NATIONAL SAFETY COUNCIL
HONORS WHO
FOR THIRD CONSECUTIVE YEAR

In 1948, as in 1947 and 1946, the National Safety Council gave WHO its highest Award of Honor "for distinguished service to Safety."

Proudly we acknowledge both the honor, and the people who helped us win it... the 12 WHO script writers, music arrangers and producers who wrote and directed 791 special farm safety features ranging up to half-hour shows... the entire WHO staff who cooperated in broadcasting them... the 22 WHO farm advertisers who contributed time on their sponsored programs... the 130 Iowans who participated in farm safety programs... the state Safety officials who helped in so many ways... the 56 county organizations which enthusiastically supported WHO’s Safety Week Contest... 

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this and many other good causes in the public interest—among which we, as Americans, certainly include the cause of helping to sell a vast volume of good American products, via radio.
WTAG
Personalizes
ANNOUNCEMENTS
On Five Daily Participating Shows

"The Julie 'n Johnny Show"
Co-emcees: Julie Chase — Johnny Dowell
Monday through Friday
8:15-9:15 A.M.

"Modern Kitchen"
Lyda Elinders
Monday through Friday
9:15-9:30 A.M.

Advertisements who use announcements on WTAG to reach the prosperous Central New England Market get top value for their advertising dollars. WTAG produces five participating shows every day, Monday through Friday, with each participating announcement carefully programmed as an integral part of each show. They're as personal as the script; the exact opposite of the disc—announcement—disc—announcement type of show. In production, the ages and interests of WTAG's entire listening audience are carefully considered. That's why these five daily shows keep YOU participating in sales in the great Central New England Market. When you buy time in New England, buy a buying audience with WTAG, the station with a far greater audience than that of any other station heard in the area.
More Local Coverage Produces More Results

Where the fishing is good, it can be even better if the fishermen spread out.

When you are fishing for sales in New England, there are so many good spots that the more lines you put out, the greater the catch.

In radio, you can get more local coverage with Yankee than with any other station grouping — and it's local coverage in Yankee home-town areas that counts.

Yankee's 24 home-town stations provide access to every important market in New England. Each station is a medium for hard-hitting, concentrated selling in its area. You can line up and maintain dealer interest and co-operation, because you can command and hold consumer attention.

Remember, New England is a network market. Buy Yankee for maximum network effectiveness in this six-state area.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  Represented Nationally by EDWARD PETRY & CO., INC.
Upcoming

Feb. 28-March 1: NBC affiliates meeting, Chicago.
(Other Upcoming on page 64)

Business Briefly


GE SPONSORS VEECK General Electric Supply Co. and GE radio and television dealers of northeastern Ohio to sponsor Bill Veeck, president of Cleveland Indians baseball club, in Bill Veeck's Report to the Fans on WEWS (TV) Cleveland, Wed. 10-10:15 p.m., starting Feb. 25. Agency, Lang, Fisher & Stashower, Cleveland.

SUTTON DENIES CHARGES OF WILMINGTON DELAY

GEORGE O. SUTTON, Washington attorney for WDEL Wilmington, Del., categorically denied Friday that station's representative had misrepresented any facts to FCC with respect to progress on WDEL-TV construction, as charged by WAMS Wilmington (story, page 67).

He claimed WAMS petition incorrectly quoted WDEL-TV's progress report, filed in connection with request for additional time to complete construction. Photographs of WDEL-TV site, submitted by WAMS, showed tower insulator on ground and also showed steel which WAMS observers failed to recognize, Mr. Sutton asserted.

He said FCC did not finally approve proposed antenna until Jan. 19, "less than 30 days ago."

He reiterated that complete reply to WAMS charges would be filed with FCC with evidence to show how "work on WDEL-TV has been pushed to the extreme in order that the station might get on the air at the earliest possible date." Announced starting date is about May 1.

30-DAY FURTHER EXTENSION IN ASCAP TV NEGOTIATIONS

TO GIVE television subcommittees of NAB and ASCAP more time to negotiate TV licensing agreement, society agreed to additional 32 days extension. 60-day interim arrangement had gone into effect Jan. 1. Arrangement authorizes video use of ASCAP music during period, to be paid for under future negotiated terms or, if no agreement is reached, to be considered licensed gratis by ASCAP.

Television subcommittee of NAB Music Advisory Committee to meet with ASCAP's group Thursday. Robert P. Myers, NBC assistant general attorney, is chairman of NAB subcommittee, which he said is being reconstituted to broaden representation among TV broadcasters.

AGENCY NAMES TV HEAD

WALTER J. KERWIN, with art department of Courtland D. Ferguson Inc., Washington, named television director.
Daniel Webster Said It:

THE FARMERS ARE THE FOUNDATION
OF CIVILIZATION AND PROSPERITY

There Are 446,639 Farm Homes
in the WWVA Coverage Area

With Eastern Ohio, Western Pennsylvania, Virginia and West Virginia as the hub, and spreading into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont, the prosperous WWVA farm audience area encompasses 229 counties.

Here are 1,919,351 people living and working on farms, producing nearly a Billion Dollars worth of farm products annually.

WWVA's locally produced programs, plus solid Columbia Network features, attract and hold this great farm audience. Mail surveys prove they buy WWVA-advertised products. Ask an Edward Petry man today.

Write For Your Free Copy: WWVA FARM AUDIENCE REPORT

WWVA

50,000 WATTS • CBS • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters, 527 Lexington Ave., New York City
WE Grew Up Together!

- For twenty-one years—since March, 1928—WFBM has been affiliated with CBS. Through the years, WFBM has gained top Hoosier audience appreciation with popular CBS network entertainment, plus ace newscasts and a wide variety of outstanding locally produced shows. Today, these most-listened-to programs are beamed to over 400,000 central Indiana homes—sponsored year after year by advertisers who measure their radio response in terms of sales dollars. The station has been an important part of this combination.

Successful partnership? You bet! It's been a great twenty-one years, because CBS-WFBM has combined progressive radio policies and excellent programming, supported by well-rounded promotion. With WFBM television coming in June, the next twenty-one years should provide almost two million central Indiana residents with even better entertainment service.

First In Indiana Any Way You Judge!

Associated with: WDFD Flint — WOOD Grand Rapids — WEOA Evansville
KFH IS TOPS

HOOPER STATION LISTENING INDEX

CITY: WICHITA, KANSAS

MONTHS: NOV.-DEC., 1948

SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>RADIO STATION B</th>
<th>RADIO STATION C</th>
<th>RADIO STATION D</th>
<th>KFH KFH-FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON</td>
<td>21.1</td>
<td>12.9</td>
<td>31.1</td>
<td>31.1</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.</td>
<td>22.9</td>
<td>22.9</td>
<td>22.9</td>
<td>28.3</td>
</tr>
<tr>
<td>EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.</td>
<td>12.9</td>
<td>32.8</td>
<td>18.0</td>
<td>33.9</td>
</tr>
</tbody>
</table>

The 1948-1949 Hooper Listening Index indicates a tremendous audience switch to KFH. As an example, Station D above, for the October-November, 1947 (weekday morning) had 40.7 and KFH had 23.4. The same period for 1948 gave Station D 35.2 and KFH 27.2 but as you can see above, for November-December, 1948 both stations D and KFH each share 31.1.

At night the KFH audience leads all Wichita stations and exceeds that of Station D by 88%! KFH is indeed tops in Wichita.
BRYAN HOUSTON, formerly director of information for Economic Co-operation Administration, appointed executive vice president of Lennen & Mitchell, New York, effective March 1. JOHN G. SCHNEIDER, vice president and copy chief, promoted to copy director in charge of all copy activities of agency.

RUPERT THOMAS, former vice president of G. M. Baeford Co., elected vice president of Walter Weir Inc., New York. Walter Weir, president, announced. Mr. Thomas will assist Mr. Weir in client relations and new business activities.

WILLIAM F. AUSTIN Jr. and RICHARD REINS appointed vice presidents of Brooke, Smith, French & Dorrance, Detroit. Mr. Austin is a creative supervisor and Mr. Reins is executive art director in the Detroit division.

M. J. OSIAS, head of mechanical production department of Williams & Saylor, New York, appointed a vice president and director of the agency.

ELIZABETH POWERS joins staff of Leonard F. Pullman & Assoc., Philadelphia, as account executive. Miss Powers formerly was associated in advertising, sales promotion and fashion analysis with Allied Stores Corp., Sears Roebuck & Co. and De Pina Inc., all of New York.


CLIFFORD C. KEMNO, formerly advertising manager of the Washington News, joins Mellor & Wallace agency, Washington, as office manager.

PHILIP A. SCHROETTLE appointed to research department staff of Gray & Rogers, Philadelphia. Mr. Schroettle formerly was with Bell Telephone Co. of Pennsylvania.

WILLIAM R. GROOME, formerly account executive with Cortland D. Ferguson Inc., Washington, appointed radio director of agency.

ELIZABETH R. COY, public relations and promotion consultant, joins Lewis & Gilman Inc., Philadelphia, as public relations representative on The Budd Co's woman's program. Miss Coy will headquarter at the Budd public relations office, 630 Fifth Ave., New York.

TOM S. WARD, time buyer with Dancer-Fitzgerald-Sample, New York, for past year and a half, appointed assistant account executive on the Oxydol account under C. L. FITZGERALD, vice president.

EDWARD FROELICH, Boston Red Sox trainer, joins Morris F. Swaney agency, Chicago, as account executive. Mr. Froelich, recently associated with A. W. Sampson agency in Boston, was also former trainer of the Chicago Blackhawks, White Sox and Cardinals and the New York Yankees.


ROY S. DURSTINE Inc., New York, has closed its Cincinnati office and relinquished its accounts in that office.

W. P. BOOTH, formerly with Biow Co., New York, joins Ted Bates Inc., as account executive. Prior to the war Mr. Booth was with the Knudsen Agency and before that with Pedlar & Ryan.


RAY OCHER, production manager with Buchanan & Co., San Francisco, appointed secretary of Advertising Production Managers of Northern California.

ERIC J. CUDD joins public relations staff of Genre-Marston, Philadelphia, New York.

FRED M. JORDAN, formerly executive vice president and Pacific Coast Manager of Buchanan & Co., Los Angeles, has set up Fred Moyer Jordan Adv. agency at 660 South Grand Street, same city. Phone is Trinity 3522. Associated with him as account executives are A. F. BANKS, formerly with Retail Adv. Corp., San Francisco, and RALPH GARDNER.

CBS STARS
ARE ALWAYS SHINING OVER EASTERN IOWA
VIA WMT

(above) Jack Benny, world’s most generous tight-wad, and his wife, Mary Livingstone.

(right) The famous Maxwell with Benny at the wheel and Eddie Anderson (Rochester) cranking.

Notorious Violinist - and Collector -
Now Visits Eastern Iowa Via WMT

The man who does what shouldn’t happen to a dog to a violin, the collector with the one-way wallet, the parsimonious master of the delayed payment, the man whose bucks grow antlers in subterranean vaults, the put-upon character with the magnificent Maxwell, the man who works with Mary Livingstone and Rochester and Phil Harris, the Wit of Waukegan . . . is another CBS star whose program now reaches Eastern Iowa’s vast farm and city market via WMT.

When you want to tap a truly prosperous, well-balanced market, remember WMTland, where loyal listeners in town and country tune regularly to 600 kc. for the best in entertainment. Ask the Katz man for full details about WMT, Eastern Iowa’s exclusive CBS outlet.
Feature of the Week

WFBC's MARKET IS 853,700 PEOPLE

On All Accounts

NO MATTER which way you turn in Fort Wayne you cannot escape the Red Cross. That, at least, is the case if you are turning your radio dial between 6:30 and 6:45 p.m. on Saturday evenings.

Through the cooperation of the Fort Wayne radio stations (WOWO WOWO-PM WGL WKJG) (Continued on page 71)

WFBC’s MARKET IS 853,700 PEOPLE

FINEST IN South Carolina

Finest in Retail and Wholesale Sales, Buying Income, Industrial Payrolls, Automotive Registration. First in ability to buy your products.

KPRC HOUSTON
950 kilocycles - 5000 watts

PROGRAM FORMAT for Your Red Cross Show is discussed by (seated, 1 to r) Robert Duffield, WOWO manager; Warren Widenhofer, Red Cross public information director; Pierre Boucheron, WGL manager; Glenn Thayer, WANE manager; (standing) Ed Thomas, WFTH manager; George Fishering, local Red Cross chairman, and Hilliard Gates, WKJG manager.

On All Accounts

THE STAGE was made safe for people like John Barrymore when Arnold Maguire changed his mind about becoming a "great actor" and turned writer. That was 30 years ago. Today, Arnold Maguire is West Coast director of television in Hollywood office of Foote, Cone & Belding. And, in true pioneer fashion, as becomes a "native son of the Old West" (he was born in San Francisco), the tall, good-looking Mr. Maguire has blazed many trails in the years between.

Now suffering with television through its growing pains, he was in radio when give-aways weren't even a twinkle in a sponsor's eye.

His stage career, which followed a year after graduation from St. Matthew's College, San Mateo, Calif., in 1919, lasted one year. During that time he appeared as a "stooge" in a Raymond Hitchcock production, "Hitchock Coo," being shown in San Francisco before going to New York. It was shortly after his stage demise that he made his first $100 in writing by selling a brief comedy skit to Mr. Hitchcock for use in the New York showing of the play.

In 1935, "thanks to a relative" on the San Francisco Chronicle, Arnold landed his first regular job as a roving reporter for the paper. He "roved" there for one year, writing a humorous column on sidelights of the news. One of the most impressive things, he says, was his learning to typewrite.

About this time radio was beginning to assert itself, and for the next few years he tried his hand at writing radio scripts. "They were taking anything at that time," says Arnold, "so I was quite successful in selling them."

In 1930 he put both feet in the radio door by joining KFRC, the San Francisco Don Lee outlet, as a writer. His first chores were writing and producing skits on the Blue Monday Jamboree, and later on Hodge Podge Lodge for the then CBS-affiliated Don Lee network of five stations.

Promotion to position of production manager came two years later. In 1935 he switched to NBC San Francisco as producer-writer. After a year producing and writing Carefree Carnival he went south to Los Angeles with the show when it was transferred there. With NBC for (Continued on page 84)
Consistent Performers

in producing sales

These six stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you.

Farsighted local programming and NBC network shows have developed steady listener popularity for all of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

STEINMAN STATIONS
Market Brochure

EDITOR, BROADCASTING:

A great many broadcasters have requested reprints of the two broadcast market studies made by Dr. Andrew and published in BROADCASTING.

We have reprinted these articles in a brochure entitled "A Study of Profit Opportunities for New Stations."

We will be very glad to send free copies of this brochure to any of your readers who write us.

Malcolm Kelly
Adv. Manager
Andrew Corp.
363 E. 75th St.
Chicago 19.

[Editor's Note: The two studies of which Mr. Kelly speaks are "Industry Barometers, One Billion Dollar Gross Seen in 1957" which appeared in BROADCASTING, Aug. 29, 1949, page 22, and "Market Potential, Predicted Gross Gauges Station Chances" which appeared in BROADCASTING'S MARKETBOOK, Oct. 11, 1949, page 11.]

Open Mike

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

Auto TV Ban

EDITOR, BROADCASTING:

Readers of Jeremiah Courtney's excellent article on legislative bans on automobile television [BROADCASTING, Feb. 7] will be interested in the enclosed editorial which appeared in the St. Louis Star-Times on Jan. 27. . . . The editorial follows:

State Senator Milton F. Napier, of St. Louis, has introduced a bill that would make it illegal to install a television receiver in a motor vehicle where it could be seen by the driver. Even a bad driver who is watching the road is better than a good driver who is not.

The danger of having a receiver that might detract the driver's attention from driving should be apparent to all. It should be apparent, but is not. As sure as the rising of the sun, so sure as the fact that "something new" will be added to the next year's automobiles, you can count on some people's wanting to put television on their dashboards.

New York, says Senator Napier, already has such a prohibition. Several other states are considering it. Missouri, which has lagged in passing a strict driver's license law, should be one of the pioneers in this respect.

The bill should make a distinction between commercial television and the new uses of television for safety that might be worked out. Television, like radar, has many possible uses. It might be developed to give drivers of vehicles and engineers of trains better vision. It might be developed for example, so as to give the drivers of huge trucks a clear view of the road behind them. Perhaps engineers of trains to see the track better both in front of them and to the rear. Just as road safety requires that some uses of television be banned, so does road safety require that other possible uses be permitted.

Elsey M. Roberts Jr.
Vice President
St. Louis Star-Times
St. Louis

[Editor's Note: The interesting possibilities of television as a safety device should certainly be explored before state legislatures pass bans on television for motorists.]

Copy Approval Stamp

EDITOR, BROADCASTING:

Many dollars are being spent in a variety of different ways to promote radio advertising.

May I suggest a quite simple but effective idea that will not solve the problem, but will help to accomplish this aim.

Form a research department, perhaps through the NAB, to test articles offered through radio advertising, or all articles submitted by the manufacturer. If it meets with certain set standards, it would be "accepted for advertising by the National Association of Broadcasters" or some such title.

I believe the manufacturers would go along with the idea and perhaps help pay the expense of maintaining such a test department. After all, it would help them to have their merchandise "accepted for radio advertising." This line could be incorporated in radio copy, newspaper copy, billboards, magazines, etc., thus giving a great deal of publicity to radio advertising in general, at little or no cost, perhaps, to the radio industry in general.

Dick Holloway
Commercial Manager
WTRC, WTRC-FM Elkhart, Ind.

'Airator' Suggested

EDITOR, BROADCASTING:

Out here just off the edge of "Operation Snowbound" we learned radio and the ski-plane were the only mediums reaching the people prior to Congressman O'Sullivan getting Gen. Pick and the Army taking over. Then the vessels and 'doners too were able to bring regular services to the isolated citizens.

Some embryonic lexicographer should coin an equivalent radio term meaning a "radio reporter"—

how about "Airator" . . .

Bud Crawford
President
Custer County Bestg. Co.
Broken Bow, Neb.

Adds Ammunition

EDITOR, BROADCASTING:

I have just finished reading the editorial "Press-Radio War II" in

(Continued on page 22)
Take to the air

Use WEEI. And you'll send your sales curve soaring in Boston. Because all week long—from sign-on to sign-off all seven days of the week—WEEI delivers the biggest rating more often than all other Boston stations combined!*

To take to the air with a WEEI local origination that commands a sky-high rating, call WEEI—“Columbia's friendly voice in Boston”—or your nearest Radio Sales office.

The sales results from your WEEI program will have you walking on air.

No, Sir, at WAVE we don't push out into the wide open country to Settle (Ky.)! We ain't afeed of Injuns—we just know that kind of pioneering in Kentucky doesn't pay off!

Instead, WAVE attends to business in the Louisville Trading Area. With a total Net Effective Buying Income of over a billion dollars, folks in this great Kentucky market maintain a 46% higher standard of living than do the families in the parts of the State we don't cover!

How about it? Why not skip the bush-breaking and get prosperous in WAVE's Louisville Trading Area? Or would you rather git scalped, Scout?

LOUISVILLE'S WAVE

5000 WATTS • 970 KC

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

Page 14 • February 21, 1949
Did you ever hear of a listener who paid dough for his favorite station's "house organ"? Neither had we! But last year 10,031 of us Red River Valley families—in 90 counties—paid 10,031 bucks for our subscriptions to WDAY's monthly paper, "Mike Notes"!

That's pretty typical of our fabulous North Dakota hayseeds in the Valley because they all make big dough and all love WDAY! BIG DOUGH? Yup, an average Effective Buying Income per family of $5599! LOVE WDAY? You bet! Every survey shows they prefer it about 4 to 1 over any other station!

Ask us or Free & Peters for all the figgers!

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS
these biographies are fictional, in name and locale, but the results are not; that is, fictional. Every sale mentioned here is a true one, extracted from one of the most extraordinary success story files in American radio.

ALFRED and G. G. MARTIN CLEFT—two brainy WOR advertisers who just lo-u-nge these days in Sebastian, wherever that is. Called their advertising agent one day, said, ‘This WOR thing—hear it all over the place. Other people must. Let’s use it.’ Said dutiful advertising agent, ‘Of course, gentlemen.’

While on WOR, the Cleft Brothers’ line increased from three to eight products in a viciously competitive field; plants spread throughout the immediate WOR area. Time and again these shrewd men have said that WOR with its program was a mighty instrument in their company’s and their products’ success and constant growth.

J. WORTHINGHAM GRANT started a little company during the bombing days—remember, 1943? Dropped into WOR one day, said, ‘Look, most of the money I’ve had I’ve dropped into this idea of mine. Got some cash, but not much. What do you recommend?’

In 8-weeks WOR doubled the sales expectancy this harried maker had set for himself. In 8-weeks WOR put the product on the shelves of 50% more dealers than he had hoped might take it. WOR, in fact, opened up grand distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.
SWEDLEY M. RAMP

Curious client. Had a supremely gifted bird as pet; type undetermined; the bird’s, we mean. Wealthy today. Soars frequently above Manhattan area tooting strange Congo instrument, as bird honks.

WOR increased sale of this client’s product three times greater than its sales during the previous year. And though the crop was glutting the market—it was a food—WOR aided distributors in selling out their entire supply and helped them maintain a high profit in the face of reduced pricing.

