions follow:

WLOI LaPorte, Ind.—Assignment of license from Isabel R. Rumely, Hoyt H. Scott and Edward Young 4/5 to LaPorte County Broadcasting Co., to LaPorte County Broadcasting Co. Inc. New firm is owned 56.5% by Mr. Scott, 30% by Juan H. Scott and 13.5% by Mr. Young. Isabel Rumely retires from station and receives $6,133.62 for 26% interest. Mr. Scott now holds 26% and Mr. Young 49% interest. WLOI is assigned 1540 kc., 500 w. daytime.

KTRI Sioux City, Iowa.—Relinquishment of negative control in Sioux City Broadcasting Co., licensee, by Dietrich Dirks through sale by him of his 125 shares (50%) to firm as treasury stock for $73,000. Other stockholders, who would gain control, are: John C. Kelly, president; Eugene F. Kelly, vice president; Roy Kelly, and Eugene M. Kelly Estate. Latter owns 12.8%, others each 12.5%. Mr. Dirks is required to sell his KTRI holding as condition of his acquisition of control of KCOM Sioux City for $25,000 [Broadcasting, Dec. 13, 1948]. KTRI is assigned 5 kw on 1470 kc.

KFTM Fort Morgan, Colo.—Assignment of CP to Fort Morgan Broadcasting Co. new partnership of same name and composed of two of three original partners. J. T. Price Jr., 49% owner, sells 48% interest for $4,860 to others: Robert Dalph, 26% owner, and Robert McColm, 26% owner, each become 50% owner in new partnership. KFTM is assigned 500 w. day on 1260 kc.

WLDY Ladysmith, Wis.—Assignment of license from O. F. Pals, 65% owner, to Flambeau Broadcasting Co., new firm of which Mr. Pals is president and 65% owner. No consideration is given. Others in new firm are: Narven Bell, publisher of Ladysmith News, vice president; Darrel W. "INTERFERENCE

Iowa Town Gets Dander Up

FAIRFIELD, Iowa, may have to begin enforcing a 1929 ordinance prohibiting interference with radio reception, according to wire reports — to the extent it can find out who or what is causing the interference.

The southeast Iowa town had almost forgotten about the ordinance until frustrated football fans trying to listen to the New Year's Day bowl games complained that a loud buzzing noise was interfering with reception. The fans asked City Attorney Ralph Munro, who wrote the ordinance, to do something about the noise.

Mr. Munro, unable to make any arrests until the source of the interference is determined, suggested that the townspeople test their home electrical appliances to see if they are causing the annoyance. He reported out that the ordinance provides up to 30 days in jail or fines up to $100 for violators.

Sweet dreams are made in Spartanburg . . . .

Nothing sleepy about this market until it comes to mattresses. Sleep-wise we brag about such stuff as dreams are made on—we're wide awake when it comes to turning the mattress industry into dollars.

But the wealth of the Piedmont springs from more than industry. Farmers reap a comfortable 226 million dollars gross income a year. It's the combination of the rich harvest from the land—peaches, cotton, dairy products, poultry, lumber, and fast-moving industry that successfully round out the Piedmont's billion dollar economy.

It's well to keep a keen eye on the Piedmont people and the $1,054,811,000 they have to spend when they go to market.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.
Important member of the American Broadcasting Company's South Central Group is 250-watt WBIR. Knoxville and eastern Tennessee listeners now are dialing programs broadcast from its new 450-foot-tall Truscon Guyed Steel Radio Tower.

This recent addition to the nation-wide... and world-wide... string of Truscon Steel Towers climbs tall to serve mountainous Tennessee—and is another example of Truscon engineering to fit specific local conditions.

Whether your plans call for tall or small towers, it will pay you to consult experienced Truscon engineers. They offer you the most skillful engineering and construction in the industry... can help you make the correct choice of guyed or self-supporting towers, of tapered or uniform cross-section, for AM, FM or TV. Call or write our home office in Youngstown, Ohio, or any convenient district office for assistance—without obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
Legislative Burrs (Continued from page 87)
of any advertising of alcoholic bev-
erages. The measure (HR 2428),
according to its author, is intended to
cover beers and wines in its
provisions. Former Sen. Arthur
Capper (R-Kan.) and Sen. Ed
Johnson (D-Col.) have introduced
similar measures for the past dozen
years.

Violations under the proposed
law carry a penalty of fines from
$100 to $1,000 or imprisonment
from six months to one year, or
both. The measure has been re-
ferred to the House Commerce
Committee.

Authorization for $15,000 for
expenses incidental to the investi-
gation and powers of subpoena were
asked in the McFarland-Tobey res-
olution.

The resolution called for “a full
and complete study and investiga-
tion” of all radio telegraph and
telephone communications, both
domestic and international. Pro-

Licens ing practices and alloca-
tions of the FCC would be ex-
ami ned.

It was pointed out that the study
would help Congress determine
what policies the law-making body
should develop on allocations due
to “problems arising from un-
precedented demands for fre-
quencies.”

Hearings continued in both
Houses of Congress on bills to
repeal the Taft-Hartley labor act
and the Wage-Hour law.

Richard P. Doherty, NAB direc-
tor of Employer-Employee Relations
Department, appeared Feb. 8 be-
fore the wage and hour subcom-
mittee of the House Education and
Labor Committee.

The application of overtime wage
regulations, under the Fair Labor
Standards Act, Mr. Doherty told
the subcommittee, “has unfairly
penalized and harassed the broad-
cast industry.”

In addition, he said, the regula-
tions have impaired the ability of
radio unions and management to
negotiate the most practicable col-
lective bargaining agreements.

The question of whether to adopt
the 75¢ minimum hourly wage rate
was identified by Mr. Doherty as
being “academic” to the broadcast-
ing industry since virtually all sal-
aries in the industry exceed this
level.

Mr. Doherty charged that pro-
posed amendments to the Fair
Labor Standards Act were “not
equally fair to radio,” which has
problems involving talent and cre-
ative effort not shared by manufac-
turing and similar fields.

He recommended changes in the

This Award Voted KMA by 114 Time Buyers . . .
because

KMA

awarded

them

a

complete

PROMOTION

and

MERCHANDISING

JOB

kma

This Award Voted KMA by 114 Time Buyers . . .

Perfect Proof that KMA Audit Merchandising
Assures You of the Radio Results You Need!

In a poll of 114 Advertising Directors and
Advertising Agency Account Executives
using American Broadcasting Company
programs, KMA, Shenandoah, Iowa (184
BMB counties in 6 states) was voted the
1948 Audience Promotion Award. These
men recognize nothing but Sales Results—
the kind which KMA delivered for them.
We did it for these top-notch national ad-
vertisers and we can do it for you!

We know that the reward of a good job

well done is the opportunity to do more
and better work. Let KMA work for you.

AVERY-KNODEL, INC., National Representative
AMERICAN Broadcasting Co.

960 KC 5000 WATTS

KMA

SHENANDOAH, IOWA

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proposed law to (1) eliminate prac-
tice of basing overtime payments
on regular salaries plus talent fees;
(2) maintain the concept of “regu-
lar rate of pay” by excluding pre-
mium pay; (3) allow child actors
and performers exemption from
child labor sections of law; (4)
sanction approval of guaranteed
annual employment plans by Wage
and Hour Administrator in the
absence of a collective bargaining
agreement.

Provisions of the bill, Mr. Doh-
erty pointed out, allow employment
of minors under properly regulated
conditions in motion pictures
and theatres and newspaper deliv-
ery work but do not allow children
the same opportunity in radio and
television. “This is obviously an
oversight,” he commented.

He termed “unfair” prevailing
regulations requiring that overtime
be paid on average hourly earnings
as computed by adding all talent
fees received by an employee to the
regular weekly salary.

Announcer Example

As an example he cited the case
of an announcer who receives $60
a week as base pay, according to a
union contract, but gets in addi-
tion $150 in talent fees each week.
Other announcers, he said, receive
$170 and $200 a week in talent fees
in addition to base pay.

Joseph A. Beirne, president of
the Communications Workers of
America, in an appearance before
the labor committee, endorsed a
provision to centralize administra-
tion of the Wage-Hour Act in the
Dept. of Labor and proposals to
increase minimum wages to 75¢ an
hour.

Establishment of a 35-hour work
week and a minimum wage of $1
an hour was advocated by the CIO
United Electrical Workers through
its legislative representative, Russ
Nixon, during hearings Feb. 8.

Senate Labor Committee Demo-
crats weakened Feb. 9 and agreed
to a nine-day extension of hearings
on the Administration’s labor bill.

Robert M. Denham, an appointee
of President Truman, refused to
support the Chief Executive’s labor
bill in an appearance before the
Senate Committee. He described
the Taft-Hartley law as “basically
sound.” A strong defense was
made by Mr. Denham of provisions
of the Taft-Hartley law which
made his office—with its prosecut-
ing and administrative functions—
independent of control by the labor
department, a condition not pre-
sent in the proposed bill.

There were strong indications
last week that the House Un-Amer-
ican Activities Committee might
rescind, in whole or in part, its
prohibition against radio, tele-
vision, newsreel, and photograph-
ics coverage of the committee’s hear-
ings.

A committee meeting had been
(Continued on page 82)
THE FLT-TR CRYSTAL TRANSCRIPTION PICKUP

- Without question, no other pickup, available for broadcast studio applications, can do so much, so well. Here is flawless, truly professional quality of sound reproduction...in the most versatile pickup ever designed. No changing of needle pressure or other adjustments are required, in switching from one type recording to another. All that is necessary is to change the FLT-TR's especially designed, tiny slip-in cartridges...so simple to do that a child can make the change in seconds. The cartridges seat themselves into playing position on the same slip-in principle which joins cap to barrel in many modern fountain pens.

NEW ENGINEERING, MECHANICALLY AND ELECTRICALLY

- The unprecedented clarity and depth of tone of Astatic's FLT-TR Transcription pickup are results of entirely new engineering concepts. Feather-touch needle pressure of five grams is accomplished by a revolutionary hinged division of the arm, which also contributes to perfect tracking and elimination of surface noise. Similarly important contributions to reproduction quality are made by a new ball bearing, anti-resonance base mounting assembly, which is adjustable to desired height along with the pickup's unique arm-rest. It all adds up to matchless performance and convenience.

Astatic OFFERS COMPLETE LINE OF LONG-PLAYING PICKUPS AND CARTRIDGES

- The FLT-TR Professional Pickup, accompanied by three tiny slip-in cartridges, is really four pickups in one. Its LP-TR Crystal Cartridge has a fixed sapphire needle with 2.5 mil tip-radius for lateral broadcast transcriptions. Its LP-33 Crystal Cartridge is designed for playing either 33-1/3 or 45 RPM recordings, with fixed sapphire needle having one mil tip-radius. For standard 78 RPM recordings, the LP-78 Crystal Cartridge with three mil tip-radius needle is used in the FLT-TR Arm. All three cartridges are available with diamond stylus tip instead of sapphire. In addition, Astatic offers FL-Series Pickups for use with seven, ten and twelve-inch records. Performance characteristics and advantages are identical to those of the transcription models. The three LP-Cartridges give each FL-Pickup the same complete versatility, in the same manner.

WRITE FOR ILLUSTRATED LITERATURE, DETAILS
FM GRANTS
Three New CPs Issued
ONE Class B and two Class A FM stations were granted by FCC last week to firms presently operating AM outlets. Low power educational, noncommercial FM CP was awarded the municipal-owned U. of Wisconsin for Channel 31.

New Class B permit went to the Bradford Cooperative of Bradford, Pa., which is granted to WAWB. It was awarded a Class C permit for Channel 38 (521.5 mc). The estimated cost is $15,000, exclusive of land. Order was adopted by the Commission to allocate Channel 38 to that city.

MEMO TO LOU SMITH, Louis A. Smith Company:
We are happy to know that WCKY is leading your list of stations in producing sales for Mountain View Nursery.

WAGE-TV QUITS
Returns CP to FCC
THE SECOND television construction permit to be surrendered this year, that of WAGE-TV Syracuse, N. Y., was presented to FCC for cancellation last week. The Commission has yet to act on the request.

WAGE-TV, in its letter to FCC requesting cancellation of its TV permit, stated the following in part:
During the last seven months WAGE-TV, through its officers, has conducted an intensive investigation of construction and operating costs in the television industry. This study originally was undertaken only as a sensible precaution for actual construction. The study was prolonged far beyond the period originally intended. It developed facts and information which, as they accumulated, caused this company to look with increasing worry and doubt upon the whole project. We turned also to a careful study of income potentialities in this market over a period of years, based upon the kind of programming structure that might be feasible during the years of operation. We obtained information concerning other television station operations in the area. We took into consideration, also, the many uncertainties which prevail in this industry, with respect to technological changes, network transmission, etc.

Finally, it became evident that construction costs would be substantially higher than we had originally estimated. Estimates made in the study indicated that operating losses would be larger than we had anticipated, and that such losses probably would continue over a period of years far beyond this particular market.

In these circumstances, it was our considered judgment that the undertaking represented by capital outlay and operating losses, an investment in programming and production facilities, and the potential financial hazards of this company, as it appeared to us that the financial risk would be such as to jeopardize our existing broadcasting service.

WAGE-TV Quits Returns CP to FCC
WHEN Arthur Godfrey (l) made his first stage appearance outside of New York City in Hartford, he was made a member of the "Needle Club," composed of the top political leaders of Connecticut. He is shown here during a special "Needle Club" broadcast on WDRC Hartford, with Jack Zaiman (c), political editor of Hartford Courant and president of the club, and Walter House, WDRC manager.

MARYLAND PRESS

Asks Balto. Gag Lift

LEGISLATION to prevent Balti-
more courts from censoring crime
news was asked in a resolution
adopted Feb. 5 by the Maryland
Press Assn., meeting at Baltimore.
At its annual convention the asso-
ciation discussed Rule 904 of the
Baltimore Supreme Bench, known as
the "Baltimore Gag." Move is
under way in the Maryland courts
to extend the rule to the entire
state.

The Maryland Press group
named a committee to handle the
assignment. State Senator P. G.
Stromberg, of Ellicott City, pub-
lisher of a chain of weeklies, said
he would sponsor legislation.

Three stations (WCBM, WITH
and WFER) were found guilty of
violating the Baltimore court's gag
rule and have appealed [Broad-
casting, Jan. 31, Feb. 7].

Text of the association's gag
resolutions follows:

Resolved that the legislature be
requested to pass legislation denying
the right of the judiciary of the State
to pass rules or regulations that interfere
in any way with the right of news-
papers to publish such news as the
officials owning or directing those
newspapers see fit.

RADIO NEWS

Short Course at Minn. U.

FIFTY radio newsmen from Min-
nnesota, the Dakotas, Iowa, Ne-
braska and Wisconsin are expected
to attend the U. of Minnesota
School of Journalism's third an-
nual radio news short course Feb.
18 and 19 at Minneapolis.

The Northwest Radio News
Assn. will hold business sessions
during the two-day course, Orrin
Melson, KSOO Sioux Falls, S. D.,
association president, announced.

James Lawrence, director of
television news for KSD-TV St.
Louis, will lead a course discus-
sion on TV news operations and
their impact on aural newscasting.
Members of the KSTP-TV St. Paul
staff will give TV news demonstra-
tions.

Other radio newsmen on the pro-
gram and the subjects they will
discuss: Jack Shelley, WHO Des
Moinés, and Soren Munkhof, WOW
Omaha, "Should the News Editor
Also Broadcast?"; Glen Stadler,
WDGY Minneapolis, "The Sins of the
Radio News Editor"; Sig
Mickelson, WCCO Minneapolis,
president of the National Assn. of
Radio News Directors, "The
Responsibilities of the Radio News
Editor."