NOTE—all joking—if you considered it such—is essentially minor. But this, we think, is not...

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

WOR is deliberately programmed to be an intimate medium. It’s probably the warmth it creates and the confidence it builds in the hearts and minds of millions of people that make it one of the most successful selling forces in America today.

May we tell you more about it—at 1440 Broadway, in New York?
Or at your office?

—heard by the most people
Mutual

where the most people are
TAYLOR Grant (r), editor-narrator of ABC Headline Edition (7 p.m., Mon.-Fri.), receives congratulations on 1,000th broadcast Feb. 17 from Thomas Vcodato, ABC vice president of news and special events.

PLANS for second annual soil conservation contest in Colorado are discussed by officials of the sponsoring organizations—KLZ Denver and the Denver Post. Consulting state map are (l to r) Palmer Hoyt, Post editor and publisher; Hugh B. Terry, KLZ manager; Lowell Watts, KLZ farm reporter, and Ralph Patridge, Post farm editor. Five $500 prizes will be awarded this fall.

JIMMY FIDLER (r) opens one of 400,000 letters received in his National Kid's Day Foundation slogan contest with John Van Nostrand Jr., v.p. and radio-TV director, Sullivan, Stauffer, Colwell & Bayles.

“BEAUTINA,” Purina’s talking calf heard on the WSM Nashville Grand Ole Opry, is admired by (l to r) S. W. Brown, president of Brown & Bowers, agency; Blake Pullen, southern regional chief of Purina Mills; J. E. Streetman, Purina’s Nashville division salesman; Ralph Jarrett, Purina salesman, and Cowboy Copas, WSM singing star featured on the show.

COMBINED facilities of 18 Tobacco Network and Dixie FM Network stations have been made available to North Carolina’s new governor, Kerr Scott (behind mike). Making presentation are (l to r) Fred Fletcher, Dixie FM Network pres.; Louis Howard, Tobacco Network pres., and E. Z. Jones, Dixie FM Network v.p. and pres. of N. C. FM Assn.

FIRST regular WNEW New York sports show since war is discussed by (l to r) Harry Krawit, v.p. of Peck Adv., agency for Howard Clothes, sponsor; Jimmy Powers, sports editor, New York News, talent, and David Stein, WNEW account executive.


NALLEY’s Inc. sponsorship plans for Meet the Missus on Columbia Pacific Network are reviewed by (l to r) Ole Morby, CBS San Francisco mgr.; Evert London, Nalley’s pres.; James Heffernan, v.p. Milne-Heffernan, agency, and Bill Shaw, CPN asst. sales mgr.

DOUBLE-play advertising campaign using transit FM and car cards in St. Louis for Roosevelt Federal Savings & Loan Assoc. is consummated by (l to r) Robert Hyland, KXOK-FM St. Louis; Robert Seat, Robert Seat Agency, and George Metcalfe, bank pres.

“BEAUTINA,” Purina’s talking calf heard on the WSM Nashville Grand Ole Opry, is admired by (l to r) S. W. Brown, president of Brown & Bowers, agency; Blake Pullen, southern regional chief of Purina Mills; J. E. Streetman, Purina’s Nashville division salesman; Ralph Jarrett, Purina salesman, and Cowboy Copas, WSM singing star featured on the show.

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WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr.


WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.
Your *customers* may blanket the area... *but*

The people who stabilize your sales, your present customers, may live 50 miles... 100 miles... 200 miles from the nearest city where you advertise. Are you keeping these regular buyers sold on your product?
does your advertising?

Does your advertising reach the majority of people inside and outside the city limits? Here are three maps of the mountain states. Which medium best covers the most customers from a single origination point...Denver?

KOA is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas where your customers buy.

New York . . . . . . WNBC
Chicago . . . . . . WMAQ
Cleveland . . . . . WTM
Washington . . . . WRC
San Francisco . . . KNBC
Denver . . . . . . KOA
Schenectady . . . . WGY

LEGEND
- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

Total audience in area (daytime) — 405,320 (Broadcast Measurement Bureau)
Open Mike
(Continued from page 18)
the Jan. 31 Broadcasting.
I am sure that you have noticed
the increase, in the past year or so,
of the little, sly "digs" the printed
mediums are taking at radio.
Sarcasm a comic section appears in
a newspaper these days without a
cartoon that throws a bad light on
radio... popular magazines are
using the same tactics in their car-
toon material...
And then, there are columns and
articles... Some of their efforts are
so absurd that you can hear the
publisher's cheek crinkling in
the background...
William R. Tedrick
Station Manager
KWOC Poplar Bluff, Mo.
(Editor's Note: Our comment is
the same as that with which we closed the
telecasting to which Mr. Tedrick refers:
"Radio Is Keeping Its Powder Dry.")

People' Talk Back
EDITOR, Broadcasting:
I appreciate both the controversy
over my "Talking People" and the
initiators who have sprung up all
over the place—all very flattering.
Choruses, of course, are not new
but date back to Euripides, as has
been mentioned. And I never said
that I was the first to use a group
speaking in unison, and Ann
August, who wrote the wonderful
story which started all this, did
not credit such a remark to me.
However, Euripides and his cen-
turies of choral successes—including
the moderns—all have had
some hint of rhythm holding them
together. There was feeling of
metric pulse regardless of what
they were reciting.
But my "Talking People" perform
without the aid of rhythmic
meter and pulsations, talking,
sneezing, snorting, laughing, weep-
ing in unison with exacting infec-
tions which I do claim to be an
innovation and, until I hear a re-
cording dated to prove prior per-
formance—and I would welcome
such evidence—I maintain that no
one, not even the Greeks, had any-
thing done exactly like Meredith
Willson's "Talking People."
Meredith Willson
Hollywood

Mr. Willson (r) and the "Talking
People" [Broadcasting, Jan. 31].

Mr. Willson (r) and the "Talking
People" [Broadcasting, Jan. 31].

Available
... and ready to sell!

Tom Reardon's
"AFTERNOON HIT PARADE"

5:45 p.m. to 6 p.m. CST Segment

WHHM
4.7

4.6 4.2 1.7 1.5 1.4

Latest Hooper Continuous Measurement

HAPPY at WOL-MBS
EDITOR, Broadcasting:
Radiorama's identification
last week (Feb. 14) of our Bill Henry
as "Bill Henry, CBS News" calls
forth a firm protest in his behalf.
It is generally noted, I am told,
that there is a more or less measur-
able trend to that august network;
however we at WOL-Mutual rise
in righteous wrath to assure you
it's not happening to Henry! As
the photo plainly shows, Bill Henry
is right happy at WOL-Mutual.
In fact it is our fond hope (and ex-
petation) that Bill will remain
an outstanding WOL-Mutual news
personality at least till next year comes.

A sidelight concerning that Rad-
ierama picture: Mr. Truman told
Henry that the microphone which
was presented him (on which the
President delivered his first House
address after assuming office in
1945) was a possession cherished
above all which had come to him in the
White House.

John Bondeson
Director of Promotion
WOL Washington.

Added Credit
EDITOR, Broadcasting:
I noted with interest, your article
in the issue of January 24th
covering the awards to ZCMI, in
the recent NRDA contest. I wish,
however, to call your attention to
a mis-statement of fact in para-
graph 11, to wit: "Conceived and
produced by Alene Dalton (Mrs.
Ross Dalton in private life),
who has a degree in child psychol-
ogy and abhors blood-and-thunder
fare for small fry, the series [re-
ferring to The Story Princess pro-
gram] features such childhood
favorites as Little Red Hen and
Snow White."

I feel that KSL's fine facilities,
and my efforts as actual producer
of the show, having directed it
since May of 1947, coupled with the
able assistance of our expert sound
technician, Mr. Alden Richards,
are in large measure responsible
for the degree of excellence at-
tained...

... Thank you for your usual
up-to-the-minute reporting of all
developments in the industry.

Francis L. Urry
807 L St.
Salt Lake City, Utah

[Editor's Note: Broadcasting is happy
to give credit where credit is due on
production of The Story Princess pro-
gram.]

TV Program Coverage
EDITOR, Broadcasting:
There is a crying need for a good
publication—such as yours—to cov-
er TV broadcasting from the pro-
gram angle—both the technical and
program content of TV programs,

F. A. Timberlake
TV Engineer
WENR-TV Chicago
On WCAU you're in Philadelphia

50,000 watts

“Umbrella Coverage”—in all directions

Nation's third largest market

First in every Philadelphia listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff in Philadelphia and New York... elsewhere by RADIO SALES

AM TV FM

THE PHILADELPHIA BULLETIN STATIONS
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 kc.

RALEIGH, North Carolina

National Representative FREE & PETERS INC.
SUPER RADIO SURVEY

By J. FRANK BEATTY

BMB will die a quiet death when the second industry coverage study is completed this year but in its place may arise a separate broad-caster-operated all-inclusive audience measurement and coverage project.

This development topped a series of all-important steps taken by the NAB board of directors at its winter meeting, held last week at the Hotel Roosevelt, New Orleans.

The board:

* Created separate corporation to handle All-Radio Presentation with permanent sales promotion project envisioned (see story on this page).
* Aimed straight at heart of threatening world radio developments by setting up operating groups to protect U.S. broadcasting (see NAB story, page 32).
* Ordered naming of governmental representative to represent industry before Congress.
* Extended President-Miller's contract one year from Oct. 1, 1950.
* Deferred NAB reorganization plan, meantime ordering naming of TV expert and continued reorganization study.
* Called for membership drive.
* Ordered B.R.E.E.N. anti-code amendment sent to membership for vote.
* Voted against plan to prevent board members serving over two consecutive terms but ordered referendum vote.
* Set up women's activity as separate NAB department.
* Approved new membership service to replace NAB reports.

Two topics dominated the Monday-Wednesday discussions, as well as advance committee meetings. They were BMB and international problems.

Feeling was general that something serious had to be done about BMB. The problem consumed almost half of the three-day session. What the board did, in effect, was protect the present investment and potential of stations in the broadcaster-agency-advertiser coverage project which is now well under way and will be completed by autumn.

Useful Functions

The board apparently recognizes that BMB, from a long-range viewpoint, had served a useful function in meeting the desire of buyers of time for specific circulation data. But it has had enough of the present setup and this was made quite clear.

Since the board's action came on the eve of BMB mailing of some 650,000 ballots to listeners, the board did not desire to peril the project. Instead of swinging the axe on all radio coverage and research efforts, the board took the view that perhaps the scattered projects now in operation can be wrapped up into a package that will meet the approval of advertisers and agencies. No action was announced by the board in relation to BMB personnel.

A careful study will be made of all types of research and coverage measurement with possibility that something definite will develop by convention time next April.

The management conference during convention week in Chicago will run 2½ days, starting Monday noon, April 11, and ending Wednesday noon. Chairman Wayne Coy of the FCC will open the convention Monday noon, with Judge Miller presiding. The annual report of the president will be printed this year.

The Monday afternoon agenda will be a dollar-mark session featuring sales and broadcast advertising problems and ways to increase station revenue in the face of stiffer competition and expansion of promotion by other media. An FM session will be held Monday night.

Tuesday morning's discussion will be built around public relations on the management level. Legislation, labor, news and similar industry matters will be included. Tuesday afternoon's agenda will be built around BMB, BMI and international affairs. Final session will be held Wednesday (Continued on page 56).

INDUSTRY PROMOTION

INDUSTRY-OPERATED project to sell advertisers and agencies on the sales power of broadcasting, and then keep them sold, was set in motion last week at the NAB board meeting in New Orleans.

The board approved plans to form All-Radio Presentation Corp. as a separate corporation entirely outside NAB. This corporation will direct the All-Radio Presentation plan, now in the script-writing stage.

Out of the plan may develop the nucleus of a continuing sales promotion drive to divert new advertising dollars into the broadcast medium. Such a project would be the million-dollar Bureau of Advertising maintained by the American Newspaper Publishers Assn.

Backers of a permanent all-radio organization reminded the NAB board that the ANPA may double its promotion fund to $2 million with a heavy share of its activity aimed directly at broadcasting.

Recruiting Committee Planned

With pledges of funds to finance the current all-radio promotion film running ahead of expectations, the committee directing the project disclosed that a 39-man recruiting committee will soon be named to bring in more subscribers. Already over 400 stations are supporting the film.

The NAB board heard details of the promotion at its Tuesday morning meeting. Appearing on behalf of the project were Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee; Victor M. Katner, CBS vice president in charge of advertising and promotion, and Lewis Avery, of Avery-Knodel. The committee has been operating as a semi-autonomous organization but will have complete autonomy as a result of board action approving its incorporation.

While the committee and the board have given thought to the idea of a permanent industry promotion, present attention is devoted exclusively to the current film production.

Mr. Gray told the board that trends toward increased station (Continued on page 56).
Super Radio Survey
(Continued from page 25)

morning and it will be a television discussion which may last all day.

Originally the Board's convention committee had thought of a
Thursday morning session on FM, but this idea had been temporarily
replaced by a Monday morning FM meeting. Instead, Monday
morning will be devoted to committee meetings.

Annual industry banquet will be
taken Tuesday evening.

The organization project, in-
stigated in the November Board meeting, provided mainly for ap-
pointment of the chairman of the
newspaper contact department of the
radio station. The committee was presided over by John
Nunn, WLAP

The Missing Spence
SNOW storms in North Da-
kota and the northwestern states were
the subject of discussion at the NAB
Board meeting in New Or-
leans last week. Scheduled to
arrive at the board meeting was
Mr. Spence on the train, who
then was delayed on his way to the
board meeting.

Stark realism governed the
board's action on international af-
fairs, as it was made clear that
U. S. broadcasting frequencies are
seriously threatened by allocation,
to other nations. The committee
had adopted a resolution that all
broadcasting should be made
available to the American people.

Resolution proposing a legisla-
tive act to protect the broadcasting
industry from foreign interference
was passed by the board.

Failure to act quickly on allo-
cations can mean serious disruption
of the whole American broadcast
picture, the committee warned the
board.

President Miller is expected to
meet with President Truman
in the White House.

Muller to Meet Truman
President Justin Miller is to con-
fer with President Truman, Con-
gressional committee heads, FCC
Chairman Wayne Coy and others
in an effort to speed adoption of
policies which will protect U. S.
broadcasters.

The key to the whole board
action was decision to create an
All-Radio Planning Council to
solve problems of interference
between the government and broad-
casting.

Actual work of developing the
All-Radio Planning Council, whose
aim is to "insure the continuing
exchange of information between
the government and broadcasters,
concerting these important prob-
lems," was placed in the hands of
Mr. Muller and Robert K. Richards,
NAB director of public relations
and publications.

Members of the council will in-
clude the NAB president, three
industry representatives whom he
will designate, the chairman of
the FCC and three representatives
of government.

This conference of representatives
of the Federal Communications
Commission and the National
Association of Broadcasters
was the first step in the formation
of the All-Radio Planning Council.

The council will be responsible
for determining the optimum
spectrum for broadcasting, taking
into consideration the needs of
both the public and the industry.

The council will also be charged
with the task of developing a
comprehensive plan for the future
of broadcasting in this country.

The council will meet weekly
in Washington, D. C., and will
report to the NAB Executive
Committee on a regular basis.

The council's first meeting
was held last week, and it was
decided that the council should
meet on a regular basis,
beginning in January of this year.

The council will consist of
representatives from the
National Association of Broad-
casters, the Federal
Communications Commission,
and other interested parties.

The council will be responsible
for developing a comprehensive
plan for the future of broadcasting
in this country.

The council will also be charged
with the task of determining the
optimum spectrum for broadcasting,
taking into consideration the needs
of both the public and the industry.

The council will meet weekly
in Washington, D. C., and will
report to the NAB Executive
Committee on a regular basis.

The council's first meeting
was held last week, and it was
decided that the council should
meet on a regular basis,
NBC AGAIN led the networks in gross time sales with a total for 1948 of $60,697,690. CBS was its nearest competitor with time sales of $62,626,109. The figures were released by Broadcasting by Publishers Information Bureau. ABC’s gross was $44,304,245 and MBS $22,728,802.

Among the advertisers in the top seven (over $5 million appropriation) Gillette Safety Razor Co. increased its 1948 appropriation most. The account spent about $5 million more in 1948 than the previous year. Liggett & Myers increased its appropriation by $1,291,690.

P&G’s total appropriation was $18,228,521. The 1948 total exceeded P&G’s 1947 network time buying by $1,578,451. The figures are from Publisher’s Information Bureau final report for 1948.

The six accounts in the five to ten million dollar class were: Campbell Soup Co., $5,819,788; General Foods Corp., $6,774,567; General Mills, $7,190,856; Gillette Safety Razor Co., $6,267,319; Liggett & Myers Tobacco Co., $5,043,782; and Sterling Drug Co., $9,603,363.

Tabulation of the $198,995,742 in gross time sales for 1948 by product group is shown in Table II. Individual expenditures by advertisers are shown below. The first column shows the class in which the advertiser expenditure fails (see Table I). The second column shows the sponsor, and product advertised. The remaining columns show the total expenditures in 1948, 1947 and the dollar increase or decrease from 1947 to 1948. In light face type, expenditures by product are shown wherever such breakdowns are possible.

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1947 Exp.</th>
<th>$ Increase or Decrease</th>
<th>Jan-Dec Gross Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIII ALKYL CHEMICAL &amp; DYE CORP.</td>
<td>82,629</td>
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</tr>
<tr>
<td>VIII ALKYL CHLORIDE MANUFACTURING CO.</td>
<td>412,280</td>
<td>424,557</td>
<td>-2,277</td>
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<tr>
<td>VIII AMERICAN BIRD PRODUCTS INC.</td>
<td>24,043</td>
<td>26,299</td>
<td>-2,866</td>
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<tr>
<td>VIII AMERICAN CIGARETTE &amp; CIGAR CO.</td>
<td>2,400,573</td>
<td>2,815,855</td>
<td>-415,282</td>
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<tr>
<td>VIII AMERICAN EXPRESS CO.</td>
<td>287,154</td>
<td>197,802</td>
<td>89,352</td>
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<tr>
<td>VIII AMERICAN HOME PRODUCTS</td>
<td>6,000,377</td>
<td>5,902,996</td>
<td>97,381</td>
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<tr>
<td>VIII AMERICAN HEAT INSTITUTE</td>
<td>305,460</td>
<td>304,281</td>
<td>1,179</td>
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<tr>
<td>VIII AMERICAN OIL CO.</td>
<td>2,944,913</td>
<td>3,082,618</td>
<td>-137,705</td>
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<td>VIII ANCHOR-JACKING GLASS CORP.</td>
<td>206,367</td>
<td>209,853</td>
<td>-3,486</td>
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<tr>
<td>VIII ANDERSON, E. O., &amp; CO.</td>
<td>6,388</td>
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<td>VIII APPALACHIAN COALS INC.</td>
<td>203,349</td>
<td>210,812</td>
<td>-7,473</td>
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<td>VIII ARABIAN-AMERICAN OIL CO.</td>
<td>133,242</td>
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<tr>
<td>VIII ARMOUR &amp; CO.</td>
<td>1,916,253</td>
<td>1,740,104</td>
<td>176,149</td>
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<tr>
<td>VIII ARMOUR PRODUCTS</td>
<td>1,719,890</td>
<td>1,431,561</td>
<td>288,329</td>
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<td>VIII ARMSTRONG CORK CO.</td>
<td>429,779</td>
<td>418,056</td>
<td>11,723</td>
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<td>VIII ASSOCIATION OF AMERICAN RAILROADS</td>
<td>298,960</td>
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<tr>
<td>VIII BABBIT, ST. B., INC.</td>
<td>2,022,182</td>
<td>2,010,192</td>
<td>11,990</td>
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<tr>
<td>VIII BALLANTINE, P. &amp; SONS INC.</td>
<td>56,296</td>
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<td>VIII BALLARD &amp; BALLARD CO.</td>
<td>168,342</td>
<td>150,019</td>
<td>18,323</td>
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<td>VIII BARRASOL CO.</td>
<td>131,111</td>
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<tr>
<td>VIII BAVYNS CIGARS INC.</td>
<td>1,351,759</td>
<td>1,265,966</td>
<td>85,793</td>
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<td>VIII BEACH, PAUL F., CO.</td>
<td>7,348</td>
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<td>VIII BECH, PAUL F., CO.</td>
<td>79,617</td>
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</table>

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<th>$ Increase or Decrease</th>
<th>Jan-Dec Gross Value</th>
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<tr>
<td>VIII BEKINS VAN &amp; STORAGE CO.</td>
<td>96,642</td>
<td>92,361</td>
<td>4,281</td>
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<td>VIII BELL TELEPHONE SYSTEM</td>
<td>784,615</td>
<td>840,933</td>
<td>-54,318</td>
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<td>VIII BENZI APPLIANCES INC.</td>
<td>14,257</td>
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<td>VIII BENDON CO.</td>
<td>1,216,508</td>
<td>1,261,341</td>
<td>-44,833</td>
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<td>VIII BESSCO CO.</td>
<td>94,851</td>
<td>101,826</td>
<td>-7,975</td>
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<td>VIII BICKELS CO.</td>
<td>155,024</td>
<td>211,952</td>
<td>-56,928</td>
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<td>VIII BIRD &amp; SONS INC.</td>
<td>37,917</td>
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<td>VIII BRITISH-MITCYS CO.</td>
<td>2,101,945</td>
<td>2,472,309</td>
<td>-370,364</td>
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<td>VIII BROWN SHOE CO.</td>
<td>455,504</td>
<td>422,686</td>
<td>32,818</td>
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<tr>
<td>VIII BROWN &amp; WILLIAMSON TOBACCO CORP.</td>
<td>1,174,488</td>
<td>1,558,907</td>
<td>-384,419</td>
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<tr>
<td>VIII BROWNS</td>
<td>309,111</td>
<td>424,557</td>
<td>-115,446</td>
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<td>VIII BUDGE MOTHERS</td>
<td>50,521</td>
<td>117,609</td>
<td>-67,088</td>
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<td>VIII BUTLER PACKING CO.</td>
<td>19,616</td>
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<td>VIII CALIFORNIA MEDICAL ASSN.</td>
<td>32,608</td>
<td>13,728</td>
<td>18,880</td>
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<td>VIII CALIFORNIA PEUNE &amp; APROCOT GROWERS ASSN</td>
<td>10,481</td>
<td>9,484</td>
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<td>VIII CAMPANNA SALES CORP.</td>
<td>469,859</td>
<td>216,119</td>
<td>2,530,488</td>
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<td>VIII CARPENTER &amp; CO.</td>
<td>370,755</td>
<td>116,135</td>
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<td>VIII CARR &amp; CO.</td>
<td>309,044</td>
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<tr>
<td>VIII CARR &amp; CO.</td>
<td>5,819,759</td>
<td>5,801,294</td>
<td>8,465</td>
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<td>VIII CASDIN BAGGOTY &amp; CO.</td>
<td>6,140</td>
<td>22,028</td>
<td>-15,888</td>
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<tr>
<td>VIII CASDIN BAGGOTY &amp; CO.</td>
<td>6,140</td>
<td>22,028</td>
<td>-15,888</td>
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<td>VIII CARNATION CO.</td>
<td>973,785</td>
<td>1,550,625</td>
<td>-576,841</td>
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<td>VIII CARS &amp; CO.</td>
<td>127,702</td>
<td>132,987</td>
<td>-5,285</td>
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<tr>
<td>VIII CARTER'S LITTLE LIVER CANNERY</td>
<td>301,111</td>
<td>328,557</td>
<td>-27,446</td>
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<td>VIII CASTER &amp; CO.</td>
<td>5,144,801</td>
<td>1,763,034</td>
<td>-3,381,767</td>
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<td>VIII CHAMPION SPARK Plug CO.</td>
<td>252,419</td>
<td>253,346</td>
<td>-927</td>
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<td>VIII CHASE &amp; CO.</td>
<td>21,172</td>
<td>21,378</td>
<td>-206</td>
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<tr>
<td>VIII CHEEBURGH MANUFACTURING CO.</td>
<td>754,924</td>
<td>756,760</td>
<td>-1,836</td>
<td></td>
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</tr>
</tbody>
</table>

(continued on page 28)
C.E. HOOPER Inc. received its second setback in as many weeks when, with one exception, its subscriber stations in the Albany-Troy-Schenectady area cancelled their contracts. The cancellation, effective Feb. 14, reportedly were brought about by disagreement over a $15,000 prize contest being conducted by WROW, Albany.

Stations canceling Hooper reports in the tri-city area are: WABY WGY WTPR WTRY WXKW WSNY. These stations will receive an interim Hooper report covering the December-Feb. 15 period.

A Hooper spokesman pointed out that the firm could not take action in this instance because the merchandise giveaway of WROW does not involve a telephone gimmick and hence will not distort Hooper figures. "Our function is to count listeners," he said. If WROW builds on its new use of the giveaway, it is Hooper's job to count the audience, he stated.

It is understood that WROW will carry the cost of the report through the present period—approximately eight weeks—but the fate of Hooper reports in the area after that are not certain. The nature of the report for the remainder of the period is also uncertain. It is not known whether all stations will be included, even though they have cancelled their subscriptions.

The contest, which is reported to be scheduled to run for the next eight weeks, is said by the other stations to require all day and all night listening to WROW. Basis of the competition is an essay contest. Participants select their three favorite WROW programs, day or night, and write their reasons for selecting these particular offerings.

Get Merchandise

Winners in the weekly contests reportedly receive merchandise awards. These winners are then eligible to compete for the grand prize of $15,000—which includes an automobile.

At the "protest meeting" last Tuesday, station representatives from the area were said to have based their dissatisfaction on the feeling that such a contest, with its big awards, excludes them unnaturally from listener competition. Although several of the stations have giveaway programs, they pointed out that these are confined to specific listening periods and are on a regular sponsored basis.

In reply to a request by the station group that some notation of the contest be given on the report, Ward Dorrell, representing the Hooper organization at the "protest meeting," was reportedly very cold.

He is said to have pointed out that giveaway programs are not an exception these days and that the Hooper report would carry no mention of this local situation. This is one bone of contention as the station representatives felt the sampling firm should make some mention of any unusual local practices which might affect the Hoopering.

Although WROW is carrying the cost of the Hooper firm's service for the remainder of the current test period, the prospect for servicing the area in the future is not felt to be too bright. Stations are expected to move very cautiously in future contracts with Hooper and the feeling is that if they do sign, it will be on a provisional basis.

Three independent New York stations cancelled their Hooper subscriptions a fortnight ago (BROADCASTING, Feb. 14) after charging that the Hooper methods favored certain segments of the industry.

Shepard Resigns

Will Head Board of Stores

THE RESIGNATION of John Shepard III as chairman of the board of directors of the Yankee Network, Inc., Feb. 14, is a successor is expected to be named next week. Mr. Shepard becomes chairman of the board of the Shepard Stores, Providence, R.I., a post to which he was elected two weeks ago.

Mr. Shepard entered the radio field in 1922 when, on July 31, he inaugurated WNAC Boston as a public service adjunct of the local Shepard Store—one of a chain which had been founded by his grandfather in 1868. The second station originated by Mr. Shepard was WEAN Providence, connected with the Shepard Store there. From those two stations the network was built by him to its present status as the Mutual regional for New England.

Mr. Shepard also served on the Mutual board, a post which he resigned last year. No reason was given by the Yankee Network for his resignation as board chairman.

Shepard Resigns

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METHODS SOUND

THE ASSERTION of New York independent stations that comparison of Hooperatings in radio and television was inequitable owing to the higher incidence of telephones in television homes than in radio homes was sharply refuted last week by Mr. Hooper, president of the measurement firm.

The inclusion of television ratings in city Hooper reports of both radio and television listening was the basis for the cancellation of the Hooper service by three New York stations a fortnight ago (BROADCASTING, Feb. 14).

Major Argument

A major argument projected by the stations was that the Hooper coincident survey technique made it impossible to compare television and radio figures. The Independent said they believed almost all homes equipped with television were also equipped with radio whereas a large percentage of radio homes were without telephones.

Mr. Hooper last week told the American Television Society that a study of that sort showed that available percentage of television homes were either without telephones or had unlisted numbers and that there was little difference between the incidence of telephones in television and radio homes.

In an issue of his regular Hooper Refutes N.Y. Claims

SPOT SALES

FIGURES showing that non-network owned radio stations derive more income from spot sales than from networks were distributed last week to members of the National Assn. of Radio Station representatives by Frank M. Headley, president of the national organization.

Mr. Headley, who is also president of Headley-Red Co., reported that in 1947 station income from spot sales, after deduction for agency and station representative commissions, amounted to $60,099,386. In the same year the income from networks was $51,498,551.

Mr. Headley based his calculations on FCC figures (BROADCASTING YEARBOOK, 1948).

Sees Good Trend

Mr. Headley saw an increasingly favorable trend in spot broadcasting. He pointed out that the stations' net income from spot in 1946 was $54,499,401 and from networks, $82,796,821.

The healthy state of national spot radio business, the success of the station representatives' promotion campaigns, the more powerful use of national spot time by large and small advertisers all indicate that the trend will continue when the FCC figures for 1948 are published," Mr. Headley said.
RATE STRUCTURE

To Be Studied By ANA's Radio-TV Committee

RADIO's rate structure will be the first and probably the most important responsibility of the radio and television committee of the Asn. of National Advertisers, according to William N. Connolly, advertising manager, S. C. Johnson & Sons, and chairman of the ANA board of directors.

The committee was authorized by the ANA board at its January meeting and approved as part of organization and committee at the February meeting last Tuesday.

Commenting on the functions of the new committee, Mr. Connolly pointed out that "shifts in radio audiences caused by the growing stature of television and the increasing number of AM stations as well as other factors should play a decisive role in the setting of rates. It is our responsibility to make our views known to broadcasters."

To Meet Needs

"Formation of this committee," Mr. Connolly stated, "will enable us to step up our activities in the radio and television fields sufficiently to make sure advertisers' needs are met.

Albert N. Halverstadt, manager of the radio and media department, Procter & Gamble Co., was appointed chairman of the radio and television committee, which is expected to schedule meetings with network and station top executives to discuss rates.

In addition, the committee plans to make a study of rate trends since 1940, Mr. Halverstadt said, to help advertisers using radio to visualize not only how rates have changed in the past but what the changes have been in the sales return received for investments in radio time.

Another problem for the new committee will be to find out what measurements radio and TV advertisers need to guide their use of these broadcast media.

Described by Mr. Connolly as a task of "immediate and tremendous importance," this assignment involves not only consideration of the problems which have arisen together with the addition of television to earlier advertising media, but also an examination of all radio research requirements of advertisers during the foreseeable future.

The need for an immediate analysis of the research needs of radio advertisers stems from the request of BMB that its sponsoring organizations—ANA, AAAA and NAB—reexamine their individual needs to determine how best they can be met and which should be handled by a tripartite organization such as BMB (Broadcasting, Jan. 17).

During the discussion of this topic by the ANA, Board Chairman Connolly pointed out that BMB's radio measurements is that important questions unanswered. He stressed the supreme requirement of advertisers for uniform and valid information on radio programs parallel to that supplied by the Audit Bureau of Circulation for newspapers and magazines.

Plans Discussed

Paul B. West, ANA president, told the board that plans for the organization of the radio and television committee had been fully discussed with many advertisers who are active in radio and television, including leaders in the Radio Council of National Advertisers.

Mr. West said the consensus of this group, he said, was that the new committee should represent not only all radio advertisers but also all ANA members who, while not users of radio, are seriously considering the use of television.

Many advertisers, particularly the major radio users, reported that their experience showed the areas of similarity between radio and other media, from the advertiser's point of interest, were far greater than the differences; they felt it essential to throw the full support of the ANA behind the needs of the radio and TV users rather than to isolate this section as it had been under the independently incorporated Radio Council.

Following authorization of the formation of the new radio and television committee by the ANA board in January, Mr. West reported, the members of the Radio Council had decided that their interests could be best served by forming the council and reconstituting their activities directly inside the ANA framework.

Accordingly, they are discontinuing the limited council operation and are expediting the experimental and judgment at the disposal of the radio and television committee.

During the board's discussion of the personnel requirements of this new committee to make it most effective, the importance of drawing on the full resources of the ANA membership and staff was continually emphasized. One suggestion was that one or more members of the ANA's very active films committee should take part in some of the discussions of the radio and television committee to give TV advertisers guidance in the use of motion pictures.

Another suggestion dealt with similar cooperation from the ANA research and public relations committee when the new group should require advice on problems in those specialized fields.

Mr. West said that these suggestions will be carried out both by close cooperation between ANA staff members responsible for these varied activities and by the participation of advertisers serving on one committee in the activities of the others.

Kurie Duties

On the staff level, he said, Jack Kurie, ANA vice president for media and research, will be responsible for the radio and television committee as well as for the advertising research committee. "This guarantees with the overlapping or duplication of effort will be avoided and that each committee's activities will be channelled in the most productive direction," he said.

Mr. West added that Mr. Kurie will be assisted by Kirk Jewett, formerly of the media department of J. Walter Thompson Co., who has just joined the ANA staff to assist chiefly in radio matters.

1950 PLAN

Democrats to Triple Radio Use

DETERMINED to hold its political advantage in Congress, the Democratic party plans to spend three times as much for radio activity during primaries and 1950 congressional races as it did during the period preceding the Presidential campaign.

These plans were told to Broadcasting Feb. 14 by Jack Redding, publicity director of the Democratic National Committee.

Mr. Redding indicated that the Democratic party was not even pinning its hopes on radio during the 1950 congressional campaign. "In the Presidential campaign," he explained, "we pitched primarily to radio because we found this was the fastest way of reaching the largest number of people.

Radio Is Best Means

Kenneth Fry, radio director of the Democratic National Committee, also felt that "the best way to get information across to the people is through radio."

The Democratic party is concentrating first on radio, on a three-point program for the utilization of radio and television in bringing messages to the voters.

Objectives of the party, as outlined by Mr. Redding, are (1) stimulation of activity in radio by Democratic Congressional leaders through closer working relationships with the committee, (2) establishment of closer liaison with radio and television networks, (3) inspiration, through publicity and party meetings on all levels, of larger audiences for broadcasts dealing with national issues.

In their early stages, Democratic plans call for utilization of mostly sustaining time with purchases increasing apace with the approach of the Congressional races.

As each administration plank is brought up in Congress, party leaders will send air time to present their views to the public.

For a starter, while Congressional committees debated the proposed new labor legislation, the Democratic National Committee set aside secured time on all four major networks for the presentation of the administration's point of view. A second time to be planned for the Democratic case will be sought such as other major issues as housing, social security, national health insurance and taxes dominate the Congressional spotlight.

Mr. Redding indicated that the plans include vigorous efforts to encourage the use of local radio and Capitol Hill recording facilities by Congress. With Democrats in the National headquarter, he said, will assist Congressmen in the preparation of radio shows and scripts. Material on various issues will be made available for individual use of the legislators.

Broadcast material will also be made available to radio and television networks. Close cooperation with networks and Congress will be maintained to insure frequent appearances of Democratic spokesmen on public forums and other radio and television shows.

Conferences Being Held

A series of conferences is being held among leading Democrats to draft plans for the public relations campaign, Mr. Redding said.

Party gatherings and meetings will be encouraged at times that Democratic spokesmen are on the air and will call attention to the programs as a means of increasing the listening audience, Mr. Redding said.

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Vice President Alben W. Barkley will appear with President Truman (Continued on page 32)
FORMAL PAPERS were signed in New York and Washington last week effecting long-pending transfers of KQW San Francisco to full CBS control and WTOP Washington to WTOP Inc., owned 55% by the Washington Post and 46% by CBS [BROADCASTING, Feb. 14].

The moves were authorized by FCC in 1932 ago of petition by the Post to assume active management of WTOP and by CBS to assume operation of KQW. Settlement of the deals has been awaiting disposition of WINX Washington by the Post under condition attached to the sales by the Commission. WINX has been sold for $130,000 to William A. Banks, owner of WHAT Philadelphia, while WTOP-FM has been sold for $100,000 to WTOP Inc. [BROADCASTING, Jan. 24].

The KQW-AM-FM negotiations were consummated in New York on Wednesday. The WTOP sale was completed in Washington.

The network acquired 100% of the stock of Pacific Agricultural Foundation Ltd., the licensee of KQW-AM-FM, from Ralph R. M. and Mott Q. Bruntun, who owned 56% of the stock. CBS already held 45% of it. Consideration for the 55% interest was $425,000 plus certain adjustments [BROADCASTING, Oct. 25, 1948].

New Board Chairman

New board of directors of the company was elected following the transfer, with Frank Stanton, CBS president, as chairman. Members are Joseph H. Ream, CBS executive vice president; Adrian Murphy, CBS vice president and general executive; Howard S. Meighan, CBS vice president and general executive, and J. Kelly Smith, CBS vice president in charge of company-owned station administration.

Mr. Stanton was also elected president of KQW. Other officers are: vice president - Messrs. Meighan, Smith and Arthur Hull Hayes, now CBS vice president in charge of the San Francisco office; secretary, Julius F. Brauner, CBS secretary and general attorney; treasurer, S. R. Dean, CBS treasurer and comptroller; assistant secretary, Kenneth L. Yourd, CBS senior attorney; assistant treasurer, George R. Stadtmuller, member of CBS accounting department.

Philip Graham, president of the Washington Post Co., and Mr. Stanton signed the final papers in Washington for transfer of WTOP.

The Post paid $855,470 for its majority interest in WTOP. Eugene Meyer, board chairman of the Post and father-in-law of Mr. Graham, is chairman of the board of WTOP Inc. Mr. Graham is WTOP Inc. president and also is trustee of CBS' 45% interest.

Concurrently with the signing, John S. Hayes assumed his new duties as WTOP's general manager. He has been general manager of the Post's WINX-AM-FM Washington.

WTOP's History

WTOP remains an affiliate of CBS, which has been sole owner since 1932. Columbia will continue to maintain a separate Washington office in the Warner Bldg., staffed by network personnel. Earl H. Gammons is vice president in charge. Office will include CBS news and public affairs department under Theodore F. Koop, the legal department, and Country Journal headquarters.

Other than Mr. Hayes' appointment as general manager, no other staff changes at WTOP are contemplated for the present by CBS and the Post. In a statement Mr. Hayes said: "We plan ... no major changes in policy, program or personnel. The station has risen to leadership through the teamwork of its present staff. All of our efforts will be directed toward maintaining and extending that leadership."

Mr. Hayes joined WTOP after 13 months as executive vice president of WINX WINX-FM.

Norton Resigns

State Dept. Changes Seen

A REALIGNMENT of State Dept's Telecommunications Division was indicated last week after Garrison Norton submitted his resignation as Assistant Secretary of State for telecommunications and transportation, effective last Tuesday. The vacancy will not be filled in the immediate future, it was understood.

Instead Telecommunications Division is expected henceforth to submit matters involving policy direct to James E. Webb, Undersecretary of State. The move was viewed by State Dept. observers as one which would bring the division within closer supervision of State Dept's higher echelons, in line with the importance of world telecommunications.

Mr. Norton was appointed to the post by President Truman two years ago.

Meanwhile, Gerald C. Gross, International Telecommunications Union, returned to Washington less than a fortnight ago to supervise preparatory arrangements for the fourth Inter-American Radio Conference, scheduled to begin in Washington April 1.

State Dept. also revealed that nine of 15 nations at the recent Loran Conference in Geneva voted continued use of the aids-to-navigation system in the North Atlantic. Heading the U.S. delegation were Capt. John Cross, USNR assistant chief of Telecommunications, and Capt. Donald McCoy, Coast Guard communications chief.

Recruiting Ads

Army and Air to Ask Bids

COMPETITIVE bids on about $5,000,000 in recruiting advertising for the year starting July 1 will soon be asked by the Army and Air Force, the secretaries of those services announced Feb. 17.

The advertising program is being slashed by more than $2,500,000 from the estimated $5,000,000 to $5,000,000 of the current fiscal year.

All national advertising agencies having an annual billing of $10,000,000 or more will be invited to compete. Gardner Advertising Co., St. Louis, now has the account.

Lee Stations

Ohrt Named to New Post

HERBERT R. OHRT has been named executive vice president of the Lee stations-KGLO (AM-FM) Mason City, Iowa, and WTAD (A M - F M) Quincy, Ill., Lee P. Loomis, president of Lee Radio Operations, announced last week. Mr. Ohrt has been manager of the Mason City stations.

H. B. Hook, public relations-promotion manager of the Lee outlets, will assume additional duties of managing KGLO. Walter J. Rothschild, national sales manager for the station, will also serve as manager of WTAD-AM and FM operations.
CBS LOAN

Prudential Transaction Explained

DETAILS of the 15-year $5 million loan borrowed by CBS from Prudential Insurance Co. of America became public property last week when the network reported the transaction to the Securities and Exchange Commission.

In the report CBS said the loan was its only outstanding indebtedness of the kind. In an exhibit made part of the report, however, CBS set forth a consolidated mortgage indebtedness of all its subsidiaries of $2,148,908.21.

The new loan, it became clear from the report, took the form of a promissory note dated Jan. 20, 1949, and maturing Jan. 15, 1964.

Interest is payable semi-annually on Jan. 15 and July 15 of each year at 5% on the $5 million given to CBS for the loan:

"Net proceeds are to be used to maintain cash reserves in view of contemplated large indebtedness arising in the development of registrant's television operations."

A loan agreement, in the form of a letter from CBS to the insurance company, set forth details.

Note for Investment

One important representation of the insurance company was that "it has acquired the note for the purpose of investment and not with a view to or for further distribution with any distribution thereof."

Various methods of paying off the loan are set forth but the principal way contemplated seems to be by annual prepayments starting Jan. 15, 1957, of one-eighth the amount outstanding at that time.

CBS's AFFECTATION

Named V.P., Program Head

HARRY S. ACKERMAN, CBS director of programs, Hollywood, last week was appointed a vice president and director of network programs, with Hollywood headquarters, CBS President Frank Stanton announced.

At the same time, Arthur Hull Hayes, general manager since 1940 of WCBS New York, left for the Golden Gate city to assume his new duties as CBS vice president in charge of network's San Francisco office. [See Hayes sketch, page 46.]

Mr. Ackerman will continue to head all CBS transcontinental programs of West Coast origination. He will continue supervision of production on such CBS package programs as My Friend Irma, Our Miss Brooks, Life With Luigi and My Favorite Husband.