News Research Discussion

Prof. Ralph O. Naftziger, Prof.
Mitchell V. Charnley and other
members of the School of Journal-
ism staff will discuss "The Latest
in Radio News Research." Leland
H. Bauck, audio-visual engineer of
the U. of Minnesota, will review
the latest in tape and wire rec-
corders.

Banquet speaker Friday evening
will be William F. Brooks, NBC
vice president in charge of news
and special events.

Prof. Charnley, author of the
new book, News by Radio, will be
in charge of the course. William
P. Jensen and E. P. Sehafer, of
the School of Journalism staff, will
assist him.

WPTN has them all . . .
better facilities, better coverage,
better production, better promotion,
plus more square miles,
more listeners for the advertiser's dollar.

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Legislative Burrs

(Continued from page 58)

scheduled for last Friday and it was considered a possibility that the ban might be a topic of discussion.

Relaxation of the ban to permit, at least, broadcast and wire recording coverage of hearings seemed probable.

Strong protests were filed by both NAB and the Television Broadcasters Ass'n last week. MBS Commentator Albert L. Warner, chairman of the House Radio Correspondents Ass'n, told Broadcasting last Wednesday that Rep. John S. Wood (D-Ga.), chairman of the House probe committee, had promised to refer his protest to the full committee for consideration.

TBA, in a letter sent to Chairman Wood by its president, J. R. Poppele, pointed out that 54 video stations in 32 cities can now be connected with Washington by co-axial cable or radio relay to transmit their audiences events of public interest in the Nation's Capital.

It cannot be urged strongly enough," Mr. Poppele wrote, "that the ... prohibition inadvertently discriminates against those American citizens who are not fortunate enough to be in Washington, or who cannot afford to come to Washington, as well as against those citizens, who, confined to their homes, private or public hospitals, or veterans hospitals must rely upon the new and ingenious television broadcast in order to witness the public proceedings and events in the Capitol and elsewhere.

TBA asked that an opportunity be afforded the television industry "to discuss with you the most reasonable, workmanlike and cooperative method by which, with due regard to the proprieties of such proceedings, this public service can be provided from time to time to the millions of American citizens who desire to 'attend.'"

A. D. Willard Jr., executive vice president of NAB, in a letter to Chairman Wood Feb. 5 charged the committee with discrimination against some forms of reporting.

Television, tape recordings and instantaneous broadcast of committee sessions, he said, put out, are new forms of journalism.

"To take a single example," he said, "tape recording is now used as were words in quotation marks in an old era of news reporting. The radio reporter, telling the story of an important hearing, can now drop into his dramatic narrative the very words of the man quoted, in his own voice. Television is no less graphic, to say the least.

Sweeping Decision...

Your committee's decision is so sweeping as to deprive the American people of a great deal of priceless information. I urge, therefore, that it be at least reconsidered, and that the representatives of radio and television be allowed to tell you how much it means to their audiences to keep them informed of the major work being done by your committee.

Edward R. Murrow, CBS commentator, said on his broadcast of last Tuesday that Rep. Wood had told him that he was "not at all sure that the committee isn't losing more than it's gaining by banning these modern instruments of communication." A majority of committee members, telephoned by Mr. Murrow, "expressed similar views," the commentator reported. All said they were willing to reconsider their action of a fortnight ago.

In a broadcast a week earlier [Broadcasting, Feb. 7] Mr. Murrow had pointedly wondered whether advertisers, whose schedules were not affected by the committee's decision, would rally to the cause of freedom of information—"as they often have rallied in the defense of their own freedom of news coverage.

Last Tuesday Mr. Murrow reported that "editorial apathy was widespread." "Here in New York," he said, "two powerful organs of public opinion, the Times and the Herald Tribune, made no editorial comment, although their editorial writers would deal with the subject as movie stars' earnings, winter driving, a wise woodchuck, Joe Louis and the liquor license, fragrance in February, the victory over the Japanese and other matters that are presumably engaging the attention of metropolitan newspaper readers." Mr. Murrow said in other major cities there was no significant editorial comment, save in Washington, where the Post commented favorably on the committee's decision on Boston, where the Christian Science Monitor regarded the action as "a very real step toward reform.

The Hoover Commission on government reorganization sent two of a series of 15 proposed reports to Congress.

First Report

The first dealt with overall organization of the executive branch of the government. It was recently presented to Congress by former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of the Government [Broadcasting, Feb. 7]. It was subsequently written into a legislative proposal (HR 2361) by Rep. William L. Dawson (D-Ill.), chairman of the Executive Expenditures Committee of the House.

This measure was favorably reported last week by the full Expenditures Committee and taken to the floor of the House where it met opposition before being passed by that body.

It was the absence of such exemptions that brought renewed opposition from Rep. Hallick.

Rep. Hallick contended that it would be "disastrous" to have the quasi-legislative and quasi-judicial functions of these agencies brought into the courts, who would then be bringing the government "in such manner that their operations become political instead of non-political."

"Take, for instance, the matter of the FCC," he argued. "You may say that this is a completely far-fetched proposition, but it could happen. Suppose that the functions of the Federal Communications Commission were transferred to the Dept. of Commerce; you might have a situation under which radio licenses issued to stations might, on a pure political basis, be changed.

"People build up great businesses on the issuance of a license. They are to have that license as long as they use it in the public interest. And that is the value and the merit and the function of such a commission.

"As I say, it would be inconceivable to my mind that any such result would be brought about, but certainly there are some in the country, and I am afraid some in the government who would argue that even the quasi-legislative and quasi-judicial functions of those great agencies should be brought within the realm of the executive branch of the government, and, hence, subjected to political control."

Mr. Hoover had earlier warned Congress that it could expect opposition to government reorganization from officials whose agencies were affected.

The Senate Executive Expenditures Committee Feb. 7 heard Mr.

CBS's Albert Ward (l) and Warner Michel (center) discuss with Gordon Kinney, radio director of Advertising Council, Work in Progress, half-hour documentary based on the council's campaign for a better understanding of American economic system, presented by CBS Feb. 6.
AT&T LINKS

INTERCONNECTION policy of American Telephone & Telegraph Co. was attacked from another direction Friday as FM Asan charged it violates both the Communications Act and the anti-trust laws.

The policy, by which the telephone intercity links with those of private broad casts to certain areas where it has none of its own, has been under the fire of telecasters and is now before the FCC for a decision in the Commission’s probe of rates for TV network facilities.

FMA brought its charges separately in a letter protesting an AT&T subsidiary’s alleged refusal to provide intercity facilities to connect some of the stations of a nine-station FM network in the Midwest for a broadcast on Dec. 10.

Many of the stations are close enough together to permit linking by direct pickup or broadcasts, but some are separated by distances requiring intercity relay facilities which the AT&T subsidiary refuses to furnish, FMA charged.

Four Unable to Broadcast

Because of the action of the subsidiary—Northwestern Bell Telephone Co.—four of the nine stations “were unable to broadcast the network program contemplated,” the letter declared.

Filed by Leonard H. Marks, FMA counsel, the letter asked FCC to invoke provisions of the Communications Act looking toward “repar ation” to the stations by Northwestern Bell and also to require AT&T and the subsidiary to modify their practices.

The stations are KFMY Council Bluffs, Iowa, which was to have originated on Dec. 10 broad cast; KSCF-FM Sioux City; KFMY Fort Dodge, Iowa; KGLO-FM Mason City; KDTH Dubuque; WSNB Beloit, Wis.; WILMA Wood stock, Ill.; WAKS Waukegan, Ill., and WEAV Evanston, Ill. The four which reportedly were unable to carry the network program were KFMY, KSCF-FM, KFMY, and KGLO-FM.

The FMA letter said Northwestern Bell did not specify the basis for refusing to furnish the re

Interconnection Policy Scored by FMA

The association as well as upon other FM stations, since, as the Commission is well aware, FM commercial operation has not brought large financial returns and FM stations are therefore totally unable to comply with the totally unjust and unreasonable—and therefore unlawful—practices and regulations of the telephone company.

Under its procedure with such complaints, FCC will call upon AT&T to satisfy the complaint or answer it in writing. If the company chooses to answer rather than satisfy it, then the Commission will investigate the charges “in such manner and by such means as it shall deem proper,” according to the Communications Act.

Mr. Marks sent copies of the FMA letter to Herbert A. Bergson, assistant attorney general, as well as to AT&T and Northwestern Bell.

‘Texas Forum’

A regular weekly broadcast by Texas Senators and Congressmen in Washington is planned by the State Senate starting Sunday, Feb. 20, according to Gene L. Cagle, network president. Called The Texas Forum of the Air, the program will be aired Sunday at 6 p.m. (CST) over the IT-station network.

CO-OP SPONSORS

Happy With WJEF Show

COOPERATIVE sponsorship of Your Date With Music on WJEF, Grand Rapids, Mich., has produced such satisfactory results for the sponsors that they have all renewed. The half-hour record show, four nights a week, features a letter-writing contest on favorite bands and vocalists with nightly prizes offered by the sponsors.

The daily winner receives a Toni Home Permanent kit, a tube of Toni Cream Shampoo and a pair of Puffin Nylon Stockings from Paul Steketea & Sons department store, all cooperatively supplied.

Daily winners compete for the weekly award—an evening’s entertainment for two supplied by WJEF and the sponsors. This includes dinner at the Mocha Room of the Pantlind Hotel, stay at the hotel; an orchid corsage and bouquet from Arthur F. Crab, florist; a souvenir photograph taken by Bultman Studio, and taxi service supplied by the Yellow Cab Co. of Grand Rapids.

WJEF provides tickets for the couple for the week’s outstanding entertainment—a first-run movie, a road show or concert by a name band.

Commercial are worked into the script, which is written by Don Richardson, John Maters is m.c. of Your Date With Music.

SW STATION BILL

Would Transfer to State Dept.

A BILL (H. R. 2282) which would transfer property and equipment rights on certain wholly-owned U. S. shortwave stations from the Reconstruction Finance Corp. to the Commission of State, was introduced in the House of Representatives Feb. 3 by Sol Bloom (D.-N.).

The stations, all ranging from 50 kw to 200 kw and the only completely government-owned radio properties in the country, are licensed to CBS, NBC and Crosley Radio Corp. They are: KCBA, KCBF, KBFR (CBS) Delano, Calif.; KNBA KNBI KNBX (NBC) Dixon, Calif.; WLWO WLWK (Crosley) Mason, Ohio, and WLW1 WLW2 WLWR1 WLWR2 WLS81 WLS82 (Crosley) Bethany, Ohio.

The transfer would be purely administratively, it was emphasized, and would be effected without reimbursement or transfer of funds. Payment for land and buildings, with respect to these stations, is currently made to RFC. The bill provides that the State Dept. would assume all obligations of RFC covering operation of these facilities.

The stations are programmed by the State Dept.’s Office of International Information under immediate supervision of the International Broadcasting Division.

WE HAVE THE FORMULA

Time buyers know that some stations pay, while others do not.
Time buyers who’ve tried WAIR are loud in their praise of its selling power.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

WORTH OF PROMOTION FREE

to WSYR and NBC Advertisers in 1948

That’s what the bill would total at regular rates for WSYR’s program promotion last year in

| Daily Newspaper Advertising |
| Spot Announcements |
| Station-Break Tag Lines |
| Window Displays • Mailings to Dealers |
| Preparation of Publicity |
| Outdoor Displays |

WSYR ACUSE 570 kw - 5000 watts

Headley-Reed, National Representatives

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Open Mike
(Continued from page 18)

WCAO is listed as operating on 500 meters, which is 583 kc.

Incidentally, this last named booklet along with a letter from the management of WWJ was sent to me attesting to the fact that I was, at that time, the listener who had received station WWJ the greatest distance. At the time I was radio operator on the S. S. Chlorine and the ship was off the coast of Chile and the next day when we docked at Cruz Grande, Chile, I wrote a letter of confirmation of receipt of their program. They replied that that was a record. I had beaten some postmaster out in Hawaii. Picked up on the regular ships wireless telegraph receiver with a couple tubes in it. Ah, those dear dead days!

Howard O'Day
3811 Penkvart Ave.
Baltimore

[Editor's Note: Congratulations on your alert criticism. Material for the Baltimore Market Story came from station executives who did not tell us of early changes in WCAO's frequency.]

AWB Convention
Agenda Details Announced

AGENDA details on the sixth annual convention of the Assn. of Women Broadcasters division of the NAB were reported in Chicago Thursday by Mrs. Elizabeth Marshall, District 9 chairwoman in charge of arrangements and assistant director of WBBM, Chicago, Board of Education station.

Dr. Preston Bradley, pastor of the People's Church, Chicago, will give the invocation at the conference, to be conducted March 10-12 at Chicago's Drake Hotel [Broadcasting Feb. 7]. Charles Caley, chairman of NAB's Ninth District, has been made a Judge Justin Miller, NAB president, guest speaker at the opening-day luncheon. NAB board members from nine states bordering Illinois have been invited also.

The evening reception Thursday, opening day, will be given by J. W. L. Thompson agency. New members will be welcomed and winners of special prizes will be interviewed at the microphone in the hotel ballroom.

MARS Renew
MARS Inc., Chicago, has renewed Dr. L. Q. (Mondays, 5:30 p.m. CST) on NBC network of 135 stations for 62 weeks from March 28. Show has been sponsored nine years, with Mars as backer for seven. Agency is Grant Advertising, Chicago.

Hennock in Florida
FCC was told last week that one of its AM applicants is owned by a newspaper which has avoided the use of the word "radio" in its news columns and charged advertisers extra for references to their programs on the local station.

The charge was made by WLBR Lebanon, Pa., against an application filed by Steitz Newspapers Inc., which is seeking a new 500 kc. daytime station on 1430 kc at Lebanon.

WLBR General Manager Lester P. Etter submitted an affidavit and photostats of copies of the paper to show that the Lebanon Daily News, owned by the owner of Steitz, substituted "wireless," "receiving sets," and "yunowatt" when it means "radio." When FCC Chairman Walter H. Croy was nominated, he was described as "wireless director" of the Washington Post.

Mr. Etter said that since WLBR went on the air in November 1946 "and until quite recently" the News "has consistently failed to give radio any credit in its news columns and, in fact, in many instances has sought to discredit radio."

He said the News used the word "radio" in a story bearing the headline "Cancellation of Advertising Hitting Radio." The story reported that "radio men are staggered by the present wave of cancellations" and brought out that advertisers are turning to newspapers and magazines, he declared.

When school was closed because of a deep snow, he said, the paper headlined a story "Hundreds at School Despite Closing" and reported that school officials had "only meager means of making their decision [to close the schools] public." The fact, he said, was that the decision was made by WLBR in broadcasts described by school authorities as "almost 100% effective."

When the Steitz application was filed, Mr. Etter asserted, the News carried a "routine" AP story from Washington "without identifying itself as the party in interest in the Steitz Newspapers."

The newspaper carries a listing of "network programs on out-of-town stations and on Saturdays a religious schedule of Philadelphia stations," but refused to carry WLBR's program listings until the station agreed to pay for the space, he charged.

"Radio contract rates for this purpose are about 30% greater than the comparable base rate for local retail advertisers," he said.

"Also, advertisers on WLBR who mention their radio programs and the call letters of the station in their advertisements in the newspaper are required to pay an additional rate for the space so occupied," he said.

The Steitz application, filed last November, maintains, however, that "the applicant is fully cognizant of the broad and specific responsibilities of broadcast licensees with regard to matters generally construed as being in the public interest, and is fully prepared to discharge these obligations with every resource at its command." Steitz is owned by the Lebanon News Publishing Co., which publishes the Lebanon Semi-Weekly News in addition to the Daily News. The parent company is controlled (62.4%) by the A. B. Schropp estate, with John Schropp, promotion manager of the publishing company, holding 25% and President Henry L. Wilder, managing editor, owning 12.425%. Adam S. Wilder, son of Henry S., is president of Steitz Newspapers and editor of the parent company.