Resigning as vice president in charge of radio program operations for Young & Rubicam, New York, Mr. Ackerman joined CBS Jan. 1, 1948, as executive producer in New York. Developing, during his first six months with CBS, such programs as mr. ace and JANE, Cabin 18 and Sing It Again, he became CBS director of programs, Hollywood, on June 15, 1948.

READ TO WDSU

Leaves WABB for New Post

APPOINTMENT of A. Louis Read Jr., former sales manager of WWL New Orleans, as sales manager of WDSU AM-TV-FM was announced Friday by Robert D. Sweeze, vice president, The appointment is effective March 1. Mr. Read succeeds Charles Price, who resigned to join KLOA Monroe, La., as chief aide to J. C. Liner, owner-manager. Mr. Read, who is 34, is a native of New Orleans. He is leaving WABB, the Mobile Press-Register station, to join WDSU. Prior to his WABB appointment he was advertising director of Wesley Tie Co. and taught advertising sales at Loyola U., New Orleans.

Mr. Read

RICHARDS

Hearing Delayed 3 Weeks

STARTING DATE of FCC's hearing on the news policies of G. A. Richards, owner of KMPC Los Angeles, and WJR Detroit, was postponed last week to March 16. It had been scheduled to start today (Feb. 21). The action was taken by the Commission on its own motion "because of urgent commitments" of Comr. E. Webster, who is to conduct the hearing. Comr. Webster has been in Europe since Jan. 26 as chairman of the U. S. delegation to a meeting of the International Telegraph Regulations Revisions Committee at Geneva. He returned last Monday.

The hearing, to investigate charges that Mr. Richards ordered KMPC staff members to slant news stories in the interest of the family of the late President Roosevelt and against certain minority groups [BROADCASTING, Nov. 15, 1948], is now slated to open at 10 a.m. March 16 before the Court of Appeals in Los Angeles.

The session is expected to take one to two weeks and may then be recessed for reopening later at Detroit and Cleveland.

The hearing, an investigatory proceeding, is actually a hearing to determine whether a hearing should be held. It was called by the Commission after a staff probe inspired by charges filed by the Radio News Club of Hollywood. If the charges are proven unfounded, the matter will be dropped. If not, there will be another hearing, either via revocation proceedings or action on renewal applications.

WINN REQUEST

In WKLO Case Is Refused

FCC last week refused WINN Louisvile's request that Mid-America Broadcasting Corp.'s application for license for its WKLO Louisville either be held pending until current litigation is completed, or be designated for hearing.

"Any license which may be granted the Commission said in a letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court make a determination adverse to Mid-America Broadcasting Corp., or any other determination requiring further proceedings."

The case involves FCC's grant to Mid-America for 1080 kc with 5 kw day and 1 kw night. WINN was seeking the same assignment in lieu of its present 260 w on 1240 kc, and has appealed to the U. S. Court of Appeals for the District of Columbia for reversal of the Commission's grant.

February 21, 1949 • Page 31
LEWIS ALLEN WEISS, president of Don Lee Broadcasting System and chairman of the board, explored the “Horizons of Television” last week in San Francisco at the annual joint meeting of the San Francisco and Los Angeles advertising clubs.

In the course of his talk Mr. Weiss made the following announcements and predictions:

- Latest estimates show that operating television stations in the United States today are losing an average of $1,000 daily.
- The coaxial cable between Los Angeles and San Francisco should be operating for television within a year.
- One of the top television problems of the day is the “vacuum” of program material.
- Television on the West Coast is far behind television in New York.
- KFRC, the network’s San Francisco outlet, will start construction of its television station within 30 to 60 days.

Mr. Weiss said he got into television long before it could stand on its own legs and that, he, as a member of the fledgling board of MBS, probably is responsible for the rapid development of the media. (KTLS, the Don Lee television station in Los Angeles, has been on the air since 1951.)

Horizons Unlimited

He said the horizons of television were limited only by the ingenuity of man’s brain, the things which will be foreseen by future generations.

MAIL ORDER

Closes Radio Department

MONTGOMERY WARD & Co., Chicago retail and mail order firm, has closed its radio department and canceled all advertising for the remainder of the year, J. A. Martin, assistant retail sales manager and director of press relations, said in Chicago Wednesday.

The radio department was eliminated Feb. 1 “because the small volume of radio business did not warrant its maintenance,” he explained. Of the 626 Ward stores, only 40 sought and made use of services offered by the radio division.

“Only a very small, percentage of our advertising budget is for radio,” Mr. Martin added. Last year, when Ward’s allocated more than $10 million for newspaper advertising, the radio budget was less than $100,000. This year it is being lowered to between $50,000 and $60,000 for the balance of the few stores using the medium, he added. The broadcasting budget is not expected to be reinstated for television inasmuch as most of the firm’s stores are outside TV market areas, Mr. Martin said.

LEWIS ALLEN WEISS Addresses West Coast Clubs

NARBA RESCUE

Is Goal of NAB Project

AN IMMEDIATE conference with FCC and congressional committee chairmen to avert collapse of NARBA will be held by NAB officials. The action will be taken under a new NAB board policy as a result of “unsettled conditions” cause by failure of FCC to solve the clear-channel problem.

DAY BEFORE DAY before clearing the clear-channel issue prevented the Senate and House from its policy in preparation for the NARBA meeting in Canada next September, it was felt. Collapse of NARBA would mean

restricted pirating of domestic channels by other nations, the board was informed at its New Orleans meeting (see separate story page 25). These channels would include local, regional and clear facilities.

45 R.P.M. DISCS

Capital Will Add New Line

STARTING in April Capitol Records Inc. will supplement its regular 78 r.p.m. releases with 45 r.p.m. records according to Glenn E. Wallick, president. These records will be identical to those recently announced by RCA and will employ the same changer-player recently announced by RCA-Victor.

Mr. Wallick said, “We shall also continue to produce our present conventional 78 r.p.m. records and will promote them even more enthusiastically than in the past. We believe that there will be a large public demand for these for a long time to come.”

and eliminate the rival bidders from the competition.

Fort Industry owns seven AM stations, the maximum permitted by FCC policy, but the Commission it would sell one if necessary for acquisition of WHAS. Six of the seven (all but WMMN Fairmont, WJBK-Detroit, and WJBK) are affiliated. The company also operates WJLB-TV Detroit and WSPD-TV Toledo and plans to have WAGA-TV on the air for the TV industry AM stations, in addition to those with TV affiliates, are WGBS Miami, WWVA Wheeling, WLOK Lima, Ohio, and WMMN.

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Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!
TWENTIETH Century-Fox Film Corp. is ready to make more documentaries for television like the $500,000 filmization of Gen. Dwight D. Eisenhower’s book if ABC can find sponsors for such telecasts.

This was revealed by Spyros P. Skouras, president of the film company, Monday (Feb. 14) at a news preview in New York of the first two 20-minute episodes of the 26-week series based on Crusade in Europe, the Eisenhower best seller.

Less ambitious documentaries already are in the plans at Twentieth Century, it is understood. Its television staff, however, is currently tied up with finishing Crusade, only nine of whose episodes have been completed.

Relations Cordial
In a question-and-answer period held after the preview, there was little doubt about the cordiality of relations between the film company and ABC. Mr. Skouras, Edward J. Noble, chairman of the board of ABC and Mark Woods, president of ABC, exchanged compliments on their contributions to a “television first” which they agreed in the words of Mr. Noble “may be television’s biggest and proudest thing.”

This cordiality was shown despite the fact negotiations have been going on between Twentieth Century and ABC for the acquisition of the network by the film company.

These negotiations no longer are in progress, Mr. Skouras said at his own news conference preceding the preview. He added, however, that his company still is interested in ABC “if the price is right.” What price was asked by ABC in the negotiations of several weeks ago is “a state secret,” he said.

He further divulged that he has approached no other networks or stations for purchase but that other stations have approached him. He refused to name the stations or their locales.

Mr. Woods, discussing the financial arrangements of Crusade, said each episode would cost a sponsor $15,000, with time and line charges being extra [Broadcasting, Jan. 31]. He added that the films also will be offered to independent television stations and to stations of other networks. A suggestion from a newspaperman present at the preview that BBC might be interested in the series resulted in a decision to approach the British network.

* * *

Quintet includes (1 to r) Messrs. Skouras, de Rochemont, Noble, Black and Woods.

THE WEATHER was fine but Stratovision had its troubles nonetheless in flight tests held last Thursday by Westinghouse Electric Corp. The mishaps which plagued various equipment pieces manifested themselves in one form or other until finally, in late afternoon, the B-29 went “off the air” and nosed its way back to the Baltimore home base.

In the words of Charles E. Nobles, inventor of the system, “it was just a bad day . . . we had all kinds of trouble.”

Transmission ‘Fair’
Actually the transmission was reported by FCC observers as “pretty fair” and even “remarkably good” during the morning phase of the run. Then things began to happen—toward camera control, generator and picture transmitter. Other reactions to the test were unavailable late Thursday afternoon but would be forthcoming this week, Westinghouse indicated.

The converted B-29 started out from Baltimore’s Glenn Martin Airport about 10 a.m., flew north into Pennsylvania, covering Hanover, Gettysburg, York and Harrisburg. After circling the Susquehanna River and rural parts of the state, the plane headed down the river into the Chesapeake Bay region, cutting across to Atlantic City.

It was during the flight between the latter area, and Norfolk down the coast about 4:30 p.m. that the demonstration went off the air, rather than conflict with WTVK Richmond’s TV signal inland. The three hour siege of trouble resulted primarily from a faulty generator which developed an oil leak, according to Mr. Nobles. Transmitter trouble plagued the pictures shortly after 1 p.m. and equipment had to be fixed along the way. The oil, flooding vital equipment parts, wrecked the most telling damage however. Even the camera control developed quirks during the afternoon.

FCC’s monitoring station at Laurel, Md., reported the picture as pretty fair until the transmitter went off the beam. In some instances it was remarkably good, personnel said, as when the plane was circling York, Pa., at 12:11 p.m. Pictures of rivers, bridges, racetracks, beaches and airports were picked up effectively, it was reported. Films were also taken of much of the ground panorama.

Test on Channel 6
The Stratovision plane telecast on Channel 6 as usual. The test had been postponed several times during the past eight weeks, Mr. Nobles said, as Westinghouse engineers awaited favorable weather conditions. Snow, prevalent during that period, does not lend itself to adequate transmission, he pointed out. The atmosphere Thursday was described as hazy during the morning hours.

Westinghouse’s receiver at Baltimore had its own troubles too. Personnel reported that local interference from an X-Ray machine blurred reception for a spell.

Also asked at the conference was what would prevent moving picture theatres from picking up the telecasts and showing them on their own screens. Mr. Skouras answered that ABC demanded exclusive rights for 21 months and got them.

No Movie Showing
Donald M. Black, president of Doubleday and Co., publisher of Crusade, said that one of the basic terms in the telefilm agreement was that it will not be shown in motion picture theatres. Mr. Woods answered simply that any theatre picking up the telecasts would be sued by ABC.

Production credits of the film read in part: “American Broadcasting Company and Twentieth Century-Fox Film Corp. present ‘Crusade in Europe’ by Dwight D. Eisenhower, a ‘March of Time’ Production, produced by Richard de Rochemont.” It was said that 160 million feet of official films were available to editors seeking to digest action of the book.

COMM. CHANDLER
‘Wait and See’ TV Effect
BASEBALL Comm. A. B. (Happy) Chandler told members of the Merion (Pa.) Post of the American Legion, Feb. 14, that he is pursuing “wait and see” policy on the effect of television on baseball attendance. Mr. Chandler said, “I don’t think we’ll ever see the day when an honest-to-goodness baseball fan will stay away from the parks and watch the games on television.”
YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*

BUT...

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

Western Michigan, embracing both Grand Rapids and Kalamazoo, is a wonderful market. But like any other, it's got to be reached to be sold. And because of a freakish condition of "fading" in this area, outside stations simply don't get through consistently into Western Michigan!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's topflight leaders, combining excellent coverage with low rates. Our Hoopers prove real audience preference in our two big cities. By projection, you can figure that this preference boils down to about 23% more city listeners alone—and our BMB figures show even higher audience differentials in the surrounding territory. Best of all, the combination of WKZO-WJEF costs 30% less than the next-best two-station combination in Kalamazoo and Grand Rapids!

Write to us or to Avery-Knodel, Inc. for all the facts!

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.
AID TO MOVIES

Giannini Says TV May Be a Boon

TV will promote the movie industry in particular and the entertainment industries in general. That was the opinion of Bernard Giannini, vice president of the Bank of America, speaking before the Academy of Television Arts & Sciences in Hollywood last Tuesday evening.

As for financing television films, he said that the criteria of the movie financier—"character, capacity and collateral"—would likewise apply in the new medium.

In examining the effect of television upon other media, he said that people "will sit at home for television any more than they would for radio. And he felt that television might in the future represent an avenue of getting back money on movies which fall in the theatre.

Other participants in the ATAS meeting were Robert Brown, program director of KGBN (TV) Hollywood; Richard Goggan, ABC western television project manager; Arnold Maguire, Foote, Cone & Belding, Hollywood television di- vision; Arthur Mann, president of Cascade Films; Frank Cristal, live TV packager.

Charles Brown, general manager of Video Broadcasting Co., moderated the panel which included questions, and Harry Lubekoe, Don Lee television director and ATAS president, presided over meeting.

Mr. McGuire pointed out that in television there was considerably greater distinction between producer and director than has ever existed in radio. In fact, he pointed out that in radio the two are synonymous. On the other hand, in television, he said, the director is the station or network employee who works directly for Brown, whereas the producer was the agency's representative and worked on the program full-time with no other duties.

Mr. Brown said that NBC aimed to control the program on its air and while it would do business with outside packagers, it would certainly assign its own directors to production of such programs. He also advised his listeners that most departments of television today are only one-man shops and opportunities consequently had to go to the most experienced personnel available.

When Mr. Goggan was asked what hope there would be for "an eager beaver" in the present owing to the limited opportunities, he replied "eager beavers have their own procedures." Seriously, he stated that inexperienced talent must find its opening in smaller areas of television since the most competitive situations existed in the centers of New York, Chicago and Hollywood.

PARAMOUNT

DuMont to File Exceptions

PARAMOUNT PICTURES has only a "financial" interest in Allen B. DuMont Labs, has never exercised control, and has had trouble in trying to sell its interest because would-be buyers regard it as an "investment interest only," Paramount told FCC last week.

The company is going through subsidiaries, relabeled its position in exceptions to FCC's proposed finding that Paramount's 29% interest in DuMont amounts to control [BROADCASTING, Dec. 26, 1948]. The commission was asked to hear oral argument on the subject. DuMont's exceptions are to be filed today (Feb. 14).

If the proposed decision is made final, Paramount would be unable to acquire additional television stations without obtaining a license, in view of the five-station limit imposed by FCC rules. Paramount owns two and DuMont three. A decision of the Paramount television "interests appears imminent, however, in view of reports that the company soon will sign a relationship with someone else in itself to two separately owned firms [BROADCASTING, Feb. 14]. Exceptions to FCC's proposed findings were filed by Smit P. Pat- rick, Washington attorney, for Paramount Television Productions, which operates KTLA Los Angeles and is applying for San Francisco; United Detroit Television, an applicant for Detroit; and New England Theatres, a Boston applicant. A decision on suppression of disses applications, as well as FCC's for Cleveland and Cincinnati.

The exceptions said Paramount TV would get $20 to $30 a share for its stock, which would mean $12 to $16 million. The company owns all of the 56,000 shares at $16 a share, bringing its total to 52.000 (2.9%) of the Class A.

Apart from the conclusion that Paramount controls DuMont—which was attacked as unwarranted by the record and by facts—the film company's exceptions attacked the proposal to deny Paramount's and DuMont's pending applications. Paramount controlled DuMont, the company said, the proper disposition would be to consider them along with competing applications and "grant them subject to "such conditions and readjustments" as FCC might require for compliance with its multiple-ownership rule.

The addition to KTLA, Paramount owns WKBK (TV) Chicago, while DuMont owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh.

10,745 TV HOMES

In Middlesex County, N. J.

MIDDLESEX COUNTY, New Jersey, has 10,745 homes equipped with television receivers, and the county's second largest city, New Brunswick, has 881 households with television sets.

The figures have been released by Advertisers Research, New Brunswick. They are taken from files of TV data chart, corrected as of Jan. 10, Advertisers said.

Highland Park (pop. 9,002), across the Raritan River from New Brunswick, has 446 TV homes, the latest Advertest study showed. The firm announced its plans to release TV set figures for other New Jersey locations soon.

WAVE-TV Report

WAVE-TV Louisville has issued a four-page "Report on Television in Louisville" which includes Cenef's activities during the first ten weeks of operation. Material includes facts on: Number of television set owners; total time on the air; public reaction; network programs now on WAVE-TV; outstanding local productions, and list of television sponsors, national and local.

L. A. SURVEYS

TV Sets Up 148% Since Oct.

LOS ANGELES area now has 89,337 television sets—an increase of 148% in three months—according to a survey by the Southern California Radio & Electrical Appliance Assn. Set ownership in the area last October was 36,000.

Approximately 91% of the receivers are located within Los Angeles County, which has a population of 3,881,323. The survey indicates there is now one television set to each 15 families in the county.

The average video audience for the area is reported as 312,680 viewers, figured on an average of 3.5 viewers per set. About 25% of the sets are in the homes of families in the upper income brackets, the survey states; 65% are in middle class families and 10% in the low income group.

Results of another survey in Los Angeles—on the effects of television on set owners—was announced last week by James Nicholson, theatre owner and chairman of the television committee of the Southern California Theatre Owners Assn.

Among the findings:

The average set owner has had his receiver approximately 4.4 months; stay-at-home nights have been increased by 88% 44% of those interviewed said it decreased their movie-going while 58% felt that television had not altered their movie-going habit; over-all decrease in movie-going represented about over 25%; average guest viewers per night, 15 persons.

TV WRITERS
Organize Guild in New York

TELEVISION Writers Guild became an association Monday evening at an organizing meeting in New York.

It is expected that the TWG will become a member of the Authors League, to meet in March and will exist side by side with the Radio Writers Guild.

About 80 television writers attended the first meeting, which did two things: Set up machinery to make the new guild a going organization and began discussion of such matters as fees and rights which will become contract demands.

An executive committee was chosen, consisting of: Chairman Lee Berg, Mrs. Ruth K. Friedlich, Oliver Nicoll, Max Wilk, Max Ehrlich, George Leffertz and Leland Markes. The group also passed a resolution asking the Authors League council to permit the first four to be elected as representatives on the council.

The executive committee was empowered to appoint a membership committee and a craft committee, the latter to discuss television writing. It will consider the drafting of a constitution and will rule until the TWG is admitted to membership in the Authors League and elections are held.

It was said that almost everyone attending the first meeting joined. A $10 admission fee was charged for membership and this will be credited to dues when a dues structure finally is set up. Writers who work in both radio and television will have to pay dues to both RWG and TWG on a basis which also has yet to be decided. It is understood, however, that dual dues will total more than the dues to just one of the organizations but considerably less than the sum of the dues of both organizations.

POLLAK, RODNER
Get Promotions at WPIX(TV)

JAMES S. POLLAK, film manager of WPIX New York, and Ar- dien B. Rodner, former president and executive producer of Television Advertising Productions Inc., New York, have been named program manager and program coordinator, respectively, of WPIX.

The film department has been made a part of the program department with Mr. Pollak exercising general program supervision over all programming activities, according to the announcement by Robert L. Coot, station manager.

Mr. Rodner will act as liaison between the sales and the program departments.

Mr. Pollak, who has been in the film business since joining the New York National television station, created the Telepix Newsreel and was responsible for obtaining exclusive video rights for the Kor- da film series.

Page 36 February 21, 1949
NORTHEAST IOWA'S MOST LISTENED-TO RADIO STATION

Distribution Of Listening Homes In Chickasaw County, Iowa

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<th></th>
<th>7:00 - 8:00 A.M.</th>
<th>8:00 - 10:00 A.M.</th>
<th>10:00 - 12 Noon</th>
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<td>9.3%</td>
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<td><strong>WMT</strong></td>
<td>0.0%</td>
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Listed above is the distribution of listening homes among stations in Chickasaw County, Iowa from 7:00 A.M to 12 Noon. During this hour-to-hour check, KXEL showed as much as 7 times as many listeners as any other station.

This is the unvarnished truth which proves Chickasaw County has gone KXEL—in a big way. This is true listener preference. It proves KXEL an amazing 4 to 1 favorite during these morning hours in rich Chickasaw County, whose borders are more than 75 miles from KXEL's transmitter.

Time buyers—You cannot afford to overlook this amazing listener preference that KXEL holds in rich Northeast Iowa.

If you want to sell Northeast Iowa and sell it completely—at LESS COST PER LISTENER—there is only one answer—KXEL.

See your Avery-Knodel man today or write KXEL for your copy of Conlan’s Newest Comprehensive Study of Listening Habits.

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

**Bercie Leads in ARI Poll**

MILTON BERLE, Arthur Godfrey and Ed Sullivan are the best-liked video personalities, according to a popularity poll conducted by Audience Research Inc.

Survey, part of ARI's continuing audit of radio personalities, included interviews with viewers in areas of TV service across the nation, where half of all interviews with ARI's cross section of 3,000 radio owners were conducted. While only 5% of the homes in those areas have video receivers, ARI interviewers reported that approximately a third of the persons interviewed had seen television at least once during the week preceding the interview.

These viewers formed the base for the ARI TV personality audit. Viewers were asked to go over the list of top television personalities and check those they had seen on the viewing screen. Then they were asked to indicate which ones they especially enjoyed. Mr. Berle was tagged as "especially enjoyed" by 92% of those who had seen him on television, while 80% similarly voted for Messrs. Godfrey and Sullivan.

Following the top three in the "particularly enjoyed" list of video stars were: Paul Winchell and Jerry Mahoney, 70%; Maury Amsterdam 66%; Dunninger 64%; Phil Silvers 63%; Lanny Ross 51%; Howdy Doody 45%; Bert Lytell 42%.

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**AD DOLLARS**

A BOSTON BANKER said last week that on television the yield per advertising dollar "will surpass anything man has devised for the distribution of his product or service."

Speaking before the Financial Advertisers Assn. of New York, John J. Barry, vice president in charge of advertising and public relations of the National Shawmut Bank of Boston, said he believed television was "destined to transform the American scene."

**Heavy TV User**

The Shawmut Bank is a heavy advertiser on Boston television.

Mr. Barry said he was convinced "that my own experience to date as a sponsor of television programs" that the "scramble for time franchises . . . for spots, 5, 10, and 15 minute time segments, half hours, hours, even hours, and a half, will result shortly in a sell-out for the stations in operation." He said he believed "that in the future distance [television] will cancel out and entirely replace, at least in the urban areas, that form of entertainment, education and instruction which we have known as radio."

Today, he said, "the fact of greatest importance to the advertiser, the national advertiser, is this . . . that it is now feasible, practical, and, I would add, imperative for some, that he get on television."

"The audience potential will be such that expenditures which now may be impractical will overnight become thoroughly sound advertising investments."

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**THE PULSE**

**Comedy-Variety Top List**

COMEDY - VARIETY shows, a point ahead of previous weeks, according to The Pulse Inc. New York area survey for those months. Drama, children's shows, quiz programs and sports followed in that order. Fewer sports, feature films, newscasts and film shorts were seen in January than in December, but more telecast time was devoted to music and Westerns.

Breakdown of the report follows:

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**Get Best Video Buy, Says Barry**

Cites TV Impact

Television advertising is of such importance to Mr. Barry, said that it will "wear its audience away from products and services being sold in other media and limit their purchases and investments to those things which have been established, demonstrated and demonstrated right in their own living room."

No medium, television, he said, "had provided a method for demonstrating a product or a service."

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**TV PRODUCTIONS**

**Friedberg Heads New Firm**

FORMATION of a new video firm, Columbia Television Productions Inc., New York, and election of Hardie Friedberg, former public relations executive, as its president, were announced simultaneously this month.

The new firm, with office at 270 Park Ave., and West Coast offices at 9597 Wilshire Blvd., Beverly Hills, will specialize in commercial spot announcements featuring well-known personalities of radio, screen and screen. Mr. Friedberg announced that over 150 such personalities were available for testimonials and endorsements on film.

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**VIDEO VARIETIES Absorbs West Coast Firm**

VIDEO VARIETIES Corp., New York, has absorbed the facilities of West Coast Sound Studios Inc., 510 W. 57th St.

George W. Goman will head the new enterprise, V. Mon, which will be vice president in charge of production, and A. W. Manchee, who, with Mr. Goman, was an original member of the old organization, will be vice president of VideoVarieties. Leonard Anderson, short subject producer and director, will be associated with the new firm.

Ouis P. Williams, for many years an account executive with WOR New York and Mutual, and presently manager of WNJR Newark, will be general sales manager of the new company, of which West Coast Sound Studios will continue as a department.

The new company, with assets in the $1 million bracket, will assume a round-the-clock schedule of TV film production, all of which will be released through United Artists television department.

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**KRSC-TV Schedule**

KRSC-TV, Seattle's only television station, is now programming six days a week, with the addition of Tuesday to the schedule which has prevailed since it went on the air Thanksgiving Day 1948. Tuesday night program line-up is built around the well-known CFGM which is aired with Milton Berle. Station has also added the Chesterfield Supper Club, which is viewed Friday evenings.

WFLM-TV telecast the 23 boxing bouts of the Tournament of Champions in Philadelphia Feb. 9.
UHF TELEVISION

RCA-NBC Seek 846-854 mc

FURTHER plans of RCA-NBC for high-band channel assignments were disclosed last week in an application filed with FCC for use of 846-854 mc at RCA’s laboratory in Princeton, N. J. In February, RCA was granted for a UHF satellite station at Bridgeport, Conn., to re-broadcast WNBK (TV) New York (BROADCASTING, Feb. 14).

“The immediate purpose of the experiment” at Princeton, RCA told FCC, “is to obtain propagation data which will compare vertical and horizontal polarization with respect to shadows and multipath, in the ultra-high frequency region, under summer and winter conditions.” The firm indicated that the project would be a continuous one.

RCA informed the Commission it proposes “to continue testing and development equipment originally conceived in our laboratories and tested for a brief period in Washington, D. C., during the latter part of the Washington tests, conducted both in the 500 mc and 800 mc areas, were in conjunction with NBC’s WNBK (TV) Columbus, Oh.” (BROADCASTING, May 5, Sept. 7, 1948).

The Princeton experimental transmitter will use rated visual power of 100 watt with a horizontal power of 400. W3XCY Washington transmitter will be adapted for the project. RCA engineers believe transmission antenna would consist of a parabolic reflector with two dipoles placed at the focal point, one horizontal, one vertical. Through a special switching arrangement either dipole may be excited.

Project will be under supervision of Dr. George H. Brown, RCA Labs. research engineer, assisted by W. C. Morrison and D. W. Peterson.

WTBN (TV) HEARING

Is Set by FCC

HEARING has been designated by FCC upon application of WTBN (TV) Columbus, Ohio, for extension of completion date. The Commission indicated it wished to determine whether Picture Waves Inc., owner, will continue in proceeding with construction and if extension grant would be in public interest.

WTBN was granted its construction permit March 17, 1948, with an expiration date of Nov. 17, 1948. In October the station filed application for extension of completion date to Oct. 1 of this year. Facilities assigned are Channel 6 (82-88 mc) with effective radiated power of 14.5 kw visual and 9 kw audio.

The permittee firm is owned 46% by Edward and Prudence Lamb, owners of WOTD Toledo, Ohio, and WICU TV Youngstown, Ohio. Application is pending for FCC approval to acquisition by the Lamb's of 94% interest in WTBN.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 15 Report

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(15, 16, 17, 18, 19) Smith Bros. (55CB)          1.0  1.0
(1:3-15, 18-20, 20, 23, 21) Wofford Industries 10.4 11.1
(15-23, 21) Special Radio (C) (E) 10.3 10.1
(15-23, 21) Laidlaw Bros. (E) 9.3  9.1
(15-23, 21) People Are Funny 80.0 79.8
(15-23, 21) White & Tobacco (Sedl) 8.5  8.3
(15-23, 21) White & Tobacco (Sedl) 17.8  15.1
(15-23, 21) White & Tobacco (Sedl) 15.1 15.1
(15-23, 21) White & Tobacco (Sedl) 10.4 10.4
(15-23, 21) White & Tobacco (Sedl) 7.1  7.1
(15-23, 21) White & Tobacco (Sedl) 11.7 11.7
(15-23, 21) White & Tobacco (Sedl) 16.7 16.7
(15-23, 21) White & Tobacco (Sedl) 14.6 14.3

PROETZ AWARD
Contest Includes Radio-TV

FIFTH annual Erma Proetz Award offered by the Women’s Advertising Club of St. Louis will include radio and television. Contest is open to anyone in the advertising field, and entries must be submitted by April 10.

The entries will be judged on their originality, timeliness, soundness of appeal, good taste and over-all effectiveness. Mrs. Elmer C. McCaddon, contest chairman, announced. Material submitted must have been created or used between March 31, 1948, and April 1, 1949.

Entry blanks can be obtained from Mrs. McCaddon, 3610 Olive St., St. Louis 3, Mo. The Proetz Award, established in memory of the late Erma Perham Proetz, St. Louis advertising woman, also includes $100 first prizes in two other categories, copy and art and photography.

OPERA TELECASTS

Plans Announced by Woods

PLANS are in the works to telecast the Saturday afternoon performances of the Metropolitan Opera next season, Mark Woods, ABC president, said last week.

Mr. Woods addressed a regular meeting of New York’s Town Hall on “The Present and Future of Television.”

In a question-answer session, Mr. Woods predicted that film repeats of television shows will be more numerous than repeat radio broadcasts, due to the rapid addition of new set owners. He said television would not entirely replace radio, as the latter can be enjoyed while listeners are doing other work.

Mr. Woods predicted that electronic color television would be available in 10 years, but he emphasized that it would not replace black and white and would be used only when color infinitely adds to drama of enjoyment. He did not feel that television would hurt motion pictures but believed that both arts should grow and learn new techniques from each other.

KMA PETITION
Seeks TV Call Suffix

KMA Shenandoah, Iowa, petitioned FCC last week for permission to continue to use KMA-TV as the call letters of its television affiliate at Omaha, despite the Commission’s present policy requiring individual calls unless the stations are in the same community (BROADCASTING, Jan. 17).

Courts have held that licensees have a property right in their call letters, KMA noted, suggesting that FCC consequently should not have put its new policy into effect without first giving a hearing. Certainly, the station insisted, the policy should not be retroactive, just as the policy of using “W” calls east of the Mississippi and “K” calls to the west was not retroactive. Further, KMA argued, the television station had to be located in Omaha because FCC’s has not allocated any channels for Shenandoah.

KMA-AM-TV is one of the relatively few cases affected by FCC’s new policy. At the use of common base call letters by commonly owned AM, FM and TV stations if they are located in different communities. July 1 was set as deadline for compliance.

VIDEO REPORT
ARI Issues TV Data Digest

AUDIENCE RESEARCH Inc., Princeton, New York and Hollywood, has issued the third in its series of reports on television. Titled Television Facts, A Summary of Progress, the 47-page report presents a digest of information bearing on non-technical aspects of television.

Presenting the television picture as of November 1948, the material deals with seven major classifications: Facilities, set ownership, set manufacturing, programing, sponsors, commercial exposure, living habits. Numerous charts and maps are used to illustrate the copy.

In the concluding chapter, titled “Television and the Motion Picture Industry,” the report points out that “television is, and most probably will continue to be, an addition to, not a substitute for, motion picture companies produce for consumer sale,” which may lessen the competition somewhat.

CBS Offer to RTDG

COUNTER-PROPOSAL offered by CBS Hollywood directors for cost-of-living increase sought by Radio and Television Directors Guild for call tv workers and assistants was taken up at a meeting last Friday between the two groups.

No results were available as this issue went to press. Increase sought by union was 50%. Amount offered by network was not disclosed, but it is believed that compromise will be effected for 15 to 20% increase.

February 21, 1949 • Page 39
WITH FIVE new stations reporting, the total number of television advertisers increased to 727 in the week of Jan. 2-8. Of this total, two-thirds were local-advertising advertisers, and 234 were spot users. Network advertising dropped fractionally from a total of 71 to 33. (Table I)

These figures are taken from the eighth monthly Rorabaugh Report on Television Advertising. Data is received from 48 operating television outlets in 27 markets throughout the country. The report is published by the N. C. Rorabaugh Co., New York.

The average number of accounts per station has increased from less than 14 in October to more than 16 in January, though many of the stations reported in the January report are less than two months old in commercial operation.

Estimated gross time expenditures of these 727 advertisers was $91,185, according to Rorabaugh. A breakdown by types of business reveals that 33 network accounts spent $88,954; 254 spot (national and regional non-network) advertisers spent $143,345, and 460 local advertisers spent $88,888.

Increase Over December

These 727 advertisers bought a total of 456 hours and 60 minutes of video time in the reported week. This is an increase of about 23 hours from the corresponding period in December. (See Table II) Of this total sponsored time, 69% were announcements (either weather, time or straight commercial) and the rest was programming. The proportion of announcements dropped from December, when 7.3% of all sponsored time were announcements.

Radio and television set dealers

and manufacturers were the mainstay of the video time sales. There were a total of 126 advertisers in this category, or 17.3% of the total. Of this total 101 were local retail dealers in television and radio sets.

Ninety of the 727 advertisers were food and food beverage accounts, and about 10% of the total accounts were apparel advertisers, and an equal percentage automotive advertisers. In these two categories, the major share of advertising was from local retail outlets. (Table III)

Heavy Spot Users

Spot advertising was used heavily by food and food beverage accounts. There were a total of 64 such accounts. Other heavy spot users were, in order of frequency, beer and wine accounts, apparel, and radio and television manufacturers.

The network accounts were spread through the major advertising categories.

Radio and television advertising has been a consistent leader in television time bought. Food and beverage advertising is second in January accounts, though it was in fourth spot in the December report. Apparel advertising dropped from 81 accounts to 76, for third place in January.

Household equipment accounts dropped slightly. Insurance, bank and loan companies showed a steady gain in the market, and many local institutions of this type have chosen television as their medium for reaching the middle and upper income groups.

Leading Markets

New York, with its six outlets, ranked leading the nation in number of TV accounts, though it suffered a drop of 19 in total advertisers.

Business Interests of TV Licensees, Permittees and Applicants as of Jan. 1, 1949

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper Publishing</td>
<td>126</td>
<td>31.3</td>
</tr>
<tr>
<td>Broadcasting only</td>
<td>66</td>
<td>16.1</td>
</tr>
<tr>
<td>Motion Pictures, Theatres, etc.</td>
<td>27</td>
<td>6.6</td>
</tr>
<tr>
<td>Radio Manufacturing</td>
<td>25</td>
<td>6.1</td>
</tr>
<tr>
<td>Dealers and Distributors (auto, grocery, etc.)</td>
<td>25</td>
<td>6.1</td>
</tr>
<tr>
<td>Miscellaneous Manufacturing</td>
<td>18</td>
<td>4.4</td>
</tr>
<tr>
<td>Real Estate, Insurance, Finance</td>
<td>17</td>
<td>4.2</td>
</tr>
<tr>
<td>Oil Production</td>
<td>17</td>
<td>4.2</td>
</tr>
<tr>
<td>Educational Institutions</td>
<td>10</td>
<td>2.4</td>
</tr>
<tr>
<td>Miscellaneous Interests*</td>
<td>26</td>
<td>6.5</td>
</tr>
<tr>
<td>Subtotal</td>
<td>409</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Information Not Available          | 25     |         |

Total                              | 434    |         |

TV APPEARANCES

With AM or FM Stations             | 333    | 76.7    |
Without AM or FM Stations          | 101    | 23.3    |
Total                              | 434    | 100.0   |

* Situation in which the several stockholders have varied business interests.

Table I

<table>
<thead>
<tr>
<th>SUMMARY REPORT OF TELEVISION ADVERTISING</th>
<th>June 1949 thru Jan. 2-8</th>
<th>December 27 thru January 2-8</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Markets</td>
<td>No. of Stations</td>
<td>No. of Advertisers</td>
</tr>
<tr>
<td>Network</td>
<td>Retail</td>
<td>Local-Retail</td>
</tr>
<tr>
<td>11</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>76</td>
<td>112</td>
<td>19</td>
</tr>
<tr>
<td>144</td>
<td>188</td>
<td>45</td>
</tr>
<tr>
<td>TOTAL ADVERTISERS</td>
<td>234</td>
<td>280</td>
</tr>
</tbody>
</table>

Table II

<table>
<thead>
<tr>
<th>Sponsoring Video Stations</th>
<th>Jan. 2-8</th>
<th>December 27 thru January 2-8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours-Minutes</td>
<td>% of Total</td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>Programs</td>
<td>425:03</td>
<td>314:47</td>
</tr>
<tr>
<td>Announcements</td>
<td>427:05</td>
<td>402:14</td>
</tr>
<tr>
<td>Radio</td>
<td>452:05</td>
<td>433:48</td>
</tr>
</tbody>
</table>

Table III

<table>
<thead>
<tr>
<th>TELEVISION ADVERTISERS BY PRODUCT GROUPS</th>
<th>Jan. 2-8, 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Network</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4</td>
</tr>
<tr>
<td>Apparel, Shoes, Accessories</td>
<td>1</td>
</tr>
<tr>
<td>Automotive, Tire, Service</td>
<td>5</td>
</tr>
<tr>
<td>Aviation</td>
<td>9</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>1</td>
</tr>
<tr>
<td>Building Materials</td>
<td>2</td>
</tr>
<tr>
<td>Confections, Gum</td>
<td>1</td>
</tr>
<tr>
<td>Consumer Services and Utilities</td>
<td>9</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>2</td>
</tr>
<tr>
<td>Furniture</td>
<td>1</td>
</tr>
<tr>
<td>Food &amp; Food Beverages</td>
<td>4</td>
</tr>
<tr>
<td>Gasoline &amp; Floods</td>
<td>4</td>
</tr>
<tr>
<td>Hardware</td>
<td>1</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies, Appliances</td>
<td>2</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>2</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>1</td>
</tr>
<tr>
<td>Insurance, Banks, and Loan Companies</td>
<td>1</td>
</tr>
<tr>
<td>Jewelry, Optical and Camera</td>
<td>1</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies, Printing</td>
<td>1</td>
</tr>
<tr>
<td>Pesticides</td>
<td>1</td>
</tr>
<tr>
<td>Radio, Television Sets, Records, Musical Inst.</td>
<td>1</td>
</tr>
<tr>
<td>Radar, Outlets &amp; Display Signs</td>
<td>1</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>1</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>1</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>1</td>
</tr>
<tr>
<td>Televisions</td>
<td>1</td>
</tr>
<tr>
<td>Television Advertising, Travel &amp; Resorts</td>
<td>1</td>
</tr>
<tr>
<td>Miscellaneous &amp; Unclassified accounts</td>
<td>1</td>
</tr>
<tr>
<td>Totals</td>
<td>33</td>
</tr>
</tbody>
</table>

Table IV

<table>
<thead>
<tr>
<th>ANALYSIS OF TELEVISION ADVERTISING BY MARKETERS (Showing type of account, new accounts, and gain or loss from previous month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Markets</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>New Business</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>

* These markets represented in this report for the first time.
In Maryland, it’s WMAR-TV for the kiddies

"Your Television Playground is the best thing that happened to mothers in years," a Baltimore mother wrote WMAR-TV recently. "Now I can get dinner in peace, because my brood is glued to their chairs watching your show every evening."

More than 2,000 Baltimore youngsters have written to WMAR-TV in the last six months, applying for membership in the Television Playground Club. Every week hundreds of Baltimore youngsters receive official "birthday greetings" from the Club headquarters.

Every mail delivery brings the station scores of entries in the Club's "Junior Artist" contest and every week one or more of the Club members receives a prize on the show for his artistic efforts.

Contests, games, hobbies, movies, magic, arts and crafts and sing-along songs combine to make the Television Playground Club of WMAR-TV the top local television show for youngsters in Maryland.

And the grownups like it too, according to the mail. An Army sergeant at Fort George G. Meade recently asked to enroll his whole squad and a 41-year-old father called the station to learn how the last chapter of a serial ended because he had missed that episode.

Television Playground is produced by WMAR-TV every weekday evening at 6:15, just before the outstanding CBS children's show, "Lucky Pup."

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO

CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
TBA ON SPORTS

EDUCATIONAL committee of Television Broadcasters Assn., meeting Tuesday in New York, urged colleges to conduct more research on the televising of sports events has on attendance.

Facts at hand do not present sufficient evidence for a decision one way or the other, the committee said. The group expressed the belief that television increases the gate at collegiate sports events, adding the evidence should prove an adverse effect, telecasting these events would still be worthwhile because of the public service rendered by such telecasts.

TBA educational committee approved the appointment of a subcommittee to work out the proper research techniques for checking the effects of television at individual colleges during the 1949 football season.

Subcommittee Named

Another subcommittee was named to establish minimum standards for television schools in three phases: Technical, program and business. E. H. Rietzke, Capital Radio Engineering Institute, was appointed to handle the technical phase and Ira Price, Television Workshop, the program phase. Third member, for business, was not named at the meeting.

Members of educational committee attending the meeting were Prof. Kenneth Bartlett, Syracuse U., chairman; Mr. Shane; Mr. Rietzke; Morrison Smith, National Radio Institute, and Prof. Edward C. Cole, Yale U.

CONSTRUCTION of studio building for WLWC, Crosley Broadcasting Corp.'s television station in Columbus, Ohio, is under way. There will be three studios on first floor, a central control room on second. Transmitter building 400 feet from the studio structure is nearing completion. When station is completed, it will represent an investment of approximately $500,000. Both WLWC and its sister TV station, WLWD Dayton, are slated to open late in March. Crosley's WLWT Cincinnati is already in operation.

F. & M. SCHAEFER

Buys Dodger Video On WCBS-TV

F. & M. SCHAEFER Brewing Co., Brooklyn, has contracted for sponsorship of telecasts of all home games of the Brooklyn Dodgers on WCBS-TV New York, at a figure reported to be well above $300,000 overall.