The Steitz application said the proposed station, to be built at an estimated cost of $47,500, would employ a staff of 12, "each of whom will be required to be experienced in the broadcast field and to reside in Lebanon County and take an active interest in the civic organizations of the community."

The photostats submitted by Mr. Etter were from tear sheets from 11 issues between Dec. 10, 1946, and Feb. 28, 1948.
Cincinnati's 'Nervous Murals' includes by Radio, held April 30-May 8, 1948, at Columbus, are covered in this volume.


Also included in the television chapter are summaries of two panel discussions, one led by Mr. Rudich on "Television Programming and Production," the other by Lucille Clarke, radio chief of the American Red Cross North Atlantic area, on "Television: A New Factor in Interpreting Community Agencies."

Other chapter headings, as follows, indicate the wide scope of the book's contents: "International Aspects of Radio"; "Radio Policy in America"; "Radio in Organized Education"; "Radio Programming and Production"; "Specific Program Areas of Radio"; "Organizations Utilizing Radio" and "Research Techniques and Problems."

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**FIRST 15 PACIFIC HOOPER RATINGS**

**January 1949**

**EVENING**

<table>
<thead>
<tr>
<th>Program</th>
<th>City of License</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper 1948</th>
<th>Hooper 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td></td>
<td>American Tobacco (BBDO)</td>
<td>29.0</td>
<td>35.7</td>
</tr>
<tr>
<td>Whishaw (2 mos.)</td>
<td></td>
<td>Radio Texaco (Walt Disney)</td>
<td>29.0</td>
<td>31.0</td>
</tr>
<tr>
<td>McGee &amp; Molly</td>
<td></td>
<td>Johnston &amp; Son (NLBS)</td>
<td>29.0</td>
<td>30.0</td>
</tr>
<tr>
<td>Morgan Huft</td>
<td></td>
<td>Philip Morris (BBDO)</td>
<td>25.7</td>
<td>33.6</td>
</tr>
<tr>
<td>Bob Hope</td>
<td></td>
<td>Lever Bros. (Y&amp;R)</td>
<td>25.7</td>
<td>33.6</td>
</tr>
<tr>
<td>Pajama Party</td>
<td></td>
<td>S. &amp; T. Telecast (BBDO)</td>
<td>25.7</td>
<td>33.6</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td></td>
<td>Lever Bros. (WFT)</td>
<td>22.5</td>
<td>20.1</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td></td>
<td>Philco (Radiovision)</td>
<td>20.1</td>
<td>19.4</td>
</tr>
<tr>
<td>The Whistler</td>
<td></td>
<td>Signal Oil (Stellabro)</td>
<td>20.1</td>
<td>19.4</td>
</tr>
<tr>
<td>L. Persons (2 mos.)</td>
<td></td>
<td>Western Union (BBDO)</td>
<td>20.1</td>
<td>19.4</td>
</tr>
<tr>
<td>Son Seidle</td>
<td></td>
<td>Wildwood (RFT)</td>
<td>19.4</td>
<td>19.4</td>
</tr>
<tr>
<td>Dennis Day</td>
<td></td>
<td>CP-F (Bosnia)</td>
<td>19.4</td>
<td>19.4</td>
</tr>
<tr>
<td>Harry Kaye</td>
<td></td>
<td>Russell (BBDO)</td>
<td>19.1</td>
<td>24.1</td>
</tr>
<tr>
<td>Fred Allen</td>
<td></td>
<td>Ford Deauville (WFT)</td>
<td>17.6</td>
<td>14.1</td>
</tr>
</tbody>
</table>

**CANADA RATINGS**

'Lux' Show Is First

**PACIFIC HOOPERS UP**

Due to Cold Snap

RADIO listening on the Pacific Coast in January, a month of unusually cold weather which kept people at home, was at an all-time high. C. E. Hooper Inc. reported last week.

In January the average evening sets in use was 39.1, 10% higher than previous Hooper records. Average daytime sets in use was 19.3, a 5% gain over the earlier record. [For Pacific Program Ratings see above.]

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**MESS OF SURVEYS**

Palmer Cities Need for One Standard Firm

By FRED A. PALMER

President, Fred A. Palmer Co.
Columbus, Ohio

THE PROBLEM:

Several years ago...I pointed out that we had a "mess of surveys"—Hooper, Nielsen, Conlon, Ross Federal, Pulse, Whan, Horser-Holmes, a dozen other small survey companies and some stations making their own surveys! All this "mess of surveys" against the newspapers' single standard Audit Bureau of Circulation. I recommended that by either by merger, by creating a new organization or using the facilities of Western Union, We establish a single standard of radio surveys, based on the following points:

1. Adequate sample: An industry committee would determine what would constitute an adequate sample for any community using either coincident telephone, mail, door-to-door, mechanical instrument, etc., or any combination of these.

2. Proper selection: It has been proven again and again that research questions are human and liable to error. Some kind of standardized supervision should be used to minimize error.

3. Obtain to the inspection: If statistician A adds up a column and gets 4.6, another statistician or interested party should be able to add up the same column and get the same results.

I suggested that if this plan were followed, it would save the industry several million dollars a year—would enable us to obtain a reliable survey in any market in America no matter how small.

A PROPOSED SOLUTION:

BMB was organized. A prominent agency secretary said: "This is a step in the right direction." The industry is spending more millions than ever on surveys and is more confused today than ever before.

Many station managers have told me: "BMB is no earthly use to us as a sales help, but I guess the agencies want it." Some agencies swear by it, some swear at it, while some request mail response pattern, half millivolt coverage plus some success stories, and they seem to do all right, too.

SOLUTION:

In spite of the "mess of surveys" that we are now in, there is one crystal clear solution. We must have a single standard radio survey based on adequate sample, proper supervision, and open to public inspection. While we have been tak ing a staggering "step in the right direction," the newspapers have made impressive gains. We are so afraid of hurting the feelings of the many survey companies that we are hurting the entire radio industry.

Costs of operation are still going up—profits are still going down—many stations are having utmost difficulty keeping their heads above water. Either let BMB give us the complete solution to a single standard radio survey that will compare with the newspaper ABC or let's junk BMB.

---

**ASK ANY JOHN BLAIR MAN TO PROVE IT.**

---

**KEYR**

500 KC 5000 WATTS

NABC AFFILIATE

BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

---

*ASK ANY JOHN BLAIR MAN TO PROVE IT.
NBC Code Relaxed

(Continued from page 85)

aways would "fall of their own weight"—that listeners would become bored when they began to understand the extremely slight chance they had of winning. This did not materialize either, the executive said. Instead, some giveaways have reached the top ranks of popularity, and an indication to NBC that listeners who harbor no notions of winning themselves find entertainment in hearing others fall heir to fortunes.

The fact that NBC now believes giveaways are entertaining and are not holding their audience only by extending the hope for reward exempts them therefore from the network's code provision (which is also in the NAB code) against audience buying.

The network's revised attitudes towards mysteries and giveaways will be explained Feb. 28 and March 1 at the two-day meeting in Chicago of NBC affiliates. Affiliates will be asked for their reactions, and if they agree, the changes will be instituted, it was said.

Another matter which NBC executives will discuss with the affiliates will be decision a fortnight ago to open the network to transcribed programs. This decision, it was said, was reached after Charles R. Denny, NBC executive vice president, and John F. Royal, vice president and special program consultant to Mr. Denny, had visited the West Coast and discussed transcriptions with NBC talent.

A majority of NBC stars, it was reported, are favoring the adoption of transcriptions. The talent pointed out that shows were more flexible than live ones, that editing was possible, that smoother performances were possible, that the inflexible deadlines of live production would not have to be met.

Preventive Move

"We faced the danger of losing even more talent unless we admitted transcriptions," one NBC official said.

Meanwhile, as NBC was beginning to rid itself of what it regarded as burdensome ethics, CBS issued an announcement detailing the Hooperating triumphs of its Sunday evening lineup which is accelerated generally by its recently captured Jack Benny show.

On Feb. 6, CBS said, Mr. Benny's share of audience was 64.4% as compared with 22.9 for Horace Heidt in the same time on NBC. Mr. Benny's Hooperating was 27.8.

Mr. Heidt's 9.9. The CBS Adventures of Sam Spade on Feb. 6 got a Hooperating of 13.8 and a share of audience of 29.5. Fred Allen, in the same time on NBC, got a Hooperating of 11.3 and a share of audience of 23.4.

CBS also reported that its Spike Jones show's Hooperating was 11.5, its share of audience 28.7. The NBC Ozie & Harriet's Hooperating was 8.6, its share of audience 23.6. CBS's Amos 'n' Andy's Hooperating was 12.7 and NBC's Phil Harris-Alice Faye got a Hooperating of 16.3.

The CBS Sunday evening schedule will receive further strengthening next fall when Edgar Bergen and his dummy associates join that network in the 8-30 p.m. spot, sponsored by Coca-Cola, through D'Army Advertising.

The starting date for Mr. Bergen was set last week as Oct. 2, with his show originating in Hollywood.

Preventive Move

This Fairchild Professional Tape Recorder is the only top quality equipment designed from the start to deliver the ultimate in performance at a tape speed of 13 instead of 30 inches per second. New and advanced theory and design have resulted in performance which exceeds the requirements set by the latest proposed NAB specifications and formerly thought possible only at 30 inches per second. No compromise has been made in the exacting requirements for signal-to-noise, frequency response or minimum distortion limits. This means double the continuous recording time, half the cost of tape and it is no longer necessary to use a separate equalizer for each pickup. The 622 Six Position Equalizer, usable with any and all modern pick-ups, mounts on your transcriptions and can be connected and selected without swiching—by simply using the proper setting of the 6-position control knob. A Micro-Groove arm may also be added. This Fairchild Preamp-Equalizer precludes obsolescence; frees one preamplifier; provides for cueing and monitoring; eliminates low level hum problems; and is an investment in economy. Write for complete details.

FAIRCHILD PROFESSIONAL TAPE RECORDER

The Fairchild Professional Tape Recorder is the only top quality equipment designed from the start to deliver the ultimate in performance at a tape speed of 13 instead of 30 inches per second. New and advanced theory and design have resulted in performance which exceeds the requirements set by the latest proposed NAB specifications and formerly thought possible only at 30 inches per second. No compromise has been made in the exacting requirements for signal-to-noise, frequency response or minimum distortion limits. This means double the continuous recording time, half the cost of tape and nicer controls of starting, stopping, spotting, editing, etc. 7% or 30 inches per second operation may, of course, be included for special applications.

Nothing has been left undone to make this the finest professional tape recorder. However, despite its performance which we believe exceeds that of any other equipment regardless of price, it is being sold at the lowest figure in its anticipated production will permit. Currently, orders are being scheduled for delivery in approximately 30 days at its present low price of $2,750. Details are available for prospective users.

MICRO-GROOVE RECORDING . . .

Are you aware that Fairchild Synchronous Disk Recorders and Transcription Arms are handling the rigid requirements of recording and reproducing Micro-Grooves for the most critical users? Write for detailed information.

LIP SYNCHRONOUS Sound-on-Film

Synchronous disk recording and playback for use with motion picture and television is available with the Fairchild #359 Portable Disk Recorder.

Used in making "Louisiana Story", one of the top ten movies of 1948! Write for details.
PEABODY
327 Entries Received
A TOTAL of 327 entries to compete in the 1948 George Foster Peabody Radio Awards have been received by the Grady School of Journalism, University of Georgia. The entries, in the form of scripts, transcriptions and letters of recommendation, represent broadcast activities in 36 states, according to an announcement Feb. 5 by Dean John E. Drewry. Awards will be made this spring in New York City.

Eight awards will be made this year: Program or series of programs by a regional station making an outstanding contribution to the welfare of the community or region the station serves; program or program series making a similar contribution to its community; outstanding entertainment in drama; outstanding entertainment in music; outstanding educational program; outstanding children’s program; the outstanding program promoting international understanding.

Entries are now receiving preliminary audits and examinations at the Grady School in preparation for later screening and judging.

SIGMA DELTA CHI Awards to Radio Included
AWARDS for outstanding spot reporting by radio or television and for distinguished radio news writing during 1948 are included among those to be presented by Sigma Delta Chi, professional journalistic fraternity.

Nominations and accompanying material are to be in the hands of the fraternity’s professional awards committee, Suite 740, 35 E. Wacker Drive, Chicago, not later than March 1. Awards will consist of bronze medallions with accompanying certificates.

The awards classifications, in addition to radio-TV reporting and radio newswriting, are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news pictures, newspaper cartooning, research in journalism and courage in journalism.

D. C. Simulcast
JOURNALISM, U. of Georgia
FIRST SIMULCAST of a full-length symphony concert in Washington, D. C. was offered by WMAL-WMAL-TV Feb. 3 concurrent with the National Symphony’s annual drive to raise a $190,000 sustaining fund. The concert, sixth of a series sponsored by the Washington Evening Star, which owns the WMAL properties, is heard regularly over the AM outlet. Program was aired 8:30-9:30 p.m. EST.
February 4 Decisions

**DOCKET CASE ACTIONS**

1. **License Renewal**
   - Commission (Comrs. Webster, Sterl-ling and Hennock not participating) an-nounced revocation of the license looking toward grant of application of Joel Bestg., Co., for renewal of license for WJOL Joliet, Ill. (1949 to 250 w unlim.) on condition that within 6 mo. from Feb. 15, 1949, applicant shall com-ply with provisions of Sec. 3, 339 of Rules. No final grant of renewal will be made until applicant complies with foregoing con-dition.

2. **AM-1230**
   - Commission (Comrs. Webster, Sterling and Hennock not participating) an-nounced revocation of the license looking toward denial of applications of Utica Bestg. Co. and of Utica Bestg., Inc., both seeking new stations at Utica, N.Y., to be assigned on condition that within 6 mo. from Feb. 15, 1949, applicant shall comply with provisions of Sec. 3, 339 of Rules.

**ACTIONS ON MOTIONS**

1. **Bay State Bestg., Co., New Bedford, Mass.—**Motions for leave to amend application for construction of new non-commercial station were granted and application was accepted for filing.

2. **Radio New Orleans—**Commission on own motion scheduled hearing for March 21 at Washington for application for additional time to complete construction of TV station.

**SERVICE DIRECTORY**

<table>
<thead>
<tr>
<th>Custom-Built Equipment</th>
<th>U. S. RECORDING CO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1121 Vermont Ave., Wash., D. C.</td>
<td>3075 Broadway</td>
</tr>
<tr>
<td>Starkey 3626</td>
<td>32-3626</td>
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</table>

<table>
<thead>
<tr>
<th>REPRODUCERS REPAIRED</th>
<th>SPECIALISTS W.E. 9-A, 9-B &amp; RCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSTALL NEW STYLUS &amp; OVERHAUL 9-A 1350 250 w unlim.</td>
<td>32-3626</td>
</tr>
<tr>
<td>9-B 1350 250 w unlim.</td>
<td>32-3626</td>
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<tr>
<td>Broadcast Service Co.</td>
<td>334 Arcade Bldg., St. Louis 1, Mo.</td>
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<table>
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<tr>
<th>Electrical Tower Service Corp.</th>
<th>TOWER SALES &amp; ERECTING CO.</th>
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<tr>
<td>Antenna constructor permitting</td>
<td>Tower Radio Towers</td>
</tr>
<tr>
<td>Construction of reciprocal antenna</td>
<td>Erection, lightning, pointing &amp; installation</td>
</tr>
<tr>
<td>ERP-effective radiated power</td>
<td>6100 N. E. Columbia Blvd.</td>
</tr>
<tr>
<td>STL-studio-transmitter link</td>
<td>Portland 11, Oregon</td>
</tr>
<tr>
<td>Synch. amp. synchronous amplifier</td>
<td>C. N. Fisher, Agent Phone TR 7030</td>
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<table>
<thead>
<tr>
<th>April Applications</th>
<th>ACCEPTED FOR FILING</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-3100</td>
<td>Crescent Bay Bestg., Co., San Antonio, Calif.—New AM station 1600 kc 1 kw D AM-TRADE abnormal to request 550 w.</td>
</tr>
<tr>
<td>AM-1350</td>
<td>Marlon Bestg., Co., Marion, Ill.—New AM station 1230 kc 1 kw AM-TRADE to request 550 w, change studio site.</td>
</tr>
<tr>
<td>AM-1240</td>
<td>St. Mary's U. Bestg., Corp., San Antonio, Tex.—New AM station 1230 kc 250 w unlim. AM-TRADE to review director and stockholders.</td>
</tr>
</tbody>
</table>

**February 8 Decisions**

**BY THE SECRETARY**

WGLS Decatur, Ga.—Granted mod. PC to change name of station.