Rights to telecast the games, which last year were set by the ball club at $1,000 a game, were tripled this year, and facility charges of the TV station have also been increased in line with the increased number of TV set owners from last year.

BBD New York, agency for Schaefer, arranged the TV contract and also set the deal for the company's co-sponsorship with General Foods Corp. of AM broadcasts of all Dodger games, both home and away, on WMGM New York.

Schaef er's sponsorship of the Dodgers on WCBS-TV means that the home games of all three New York teams will again this year be televised for New York viewers.


WNBT (TV) New York, NBC's key video station, withdrew from the baseball broadcasting picture this year after having telecast the Giants home games for the past two seasons. Reason for rejecting the fat baseball contract lies in the increasing number of night games played by the team and their conflict with the regular lineup of NBC-TV network programs. Last year in mid-season WNBT transferred its night games to WPIX, which this year is carrying the whole Giant TV schedule.

Asked how WCBS-TV, key CBS video station, would handle the conflicts between night baseball games and its regular TV program schedule, a station spokesman explained that the anticipated summer lay-offs of many TV programs would permit WCBS-TV to broadcast more than 50% of the scheduled home night games of the Dodgers.

The remainder, he said, would probably be farmed out to some other New York TV station, although definite arrangements for this have not yet been made.

WABD, key of the DuMont TV network, will give baseball precedence over other programs, it was said.

FIGHT PA. FEE

Retailers File Suit

PHILADELPHIA Retail Liquor Dealers Assn., representing 1,000 taverns, filed a suit in equity in Dauphin County Court, Harrisburg, Pa., on Feb. 12, to restrain the Pennsylvania State Liquor Control Board from collecting television permit fees in Philadelphia突破口s. The Dauphin County Court ordered the Liquor Board to show cause why it should not be restrained.

Twenty-seven taproom operators, members of the association, brought the action, charging that the $120 television fee, equal to one-fifth of the taproom license fee, is excessive and out of all proportion to the cost of licensing, supervision and enforcement.

Abraham J. Levinson, counsel for the operators, said that, in effect, the fee amounted to an excise tax and not a license fee. He pointed out that courts have ruled that license fees must bear a relation to the cost of enforcing the law. He said the fee would bring in $300,000 annually in Philadelphia, Bucks, Delaware and Montgomery counties.

MEDICAL VIDEO

Color Showing for AMA

COLOR television designed as a teaching aid for medical students will be unveiled at the annual American Medical Assn. meeting at Atlantic City in June. It was announced last Tuesday. Arrangements were concluded by Smith, Kline & French Laboratories, Philadelphia pharmaceutical house, and the U. of Pennsylvania.

The university's medical school is collaborating with CBS' engineering research laboratories, Zenith Radio Corp. and Webster-Chicago Corp.

Actual surgery and diagnostic procedures will be telecast continuously during the four-day AMA convention, with the picture picked up at the Atlantic City hospital and beamed on a closed circuit direct to Convention Hall where 12,000 physicians are expected to attend. Doctors will watch the transmissions on 20 TV receivers developed by Columbia and engineered and produced by Zenith. Webster-Chicago is cooperating on design and manufacture of color components.

GARFINKEL

Buys First TV Time

JULIUS GARFINKEL & Co., Washington specialty store, is currenty preparing for the first time, sponsoring one-minute nightly spot announcements on WNBV's NBC Television Station, 6-6:30 p.m. The store is Donel and Donel Foundation Garment Co., for which it is exclusive merchandiser in D. C., are advertising Donel garments.

Garfinkel's is furnishing a live model, with copy stressing construction of Donel girdles. Copy and video portions of commercial are currently being created to maximize sales impact while remaining within television's good taste requirements, according to Mahlon Glascoco, Jr, WNBV sales director.

Agency is Jackson & Co., New York. Store's spots, which began last Monday, will continue through this week.

Quiz Pros Deflated

IN an effort to eliminate the "professional contestants" from its quiz show audiences, WOR New York and MBS have abandoned their new plan for broadcast tickets. The new system is expected to ban more than 400 such "professionals." Lists of "regulars" requesting tickets will be maintained, and their requests ignored; those who slip through will be spotted by artists, staff members who control distribution of tickets, and theatre operating personnel. Quiz show tickets will longer be distributed in the lobby and reception room except to out-of-towners and those known to be "non-regulars."

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BROADCASTING • Telecasting
For the first time... anywhere!

SPOT AND NETWORK BILLINGS
OF THE
NATION'S LEADING RADIO ADVERTISERS

NOW... for the first time radio buyers will get SPOT and NETWORK Billing by product groups... 27 categories including drug and toilet goods, food and beverages, cigarettes and tobacco, etc... all broken down by amount the advertiser spends, where he spends it, what his money buys. These vital time-buying facts will be current, usable, up-to-the-minute 1948 figures.

This copyrighted analysis will highlight the April 11 NAB Convention issue. Around this centerpiece will be grouped other important business features on AM-FM-TV. Along with the regular spot and convention news.

NAB CONVENTION ISSUE

Guaranteed circulation is 18,000—2500 above our subscription list. Every national and regional advertiser and agency will be covered.

Advertising Deadline: March 21. Regular sizes and rates prevail.

Write, call or wire collect for reservation.
The Happy Epic of
ART BARRIE, Esq.
(Announcer, Mayor, Fire Chief)

As it has to every man who's ever bobbled a commercial, the desire to be a wireless announcer occurred to young Art Barrie about 5 years ago. So, forthwith, Art became an "ANN:" with hustling, bustling WSPD in a place called Toledo, O., a gem of a city that's crammed with culture, glass and auto equipment factories and high per capita incomes.

Well, Art's head is no more pointed than the next announcer's, but he has the rare and wonderful knack of making people (consumers) fall in love with him, en masse.

What happens? Well, before you can say "Fort Industry Station," Art's on-the-street program "Adam Street Congress" is a sock hit, and dough
rolls in every time Art makes a plea for underprivileged kids or evicted families — results take place every time Art makes with a client's commercial.

Then folks in some 200 small towns around Toledo began demanding a personal look at Art Barrie—so Art starts visiting them and he's welcomed more enthusiastically than a pre-war dollar.

Front page newspaper stories and editorials herald Art's arrival in the small towns. Gigantic processions, led by local high school bands, follow him around. He's paraded on donkey-back . . . made honorary mayor or fire chief . . . municipalities proclaim "Art Barrie Day."

Art Barrie becomes, like several other WSPD headliners, a community institution . . . becomes one of the best known, most influential radio figures in the entire Toledo area . . . with a high, high Hooper.

Cash in! Each Fort Industry Station has the same kind of alert, progressive management as WSPD, which recognized Art Barrie as a potential hit and gave him the build-up that put him over . . . at each, you'll find creative programming in action . . . local shows with super-Hoopers and super-Sell. More, you'll find that all Fort Industry Stations are affectionately regarded, locally, as community institutions. Attracting and holding loyal listeners is the forte of Fort Industry Stations—so is the delivery of tangible, profitable sales results!
AM + FM + TV = ?

THE ENGINES of American industry, which have been racing hell-bent in the 40-odd months since the Axis collapsed, are now slowing down. Economists recognize a levelling off, with some even predicting mild recession.

Signs of the times are reflected in reduced food and clothing prices, evaporating waiting lists for cars, and harder selling.

In radio, this means a lot of accumulated fat is going to be worked off. The revolution among the new mass media is going to erupt with increasing velocity.

Talk TV to a broadcaster with no TV station, and he goes into a tizzy. Talk to a telecaster, and he reacts like a high school cheer leader.

So it's timely to take stock. Sound broadcasters are fearful of the inroads of TV. They think TV is being exploited too fast, to the detriment of sound radio.

There's a problem. But it can't be solved by simply wishing it away. TV represents another milestone. Its advent means change—change for newspapers, for magazines, for movies, and for sound radio. But the record shows each new medium, if it has worth, has found its niche. Aural radio sells against all media. It's the most effective medium extant. It saturates the ears of the nation through 74,000,000 receivers. There are 2,600 sound stations on the air—700 of them FM—which reach 40,000,000 homes and the riders in 11,000,000 automobiles. The public's investment in aural radio exceeds $12 billion.

FM has a special problem. It was to open new sound radio vistas. Everybody got on the bandwagon. It does provide a superior service. But it collided with TV's spectacular emergence. FM's pull will be harder and more tortuous until the competing FM circuits may prove FM's greatest boon.

The very experience of FM proves that TV isn't going to replace AM this year, next year or in the foreseeable future. TV's development has dwarfed the most expansive claims. No art or industry ever had a greater potential.

Yet today there are about 1,000,000 TV receivers in use. There are less than 60 stations on the air in about 30 cities.

In the next two years, it is doubtful whether there will be more than 120 TV stations on the air. This year, in excess of 2,500,000 receivers may be built; by 1956, there may be about 20,000,000 receivers. The number of stations depends on allocations, which have languished in the FCC's deep freeze since September.

Check these figures against the sound radio statistics. Remember, circulation is the yardstick, not in top markets alone, but in all 48 states.

The task at hand, then, is to broaden the bases of the radio media. Because it is a direct sales and demonstrating medium, as well as an advertising medium, TV will need a new revenue base that can back a sales budget for the medium. TV business will come from accounts which heretofore have used magazines and newspapers more than sound radio.

Sound radio will broaden its base through revitalization of old accounts, and through related direct sales resourcefulness—and through the good programming inspired by necessity.

TV is the ne plus ultra of the media—it sells itself as sales, as if it advertises, within the bounds of its own content circulation sphere. Sound radio is the all-encompassing, intimate medium that covers this democracy like the dew, and will be there as long as we have democracy and dew.

Arthur Hull Hayes

Arthur Hull Hayes boarded the Deluxe in Grand Central Station at 7 p.m., Wednesday, sank into a seat, wiped his brow and breathed a sigh of relief. He was off for San Francisco at last.

The hunted and somewhat guilty look of the past three and a half months was gone. He no longer had to dodge anybody.

For weeks he had been holding his hand up in front of his face, crossing streets suddenly against traffic, all to evade meeting people he had said goodies to months ago.

For, back in October, when CBS announced that he was leaving his post as general manager of WCBW New York to become vice president in charge of the network's San Francisco office, friends gathered 'round to say goodbye. Parties were held. Going away gifts presented.

And Mr. Hayes remained.

He remained to hear his friends say: "I thought you'd gone long ago" or "What, you still here?"

It all became a tiresome routine.

But now that was in the past. Behind him he was leaving an impressive record. Under his leadership, WCBW had become one of the outstanding radio stations in America, having top spot, morning, afternoon, and evening in one listenership survey in New York, its walls plastered with awards.

It was a listenership built around WCBW-owned shows which he had developed. Among the station's top programs and personalities he had a hand in bringing along are Arthur Godfrey, Phil Cook, Margaret Arlen, Missus Goes A Shopping and This Is New York.

It was a listenership which apparently agreed with the Hayes philosophy of station management. It is his credo that the measure of a station is not in its offices or transmitter or its gaudy trapping, but in service to listeners and community.

"You can have a junk pile for a station building," he believes, "but if the people listen and feel you help and entertain them, you have a good station."

Now, in the speeding train, he could look back to the time he had come to New York "practically steerage" in the middle of the depression. With him, were his wife and the first of his four children, Arthur Hull Jr., then a babe-in-arms. The banks had recently closed in Detroit and he was one of hundreds just let out at the Campbell-Swell agency there.

Now, fifteen years later, he could regard

(Continued on page 66)
The toughest stretch in the SALES PROMOTION JOURNEY is "THE LAST THREE FEET" at POINT-OF-SALE. Here, the interested customer meets THE ONLY SALESMAN YOU CAN HAVE at the moment of decision-to-buy. HE IS THE FOOD STORE CLERK.

THE NEW... NOVEL...

ABSOLUTELY DIFFERENT

WSAI "Personnel Training For Sales" plan will SHOW THE FOOD STORE CLERK:

• HOW TO DISPLAY YOUR PRODUCT
• HOW TO ADVERTISE AND HIGHLIGHT YOUR PRODUCT IN THE STORE
• HOW TO INCREASE SALES OF YOUR PRODUCT

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL, INC.

CINCINNATI

WSAI
A. B. C.

RUSH ME full particulars on "SHELF LEVEL" food selling...

COMPANY______________________
STREET_______________________ CITY_________
NAME________________________ TITLE________
For driving stage GL-5513

THE EYE IS EXACTING!

To assure high video-signal quality, specify G. E.'s pace-setting 220-mc triodes in your new TV transmitter design!

The best, most up-to-date... these words must describe every unit of your television circuit if you mean to get off on the right foot competitively. So start by choosing General Electric ring-seal tubes. Designed directly for grounded-grid circuits, they plug in quickly, firmly, with wide contact areas. Lead inductance is extremely low. The tubes need minimum neutralization.

All external parts are silver-plated to reduce r-f losses. Fernico metal-to-glass seals are used throughout. Sturdy, compact, built to true precision standards, Types GL-5513 and GL-9C24 are acknowledged performance leaders in the TV and FM fields.

Study the ratings of these modern yet service-proved v-h-f triodes; then phone your nearby G-E electronics office for further facts, plus (if desired) the application counsel of an experienced G-E tube engineer. Or, wire or write Electronics Department, General Electric Company, Schenectady 5, New York.

GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS

RATINGS AND ELECTRICAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Type</th>
<th>Filament voltage</th>
<th>Filament current</th>
<th>Inter-electrode capacitances</th>
<th>Plate ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>GL-5513</td>
<td>6.3 v</td>
<td>32 amp</td>
<td>21.1 mmfd</td>
<td>3,000 v</td>
</tr>
<tr>
<td>GL-9C24</td>
<td>6.3 v</td>
<td>240 amp</td>
<td>24 mmfd</td>
<td>5,000 v</td>
</tr>
</tbody>
</table>

Plate ratings per tube, Class B r-f power amplifier
(video service, synchronizing peak conditions):

- Max voltage: 3,000 v
- Max current: 1.2 amp
- Max input: 3,300 w
- Max dissipation: 1,200 w
- Power output, typical operation: 1,160 w

Plate ratings per tube, Class C r-f power amplifier
(key-down conditions without modulation):

- Max voltage: 4,000 v
- Max current: 1 amp
- Max input: 3,600 w
- Max dissipation: 1,200 w
- Power output, typical operation: 2.45 kw

*Includes power transferred from driver to output of grounded-grid amplifier.
**NBC PROMOTES**

Knodle, Dine Are Moved Up

Mr. Dine  
Mr. Knodle

THOMAS E. KNOdle, NBC director of the press department, last week was promoted to administrative assistant to the director of NBC television operations, and Joseph C. Dine, former trade editor, was named to succeed him in press.

Mr. Knodle becomes assistant to Carleton D. Smith, the director of television operations. Mr. Dine assumes the position of director of the network’s press department, reporting to Sydney H. Eiges, the vice president in charge of press. The appointments are effective immediately.

Mr. Knodle became press department director Oct. 7, 1947, having been assistant manager since January 1945.

Mr. Dine joined NBC as trade editor in 1946 after serving with 76 magazine. Both Messrs. Knodle and Dine have impressive war records in the infantry.

Mr. Knodle was wounded in action in New Guinea where he served as a rifle platoon commander with the 32nd Division, winning a Distinguished Service Cross, Purple Heart and Combat Infantryman’s Badge. He was discharged as a captain.

Mr. Dine won two Silver Stars, two Purple Hearts, a Bronze Star and the Combat Infantryman’s Badge while serving in Italy, France and Germany as a rifle company commander with the 30th Division. He was a major at the time of his relief from active duty.

Mr. Knodle’s service with NBC antedates the war. He joined the network as a news editor in Washington in 1938 after three years with the United Press. In 1940 he became director of NBC’s Washington news department.

Mr. Dine was a Worcester, Mass., newspaperman before the war. Simultaneously with the elevations of Messrs. Knodle and Dine, Mr. Eiges announced the promotions of Allan H. Kalmus former television editor, and Samuel Kaufman, former exploitation editor, to the newly created jobs of television manager and special services manager, respectively.

**QUITO RIOT**

Broadcast Causes 21 Deaths

BROADCAST of a fictional “Invasion from Mars” by a station in Quito, Ecuador, has resulted in the death of 21 persons, with at least 15 others injured. Similar to a program staged by Orson Welles in the U.S. in 1938, the Feb. 12 broadcast in Quito was based on H. G. Wells’ novel, The War of the Worlds.

Radio Quito interrupted a musical program to announce “an urgent piece of news.” Then followed a vivid description of the attack of Quito by the men from Mars. Hysterical listeners poured out into the city’s streets. When they learned that the invasion was only a radio drama, they turned into an enraged mob.

The army was called out and used tanks and tear gas to quell the crowds. The building housing Radio Quito and Ecuador’s principal newspaper, El Comercio, was wrecked, resulting in the deaths. Property damage was estimated at $650,000.

The government appointed the Minister of Defense to investigate, indicted the station’s art and drama editors and arrested 10 other persons. Radio Quito interrupted the program after the panic began to announce that it was only a drama, but it was too late to quiet the angry crowds.

**GARFIELD & GUILD**

Walter Guild to Resign

WALTER GUILD will resign March 1 from Garfield & Guild, San Francisco, to organize a new agency, taking many accounts with him.

His name of Garfield & Guild will remain with Sidney Garfield. New agency, which Walter Guild will be Guild, Bascom & Bonfigli. Temporarily, at least, the two agencies will share present offices at 45 Second St.

Major accounts held by each agency will include:

- Garfield & Guild—Ray Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith’s of Oakland.
- Guild, Bascom & Bonfigli—Bear Creek Orchards, Newell-Gutradt Co. (Strykers soap), Graven-English Baking Co. and Alexander Balart Co. (Alta Coffee).

**COPYRIGHT SUIT**

Motion to Dismiss Filed

A MOTION to dismiss a $1,200,000 copyright infringement suit brought in federal court in Texas was to be filed jointly late last week by NBC, Russel M. Seeds agency, Chicago; Brown & Williamson Tobacco Co. and Raleigh cigarettes. The defendants were to file a joint motion alleging that all were improperly served.

The four defendants were named by the plaintiff, William E. Ballard, of Palo Pinto County, Tex., in a suit charging that People Are Funny used a copyrighted idea of his [Broadcasting, Jan. 17]. The program is broadcast on NBC under sponsorship of Brown & Williamson for Ralpheks, through the Seeds agency.

**WFBL SYRACUSE, N.Y.**

WITH THE NEWS

Ray Owens
Newscaster
11:30-11:45 a.m.
Highest Hooper in Town for Any Local Program Day or Night
9.7 Latest Report

FRANK J. COSTELLO, Mayor of Syracuse, says: "I heartily approve your present method of handling the news. It's my opinion that this type of broadcast is preferred to one in which personal opinions enter."

**Straight News Reporting**

WFBL reports the FACTS — not opinions, a rigid policy which has paid off in the BIGGEST SHARE of DAY AND NIGHT AUDIENCE in Syracuse!

**14 Newscasts Daily**

WFBL keeps folks informed on the local, national and international scene. WFBL not only scoops the town, BUT other stations as well!!

Ask Free & Peters for the WFBL News Booklet and Availabilitys

**WFBL IN SYRACUSE . . . THE NO. 1 STATION**

February 21, 1949 · Page 49
TABLE V
Production Method Used

<table>
<thead>
<tr>
<th>Production Method</th>
<th>Hrs-Min. of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio Live</td>
<td>188:10</td>
</tr>
<tr>
<td>Remote</td>
<td>151:87</td>
</tr>
<tr>
<td>Studio Film</td>
<td>74:35</td>
</tr>
<tr>
<td>Live, Slide &amp; Film</td>
<td>26:34</td>
</tr>
<tr>
<td>Live, Slide</td>
<td>9:39</td>
</tr>
<tr>
<td>Live</td>
<td>0:2</td>
</tr>
<tr>
<td>Live, Film</td>
<td>0:1</td>
</tr>
<tr>
<td>Film &amp; Slide</td>
<td>456:50</td>
</tr>
</tbody>
</table>

**Teletostus**
(Continued from page 40)

on the air with 29 accounts in its first reported month. New Orleans also made a good showing in its first report, with 23 accounts. Memphis shows an aggressive local sales effort, as 21 of its 29 accounts were local advertisers.

Milwaukee's one outlet is the prize winner. Though it had a total of 42 advertisers in December, it added 19 new accounts in January, and made a net gain of 24 advertisers, to bring its total number of accounts to 66 in January. Of this total, 32 were local retail advertisers. (See Table IV)

Program Types
For the first time, studio live programming exceeded remote in total number of sponsored hours telecast. In December remotes accounted for 39.7% of all programming, but in the reporting week in January, live studio programming was 41.2% of the total, and remotes dropped to 34.1%. Film programming was the next most frequent production method, with a total of about 76 hours during the week. (Table V)

Of the total about 18 hours were film announcements, and news and sports programming each used 18 1/2 hours of film during the week. The remainder of the programming was a combination of slide, film and live production.

Sports programming was still far and away the most popular form of programming on the television screen. A total of 175 hours and 47 minutes of sports, commentary or news was presented, accounting for more than one-third of all video sponsorship. No other program category approached that total. (Table VI)

Variety shows, nearly all network programs, were in second place in total telecast time, with about 77 hours or 16.8% of the total. (Network shows hours are multiplied by the number of outlets using that show.)

The two other leading forms of television programming were dramatic (again largely network) with 12.1% and news broadcasts, accounting for 7.5% of all programming. The rank order of various types of programs is given in the first column of Table VI.

**TV SET figures reported to Broadcasting during the past week**

Buffalo, N. Y.—12,350 as of Jan. 31, reported by Buffalo-Niagara Electric Co.

Dayton, Ohio—2,100 as of Feb. 7, reported by WHIO-TV Dayton.

San Francisco (Bay area)—3,850 as of Feb. 7, reported by KPIX (TV) San Francisco.

**TV Mobile Laws**

LIST of 12 state legislatures which would prohibit or limit mobile television installations [Broadcasting, Feb. 7] has now grown to 19. New states are Delaware, Maine, New Hampshire, New Jersey, Pennsylvania, Tennessee and Washington. District of Columbia also has a bill under consideration. All legislation introduced only, with no bill yet to pass both Houses, although Indiana bill has passed Senate, and Rhode Island bill has passed the House. Maryland passed its bill last Wednesday.
WWJ—First all the way!

WWJ History
One of Firsts
Radio, FM and Video
All Led the Way

May 28, 1922—First orchestra organized especially for broadcasting — The Detroit News Orchestra, 16 pieces.
June 9, 1922—Thomas E. Dewey makes first radio bow, as bartender.
June 18, 1922—First Radio Wedding — Wendall Hall, the "Redheaded Music-Maker" as the bridegroom.
Feb. 13, 1925—WWJ joins NBC. March 1925—WWJ broadcasts the Coolidge inaugural.
October 1926—WWJ moves into its new studios across from The Detroit News.
May 1941—WWJ establishes the first FM station in Michigan, WENA, since renamed WWJ-FM. Oct. 23, 1946—First TV in Detroit. Experimental programs sent from the Penobscot Building to Convention Hall.
March 4, 1947—WWJ TV begins televising experimentally.
May 9, 1947—The Detroit News Spelling Bee televised first time.
FIRST BASE BALL
June 13, 1947—WWJ-TV starts commercial operation. First baseball game telecast (by Ty Tyson) Tigers-Yanks.
June 4, 1947—Carnival on Ice.
June 6, 1947—Boxing at the Olympia.

FIRST SYMPHONY TELECAST
April 10, 1948—First telecast of the Detroit Symphony from the Music Hall.
June 9, 1948—Olympic Swim Stadium.

FIRST IN MICHIGAN... Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

NBC Television Network

February 21, 1949 • Page 5T
This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

You’ll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25"x35"

Excellent for presentations -- visualizing markets -- charting sales territories, costs and volume -- ready reference at a glance.

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send . . . . 1949 Radio-TV Maps . . . enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

NAME ........................................
FIRM ........................................
ADDRESS ....................................
CITY ................................. ZONE ....
STATE ....................................

Network Expenditures
(Continued from page 27)

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1949 Exp.</th>
<th>Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>VII</td>
<td>CHRISTIAN REFORM CHURCH</td>
<td>208,295</td>
<td>8,184</td>
<td>+200,111</td>
</tr>
<tr>
<td>VI</td>
<td>CHRISTIAN SCIENCE PUBLISHING SOCIETY</td>
<td>309,938</td>
<td>315,874</td>
<td>-5,936</td>
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<td></td>
<td>Christian Science Monitor</td>
<td>819,297</td>
<td>231,717</td>
<td>-587,580</td>
</tr>
<tr>
<td>V</td>
<td>CHRYSLER CORP.</td>
<td>630,108</td>
<td>613,280</td>
<td>+16,928</td>
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<td></td>
<td>Plymouth &amp; DeSoto Cars</td>
<td>11,396</td>
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<tr>
<td>VI</td>
<td>CLAYTON MULTIPLIER CORP.</td>
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<tr>
<td></td>
<td>Clay Business Machines &amp; Flu-Built Writing Instruments</td>
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<tr>
<td>VIII</td>
<td>CLEAR WEAVE STORES INC.</td>
<td>2,304</td>
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<tr>
<td></td>
<td>Miscellaneous Apparel &amp; Accessories</td>
<td>125,422</td>
<td>115,192</td>
<td>+10,230</td>
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<td>VII</td>
<td>CLINTON ALUMINUM PRODUCTS CO.</td>
<td>2,517,887</td>
<td>695,124</td>
<td>-1,822,763</td>
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<td></td>
<td>Aluminum Household Utensils</td>
<td>46,821</td>
<td>30,951</td>
<td>+15,870</td>
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<td>VI</td>
<td>COLE, H. C., MILLING CO.</td>
<td>3,422,245</td>
<td>4,352,523</td>
<td>-9,278</td>
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<td>Onion Flour</td>
<td>20,677</td>
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<td></td>
<td>CONSOLIDATED ROYAL CHEMICAL CO.</td>
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<td></td>
<td>Krinks Shave Cream</td>
<td>24,710</td>
<td>250,146</td>
<td>-225,436</td>
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<td>CONTE PRODUCTS INC.</td>
<td>86,246</td>
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<td>Conte Castle Shampoo</td>
<td>754,889</td>
<td>730,794</td>
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<td>VI</td>
<td>CONTINENTAL BAKING CO.</td>
<td>60,802</td>
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<td>Wonder Bread &amp; Hotness Cake</td>
<td>354,624</td>
<td>340,929</td>
<td>+13,695</td>
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<td>VI</td>
<td>CONTINENTAL PHARMACEUTICAL CO.</td>
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<td>Kyma</td>
<td>420,881</td>
<td>570,351</td>
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<td>CREAM OF WHEAT CORP.</td>
<td>666,657</td>
<td>735,430</td>
<td>-68,773</td>
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<td>Cream of Wheat Cereal</td>
<td>217,376</td>
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<td>CUDAHY PACKING CO.</td>
<td>31,717</td>
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<td></td>
<td>Old Dutch Cleanser</td>
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<td>VI</td>
<td>CURTIS CIRCULATION CO.</td>
<td>272,953</td>
<td>264,323</td>
<td>+8,630</td>
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<td>Magazines</td>
<td>287,943</td>
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<td>VI</td>
<td>CURTIS PUBLISHING CO.</td>
<td>272,953</td>
<td>264,323</td>
<td>+8,630</td>
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<td>Candy</td>
<td>272,953</td>
<td>264,323</td>
<td>+8,630</td>
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<td>DAY &amp; NIGHT MANUFACTURING CO.</td>
<td>4,914</td>
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<td>All Products</td>
<td>86,469</td>
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<td>VI</td>
<td>DELAWARE, LACKAWANNA &amp; WESTERN COAL CO.</td>
<td>30,053</td>
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<td>All Products</td>
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<td>693,376</td>
<td>-2,360</td>
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<td>VI</td>
<td>DOURD PRODUCTS INC.</td>
<td>904,413</td>
<td>891,974</td>
<td>+12,439</td>
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<td></td>
<td>Institutional</td>
<td>539,131</td>
<td>541,466</td>
<td>+2,335</td>
</tr>
<tr>
<td>VI</td>
<td>ELECTRIC COMMERCE ADVERTISING PROGRAM</td>
<td>55,250</td>
<td>56,695</td>
<td>+1,445</td>
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<td>Institutional</td>
<td>829,580</td>
<td>844,703</td>
<td>-15,123</td>
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<td>VI</td>
<td>EQUITABLE LIFE ASSURANCE SOCIETY</td>
<td>876,747</td>
<td>761,601</td>
<td>+115,146</td>
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<tr>
<td></td>
<td>OF THE U. S.</td>
<td>8,999</td>
<td></td>
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<td>VI</td>
<td>EVANS PEN CORP.</td>
<td>1,006,252</td>
<td>1,192,906</td>
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<td>Envelope Ball Point Pens</td>
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<td>VI</td>
<td>EVERSHEAR INC.</td>
<td>127,860</td>
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<tr>
<td></td>
<td>Razor, Razor Blades, Pens &amp; Pencils</td>
<td>212,362</td>
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<tr>
<td>VI</td>
<td>FARMSTOWE TELEVISION &amp; RADIO CORP.</td>
<td>335,580</td>
<td>825,242</td>
<td>-489,662</td>
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<td></td>
<td>Copahoi Radios, Farmstow Radios, Phonographs, Television Sets, &amp; Railway Communication Equipment</td>
<td>29,303</td>
<td>53,064</td>
<td>+23,761</td>
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<td>VI</td>
<td>FAULFOLDI MP ORCH.</td>
<td>99,946</td>
<td>197,170</td>
<td>-97,224</td>
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<td>Sacks</td>
<td>776,163</td>
<td>786,177</td>
<td>+10,014</td>
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<td>VI</td>
<td>FIRESTONE TIRE &amp; RUBBER CO.</td>
<td>51,848</td>
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<tr>
<td></td>
<td>Tires &amp; Tubes</td>
<td>71,448</td>
<td>14,712</td>
<td>+56,736</td>
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<td>VI</td>
<td>FIRST CHURCH OF CHRIST SCIENTIST</td>
<td>29,303</td>
<td>53,064</td>
<td>+23,761</td>
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<td>Religious Titas</td>
<td>335,580</td>
<td>825,242</td>
<td>-489,662</td>
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<td>VI</td>
<td>FIRST NATIONAL STORES INC.</td>
<td>1,629,102</td>
<td>908,970</td>
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<td>FIRST NATIONAL STORES INC.</td>
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<td>All Products</td>
<td>74,570</td>
<td>120,679</td>
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<td>VI</td>
<td>FITCH, F. W. &amp; CO.</td>
<td>335,580</td>
<td>825,242</td>
<td>-489,662</td>
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<td>Finch Shampoo, Ideal Hair Tonic &amp; Brushless Shave Cream</td>
<td>69,002</td>
<td>254,049</td>
<td>+185,047</td>
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<td>VI</td>
<td>FORD MOTOR CO.</td>
<td>695,736</td>
<td>120,679</td>
<td>-56,937</td>
</tr>
<tr>
<td></td>
<td>Automatables</td>
<td>76,714</td>
<td>120,679</td>
<td>-46,109</td>
</tr>
<tr>
<td>VI</td>
<td>GENERAL AUTOMOBILES</td>
<td>695,736</td>
<td>120,679</td>
<td>-56,937</td>
</tr>
<tr>
<td>VI</td>
<td>FULLER, W. F., &amp; CO.</td>
<td>695,736</td>
<td>120,679</td>
<td>-56,937</td>
</tr>
<tr>
<td>VI</td>
<td>FULLER'S SHOE SHOP</td>
<td>695,736</td>
<td>120,679</td>
<td>-56,937</td>
</tr>
<tr>
<td>VI</td>
<td>FULLER'S SHOE SHOP</td>
<td>695,736</td>
<td>120,679</td>
<td>-56,937</td>
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<tr>
<td>VI</td>
<td>FRUHHAUF TRUCKING CO.</td>
<td>135,479</td>
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<tr>
<td>VI</td>
<td>TRUCKS &amp; TRAILERS</td>
<td>1,629,102</td>
<td>908,970</td>
<td>+720,132</td>
</tr>
<tr>
<td>VI</td>
<td>GENERAL ELECTRIC CO.</td>
<td>1,294,102</td>
<td>908,970</td>
<td>+720,132</td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td>76,714</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 54)
"STEP ON IT BOYS! THEY'RE ADVERTISING ANOTHER DRESS SALE ON WGN TONIGHT!"

YES, THIS IS LITERALLY WHAT HAPPENED when Hirsch Clothing Co., John Nesbitt's "Passing Parade" and WGN got together for two announcements on the night of November 29, 1948. No promotion or advertising other than these two commercials was used and yet $19,000 worth of dresses were sold before closing time the next day.

This is a Hirsch story, a Nesbitt tale and a typical WGN listener response.
Network Expenditures
(Continued from page 58)

Class | Sponsor and Product | 1948 Exp. | 1947 Exp. | $ Increase or Decrease
--- | --- | --- | --- | ---
II | GENERAL FOODS CORP. | 6,774,602 | 7,064,046 | -290,448
| | | | |
III | GENERAL MILLS INC. | 7,190,599 | 7,053,473 | +117,126
| | | | |
IV | GENERAL MOTORS CORP. | 1,976,764 | 1,789,850 | +186,914
| | | | |
VII | BOILERMAKERS, IRON SHIP & MACHINERY TRADES INTERNATIONAL | 210,490 | 210,490 | 0
| | | | |
VIII | BOILERMAKERS, IRON SHIP & MACHINERY TRADES INTERNATIONAL | 1,068,500 | 974,387 | +94,113
| | | | |
IX | BISQUICK & Other Canned Meats | 1,269,756 | 1,126,972 | +142,784
| | | | |
X | BISQUICK & Other Canned Meats | 815,463 | 832,215 | -16,752
| | | | |
XI | BISQUICK & Other Canned Meats | 843,801 | 851,500 | -7,699
| | | | |
XII | BISQUICK & Other Canned Meats | 957,708 | 966,463 | -8,755
| | | | |
XIII | BISQUICK & Other Canned Meats | 1,048,640 | 1,047,484 | +1,156
| | | | |
XIV | BISQUICK & Other Canned Meats | 441,045 | 446,703 | -5,658
| | | | |
XV | BISQUICK & Other Canned Meats | 1,895,484 | 1,893,029 | +2,455
| | | | |
XVI | BISQUICK & Other Canned Meats | 1,955,326 | 1,952,709 | +2,617
| | | | |
XVII | BISQUICK & Other Canned Meats | 1,984,729 | 1,984,729 | 0
| | | | |
XVIII | BISQUICK & Other Canned Meats | 210,490 | 210,490 | 0
| | | | |
XIX | BISQUICK & Other Canned Meats | 210,490 | 210,490 | 0
| | | | |
XX | BISQUICK & Other Canned Meats | 210,490 | 210,490 | 0

An excerpt from a letter to Cleveland's Chief Station

Congratulations on your record distribution of "Jimmie Dudley's Baseball Reference and Scoring Book" for the Standard Brewing Company. The deluge of requests for this book in the short space of time is a tribute to the pulling power of WJJ.

BROADCASTING • Telecasting

ACCORD

Accordian Rejoins Heidt

DIFFERENCES between Horace Heidt, band leader, and Dick Contino, accordianist, have been resolved by an impartial mediator. The young musician was scheduled to rejoin the Heidt troupe in New Orleans yesterday for its featured NBC broadcast at 7 p.m. EST.

Mr. Heidt and Mr. Contino issued a joint statement in New York Thursday announcing the settlement.

In the statement Mr. Heidt said he was withdrawing an injunction suit against Mr. Contino and Mr. Contino said he was completely satisfied now.
BMB has some very interesting looking figures showing how 50 KW stations should infiltrate this area.

But what does a scientific coincidental survey show?

CONLAN found in a scientific sample of 8,455 homes that 2%–1.9% to be exact—listen to outside stations.

98% listen to the Alexandria stations.

P.S. If your station is in this same situation, we'll be glad to hear from you.

* YOU KNOW WHO WE MEAN

Central Louisiana's Fastest Growing Station

Mutual Broadcasting System

Soon 1000 W — 970 Kc

All programs duplicated over KVOB-FM at no extra cost

Radio Promotion

Operating costs and general business trends are leading advertisers and agencies to inspect their advertising dollars with greater care. As a result they need more selling, he said, adding that use of radio for institutional advertising is decreasing.

Advertisers are going in for hard-hitting sales techniques, he said, and other media are greatly expanding media-wide sales efforts. Radio has been selling against itself in the "good years" but collective selling is now needed, he said. Television has confused buyers' minds as to the real nature of broad cast selling, he suggested.

Outline of the script for the all-radio film will be ready for the NAB convention in April. Mr. Gray said, along with typical segments of the final film now slated for completion in time for the fall sales season. Mr. Ratner is starting to write the draft script, following completion of preliminary work.

Shows All Radio Good

Mr. Ratner emphasized to the board that the film will stress that all radio is good, in all its forms, AM and FM, from announcements to hour shows. It will demonstrate by actual on-the-scene movie how sound broadcasting is an enormously versatile medium and can meet any advertising need. Though there is no problem in selling pre-recorded material at present, the film will show that all time is a good sales weapon.

Answering fears that the film might emerge as a network or big-station promotion, Mr. Ratner pledged that the film will not have a network slant. He said the story will be told entirely in the terms of local station operation "because that's where the listener gets his radio."

Mr. Avery, in charge of utilization of the film, gave the board his four-point plan to show the film in every community in the nation to business, service and civic groups as well as individuals.

The plans for exhibition of the finished film are: Plan A, presentation in eight major markets in conjunction with local committees of subscribing stations (these markets yielding 95% of national advertising); Plan B, showings in the next 142 markets where local committees will organize showings, aided by complete sets of instructions; Plan C, showings in committees or towns before service clubs, civic groups and dealer conventions; Plan D, showings by individual stations to individual prospects and to store meetings and similar affairs.

WFPG-FM Starts

FM operations for WFPG Atlantic City started Feb. 14, according to an announcement by Mel Siskind, program director. WFPG-FM is on Channel 283 (98.5 mc) with 15.5 kw. A 408-foot tower is in use.

Network Expenditures

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1947 Exp.</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>VII</td>
<td>MODDIN CO. INC.</td>
<td>10,905</td>
<td>9,750</td>
<td>+1,155</td>
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<tr>
<td>VII</td>
<td>MOFFAT, H. CO.</td>
<td>4,312</td>
<td>3,750</td>
<td>+562</td>
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<tr>
<td>VII</td>
<td>MOORE, BENJAMIN, &amp; CO.</td>
<td>69,566</td>
<td>60,750</td>
<td>+8,816</td>
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<tr>
<td>VI</td>
<td>MORRELL, JOHN, &amp; CO.</td>
<td>29,283</td>
<td>17,953</td>
<td>+11,330</td>
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<tr>
<td>III</td>
<td>MOSS, PHILIP, &amp; CO. LTD., INC.</td>
<td>2,884,090</td>
<td>2,128,722</td>
<td>+755,368</td>
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<tr>
<td>VII</td>
<td>MUSTERER CO.</td>
<td>132,492</td>
<td>107,973</td>
<td>+24,519</td>
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<tr>
<td>V</td>
<td>MURBERT BENEFIT HEALTH &amp; ACCIDENT INSURANCE CO.</td>
<td>728,233</td>
<td>706,535</td>
<td>+21,698</td>
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<tr>
<td>IV</td>
<td>NASCH-KELVINATOR CORP.</td>
<td>723,459</td>
<td>63,250</td>
<td>+690,209</td>
</tr>
<tr>
<td>IV</td>
<td>NASH MILLS CORP.</td>
<td>654,495</td>
<td>644,595</td>
<td>+9,900</td>
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<td>IV</td>
<td>KEYSTONE WM. Co.</td>
<td>183,345</td>
<td>152,345</td>
<td>+31,000</td>
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<tr>
<td>IV</td>
<td>KIVEST CO., INC.</td>
<td>598,941</td>
<td>594,345</td>
<td>+4,596</td>
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<tr>
<td>VII</td>
<td>NEW YORK STATE REPUBLICAN COMMITTEE</td>
<td>977</td>
<td>977</td>
<td>0</td>
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<tr>
<td>V</td>
<td>NORWICH PHARMACEUTICAL CO.</td>
<td>726,133</td>
<td>631,676</td>
<td>+94,457</td>
</tr>
<tr>
<td>V</td>
<td>NOXXELA CHEMICALS CORP.</td>
<td>684,478</td>
<td>624,470</td>
<td>+60,008</td>
</tr>
<tr>
<td>V</td>
<td>NOXONZA CHEMICALS CORP.</td>
<td>170,683</td>
<td>170,683</td>
<td>0</td>
</tr>
<tr>
<td>V</td>
<td>PABST SALES CO.</td>
<td>760,963</td>
<td>749,499</td>
<td>+11,464</td>
</tr>
<tr>
<td>V</td>
<td>PACIFIC COAST BORAX CO.</td>
<td>615,255</td>
<td>638,559</td>
<td>-23,304</td>
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<tr>
<td>V</td>
<td>PACIFIC GREYHOUND LINES</td>
<td>3,856</td>
<td>3,856</td>
<td>0</td>
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<tr>
<td>V</td>
<td>PENNSYLVANIA COMMITTEE - STASSEN FOR PRESIDENT</td>
<td>2,295</td>
<td>2,295</td>
<td>0</td>
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<tr>
<td>VIII</td>
<td>PERSPECT CIRCLE CO.</td>
<td>17,335</td>
<td>17,143</td>
<td>+192</td>
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<td>IV</td>
<td>PET MILK SALES CORP.</td>
<td>1,031,883</td>
<td>924,363</td>
<td>+107,521</td>
</tr>
<tr>
<td>VII</td>
<td>PETER M. CASOL, INC.</td>
<td>184,787</td>
<td>177,333</td>
<td>+7,454</td>
</tr>
<tr>
<td>V</td>
<td>PHARMACO INC. CHICAGO, Ill.</td>
<td>755,454</td>
<td>719,126</td>
<td>+36,328</td>
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<tr>
<td>IV</td>
<td>PHARMACO &amp; R. K. CRICKETS, NASHVILLE, Tenn.</td>
<td>2,534,816</td>
<td>2,468,100</td>
<td>+66,716</td>
</tr>
<tr>
<td>IV</td>
<td>PHILCO, RADIO, REFRIGERATORS, FREEZERS, AIR CONDITIONING &amp; TV RECEIVERS</td>
<td>3,000,000</td>
<td>2,900,000</td>
<td>+100,000</td>
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<td>VII</td>
<td>PIEDMONT SHIRT CO.</td>
<td>196,485</td>
<td>196,485</td>
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<tr>
<td>IV</td>
<td>PHELPS MILLING CO.</td>
<td>989,317</td>
<td>989,317</td>
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<tr>
<td>VII</td>
<td>PILOT RADIO CORP.</td>
<td>9,991</td>
<td>9,991</td>
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<tr>
<td>VII</td>
<td>PLEASANT HILL PAPER CO.</td>
<td>82,320</td>
<td>49,298</td>
<td>+33,022</td>
</tr>
<tr>
<td>IV</td>
<td>POLITICAL CAMPAIGNS</td>
<td>1,208,503</td>
<td>1,208,503</td>
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<tr>
<td>I</td>
<td>PROCTOR &amp; GAMBLE CO.</td>
<td>18,226,231</td>
<td>16,652,800</td>
<td>+1,573,451</td>
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<td>I</td>
<td>PRESTON HAYES CO.</td>
<td>14,150,500</td>
<td>14,150,500</td>
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<tr>
<td>I</td>
<td>PRESTON'S CLEAR OIL</td>
<td>2,500,477</td>
<td>2,500,477</td>
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<td>I</td>
<td>PRESTON'S CLEANSER</td>
<td>1,400,204</td>
<td>1,400,204</td>
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<tr>
<td>II</td>
<td>PRESTON'S CLEANSER</td>
<td>1,036,050</td>
<td>1,036,050</td>
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<td>I</td>
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<tr>
<td>I</td>
<td>PRESTON'S CLEANSER</td>
<td>1,036,050</td>
<td>1,036,050</td>
<td>0</td>
</tr>
</tbody>
</table>

Memo to:

JULIE BROWN, Compton Agency:

Another top rating for WCKY's independent block programming, Musical Showboat, Sunday 2 to 3 P.M., leads all stations with an audience rating of 5.4.*

(*Pulse Nov.-Dec.)