**TENDERED FOR FILING**

AM-1240

KWYH Hanover, Pa.—PC change from 1 kw D to 550 w N-1 kw D, change hours from D to 550 w and install DA-1000.

KSTV Stephenville, Tex.—PC change from 1510 kc 250 w D to 1240 kc 250 w unlim.

**TENDERED FOR FILING**

KSTC Mont. Co., Minn.—Assignment of CP from Robert Dolph, Robert McComb and Leo Kost to Morgan Bestg., Co. to Robert Dolph and McComb d/b/a The Fort Morgan Bestg., Co.
A fire, 20-degree below-zero temperatures and no power or telegraph service at its studios made operation difficult for KDIX Dickinson, N.D., last week. Most of the operations were moved to the transmitter and studio programs were originated in the Community Bldg., which, due to the fire, had no heat. Here Peg Graham and Bill Mason put up Women's Club of the Air from the Community Bldg. or other KDIX staffers shiver.

IT&T BUYS
Farnsworth Radio & Tele.

INTERNATIONAL Telephone & Telegraph Co. announced Wednesday that it intended to enter the television receiver manufacturing field by acquiring Farnsworth Radio and Television Corp.

A majority of the board, headed by 67-year-old founder and chairman, Sosthenes Behn, approved the plan for his $315 million communications system to buy the $10 million Farnsworth company.

Rumors have also persisted that this entry of IT&T into video receiver manufacture would be followed by acquisition of other companies. Mentioned have been Raytheon Manufacturing Co., Admiral Corp. and Emerson Radio & Phonograph Corp.

The IT&T announcement said "agreement in principle" had been reached with Farnsworth on the acquisition of its share of IT&T stock for 12 shares of the 1,880,683 shares of Farnsworth. The day of the announcement, IT&T stock closed on the New York exchange at $1 ½ (a gain of ½) while Farnsworth finished at 2 3/4, off ½. Later, on the San Francisco and Los Angeles exchanges, Farnsworth slumped to 1 1/2.

Farnsworth has an application pending at FCC for consent to sale of its WGL Fort Wayne, Ind., for $150,000 to Fort Wayne Newspapers. Rival bid for WGL has been filed by Anthony Wayne Radio Co., Inc., new firm including ex-FCC Chairman James Lawrence Fly (BROADCASTING, Feb. 7).

The sale itself is expected to take the form of a transfer of all assets of Farnsworth subject to its stated liabilities. Pending confirmation of the sale, IT&T is making a $1 million secured advance to Farnsworth to furnish it to pay certain of its obligations and replenish its working capital.

IT&T made it clear that if the sale is consummated by approval of the Farnsworth board and by fulfillment of conditions primarily agreed to by both sides, it expects to continue manufacture in the Farnsworth Fort Wayne plant and intends to continue the Capehart distributor and dealer organization, a Farnsworth affiliate.

WNJR Newark is now operating WNJR-FM and will duplicate programs on the two stations as soon as engineering tests are completed.

SPOT RATE BOOK
Proposed by Chicago NARS

PREPARATION of a station rate book with estimates of spot radio available within given budgets for the use of timebuyers was proposed at the organization meeting of the Chicago Council, National Assn. of Radio Station Executives, Thursday. T. F. Flanagan, managing director of the NARS, led discussion among 24 executives of Chicago's 14 radio representative firms during a three-hour session. He was introduced by John Blair, president of John Blair Co.

Mr. Flanagan brief members on current FCC hearings concerning network representation of affiliated stations not owned and operated by them, he suggested methods by which association members could give improved service to spot broadcasting buyers and users. In addition to the proposed rate book, members talked of possibility of releasing periodic indices of spot business with estimates of business growth and trends.

Purposes Outlined

Purposes of NARS's recent spot radio presentation, and its promotion book Spot Radio Lets You Decide, were outlined with ten plans for the most effective exposure of data to the trade. Framework of plans offering special services to agencies was debated by the group, along with preparation of reports on spot radio activities for specific accounts.

Mr. Flanagan made suggestions at the closed session to the Chicago council about its recent organizations. The NARSTR executive committee authorized the organization "as a means of keeping Chicago area members in close touch with association activities, and to give them the opportunity to make recommendations to directors on matters of importance," Mr. Flanagan said. He was "very pleased at the spirit of cooperation" among members.

The next meeting of the Chicago council will be March 3.

New WMAQ Tower

PRELIMINARY transmission tests of WMAQ Chicago's new 250-foot emergency antenna tower were completed last week at the AM transmitter site 30 miles west of Chicago, according to Howard Lutgens, NBC Central Division chief engineer. Part of a rehabilitation program begun a year ago, the self-supporting steel tower is capable of transmitting WMAQ's 50 kw signal, Mr. Lutgens said. Emergency unit replaces two wooden antenna masts and includes a tuning house and transmission line equipment. Regular transmitter antenna is 490 feet high.
AM GRANTS
Issued in Kan., N.M.
TWO NEW AM stations were granted by the FCC last week, one for Ottawa, Kan., and the other for Clayton, N. M.

New grantee at Ottawa is Ottawa Broadcasting Co., receiving construction permit for 250 w day-time on 1220 kc, subject to filing modification to specify transmitter site and antenna system meeting requirements of Commission's standards.

Arti-Ne-Mex Broadcasting Corp. is new grantee at Clayton, receiving CP for 250 w fulltime on 1460 kc and subject to same technical conditions.

Ottawa Broadcasting is headed by R. S. Wheeler Jr. and his wife Betty Lou, holding 25% and 28% interests respectively. The Wheelers each own 25% of the preferred and 12.5% of the common stock of KOHO Harrison, Ark., and Mr. Wheeler is general manager of that station. Others in firm include: Donald H. Causey, KOHO chief engineer, 15%; James N. Jobes, KOHO program director, 15%; and Loren C. Watkins Jr., also with KOHO, 15%.

Proposed general manager of new Arti-Ne-Mex broadcasting outlet is Frank E. Cooks, director and 3.9% owner, who holds 11.48% interest in KBOE Las Cruces and 10% in KOTM Deming, N. M. There are 69 other stockholders, each less than 4%.

Fardon us for Protruding...
but we can't help it if we lap over into 3 states. You see--that's what 5000 watts at 570 does--and we are only charging you for the Salt Lake Market alone.

RADIO-MINDED YMCA
Programs of Seattle Schools Pay Off

STEADY, continuous radio promotion on a straight commercial basis is paying off for the non-profit YMCA technical schools in Seattle. Although an integral part of the total YMCA operation, the schools are self-supporting and rely exclusively on tuition and other fees. Their annual budget this year is expected to total $112,000.

The technical schools are beginning their second year of advertising. On the basis of four programs last year, radio will command a considerably larger proportion of the allocation than at the start. Wayne A. Gardner, director of the "Y" schools, concluded after one year of watching radio produce results:

"Advertising has certainly done a job for us. In fact, I would say that most institutions—educational and otherwise—could profit from radio promotion, if our experience is any criterion."

The schools, established in Seattle 48 years ago, now give courses in radio and television, illustrative engineering, marine navigation, servicing and announcing and other fields.

During the first year the schools were on the air commercially, the principal objective was to build enrollment. Two courses have been filled to capacity virtually from the start of the broadcasting effort, and the total enrollment has jumped more than 15% in a year. Today 75% of the new students are directly traceable to the radio advertising program, according to Mr. Gardner. The total enrollment is now 385, and still growing.

At least equally important, however, in Mr. Gardner's opinion, are two other results which might be considered by-products: The pioneering achievement in the field of adult education, and the creative public relations job radio has done.

By developing such specialized courses as illustrative radio and Diesel engineering—and by promoting them via radio—he believes the "Y" schools not only are meeting a demand but also exerting a influence on educational efforts in the State of Washington.

Requests have come in from Tacoma, Everett and elsewhere to help establish courses along the same lines in high schools and colleges in those communities.

Public Relations Angle
In promoting the course for medical secretaries, which had been developed in cooperation with the State Medical Society, Mr. Gardner found that radio was helping also to develop a new understanding among the medical profession, not only of the technical schools, but of the whole YMCA.

Of the 24 YMCA-sponsored schools and colleges throughout the country, Mr. Gardner believes his is the only one to use commercial radio on such a scale. The four weekly programs, aired for the past year, are: Preview of Tomorrow, a program of science in the news, Sundays, 10:15-10:30 p.m.; a news-cast, Saturdays, 10-10:16 p.m.; Look Before You Leap, featuring interviews with people of different vocations, Thursdays, 7:45-8 p.m.; and Songs We All Know and Love, classical and religious music, Thursdays, 8:45-9 p.m.

The first three programs are heard on KIRO Seattle and the fourth on KTWT, part-time outlet of the First Presbyterian Church, Seattle. In addition to the four quarter-hours, the technical schools sponsor five spot announcements a week on KIRO. They are heard on days when the full-length programs are not broadcast.

Inquiries traceable to radio were disappointingly slow at the start, Mr. Gardner reported, but subsequently radio forged ahead so rapidly in results produced that the organization has gradually dropped its newspaper promotion.

AXIS SALLY
Von Richter Recalled
AMERICAN war veterans, testifying in the second week at the Axis Sally (Mildred Gillars) treason trial in Washington's District Court, identified her as the woman who recorded their messages to relatives for use on her Nazi radio broadcasts. Miss Gillars is charged with attempting to undermine the morale of American soldiers through propaganda.

Government prosecutors recalled Hans von Richter, former Nazi radio official and consular employee, who identified Miss Gillars voice on records. He also testified that she was shifted from a disc jockey program to the Nazi radio propaganda post against her will, and that Otto Koischwitz, whose voice he also identified, prepared material for her broadcasts. Defense Attorney James J. Laughlin previously had maintained that Miss Gillars had been under the "hypnotic" influence of Prof. Koischwitz, now deceased.

Two witnesses to each overt act are required to prove the government's treason case. Thus far, required number has testified to three of the ten acts charged to Miss Gillars.

AMERICAN TOBACCO
Relinquishes Ameche Series
AMERICAN TOBACCO Co. (Lucky Strikes) through BBDO, New York, has decided to drop sponsorship of the Don Ameche Your Lucky Strikes series, Mondays through Fridays, 3:30 p.m. on CBS after giving it only nine of the trial. The company will let the time and show go next month at the end of the 13 week contract. The program was budgeted at close to $7,000 weekly.

Only two Hooper ratings have been taken of the program. The first was 2.7 and the second 3.2.

Bernard L. Schubert, head of Radio Artists Corp., owner of the Don Ameche show in New York this week for conference with prospective sponsors interested in taking over the series.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>City</th>
<th>State</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>710 14th St., N. W.</td>
<td>Washington, D.C.</td>
<td>20201</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>RADIO ENGINEERS</td>
<td>506 N. St., Washington, D.C.</td>
<td>20201</td>
<td></td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
<td>202-800</td>
<td>Washington, D.C.</td>
<td>20201</td>
<td></td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. de MARS ASSOCIATE</td>
<td>1025 Connecticut Ave., N. W.</td>
<td>Washington, D.C.</td>
<td>20201</td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg.</td>
<td>202-7000</td>
<td>Washington, D.C.</td>
<td>20201</td>
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</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>363 E. 75th St. Triangle 4400</td>
<td>312-1400</td>
<td>Chicago, Illinois</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
<td>312-1500</td>
<td>Washington, D.C.</td>
<td>20201</td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM St. PHONE 1218</td>
<td>408-2222</td>
<td>Arlington, Texas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
<td>312-8212</td>
<td>Springfield, Missouri</td>
<td></td>
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<tr>
<td>DIAMOND &amp; STERN</td>
<td>Consulting Radio Engineers</td>
<td>363 E. 75th St. Triangle 4400</td>
<td>Chicago, Illinois</td>
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<tr>
<td>BROADCASTING</td>
<td>The Legal Basis for Radio Engineering</td>
<td>202-8000</td>
<td>Washington, D.C.</td>
<td>20201</td>
<td></td>
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<tr>
<td>COMCAST</td>
<td>Consulting Radio Engineers</td>
<td>363 E. 75th St. Triangle 4400</td>
<td>Chicago, Illinois</td>
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When you think of REPLACEMENTS

**RE** TUBE with...

**AMPEREX**

**ALL TYPES — TRANSMITTING AND RECTIFYING TUBES**

**FCC Actions**

(Continued from page 78)

**Decisions Cont’d:**

- Philco Corp., Springfield Township, Pa.—Granted CP for new FM station.
- **WDXN:**
- American Best Co., Inc., Area New York City—Same for KXGW.
- **KOHJ:** The Board of Education of the City of Oklahoma City—Granted request to cancel CP and mod. for new FM station.
- **KQJF-FM** KQJL, Inc., San Angelo, Tex.—Same.
- WITE The Bridgeport Herald Corp., Bridgeport, Conn.—Same.
- **KESO**—FM Santa Rosa, Calif.—Same.

Following were granted extension of completion dates as shown by KOG-A—FM Hillwater, Ohio, to 6-3-49; KQV-A—FM Minneapolis, to 6-25-49; WDOM Providence, R. I., to 6-8-49; WBLF-FM Flint, Mich., to 4-15-48; WDDO-FM Chattanooga, Tenn., to 6-15-48; KFACO—FM Los Angeles, to 6-16-48; WLWF-Louisburg, N. C., to 5-15-48; KWOOF—FM Poplar Bluff, Mo., to 6-27-49; WISM—FM Milwaukee, to 6-12-49; WREH—FM Memphis, to 5-12-49; WJAM—FM Neosho, W. Va., to 6-1-49; WOAK Oak Park, Ill., to 5-30-49; WMLR—FM Scranton, Pa., to 7-30-49; WAMO Pittsburgh, to 6-22-49; KQW—FM San Francisco, to 6-1-49; KQO—FM Kodiak, Alaska.
- **KXIQ**—FM Albuquerque, N. M.—Granted license for new station.
- **WIMA** Lima, Ohio—Granted license for new station and to Speedy studio location. 1150 kc 1 kw un.
- **KTRF** Thief River Falls, Minn.—Granted license for new FM station.
- **WLRU** Erie, Pa.—Same.
- **WSRAR** Fall River, Mass.—Granted license to change station.
- **KWJZ** Portland, Ore.—Same.
- WAAT Newrark, N. J.—Same.

**KFWD** Helena, Mont.—Granted mod. CP for approval of ant. and trans. location, and change of studio location and change type trans.
- **WHSR** Southern Pines, N. C.—Granted request to cancel mod. license to change main studio location.
- **WGLA** Lancaster, Pa.—Granted CP for change of location.
- **WGFX**—FM Hollywood Bstc Co., Area Hollywood, Fla.—Granted CPs and license for new Remote Station WPMA WHPE WEFJ WITL WITF.
- **WINX** Bstc Co., Washington, D. C.—Granted CP extension of completion date to 2-15-49 for WVCX.
- **WNLK** Norwalk, Conn.—Granted license for new station 1350 kc 5 kw D.

**February 9 Decisions...**

**BY COMMISSION EN BANC**

- **FM Authorizations**
- **Granted CPs** for one new Class B and two new Class A FM stations: granted CP new noncommercial educational low-power FM station; issued CP to FM outlet previously holding CG; issued CPs in lieu of pending application to three FM stations.

**License Renewal**

- **KCVI** (FM) Chico, Calif.—Granted renewal of license for period ending Dec. 1, 1945.
- **WJON** St. Louis—Granted renewal of license for period ending Dec. 1, 1945.

**License Extension**

- **WLET-FM** R. G. LeTourneau, Toccoaa, Ga.—Granted license extension on temp. basis to June 1, pending receipt of requested information.

**Petition Denied**

- **WAVE**—FM Chico, Calif.—Adopted order denying petition for reconsideration of action of Dec. 1, 1948, wherein Commission placed in pending the petitioner’s application for mod. of TV CP which was subsequently disapproved.

**Hearing Designated**

- **WTVN** (TV) Columbus, Ohio—Designated hearing for application for renewal of additional time in which to complete construction of station.
- **WCST-Tompkins Bstc, Co., Iron- ton, Ohio—Hearing for completion of application for new station 1350 kc 100 kw un.
- **AVCO Waiver Denied**

**KPSA**—Banning, Calif.—Denied petition for waiver of all provisions of AVCO rule with respect to application of Providence Bstc Co. for new FM station.
- **KFGT**—FM Fort Madison, Iowa—Granted license for new station 1360 kc 200 kw D.

**February 9 Applications...**

**ACCEPTED FOR FILING**

- **KSRW**—FM Roanoke Bstc Co., Roanoke, Va.—CP new FM station 930 kc 250 kw D.

**AM-350**

- **KPSA** Fort Rucker, Ala.—CP change power from 500 mc-w 1 kw D to 1 kw N.
- **KYRI**—FM Pauls Valley, Okla.—CP change hours operation from D to un.

**Modifications of License**

- **WOGA**—FM Springfield, Mo.—Mod. license to change from 1500 kc 3 kw to 1550 kc 1 kw.
- **KYLY** Pauls Valley, Okla.—Mod. license change hours operation from D to un.
- **AM-320**

**NEWBOYZ**—FM—Amended to change from 1500 kc 3 kw to 1550 kc 1 kw.

**KLYL**—FM Pauls Valley, Okla.—Mod. license change hours operation from D to un.

**KRMJ**—FM Columbus, Ohio—Mod. license for CP extension of completion date.

**AM-390**

- **WQAN**—FM Rockford, Ill.—Same.
- **WBRD**—FM LaPorte, Ind.—Same.
- **KRMJ**—FM Columbus, Ohio—Same.

**PARSONS NAMED**

Senate Group Chief Clerk

APPOINTMENT of A. Lee Parsons, previously associated with two southern stations, as chief clerk of the Senate Banking and Currency Committee, has been announced by Sen. Burnet R. Maybank, commission chairman.

Mr. Parsons, a native of A. New- ton, S. C., was w. P. F. C. Greenville, S. C., until he enlisted in March 1942 in the Marine Corps. As a commissioned officer, he saw action aboard the aircraft carrier "Cape Gloucester" in the Pacific in 1944 and 1945. He was appointed manager of WSPA Spartanburg, S. C. Upon his release from active duty in January 1946. Reenlisted to active duty in the fall of 1947, he served until November 27, 1949 when he joined the staff of Sen. Maybank as legislative secretary.

**Assignment of License**

- **WRDL-FM** Lanett, Ala.—Assignment of CP to Valdosta, Ga., by Oscar T. Washington.
- **WABA**—FM Peoria, Ill.—License to cover CP for new FM station.

**Assignment of License**

- **WLOI**—FM LaPorte, Ind.—Assignment of license to cover CP for new FM station.

**Transfer of Control**

- **KRCV—FM** Adlone, Tex.—Transfer of control from Reporter Bstc Co. to Edward Meade and L. M. Chapman, executors of estate of M. Bernard Blanks, deceased.
- **KTVL**—FM Bluffton—Reassignment of control of 135 kw commercial station to William Klassen, licensee, from Dietrich Dirks to licensee.

**AM-420**

- **WQAN**—FM Rockford, III.—CP change from 910 kc 1 kw D 500 w N to 910 kc 1 kw N.

(Continued on page 87)
On All Accounts

(Continued from page 10)

bought weekly wrestling matches on WBKB for Harry Alter Co., Crosley distributor, and Dad's Root Beer spots on WBKB and WGN-TV (Chicago Tribune). Shortly after Norm joined the agency, the headquarters of Chicago's largest outlying women's apparel shop, an account handled by the agency for more than 14 years, are being simulcast in the Midwest with its Stars of Tomorrow on WGN, WGNB (FM) and WGN-TV. The video accounts handling are Chicago Hudson Dealers Assn., for Monday night wrestling matches on WBKB, and a five-minute, twice-a-week newscast for the Associated Hospital Service of Illinois on WGN-TV. At least two additional TV shows are in the making, he reports. Malcolm-Howard's wrestling and Stars of Tomorrow were among the top 10 listed in the December Pulse for Chicago stations.

Sets Up Course

While at TAP, Norm was asked by the dean of the College of Commerce at De Paul to set up and teach a TV advertising course. It started in the fall of 1947 as the first accredited college advertising course in video. He used his own instruction materials, with slides and films as visual aids. A text book is being written at the request of the school.

Last August, Mr. Lindquist resigned from TAP to join Malcolm-Howard agency as its first television director, taking over work previously handled by Art Holland, owner. The firm, "a leading agency in TV advertising," at that time included production of numerous WBKB Chicago (Balaban and Katz) shows while working with video pioneer Capt. Bill Eddy, then head of the Navy's radio school in the station's filming and later television director.

He visited Hollywood to study motion picture techniques and then joined Commonwealth Edison Co., Chicago utility firm, as copywriter and copywriter. Working with Arden Rodner, special promotions supervisor, he wrote and produced Telequiziticles, WBKB weekly half-hour show believed to be the first commercial video quiz program in the Midwest.

They later organized a TV committee for Chicago's Electric Assn., to promote the city as the U. S. video center. At the end of 1946, he and Mr. Rodner, with Don Faust, WGN Chicago announces, organized Television Advertising Productions, the first such firm in the Midwest. Norm was vice president in charge of sales. TAP, originally a film and video company, branched into live shows. It was the first such firm to put a television station (KSD-TV St. Louis) on the air. Accounts for which they made motion picture commercials included Gillette Razor Co., Brown & Williamson Tobacco Co., Good Year Tire Co., and Dad's Old Fashioned Root Beer.

FAMILY INCOMES

Average $3,000 for '47

FAMILY INCOMES reached an average of $3,000 in 1947. A breakdown by place shows that urban family income was about $3,300, while rural non-farm incomes were $2,826 and farm family incomes averaged about $2,900. The latest estimate of family incomes was released by the Bureau of the Census.

No geographical breakdowns are planned for this information, according to Census officials, although the sample was based upon interviews in 42 states.

Urban incomes of families have increased 15% since 1944, while family incomes have increased about 54% and rural non-farm families income has increased about 15% in the same period.

Throughout the survey it was found that median family incomes increased with the size of place. In cities over one million population, median incomes were $3,300, while in cities of less than 50,000, average family incomes were about $2,800.

The report, a part of a series based on the Census Bureau's Current Population Survey of April 1948, contains family and individual income estimates according to the following breakdowns: age, sex, white-non-white, urban, rural, city size, size of family, type of family, veteran status, minority status and number of paid workers in family. Comparisons with 1944 are made.

Flash

We're Going 50,000 Watts
at 800 kc
in 1949
A GREATER VOICE
and by far
A GREATER BUY!

The Good Neighbor Station, fostering Good Will through Public Service on both sides of the border

Recording?

ecording?

in top of the OPERA BUILDING

recording?

in chicago

in top of the OPERA BUILDING

recording?

in chicago

BROADCASTING • Telecasting

Recording? • University

in top of the OPERA BUILDING

in chicago

RECIPITATION MATES • REFERENCE RECORDING

BROADCASTING • Telecasting

Feature

(Continued from page 10)

music, singers and bands. Teen Surveys also asks the student to check the types of features he or she would include in a planning program. These questions also are asked: "Is there a phonograph in your household?" "Does radio have much to do with your choice of record purchases?" and "Do you play a musical instrument?"

Milwaukee's teen-agers are sold on radio, which young Mr. Ruppe feels is the most effective method "by far" of reaching them. He reports: "Early results have shown us that they are avid listeners, averaging from two to five hours daily. . . . The average teen-ager does not glance through the entire newspaper . . . instead he looks for special sections. . . . Radio advertising is more effective because they . . . absorb both the program and commercials. . . . The "hep" teen-ager is a steady radio listener, he points out.

Some results of the first surveys: 100% of the homes had radios (50% owned by teen-agers), average of 2.6 radios each; 85% said they could listen any time they chose; 68.8% preferred musical programs; 60.3% would include talent scout or amateur features if they were planning a program; 69.5% had phonographs in their households, and 88.4% indicated radio has "much to do" with their choice of record purchases.

Full Accounts

(Continued from page 10)
Help Wanted (Cont'd)

Salesmen

Salesman—$500 weekly NBC affiliate with TV station in 200,000-metro market. Must be a top salesman. Must have high aggressiveness. Salary and commission. Excellent opportunity. Box 115c, BROADCASTING.

Two strong, program salesmen. Full benefits. Must have time for out-of-town travel. Will prove capable of earning $7,000 per year in top Michigan market. Must be independent. Salary and commission on first letter, immediate openings. Must be married, 30 to 45. Box 3a, BROADCASTING.

Need an additional salesman who will be assigned to second, most important, well-developed, well-equipped, single station market. Must have good ability to travel 100 miles daily. Must be able to sell a complete line of service. Quality new business is developing. Guaranteed salary. Tell how long you have been in advertising business. Salary and commission. Box 108a, BROADCASTING.

Salesmen for new full-time station in Norfolk, Virginia. Must be experienced and qualified. Contact Box 105a, BROADCASTING.

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ANNOUNCER-EXPERIENCED, married. Apply for all positions. All replies strictly confidential. Available immediately. Box 135a, BROADCASTING.

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Help Wanted (Cont'd)

**Technical**

Chief radio engineer-Late middlewest educational institution is searching its radio broadcasting station facilities. It is in need of a chief stationer who can head up the technical staff necessary for the installation and operation of a 15 kw frequency modulation station. Studios and all equipment are new and of latest design. Applicant should have a degree in electrical engineering from an accredited college and must have a valid first class radio-telephone operator's license. Interested applicants are requested to include with their letters completed courses of their educational backgrounds and experience, personal history and salary expected.

Write Box 197b, BROADCASTING.

**Production-Programming, others**

To meet expansion program, eastern network affiliate with 500 kw ERP needs two experienced men. One should be trained in local news gathering and writing and should have a good air voice. The other should be a good commercial announcer with broad sports background and ability to write copy. Send full details, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

Write WIBC, NBC, Erie, Pennsylvania. J. R. Young.

For Sale (Cont'd)

**FOR SALE**

575 feet or more in size--five foot tower. Settle in market immediately. Write Box 160a, BROADCASTING.

**FOR SALE (Cont'd)**

WANTED

Registrant

Sportsman and good announcer by reputation station in the northeast. Please send full details complete background, recent photograph and references to Box 118a, BROADCASTING.

**FOR SALE**

WANTED (a) Two Galvaco, single channel.
(b) One RCA microphone, type TB-3-A.
(c) One RCA microphone, type TB-4XK.
(d) One Atlas microphone boom stand, model RB-5.

These Atlas microphone desk stands, model RB-5.

For further information contact Howard Caldwell, Chief Engineer, Radio Station WELA, Deshler, Ohio.

WANTED (b) Construction Permit

Small Station Eastern Market preferred

Financially responsible and competent principals

BOX 160a, BROADCASTING

For Sale (Cont'd)

**FOR SALE**

1000-watt AM station in growing community—one station market, showing profit. Potentiality for future growth and expansion excellent. This is not a "forced" sale, but price is commensurate with potentialities, under capable management.

Please do not answer this ad unless serious and able to back good proposition.

BOX 143a, BROADCASTING

Equipment

**FOR SALE**

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel tower. Uniform cross-section up to 400 feet of truss tapering to top (600). In perfect condition, ready to ship. All cables, insulators and lighting equipment conforms with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 700 feet or more, with purchase of necessary equipment by Blaw-Knox Company. First come—first served. Wire or write for additional details.

STATION WMC

MEMPHIS, TENNESSEE

**FOR SALE**

Slightly used radio equipment:

Two Gates transmitters, single channel.

One RCA microphone, type TB-3-A.

One RCA microphone, type TB-4XK.

One Atlas microphone boom stand, model RB-5.

These Atlas microphone desk stands, model RB-5.

For further information contact Howard Caldwell, Chief Engineer, Radio Station WELA, Deshler, Ohio.

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 extend intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona

SOUTH CENTRAL Texas, Oklahoma, 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. We wish you fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 214, BROADCASTING.
American Broadcasting Co.

Here's what ABC wrote in reply to Miss Malina:

Gentlemen:

We read with interest your letter of December 28, concerning the appearance of Miss Luba Malina in a motion picture broadcast on WJZ-TV. We find that Miss Malina appeared in a musical short subject entitled "Samovar Serenade" which was leased to us by Pictorial Film. We have no plans to broadcast the picture again. We receive your letter to Pictorial Films, who had given us full warranty and indemnities with respect to the broadcast.

If there is anything more you wish to know, will you please advise me.

Richard A. Moore.

Now, we're getting close to the "who" in the case. ABC blithely passes the buck to Pictorial and Pictorial just as blithely throws it back to Miss Malina's attorneys. Below is part of a letter quoted by Mr. Bonwick:

"We believe our rights as quoted above are very clear and specifically defined and that we have not violated any of Miss Malina's rights by permitting the showing of "Samovar Serenade." Nor do we believe that it is necessary for us to make a further permission to continue the exhibition of the motion picture over television stations.

"This letter is not intended to be anything more than a statement of what we consider to be a clearly defined right and if you so desire, we will be glad to discuss the matter further with you."

George J. Bonwick

Now let's imagine that Miss Malina steps into court and collects from the ABC. Logically, ABC looks to Pictorial for reimbursement. Let's imagine further that Pictorial says, in effect, "sure we owe you the money but just try to get it." So ABC proceeds to sue Pictorial, gets a judgment and then discovers that Pictorial is:

a. Bankrupt and cannot pay;

b. Solvent but practically no assets;

c. Solvent with huge assets tied up in such a way that they cannot be sold;

d. A shell which exists only for the purpose of limiting liabilities to fifty cents.

Carry this line of thought further and imagine that Pictorial can and does reimburse ABC.

Pictorial then demands reimbursement from the producer but the producer can't or won't pay, or maybe has died. If he has died would any of his heirs accept liability under a contract they knew nothing about? Is it possible under the law to bequeath such an intangible liability? Suppose the producer never actually owned the rights. To go back to the beginning suppose the sponsor got sued and he in turn sued the television station. This line could be carried to fantastic lengths so let's stop right here and ask a few very important and pertinent questions.

First: Who do you think is actually holding the bag in the imaginary cases cited above. It's the one who actually paid out the dough—in my opinion—maybe he'll get it back and maybe he won't.

Second: What does the sponsor know? Does the financial condition of the advertising agency or the television station? What does the television station know of the financial condition of the film distributor? What does the film distributor know of the financial condition of the producer? This information is absolutely vital to what good is a warranty or representation of any kind to anybody?

Lack of Checks

Third: How many of you have ever tried to get a Dun & Bradstreet report or other kinds of financial reports on the people whom you lease television film business and upon whom you rely for immunity from damages? Does the sponsor ever check up on a television station? Does the television station ever check up on the film distributor? Does the film distributor ever check up on the producer? Does the producer ever check up on the copyright proprietors? Nobody has ever asked me for a statement of Pictorial's financial condition and I have signed hundreds of contracts.

I'll guarantee that if you try to get these reports that even in the few instances where they are available you'll get the living daylights scared out of you and that is what is needed to jar us out of this fool's paradise of complacency which has been adopted as a result of some legal gobbledegook about representations, warranties and passing. What we need are some...good accountants and C.P.A.'s here to find out the financial condition of the people we are doing business with.

Add up the net free liquid assets of everybody and every company on which you have been depending to "hold you harmless" and you'll find that you are the suckers. You are the bag holders in the event of a successful suit against you for damages.

The moral and the remedy is painfully self-evident. Don't depend on the warranties of any person, firm, corporation or association unless you are absolutely positive that a strong, liquid financial condition exists to support the warranty and representation. Insist on a balance sheet certified by a nationally recognized firm of certified public accountants.

If such a certified balance sheet cannot be supplied then a bond should be posted sufficient to cover a given maximum of liability for each film broadcast by a television station. Maybe it's something on the order of an employment insurance policy where you are covered for everybody you kill or knock down. I don't know just what form of insurance it should take, but in conclusion I would like to say this, that unless we stop being suckers, depending on a few words written on a piece of paper without checking, then we should find that 99% of us are going to end up in bankruptcy and television will go back where it started from ten years ago.

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Eastern Network Station

A long established fulltime network property, the only station in one of the best one station markets in the east.

This facility is now showing a substantial profit that should be increased by capable resident ownership. Price $150,000.00.

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

BROADCASTING • Telecasting
JOHN H. MILLS, assistant manager in charge of reception for great relations department of NBC, has been promoted to assistant director, television field division.

JAMES FONDA, supervisor of CBS Amos 'n Andy operations, also appointed to supervise operations of CBS Jack Benny Show.

JAMES CLEMENS, former executive producer for OIC Division of the State Department, has joined WVO New York as script editor and producer assigned to Italian language dramatic programs.

KIM GREGORY, former staff member of CBS news department, has joined network's key station, WCBS New York, as a director.

DELILA LEWIN, wife of RICHMAN LEWIN, manager of KTRE Lufkin, Texas, has been appointed head of traffic department at station. Mrs. Lewin was formerly advertising manager of Lufkin Daily News.

JOHN SPEER, formerly with CBS New York and KFI Weight, Kan., has joined Fetzer Broadcasting Co. as production manager of WJEF Grand Rapids, Mich.

TED MCKAY, program director at WCSI (FM) Columbus, Ind., and Betty Jo Johnson have announced their engagement. They plan to be married this September.

BARBARA HALL, former continuity editor at WHCU Ithaca, N. Y., has been appointed women's editor of Rural Radio Network. Miss Hall is currently producing The Scrapbook, half-hour, three weekly women's programs, and Country Home, each weekday at 11 p.m.

RALPH HANSON of KING Seattle, has been appointed chairman of the 1945 Rules Committee for the second annual radioawards of the Advertising and Sales Club of Seattle. Others appointed to the committee were ARTHUR GERBER Jr., KJR; PAUL SWILEMANN, KOL; and ROBERT E. BROOM, KRSC, all Seattle.

JOAN VALLANCE, has joined WMTR Morristown, N. J., as full-time continuity writer. Miss Vallance is also on station as "The Story Book Lady," and also serves on staff of WHBI Newark, N. J.

MILTON "Mendie" BROWN, radio producer-director, has joined WOR New York, as director and producer.

KATHERINE KITCHEN, home economist for McClatchy Bee Papers (Sacramento, Fresno and Modesto, Calif.), has started daily program of kitchen and garden tips on McClatchy Beeing stations (KFBB Sacramento, KMK Fresno, KERN Bakersfield, KVB Blyth, and KOH Reno, Nev.).

TONY LANGUTH, with production department of WNAC Boston since 1936, has been promoted to the post of production supervisor of WNAC-TV.

BILL BELL has joined WBBM Chicago as scriptwriter after working as editor of teen section in Chicago's Downtown Shopping News. Former writer at WJJD Chicago, Mr. Bell will handle continuity on WBBM's Gold Coast Show (five-a-week, 4:45 to 5 p.m. CST).

BOB MURPHY, announcer on ABC's Breakfast Club, is the father of a girl, Pamela.

BILL ALLYN, former announcer-disc jockey and librarian at WATR Waterbury, Conn., has joined CBS-TV in New York.

CARL BREWSTER, KFVD Los Angeles program director, is the father of a girl, Pamela.

CHARLES (BUDDY) ROGERS has been signed as m.c. on new Pusch with Judy television show starting on KLAC-TV Hollywood Feb. 22. Program in variety audience-participation show, packaged by Mal Boyd, Stanley Cowan and Andre Paul.

MRS. ROBERT WOLFENDEN has been appointed program director of WMEV Marion, Va. Mrs. Wolfenden's husband is manager of the station.

CLARK L. REID, m.c. on audience participation shows at WBFH and WBFM-FM Benton Harbor, Mich., and Barbara Fox have announced their marriage.

GEORGE NESBITT has been appointed program director at WBEC Pittsfield, Mass., and MAC MCGINN has been appointed chief announcer.

DON TUCKWOOD, formerly with WFMZ (FM) Allentown, Pa., has joined production department of WAAM (TV) Baltimore.

JAMES A. DAY, director of public affairs and executive for KNBC San Francisco, will leave soon for two-year tour of duty with occupation forces in Japan. Mr. Day has been granted a leave of absence by the station. He will serve as a civilian member of General MacArthur's staff and will head news and public affairs departments of the two Japanese networks. WILLIAM MINETTE, KNBC news writer and public relations man, has been appointed to replace Mr. Day.

CHARLES BILL, announcer at WJJD Chicago, and BILLIE JENKS, member of the station, have announced their marriage.

ET LIBRARY FEE

For FM Cut by MacGregor

A NEW and reduced rate on its electrical transcription library for FM stations only effective immediately has been established by the MacGregor FM Library, C. P. MacGregor, head of the firm, announced. The new fee will be charged at $75 per month. The new FM fee is considerably below the regular library fee charged AM stations, Mr. MacGregor said.

He indicated there was nothing unusual about his plan to provide a library to the small FM stations at a lower cost because it is already the practice to allow low-powered AM stations proportionately reduced rates.

WJHC Ithaca, N. Y., has made available to interested stations a radio series on understanding labor-management relations. Transcribed series of 15 minute programs may be obtained without charge.

WCF (FM) Ups Power

WCFG (FM) Beckley, W. Va., Beckley Newspapers Broadcasting Service, has boosted its power to 31 kw, according to E. J. Hodel, manager. Included in the new equipment installed are a four-ray antenna and 10 kw transmitter.

The work was done by the Zane Construction Co., West Orange, N. J., with an engineer and two field representatives from General Electric to supervise the work. Mr. Hodel also revealed that the station has become a WBR subscriber.

HIGH PRAISE

S. C. Assembly Cites Stations

WAIM and WCAC (FM) Anderson, S. C., and their sports director, Jimmie Coggin, have been honored by the South Carolina General Assembly for their coverage of the Clemson College football games last season. The recognition was contained in a joint resolution official passed Feb. 8 by both the House and Senate of the General Assembly.

Appreciation of NBC's coverage of the Gator Bowl, game in which Clemson participated, also was expressed. The resolution said in part: "We thank radio stations WAIM and WCAC of Anderson and Clemson for their broadcast of the game, and Jimmie Coggin, the announcer who was as good as the best. In this connection we would like to comment on the magnificent attitude of the National Broadcasting Company in permitting WAIM and WCAC to broadcast the game." (NBC owned exclusive broadcast rights, but granted the stations permission to carry the game directly from the field through their own facilities.)
WNOE REUNION
Man and Wife United

WNOE New Orleans' "Big Joe" is a mighty popular fellow with the city's radio listeners—and a handy man to have around. Besides providing entertainment on his daily Happiness Exchange program, 6 to 8 a.m., he is also well known for his many community services and enterprises.

Latest venture of Big Joe, his real name is Joe Rosenfeld Jr.—concerns a merchant seaman, Walter Seifferle, who was arrested in Singapore and sentenced to a four-year prison term. His wife, an Italian war bride, was found to be in dire financial straits in New Orleans and asked to appear on WNOE, which solicited clothing and other gifts from listeners. She and her 11-month old baby were also given a home.

Meanwhile Mr. Seifferle was released from prison and worked his way over on the steamship Matthew Maury, which finally docked at Gulfport, Miss., Jan. 19. WNOE had escorted Mrs. Seifferle to the city, and registered her under an assumed name at a hotel to avoid reporters. Early that morning Big Joe rented a yacht, and took a photographer and Mrs. Seifferle four miles out so that she might see her husband from a distance. When the ship docked at noon, she was on hand and so were reporters for the first time.

The couple then enjoyed the comfort of a bridal suite in Gulfport. WNOE paid all expenses, gave them a cash gift and defrayed expenses to the Gulf Coast and back. Listeners to Happiness Exchange also offered such indispensable as a three-room apartment free, furniture, etc. Promotionwise the station did a one-hour wire recording, which was broadcast that mid-night—an exclusive.

Last week Illustrated Press, New Orleans radio tabloid, took due note of Big Joe's goodwill activities and awarded him—and WNOE—its first annual Gold Microphone, symbolic of outstanding performance and meritorious contribution to radio.

WNOE's "Big Joe"... Mr. and Mrs. Seifferle are reunited by WNOE's "Big Joe"... SWG-AFW MERGER Stress TV Representation

SCREEN Writers' Guild announced that Associated Film Writers has become the eastern unit of SWG. The merger was ratified by SWG at a membership meeting in Hollywood.

AFW will continue to represent writers in the East in entertainment, documentary, educational and newsreel films. Video representation will be the major item on the agenda of both East and West Coast units in the coming year, it was said.

Officers of the eastern unit for 1939:


Judge AFA Entries

FIVE leaders in business and education have been appointed by Elion G. Burton, president of the Advertising Federation of America, to judge entries competing for the AFA awards for club achievement. Awards will be to advertising clubs for public relations advertising, public service through advertising and education in advertising. The appointees: Henry E. Alt, Brand Names Foundation; Dr. Robert A. Love, City College of New York; William Reydel, Newell-Emmett Co.; Frederic Schneller, Lever Bros. Co., and Edwin F. Thayer, Yale.

NMC SESSIONS
Program, Speakers Listed

PROGRAM for the National Marketing Conference, to be held in Columbus, Ohio, March 8 and 9, was announced last Monday by the U. S. Chamber of Commerce's domestic distribution department. Conference will be sponsored in cooperation with various trade and retail merchants associations, and both the city and state chambers of commerce.

Purpose of the two-day session is to focus attention on the responsibilities of distribution personnel at both the world and community levels. The meeting will take place in Columbus' Neil House.

Carl M. Everson, vice president and general manager of WHK Columbus and president of the city's chamber of commerce, will preside over the opening day luncheon. Speakers at other sessions and subjects of their talks include Jay D. Runkle, board chairman of National Retail Dry Goods Assn., and vice president and general manager of Crowley, Miles & Co. ("The Retailer's Responsibilities Today"), and Don Francisco, executive vice president of J. Walter Thompson Co. ("Analyzing the Cost of Distribution Services").

Dr. Lyndon O. Brown, vice president in charge of media, research and marketing, Dancer-Fitzgerald-Sample, will speak following day on "How to Tell the Story of Distribution in the Schools."

Z-NETWORK ADDED
For Skippy Transcriptions

THE five stations comprising the regional Z-Network in Montana are the latest to subscribe to the weekly half-hour transcribed Skippy Hollywood Theatre. Stations include XKLF Butte, KXLQ Bozeman, KXLK Great Falls, KXLJ Helena and KXLL Missoula.

Total of stations now carrying broadcasts is 50, including two other regional networks, the Midwest Broadcasting System of seven stations and Utah-Idaho Network of four stations.

Program is recorded in Hollywood and produced and directed by Les Mitchel. Young & Radiem Inc. is agency representing Rosefield Packing Co., Alameda (Calif.) for Skippy peanut butter.

Stockpiling Report

THE NATIONAL stockpile of strategic materials has been greatly improved, but it is still short of what it should be. The Munitions Board told Congress Feb. 2 in its semi-annual stockpiling report for the last half of 1948. Quantities of materials in the stockpile were below what is considered necessary for national security, the report said. The program has been speeded up. It lagged during the years immediately after World War II to enable industry to convert.

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For national security, the report above, the last half of 1948. Quantities of materials in the stockpile were below what is considered necessary for national security, the report said. The program has been speeded up. It lagged during the years immediately after World War II to enable industry to convert.
Mr. E. A. W. Schollenberg
Garber Advertising Co.
St. Louis, Mo.
Dear E. A.:

Somebody must not have much you're all the sponsors program series on WCHS were sometimes broadcast end to end, one program a day, they'd reach from January, 1958 to January, 1959. Then he added WCHS counts, broadcast in the "London of the Pines" with Rock. Sounds mighty familiar but as my he told you, "He's lost satellite folks sometimes they already knows. "I am sorry WCHS with them CBS program 'n' 5000 watts at 500 'o a mighty, mighty popular radio station around Charleston. "WELL, Earl B."

Yrs.
Ally.

WCHS
Charleston, W. Va.

for
NETWORK CALIBRE
PROGRAMS

... at local station cost
See your station representative or write
LANG-WORTH
feature programs, inc.
113 W. 27th St., New York 1, N. Y.

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Somebody must not have much you're all the sponsors program series on WCHS were sometimes broadcast end to end, one program a day, they'd reach from January, 1958 to January, 1959. Then he added WCHS counts, broadcast in the "London of the Pines" with Rock. Sounds mighty familiar but as my he told you, "He's lost satellite folks sometimes they already knows. "I am sorry WCHS with them CBS program 'n' 5000 watts at 500 'o a mighty, mighty popular radio station around Charleston. "WELL, Earl B."

Yrs.
Ally.

WCHS
Charleston, W. Va.
Mr. Budlong is frequently called upon to explain how he received a license before the first World War as much as he didn't have an amateur call sign for that period. Actually the licensing setup required station-authorization to be submitted to Baltimore, and, as it turned out, the U.S. went to war while his application was being processed there.

In 1922, a year after he left Brown U. at Providence, R.I., Mr. Budlong found his interest centered on amateur work and organizational matters. He experimented with numerous circuits and wrote several articles for QST, official organ of the ARRL.

As voluntary secretary of the Railroad Emergency Service Committee, a joint group of railroad officials and amateur radio leaders, he helped coordinate emergency communications for the railroads. Chiefly because of his newspaper experience with Technical News Service the previous fall, he was hired as assistant division publicity manager of ARRL's Washington office, and became one of the famous "Inklingers."

When the "ham" association need a new editor for its syndicated newspaper column ("Current Radio"), on Feb. 11, 1924, it turned to the young Washingtonian and brought him to Hartford. Interest in the column diminished with the appearance of commercially-built sets on the market.

Emergency Network Set Up

Mr. Budlong then turned his spare time to railroad communications again and shortly was appointed assistant traffic manager. He organized the PRR Emergency Net, the first amateur network devoted solely to emergency communications preparedness. Its general call, QRR (now QRRR), eventually became internationally recognized as the amateur land distress signal.

In 1926 Kenneth B. Warner, late ARRL secretary, needed an assistant and undertook and chose Mr. Budlong for the assistant secretary's post.

In the years immediately preceding the '30s, Mr. Budlong served as radio aide of the first corps area, Army Amatuer Radio System. When he retired later, New England "ham" members of AARS presented him with a certificate reading: "One Hell of aforeground." Mr. Budlong's record of wartime service is one of active participa-

only businessman to appear on the U. S. Jr. Chamber of Commerce list of "the 10 outstanding young men of 1948," R. N. W. Harris (H) president of the Teni Co., received a ruby-studded key and plaque from Paul D. Bogwell, chamber president. Presentation was made at St. Joseph, Mo.

Mr. Budlong is a famous manager of the South Lyme Beer, Chowder and Propagation Society, a group of seven ARRL staffs whose prime interest lies in amateur emergency communications preparedness. They meet annually on the occasion of League Field Day tests, to erect antennas, set up equipment (using a gasoline-driven generator), and operate an amateur station for 24 hours continuously.

The spirit of camaraderie inherent in the society's name actually belies the serious purpose underlying its activities. During the 1938 New England flood, for example, Mr. Budlong and one other ham operator spent two solid days at the Hartford link in an amateur S-meter network which covered the Connecticut River to report river height, etc.

While amateur radio holds No. 1 spot, Mr. Budlong's interests are diversified. He can converse intelligently on almost any subject, more often than not from firsthand knowledge. In the '20s, he served as gunny sergeant in Connecticut National Guard. He has also done some flying and parachute-jumping. He owns an excellent collection of 35mm slides. He plays the harmonica well, doesn't do badly with the mandolin. His favorite musical group is the Chamber Music Society of Lower Basin Street.

Mr. Budlong's other hobbies have ranged from raising mink and pet skunks to rabbit propagation for eating purposes.

One of his greatest loves, though, is sailing, and his present pride is a Penguin dinghy in which he and his wife cruise Long Island Sound waters on afternoon or weekend jaunts. An expert at navigation, he has sailed large sailing craft through the Inland Waterway to Florida and has sailed Chesapeake Bay as well as in New England waters.

Mr. Budlong holds membership in the Off Soundings Club of Essex, the Capitol Yacht Club, Washington, and the Marine Historical Assn., Mystic, Conn. His love of the shore is so great that he makes his home in Long Island Sound, at South Lyme, Connecticut, commuting fifty miles to Hartford and back each day.

While he married Nancy Woodward in 1934, they decided to build their own house at the shore and did, from foundation to shingles and the last coat of paint—and on weekends!
WHEN WCPD Boston learned of General Motors "Transportation Unlimited," they decided to hold their own event in New York. They tape-recorded the activities of new automobiles and complimentary fashions for listeners at home. Following the broadcast of the activities, WCPD prepared a booklet giving all the details on how the postcard contest went about covering the event. Preliminary promotion stunts, comments from news and women's reporters who were there, all led to the final half-hour show which the station broadcast on "Transportation Unlimited." The booklet gives all the details of preparation of an actual broadcasting event.

New Broom Sweeps Clean

"HOW YOU, too, can get your product on—and off—the shelves of retail stores in eight of the country's best markets," might well subhead the colorful booklet, A Clean Sweep for a New Broom, illustrating CBS Housewives Protective League program service. Book, cleverly illustrated with pictures of brooms, cites the case of the Loren Broom Co., of Southern California and its sales of a new sponge rubber broom which HPL promoted on the air. Illustrations depict the sponsor's dilemma until he puts his product on HPL program. Examples cited by book include description of program as one in ..., that sponsors the product, and that it is heard live in eight great markets broadcast by a local personality.

Readers Service

BOOK-mark placed in each book withdrawn from the public library and promoting WJOI Florence, Ala., is station's newest promotion trick. Done in bright red with black lettering, book-mark gives WJOI's air time plus library rules, a service to each.

SHORT, but graphic was WBCK Battle Creek (Mich.) course in radio business. Station put on invited lunch exhibit in its building last week to see how radio worked. Six panels dealt with phases of radio: News gathering, programming, promotion, etc. Scale model of WBCK's transmitter plant graced the top of the exhibit. Jack Severson (l) and Jim Hanna delivered their daily noon newscast from the display as an extra attraction.

"Drop In"

TO ENCOURAGE program advertisers of WBCC Canton, Ohio, to call attention to their shows in their newspaper advertisements, station has prepared special mats of appropriate design for use as "drop-in" signs. Advertiser is given choice of five one-column cuts which picture station's character. "Good Neighbor Mike," a microphone with call letters, a scroll box and a box banner treatment, allowing room for advertising program title, day and time. WBCC reports that by providing mats and cuts results are more favorable.

At the 'Quack' of Dawn

SINGING ducks and their m.c. Fred Bennett are object of WPEN Philadelphia's latest promotion piece. Picture of Mr. Bennett at his organ and a note on the type of program, platter, chatter, and singing ducks are played up by station. Attached to picture is a card from WPEN saying that it's the station that has the know-how on "How to wake up your sales and keep them awake."

Personnel

GEORGE A. DeGRACE Jr., former executive secretary of the Marquette U. Alumni Assn., has been appointed promotion director of WISS Milwaukee. He is former assistant director of the 1948 Corporation, Milwaukee civic group.

"FS—'49"

IN Chattanooga, Tenn., WDIV is going all-out to aid the U.S. Health Department in its intensive fight against syphilis. Campaign title is "FS—'49" (Flight Syphilis—1949) is being promoted through posters which WDIV has put in every public gathering place, and through station breaks. Each break ends with the "FS—'49" tag and the all urge listeners to tune in to its special transcribed programs. Station reports it has a large case campaign ever staged in Chattanooga.

Radio Column

SERIES of daily columns on the radio page of the Washington Daily News is being run by WOL Washington. Concurrently the newspaper is carrying a series of spot announcements on the station. The column, which appears six evenings a week under the title "WOL Listening Reminders," features network and local programs of WOL-Mutual, and is written under direction of John Bondeson.
WISCONSIN

THE PEOPLE want television, and what they want they'll get, whether you give it to them or not," C. J. Lanphier, president and general manager of WFOX Milwaukee, warned members of the League of Wisconsin Radio Stations in Milwaukee. Mr. Lanphier is president of the group.

"Is television a stampede to be stopped or a steed to ride?" by asserting that AM broadcasters "realize both that they can't afford to get into it and can't afford not to."

Mr. Lanphier discussed the chances for video in small markets outside metropolitan areas. (Wisconsin has one television station, WTMJ-TV, owned by the Milwaukee Journal.) "If we don't expand into television, other interests will come into these markets and take over with new money and talent," he said.

At the business session the 30 members attending adopted a resolution to word his own question, Senate Bill 38, introduced in the Wisconsin legislature by Sen. Taylor G. Brown of Oshkosh at the request of the Lutheran Ladies League. The bill, postponed for action until Feb. 16, provides for "restriction and prevention" of all radio programs involving "bloodshed." Sixteen members volunteered to appear at the state capitol in Madison that day.

The association discussed informally the proposed purchase of four FM stations by the state. No action was taken. Wisconsin owns six stations—two AM and four FM—four more than any other state owns or operates. Acquisition for acquisition of the stations will be voted on in this legislative session, as the previous budget was rejeved.

League members are opposed to the additional outlets. They claim that such stations, operated by the U. of Wisconsin under direction of the State Radio Council on a non-commercial basis, should feature educational rather than news-music-sports programming.

Members also decided to admit station representatives from upper Michigan as guests at meetings and to recognize the Wisconsin—Upper Michigan Sales Assn.

MORE CALLS

Under New FCC Procedure

SCRAPING the barrel for calls to assign new broadcast stations is now a thing of the not-too-distant past for FCC.

Under a new procedure for assigning of calls to nonbroadcast radio service, announced last week by the Commission as effective Feb. 1, many thousand new four-letter combinations in both the W and K categories will become available for broadcast assignment and limited ship telephone-telegraph use.

There is no change in call assignments for the broadcast services, FCC pointed out, except auxiliaries and other than the many thousands of new calls being made available.

Just about a year ago, before a modification in ship call assignments, the FCC was down to less than 100 four-letter combinations which it might assign new AM, FM or TV stations. However, the Commission now has available some 2,400 W combinations and some 2,650 K combinations and more will be released under the new procedure. Arithmetically there are 35,152 possible permutations of four letter W and K calls.

Broadcast stations wishing to secure new calls, as heretofore, will have to submit a list of specific selections—a dozen or so—for the Commission's Commercial License Section to check. FCC will not supply lists of available calls.

Radio League Hears Lanphier Views

Cat-Mouse Story

A. J. GERANIS, WBCK Battle Creek, Mich., transmitter supervisor, thought he had the answer for station confusion. A mouse had wandered into a WBCK transmitter, discovered the high voltage power supply and put station off the air for ten seconds. Mr. Geranis decided to adopt a cat. Result: Young Tom, evidently getting a sniff of the deceased Mr. Mouse, poked his nose into the power supply via a large conduit. He lived all his nine lives in a split second.

KSOX Reduction

Decrease from 50 kw Granted

A DECREASE in nighttime power of KSOX Harlingen, Tex., from 50 to 10 kw has been authorized by FCC.

The station, owned by Texas Star Broadcasting Co., licensee of KHTT Houston, is assigned 1530 kc, on which WCKY Cincinnati and KFSO Sacramento are assigned with 50 kw.

KSOX was authorized originally to operate "fulltime" on 1530 kc with 50 kw—except for the three hours between sunset at Cincinnati and Sacramento [BROADCASTING, Feb. 23, 1948].

The reduction in nighttime power, and also changes in the directional antenna system to decrease nighttime radiations, were requested by KSOX. FCC said they "adequately protect the 0.5 millivolt skywave contour of station WCKY," and therefore dismissed as moot WCKY's request that the original grant for KSOX be reconsidered.

MONTHLY REPORT

Advertest to Study Video

ADVERTISE Research, New Brunswick, N. J., next March will begin publication of monthly studies investigating subjects of major interest to those engaged in the television field, the market and media research firm has announced.

Titled "The Television Audience of Today," the publications will cover subjects collected from those suggested by subscribers. Daytime video, appeal of film to children, and TV and radio are among those contemplated. Each study will be based on 500 personal interviews with set owners throughout the metropolitan areas as supported by concurrent Advertest TV research operations.

Special TV research facilities will be made available to subscribers at a minimum cost as an additional service. Research is designed to build clients TV libraries and to supplement or supplant their own research activities, according to the firm.
NABET

IBEW Declines to Participate In Contract Negotiations

INTERNATIONAL office of IBEW has rebuffed NABET by declining to participate in contract negotiations with networks, it was learned last week.

A NABET official said that despite the refusal of IBEW, NABET would remain willing to work for the common good of technicians and engineers in the radio and television fields and that therefore its offer to IBEW was still open.

History of the NABET offer goes back to a joint meeting held in September in New York of members of both IBEW and NABET in the Metropolitan New York area. At that time the members of the two unions approved the proposal of cooperation in network negotiations.

Following the joint meeting, the

GE TO ADVISE

U. S. Standards for S. A.

R. S. YEANDLE, General Electric television engineer, was scheduled to leave Feb. 10 for South America where he is expected to urge the adoption of U. S. television standards for all Latin American countries. One of the first things he will do is to advise prospective stations on equipment requirements, site selections and other technical details.

Several European countries are also bidding for adoption of their equipment and standards in South America, according to GE engineers. But there are the British and French TV companies, whose standards differ markedly from those set up by FCC. American equipment, operating on 30 cycles, can be used on South American 50 cycle systems with little change, the engineers said.

AGENCIES

ADVERTISERS STATIONS

ANNOUNCING

949 RADIO-TV MAP

ACCRUING TO JANUARY 1, 1949

Attractive three color map shows AM-TV stations in U.S., its possessions and Canada . . . by city . . . county, state-territory . . . province . . . plus time zones.

Excellent for presentations. Ideal to demonstrate coverage . . . pial network and national spot campaigns. Printed on durable white stock-35" x 22". Suitable for framing.

60c PER MAP

50¢ ea. 10 or more

40¢ ea. 50 or more

Includes prepaid order.

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.
Box Score

SUMMARY TO FEBRUARY 10

FCC Actions

(Continued from page 74)

February 10 Decisions...

DOCKET CASE ACTIONS...

AM-1500 kC

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced proposed decision looking towards establishment of Journal-Review for new station in Jaguars, Iowa. (Application of Crawford Broadcasting Co., inc. for sale and assignment of KJCF, 95.9 mc. without prejudice on March 8, 1948.)

AM-990 kC

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced adoption of order granting petition of Pittsburgh Best, Co., Pittsburgh, Calif., for leave to amend application, etc. record was reopened for limited purpose of making amendment, which allows new trans site which complies with requirements of engineering standards and new trans, type part of record, and record was closed. At same time Commission announced proposed decision looking towards establishment of application of Pittsburgh Best, Co., for new station 990 kc. 1 kw. w. subject to following cond.: (1) that direction is changed and a) that directional equipment be installed; b) that directional equipment be installed, and b) that the Commission issue prior to issuance of license; and c) that system shall receive approval of CAA.

BY THE COMMISSION

Action Set Aside

WMWB Peoria, Ill.—Adopted order setting aside in part amendment to application of WMWB for mod. CP to make changes in parameters of station. It appears that theoretical calculation of radiation pattern submitted in application of this station is seriously in error, and that a proper second proceeding properly will not result in radiation pattern which is close approximation of WMWB for CP for 1470 kC.

BY COMMISSION EN BANC

Petition Granted

Washington, D. C., and Columbus, Ohio—application for revocation of license of CBST to WTOP, Inc. (company 55% owned by Washington Post Co.) 425 kC, Cleveland, Ohio, immediately subject to transfer of WTMH to Ohio. The CCNY has just announced that CP is 100% of WTMH, the latter to change to 1700 kC.

ARMS

Designated oral argument for Feb. 21, in re proposed decision of WTEL, Foulkrod, R., Inc. and WHTF, Inc., both in 75% ownership of WMHT Broadcasting Co., Inc. of Philadelphia. (Application to reissue.

FCC Actions

February 10 Applications...

ACCEPTED FOR FILING

Assignment of CP


BROADCASTING • Telecasting

FCC Actions

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BROADCASTING • Telecasting
McMAHON PLAN
Urges U.S.S.R. Exchange
SUPERVISED broadcasts through the United Nations for a public ex-
change of views in both Russia and the United States was urged
Feb. 7 by Sen. Brien McMahon (D.-Conn.) during a speech in
the Senate.

The plan was suggested by Sen.
McMahon as a simple test of the sincerity of Stalin's statement that
he honestly desires to meet with President Truman for discussion of
a peace pact.

Another meeting would fail, Sen.
McMahon told the Senate, unless the peoples of Russia can be fully
informed of purposes of the meet-
ing. The reason for previous peace
pact failures, he maintained, was
that "the Soviet Government has
no responsibility and no accounta-
bility to the Russian people." Rus-
sia's iron curtain he recognized as
the "worst peace menace in the
world."

Sen. McMahon asserted that a
peace meeting between Premier
Stalin, President Truman, Prime
Minister Churchill and Premier
Victor Queille is "vital" but felt
the iron curtain should be lifted by
the Soviet Government as a pre-
condition of that meeting.

His proposal called for direct
radio talks by President Truman and
other heads of government to the
Russian people on the eve of formal
peace talks. Reciprocal privileges would be offered Premier
Stalin. Adequate translations
would be offered with all details
worked out by United Nations of-
icials.

"It is obvious that a single series of
talks by the heads of democratic
governments to the Russian peo-
ple will not produce a permanent
breach in the iron curtain," he told
his colleagues. "But in the peace
negotiations to follow the democ-
ratic nations must demand of the
right of the United Nations to
operate radio stations in each of
the Big Five nations, including
Russia. Only then will understand-
ing and friendship of the iron cur-
in the fashions of this country can be
expected to endure equal peace.

GEORGE CREAMER
Leaves WINX Program Post
GEORGE M. CREAMER, program manager at WINX Washington
since March 1947, has announced
that he will leave the station
this week. His future plans have
not been announced.

Prior to joining WINX Mr.
Creamer worked in New York
for two years as a freelance producer-
director and was with NBC in
New York for two years. While
at NBC he worked on such pro-
grams as the Jack Benny show,
Wayne King show, The Army
Hour, The Catholic Hour, and
the Telephone Hour. He previously
served as assistant program
director of WINX Boston, WOV New York, WCOP Boston, WLAG
Washington and with the Yankee Network, Boston.

TRANSPORT STRIKE
Radio Steps to Fore
In Philly Crisis
WHILE a snowstorm gripped
the area, the Philadelphia tele-
vision and transportation strike
continued to be the center of atten-
tion today, following the news
breaks from the city hall.

The strike started Jan. 23 and
AUGUST 26
Page 88  •  February 14, 1949
is still going on with no sign of
abatement.

The strike has affected public
service in the city, with only a
handful of buses and streetcars
in operation.

The picketing continued today
in front of the police station on
South Broad Street, and in front
of the post office on South
Broad Street.

The strike is being handled by
the Philadelphia Transportation
Authority, and the strike leaders
have been served with a court
summons.

The strike has been going on
since March 1947, and has been
characterized by violence and
anarchism.

Several arrests have been made
by the police in connection with
the strike.

The strike has caused serious
disturbances in the city, with
many businesses closed and
people out of work.

The strike leaders have been
charged with violating the state
laws and the city ordinances.

The strike is expected to con-
tinue for several more days,
with no end in sight.

PREMIER VICTOR QUEILLE
said today that the situation in
Russia is "vital" but felt the iron
curtain should be lifted by
the Soviet Government as a pre-
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Washington and with the Yankee Network, Boston.

Ralph C. Caples
Agency President Dies
RALPH C. CAPLES, 76, president of
The Caples Co., New York,
N.Y., was killed in an auto
wreck last night in Sarasota,
Fla.

Mr. Caples founded the agency
in 1921 and has been in the
business for over 20 years in the railroad busi-
ness. He worked in various traffic
positions with the New York Central,
Western Maryland Railway and the New-
Jersy-Ohio and Delaware.

He is survived by his wife, Ellen
Fletcher Caples, and a brother, Dr.
Byron Caples of Reno, Nev.
TO PROMOTE its “Who In Miss Terry?” Contest on Fashions on Parade (Fridays, WABD New York, DuMont), the video program in cooperation with the U.S.O., last week sent six beautiful models wearing jeweled masks for a stroll down different sections of Fifth Ave. The models paraded about the various stores on Fifth Ave. that participate in sponsoring Fashions on Parade. Those stores are Ives Furs, Paris Decorators, and Top Luggage and Gotham Hosery.

The masked models not only attracted attention to themselves but also pointed out the signs in the stores which mentioned the fact that their merchandise could be seen in the show or won on the contest.

The contest itself, which is conducted every week on the program, is that of identifying Miss Terry, a well-known personality, by clues seen—but not heard—on the television show. The person who correctly identifies Miss Terry will receive thousands of dollars worth of merchandise. Calls are received from people who have submitted the best slogans on “Why Everyone Should Support the U. S. O.”

Proceeds of the mail all go to the USO to continue its work in helping the wounded veterans.

The program plans to continue the strolling model idea throughout the course of the contest. Actual walks take place about once a week, with an additional masked model who cruises on Fifth Ave. at the same time in an open convertible.

Fashions On Parade is produced by Top Productions, New York.

PULCHRITUDINOUS PROMOTION

Are the Stroking Mystery Models

Winnie on Advertising

RUSS WINNIE, manager of WTMJ, WTMJ-TV and WTMJ-AM, Milwaukee Journal stations, will outline the "Impact of Radio and Television Advertising" at a field trip session in the U. of Wisconsin Opportunities in Advertising series, which began Wednesday. Mr. Winnie, as a guest instructor for the university's Milwaukee Extension Division and the Milwaukee Advertising Club, will conduct the workshop through the Journal's Radio City headquarters. This will be the only course in the series on radio and video.

CONSOLIDATION

Mobilization Discussed

PROPOSALS to consolidate two procurement-mobilization plans will be discussed during a meeting of the Electronics Equipment Industry Advisory Committee to the Munitions Board and the National Security Resources Board at the group's second meeting Feb. 16 at the Pentagon.

Reporting on the proposals will be a "task committee" of leading radio and electronic manufacturers which has made a study of plans submitted by the Radio Manufacturers Assn. and the Munitions Board. Sources in the agencies at the meeting will be the Inter-Servicemen Electronics - Communications Committee, headed by Col. Fred Kunesh of the Signal Corps.

Emergency "contingency" plans for the electronics industry will be another topic of discussion. The industrial preparedness plan revolves about "stockpiling," which serve as the basis for rapid expansion plans to be placed into effect should a national emergency arise.

The "ghost orders" put enough preparedness measures immediately into effect to ensure that manufacturing companies are just a few short steps off from the ability to swing into full production.

WEST CONFERENCE

Geo. Jennings to Speak

GEORGE JENNINGS, national president of the Consolidation for Education by Radio and director of Chicago Radio Council, will speak at the second annual Western Radio Conference in San Francisco Feb. 24-25, John C. Crahbe, program chairman, announced last week.

Other guest speakers and panel members will include Gerald Maulsby, assistant director of public affairs, CBS New York; Stuart Novins, CBS Hollywood public affairs director; Richard Bertrandia, writer-producer, KNBC San Francisco; Paul Speegle, KNBC program manager; Keith Kirby, KPIX (TV) San Francisco program manager, and Allen Miller, director of the Rocky Mountain Radio Council.

Mr. Jennings will speak on a panel devoted to classroom radio, to be held the evening of Feb. 24, Mr. Maulsby and William Ladd, U. of Washington's assistant director of radio education, will head the session titled "Let's Talk About Talk." Chairman is Luke Roberts, educational director, KOIN Portland.

Radio documentaries will be analyzed and discussed on opening day. In addition to Messrs. Novins and Bertrandia, panel will include Stanley Donner, Stanford U. radio director. Other sessions will cover children's programs and the use of radio in community projects. Program will conclude with a KPIX television broadcast. Registration fee is $3.50, with individual sessions priced at $1.

WPII PHILADELPHIA, in cooperation with the Foreign Policy Assn., the United Nations Council of Philadelphia and the League of Women Voters, launched the first of a series of nine Thursday night half-hour broadcasts on "Who Makes Our Foreign Policy."

BOSTON POOL

Stations Air Documentary

TEN Boston radio stations banded together in a pooled broadcast Feb. 13 (yesterday) and aired a half-hour documentary program to inaugurate publication of a survey of various agencies and communities in Boston. Program was heard from 130-90.

The broadcast, titled Suppose Nobody Cared, was carried by WBZ WBZ WCOPI WEEI WXMI WNAC WORL WTAO (Cambridge stations WIBM.

City's two television outlets—WBZ-TV and WNAC-TV—were to telecast the report. All stations will give heavy plugging to the survey and many indicated they would allot special time for discussion.

The research group in charge of the study judged 65 independent, self-governing communities comprising the metropolitan area, served by 600 voluntary and some 800 tax-supported agencies. Recommendations in the report, one of the most comprehensive ever undertaken by any community in the country, were expected to be revolutionary.

John C. Dowd, of John C. Dowd Inc., Boston agency, headed the overall radio and news committee. Radio correspondents included Craig Lawrence, WCOPI; James Powers, WNAC; William McGrath, WHDH; Gordon Swan, WBZ, and Paul Peirce of WBZ.

City's newspapers are devoting two or three pages daily, for six consecutive days, to publication of survey findings.
At Deadline...

ONE AM GRANT, ONE DENIAL PROPOSED BY FCC

PROPOSED decisions adopted by FCC to grant Pittsburg Broadcasting Co. new AM station at Pittsburg, Calif., 980 kc, 1 kw fulltime, and to deny request of Crawfordsville, Ind., Journal-Review for new outlet, 1340 kc, 250 w fulltime.

In the California case, FCC granted petition of Pittsburg station and is expected to amend request to change transmitter site and transmitter type. The Pittsburg station would receive some interference from outlet proposed at Oakland, Calif., by C. Thomas Patten, the Commission found.

Crawfordsville proposed denial based on findings of mutual excessive interference with other stations in area.

Principal in Pittsburg Broadcasting: John C. McFarland, musician and former station man, president and 26.6% owner; Tomo Lewis, hotel business vice president 11.6%; Melvin D. Marshall, former station manager, secretary-treasurer 16.4%, and Joseph Smith Jr., 11.6%. There are six other stockholders. Messrs. McFarland and Marshall publish weekly paper.

CLINIC DEMONSTRATIONS

NAB Program Clinic, to be held at Northwestern U's downtown Chicago campus, June 27-29, will be broken into three segments, according to tentative NAB plans. Clinic will include technical, service and "horizons" or outlook sessions. Producers and directors (of AM, TV, FM) will be called upon to demonstrate actual programming techniques, and take part in discussion panels. Committee and sub-committee personnel as yet undetermined, though Ted Cott, WNEW New York, chairman of sub-committee of program executive committee, is expected to help map agenda within next two weeks. Present plan is to limit clinic registration to 300 or 400.

AWB PANEL SESSION

Panel discussion on "The Business of Broadcasting" will highlight Friday session during Assn. of Women Broadcasters' sixth annual convention in Chicago March 10-12. Participants, all AM, to include: Harold Pat, program department director; Lee Hart, retail coordinator, and Maurice B. Mitchell, director of broadcast advertising, with Robert K. Richards, public relations director, as moderator. A. D. Willard Jr., NAB executive vice president, and FCC's Frieda B. Hennek will address luncheon meetings on March 11 and 12, respectively. Registration deadline announced as March 1.

WNBQ TRIES MICROWAVE

WNBQ (TV) Chicago (NBC) experimenting with microwave relay from Evanston for transmission of weekly Evanston Children's Theatre TV show. Format to include story-telling to youngsters, Children to act parts creatively. Show would be telecast Thursdays, 5:30 p.m. (CST).

BSF&D NAMES TWO VPs

WILLIAM F. AUSTIN Jr. and Richard Reins named vice presidents of Brooke, Smith, French & Dorrance, Detroit and New York. Mr. Austin is creative supervisor and Mr. Reins executive art director in Detroit division.

Blue Book Down Under

AUSTRALIAN RADIO, part commercial and part national, has its own Blue Book—plus.

National's new Broadcasting Control Board announces it not only will control but also develop and coordinate broadcasting services. Among its powers, aside from allocations and assignments:

"To decide how much advertising shall be broadcast, and what political and controversial matter shall be carried. Australia currently reported to have 102 commercial stations plus 44 national outlets which are managed by quasi-governmental Australian Broadcasting Commission. Almost 1,500,000 radio listener licenses outstanding, report says. Commercial stations said to be spending more than $30 million per year on locally produced programs."

WHIM GIVEN LAST CLASS B FM FACILITY IN PROVIDENCE

PROGRAM considerations were chief basis of decision adopted by FCC to grant remaining Class B FM facility (Channel 260, 99.9 mc) in Providence, R. I., to WHIM Providence and deny competitive request of WRIB.

Commission found that WHIM had "definite plans for the longer period of operation." Further, since FM outlet would duplicate AM programs, FCC ruled WHIM represented better integration of ownership and management.

Commission commended WRIB's proposal to duplicate its language broadcasts in light of large foreign population there. But FCC stated that proposal of extension of WHIM's operation "discloses that this applicant has not exercised such a reasonable degree of diligence over its Portuguese language programs."

TV-RADIO PRODUCING FIRM


Closed Circuit (Continued from page 4)

interested in low-power FM church networks, will petition FCC shortly to permit church organizations to operate 10 w stations in educational 88-92 mc band. Request for similar authority for municipalities and comparable groups making demand. Estimated educational band could accommodate 1,000 stations if sizeable portion were 10 watters.

CARLOS MARISTANY, well known for concessions he won for Cuba as head of her delegation at 1946 NARBA Interim Conference, is key figure in some puzzling developments: He's not only been named director of Inter-American Radio Office (OIR) but also is or is slated to be Cuba's new Minister of Communications. As OIR appointment, he's still on Cuban government payroll, which U. S. traditionally dislikes where international officials are concerned. Though all other NARBA nations have agreed to two-year extension of present NARBA from March 28 expiration date, he's on record as saying Cuba won't go along [BROADCASTING, Nov. 15]; now he confides he probably will.

DONALD COOKE Inc., New York, radio representative, expected to merge with Lorenzen & Thompson Inc., newspaper and radio representative. Cooke firm will take over latter's complete radio properties effective mid-Feburary.

PHILIP MORRIS cigarettes through its agency Cecil & Presbrey, New York, scheduled to make final decision on new daytime series early this week.

COLLEEN MOORE considering Chicago TV offer to handle fashion commentary similar to that of Gloria Swanson of WPIX New York. Decision expected next month when Miss Moore returns to Chicago from Arizona.

REVERE CAMERA Co., Chicago, looking for major TV show to be telecast locally from Chicago, with possible extension to network. Programming expected to tend toward masculine taste. Firm's first video was 15-minute show on WBBR Chicago last December. Agency, Roche, Williams & Cleary, Chicago.

Page 90 • February 14, 1949
Several of the most disastrous ice and snow storms in history struck Texas and the Southwest recently. Communication lines stayed down and roads were impassable.

An irritating imposition to metropolitan areas, these storms threatened wholesale disaster to Southwestern farmers and ranchers.

To save millions of dollars worth of precious livestock, these cattlemen demanded immediate and vital information regarding the storm—What were expected low temperatures? How much snow would fall? How long would the storms last?

In WBAP-820's great 50,000 watt, clear-channel coverage area this invaluable information was broadcast regularly, and received on home-powered radio sets.

For almost three decades now WBAP-820 has been delivering special services of this kind to the rancher and farmer. The station's file bulges with grateful letters from these people attesting loyalty that can't be matched.

More loyal listeners ... More coverage ... More sales per advertising dollar spent. WBAP-820 delivers the Southwest.

*10-100% BMB penetration in 742 counties in 22 states, 1,282,240 families. 90-100% BMR penetration, 71 counties, 2 states, 540,810 families. WBAP-820 Nighttime BMB, March, 1946.
The preservation of the sacred fire of liberty and the destiny of the Republican model of Government are justly entrusted to the hands of the American People."

from the MAXIMS of George Washington
born February 22, 1732

YOU'RE RIGHT, MR. WASHINGTON, AND AS AMERICANS, WE ARE DOING OUR LEVEL BEST TO BE WORTHY OF THIS SACRED TRUST

50,000 WATTS 50,000 WATTS 50,000 WATTS (DAYS)
CLEVELAND DETROIT LOS ANGELES

WGAR ★ WJR ★ KMPC

G. A. RICHARDS, CHAIRMAN OF THE BOARD

THE GOODWILL STATIONS