On the Air Everywhere 24 Hours a Day

J. B. Nelson

WCKY

CINCINNATI

50,000 Watts of Selling Power
NINTH YEAR, STILL GOING STRONG

This car was showroom-new in 1940, when Keystone Automobile Club first used KYW to tell people in the Philadelphia area about the Club's helpful services.

As the years rolled by, Keystone has been able to keep in touch with more and more club members... more and more car owners... through this regular weekly radio program. Motorists in the nation's third market have come to rely on the Keystone program for information and advice. And Keystone's membership, in the same period, has increased 33 percent!

Whatever the product or service you want to sell in the Philadelphia market, you'll do well to follow Philadelphia business leaders and start selling on KYW. Renewals prove results; KYW gets both! Get in touch with Free & Peters... today!

KYW

PHILADELPHIA'S 50,000 WATT
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
WBZ - WBZA - KDKA - WOWO - KEK - KYW - WBZ-TV

NATIONAL REPRESENTATIVES, FREE & PETERS, EXCEPT FOR WBZ-TV; FOR WBZ-TV, NBC SPOT SALES
A Posy for Irwin Johnson

Richard A. Borel, general manager of the Station, sets the pace for all as an enthusiastic worker for fifteen organizations from the Boy's Club to the Columbus Philharmonic. He is also an active member of CBS Affiliates Advisory Board.

Twenty Years on WBNS—That's the record of the Capital City Products Company, makers of Dixie Margarine and Kingtaste Salad Dressings. Dixie and Kingtaste are household words among the families of Central Ohio, another demonstration that consistent WBNS time pays dividends.

Civic Affairs Are of Special Interest to WBNS—Emphasis is given to all positive aspects of the civic scene. The station is in harmony with community spirit.

Network Expenditures

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1947 Exp.</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>V PURE OIL CO.</td>
<td>Petroleum Products</td>
<td>659,000</td>
<td>627,341</td>
<td>+3,659</td>
</tr>
<tr>
<td>III QUAKER OATS CO.</td>
<td>Aunt Jemima Pancake Flour &amp; Muffins, Kam-L-Ballin, Oatmeal, Puffed Wheat &amp; Puffed Rice Sparklets</td>
<td>2,679,553</td>
<td>2,436,931</td>
<td>+242,624</td>
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<tr>
<td>V RADIO BIBLE CLASS</td>
<td>Religious talks</td>
<td>289,280</td>
<td>263,188</td>
<td>+26,092</td>
</tr>
<tr>
<td>V RADIO CORP. OF AMERICA</td>
<td></td>
<td>628,822</td>
<td>602,300</td>
<td>+26,522</td>
</tr>
<tr>
<td>IV RAISTON-PURINA CO.</td>
<td>Instant Ralston, Ralston &amp; Shredded Ralston</td>
<td>1,411,563</td>
<td>1,572,140</td>
<td>-160,577</td>
</tr>
<tr>
<td>VII REVERS DRUGS CO.</td>
<td></td>
<td>327,532</td>
<td>315,905</td>
<td>+11,627</td>
</tr>
<tr>
<td>VIII REYNOLDS &amp; J. TOBACCO CO.</td>
<td>Camel Cigarettes, Prince Albert Tobacco</td>
<td>4,076,436</td>
<td>3,945,149</td>
<td>+131,287</td>
</tr>
<tr>
<td>VII RICHFIELD OIL CORP.</td>
<td>Petroleum Products</td>
<td>279,792</td>
<td>466,377</td>
<td>-186,585</td>
</tr>
<tr>
<td>VII RONSON ART METAL WORKS</td>
<td>Ronson Lighters</td>
<td>431,275</td>
<td>497,843</td>
<td>-66,568</td>
</tr>
<tr>
<td>VIII SAFEWAY STORES INC.</td>
<td>Kitchen Kraft Flour, Sunnybank Margarine</td>
<td>31,861</td>
<td>43,882</td>
<td>-12,021</td>
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<tr>
<td>VIII SHAMROCK MILK &amp; CHEESE CO.</td>
<td>Dairy Products</td>
<td>708,082</td>
<td>690,082</td>
<td>+9,000</td>
</tr>
</tbody>
</table>

(Continued from page 56)

WBNS SPOTLIGHT

A Posy for Irwin Johnson

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<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1947 Exp.</th>
<th>$ Increase or Decrease</th>
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<tbody>
<tr>
<td>V SEEMAN BROTHERS INC.</td>
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<td>535,351</td>
<td>455,187</td>
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<td>VI SEIBOLD, R. B.</td>
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<td>605,822</td>
<td>545,187</td>
<td>+60,635</td>
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<tr>
<td>VII SEIFERT &amp; CO.</td>
<td></td>
<td>289,280</td>
<td>263,188</td>
<td>+26,092</td>
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<tr>
<td>VIII SEYMOUR'S &amp; SON</td>
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<td>327,532</td>
<td>315,905</td>
<td>+11,627</td>
</tr>
<tr>
<td>IX SHERMAN &amp; CO.</td>
<td></td>
<td>4,076,436</td>
<td>3,945,149</td>
<td>+131,287</td>
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<td>X SHEFFER (BROS.)</td>
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<td>279,792</td>
<td>466,377</td>
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<td>XI SHEFFER &amp; CO.</td>
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<td>431,275</td>
<td>497,843</td>
<td>-66,568</td>
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<td>XII SAFEWAY STORES INC.</td>
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<td>31,861</td>
<td>43,882</td>
<td>-12,021</td>
</tr>
<tr>
<td>XIII SHARKEY'S &amp; CO.</td>
<td></td>
<td>708,082</td>
<td>690,082</td>
<td>+9,000</td>
</tr>
</tbody>
</table>

(Continued on page 60)

WPIX, ABC, CBS

Award Winners

EVERETT R. CLINCHY, president of the National Conference of Christians and Jews, last week announced winners of the sixth annual Brotherhood Week radio awards. Based on "contributions to mutual understanding and respect among all the American people," the awards are made by NCCJ, sponsor of Brotherhood Week.

The first television award to be made, goes this year to WPIX New York for its program Television Chapel, featuring religious programs of all faiths.

The radio awards are:

To ABC for its Child's World series by Helen Parkhurst; to CBS for three programs, The Friend and Peter Stuyvesant, The Dreyfus Case and For This We Live; to the Armed Forces Radio Service for Mirage in Brooklyn by Robert C. Vison; to the Jewish Education Committee of New York for Worldover Playhouses.

The following stations received awards for meritorious contributions throughout the year to the cause of brotherhood: WBNC New York, WHO Des Moines, WEAN Providence, WIOD Miami, WROW Albany, KLZ Denver, WWDC Washington.

Brotherhood Week observance runs this year from Feb. 20 through Feb. 27. President Truman is honorary chairman of the event, with Nelson A. Rockefeller general chairman.

BROADCASTING • Telecasting

Page 58 • February 21, 1949
The consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
Network Expenditures  
(Continued from page 68)

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1948 Exp.</th>
<th>1947 Exp.</th>
<th>$ Increase or Decrease</th>
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<tbody>
<tr>
<td>VI U.S. ARMY &amp; U.S. AIR FORCES RECRUITS</td>
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<td>VII U.S. RUBBER CO.--U.S. Tires</td>
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<td>VIII U.S. SIXTH ARMY COMMAND</td>
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<tr>
<td>IX U.S. ARMY RECRUITING</td>
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<tr>
<td>X U.S. STEEL CORP.</td>
<td>1,055,090</td>
<td>1,055,090</td>
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<tr>
<td>XI UNITED STEEL WORKERS OF AMERICA</td>
<td>11,174</td>
<td>10,080</td>
<td>+1,094</td>
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<tr>
<td>XII U.S. TOBACCO CO.</td>
<td>265,894</td>
<td>265,894</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>XIII Vicks Chemical Co.</td>
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America's leading engineers of important industrial organizations

SWITCH to

NEWARK
for

TV, Radio and Sound Recording Equipment, Replacement Parts and Electronic Tubes

because...

NEWARK has the most complete on-hand stock of all standard equipment...from the finest replacement parts to the most complete installation...on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is New-tested and Newark-backed, so you know it's the best!

NEWARK delivers the goods...but fast! 24-hour rush service...faster on phone or telegraph orders.

NEWARK offers the most complete essential reference book, 146 illustrated pages of data on over 20,000 standard brand items, including Standard and L-P pickups and changers* Wire, tape and disc recorders* Hi-Fi sound and P.A. equipment* Speakers* Milk* Accessories etc.

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NEWARK CATALOG

Also featuring a complete line of RADIO AND TELEVISION KITS, SETS, PARTS and ACCESSORIES for home, hams and hobbyists!

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at 115 W. 45th St. Downtown at 312 Fulton St. in NEW YORK 312 W. Madison St.in the heart of CHICAGO

Mail NOW to Dept. A

NEWARK ELECTRIC CO., 240 W. 55th St., N.Y.C. Please send FREE 1949 Newark Catalog today.

NAME

ADDRESS

CITY STATE

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RED CROSS SHOW

Truman Talk on 4 Networks

President TRUMAN will address a special Red Cross message to the nation Feb. 28 on a half-hour broadcast launching the 1949 American Red Cross fund campaign, the Red Cross announced last Tuesday. His talk will be carried by ABC, CBS, MBS and NBC.

The President will speak from the White House at 9:55 p.m. during the last four and one-half minutes of the special broadcast which will originate in Chicago at 8:30 p.m. Earlier portion of the program, broadcast from a Red Cross rally at Chicago's Medina Temple, will be carried by ABC only. This portion will include an address by Gen. Dwight D. Eisenhower and an original drama starring Helen Hayes and James Stewart, with special music by Wayne King and his orchestra.

March has been designated "Red Cross Month" by presidential proclamation.

BASEBALL CASE

Lawyers Study Next Move

ATTORNEYS for the major leagues in the Garthells case (Broadcasting, Feb. 14) said at week's end that they have not yet decided whether to appeal the case to the Supreme Court of the United States on matters of law or to trial on the facts in federal district court in New York.

The case was remanded for trial Feb. 10 by U. S. Court of Appeals in a decision which directed the district court to determine whether the telecasting and broadcasting of baseball games brought organized baseball within the scope of anti-trust laws and whether baseball violated such laws. The Court of Appeals ruling in effect denied the application of a 1922 Supreme Court opinion by Justice Oliver Wendell Holmes, who held that baseball was not in interstate commerce. Federal officials therefore, would not be applicable. The appeal ruling was that the effect that telecasts and broadcasts have now changed the nature of baseball to an interstate operation.

FULLTIME

First of a predicted flurry of daytime-station requests for fulltime operation on Mexican I-A channels was filed with FCC last week by WPIK Alexandria. The application is linked with the campaign of the Daytime Petitioners and therefore is not in effect.

WPIK is headed by Howard B. Hayes, also president of DPA. Its request was for special service authorization to operate at night with 250 w on 780 kc, which it currently uses on a daytime-only basis with 1 kw. The SSA would run to Nov. 1.

A half-dozen other daytimers are known to be planning similar moves, although some of them may be influenced by FCC's reaction to WPIK's. The flurry undoubtedly will increase if the Commission accepts the Alexandria application and indicates early consideration of the question.

Core of the question is the "Gentlemen's Agreement" with Mexico whereby the U. S. does not do fulltime stationing of the six Mexican channels. The agreement was linked with the North American Regional Broadcasting Agreement, which has since expired and been extended. DFA officials claim the "Gentlemen's Agreement" was not extended along with NARBR.
THIS RADIO STATION EXECUTIVE WAS SHOCKED WHEN HE HEARD ABOUT THE TRANSCRIPTION BROADCASTING SYSTEM.

This first real Transcription Network is the only answer to the 3 major problems hounding hundreds of stations:

**BETTER PROGRAMS at LOWER PRICES with NATIONAL SPOT SALES ASSISTANCE**

- works for you . . . It delivers a balanced 8 3/4 hour unit of 5 top open-end transcribed shows immediately:
  - HOLLYWOOD'S OPEN HOUSE
  - ROBBINS' NEST
  - ANYTHING FOR LAUGHS
  - IT'S A GREAT SHOW
  - RADIO THEATRE OF FAMOUS CLASSICS

- works for you . . . It furnishes gratis complete local press, merchandising and promotional material on each show.

- works for you . . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

- works for you . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

- works for you . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station's class "A" one-time 1/2 hour national rate per week ($40 minimum weekly).

SECURE COMPLETE INFORMATION FROM:

TRANSCRIPTION BROADCASTING SYSTEM, INC.
11 East 52nd Street
Eldorardo 5-5511
New York, N. Y.
Seven Stations Are Involved In FCC Applications

EXCHANGE of ownership interests between KRUZ Santa Cruz and KDON Monterey, Calif.; sale of WFTC Kinston, N. C., for $61,000 by Jonas Welland, and purchase of majority interest in WFXG Mackinaw Beach, Fla., by Reginald B. Martin and Lester M. Combs for about $25,000 are reported in transfer applications tendered for filing last week at FCC.

Monterey Peninsula Broadcasting Co., a Spiedel Newspapers interest, swaps its 100% interest in KDON with Taft R. Wrathall and L. John Miner for their combined 50% holding in KRUZ, plus $11,250 cash each. Grant R. Wrathall, brother of Taft R. and consulting engineer, retains 50% holding in KRUZ.

Other transfers reported last week include assignment of license of KSSJ Tenafly, N. J., to WSNJ Wilkes-Barre, Pa., from Rohe Engineers and advertisers in that market.

Daytona and nell, Maryville, Calif.; acquisition with cash of KLJW Grass Valley, Calif., from '49er Beach in exchange for their holding in WJMK which it would give a balance sheet showed deficit in order to give better radio service and make some income. WFTC is assigned 250 w fulltime on 1250 kHz.

The KRUZ-KDON transfers are each contingent upon approval by the FCC of the other. The request also is made to the order of Ayo and现有 public advertising to allow open bidding for the facilities. It is pointed out that no one else could "meet the exact terms and conditions" specified in the agreements and the transfers merely involve reorganization of radio interests among the respective present owners. It is pointed out that they have long been associated with radio and no newcomers are being introduced.

Details of the various transactions follow:

WFTC Kinston, N. C.—Assignment of license from Jonas Welland to Kinston Broadcasting Co., Inc., of Kinston, N. C. Welland is chief owner of WIZQ-AM-AM in Kinston. WLJW WSVG Petersburg, Va., and officer for Personnel Manager of Miami Television Corp., Miami TV applicant. WJFK Jackson, Miss., and WYOA WGNI Wilmington, N. C., and part interest in WJMM 50% of the Onslow Broadcasting Co., Inc., R. R. Bourlier, Jr., director 11.11%. John G. Dawson, part owner and director of WJMM in Jacksonville, among other boards, is part owner and director of WJFK in Jackson, Miss., also director of WYOA in Wilmington, N. C. 84% interest in WYOA is assigned to Robert M. Peterson, vice president 11.11% and 10% of the balance is assigned to Alexander D. Barksdale, 1.89%. There are 12 other stockholders. Assignee stating, "Perhaps the city of Kinston will be better equipped to manage and consulting engineer, returns 50% holding in KRUZ.

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KOB-WJZ CASE

ABC Asks Commission For Action

ABC called upon FCC against last week to terminate KOB Albuquerque’s seven-year occupancy of 770 kc, which is assigned to the network’s WJZ New York as a 1-A clear-channel frequency.

The network asked the Commission to hold its application for licensed operation on 770 kc, which it has shared with WJZ under special service authorizations since November 1941, or to hold a further hearing with particular attention to the prospects of KOB acting on 1030 kc, 1-B channel, with WJZ Boston.

KOB is formally assigned to 1030 kc but was given special service authority to use 770 kc on grounds of interference with the Boston station. Action on its application for permanent assignment on 770 kc has been held up pending a decision in the overall clear-channel case, which itself has been held up by Senate Interstate Commerce Committee intervention.

ABC has two other pending petitions for extension of its special service authorization on 770 kc from March 1 to Nov. 1.

In its petition ABC reiterated its contention that continuation of KOB on 770 kc may hinder “if not preclude” retention of the 1-A status accorded the channel by the North American Regional Broadcasting Agreement (NARBA).

The network pointed out that a grant of KOB’s request for further extension of its special service authorization would mean the station would still be on 770 kc when the new NARBA is negotiated in September.

Notes NARBA Factor

With reference to the overall clear-channel case, the petition noted that a Senate Interstate Commerce subcommittee has recommended that FCC make no decision until after the NARBA conference [Broadcasting, Jan. 31].

“No formal announcement has been made of what action will be taken by the Commission in response to the report, but it is significant that no decision in the clear-channel proceeding has been announced, even though the U.S. NARBA proposals must be transmitted to other countries by May 2, 1949,” the petition asserted.

Under the special service authorization KOB operates on 770 kc with 50 kw day and 25 kw night. ABC claimed this has caused “substantial interference to WJZ within its normally protected service area, with a resultant loss in service by a substantial population in areas where the programs of ABC are not otherwise available.”

The KOB application is for 50 kw fulltime, non-directionalized. This, ABC contended, would cut off 31,988,666 persons from secondary service from WJZ, plus 2,374,006 within the normal primary service area.

The petition was filed by Joseph A. McDonald, ABC vice president, secretary and general attorney, and Andrew G. Haley and James A. McKenna Jr. of Haley, McKenna & Wilkinson, Washington counsel for the network.
PHILLY MEET
Mitchell Addresses NICD

SERVICE establishments and other local businesses who want maximum advertising effectiveness should publicize their strong lines and "in-demand" services regularly on radio, Maurice B. Mitchell, NAB director of broadcast advertising, told the National Institute of Cleaning and Dyeing in Philadelphia last Tuesday.

Mr. Mitchell addressed a morning sales promotion session of the institute's 40th annual convention and exhibition. He spoke on "Radio Advertising Suggestions." General theme of the three-day meeting was "Better Your Quality — Better Your Future."

"The advertiser who consistently uses his advertising to associate himself in public with his least saleable services is doing nothing more than paying for an announcement of the fact that he is a poor businessman," Mr. Mitchell said.

After understanding their objectives, local advertisers should take advantage of the "beamed program technique" which radio affords, Mr. Mitchell said, adding: "When you buy radio to advertise your strong departments and your in-demand services, you're following the precepts of some pretty good retailers." Local businessmen are now radio's biggest customers, he pointed out.

REFINING

Another Reason Your Advertising Dollars Get Results on KFDM

As profiled in recent issues of LIFE and HOLIDAY, refining in this 3-city market is conducted on a scale unsurpassed by any other refinery concentration in the world. You expect to see things buzzing in such a singularly blessed market and what's more, you can look far that buzz to last! Reach this busy-minded audience with ONE station KFDM, new 5000 WATTS DAY AND NIGHT!

KDFM
BEAUMONT, TEXAS
"Delivering a 3-City Market"
5000 Watts Day and Night
560 K. C.
ABC-Lone Star Chain Affiliates
Represented by FREE and PETERS, INC.

SPARKS NON-COMMERCIAL CONTROVERSY

FULL-PAGE advertisement by Zenith Radio Corp., extolling the virtues of its FM station, WEFM Chicago, and new model portable AM-FM set, while taking to task commercial radio, elicited heated replies from industry circles last week. Statements of protest were issued by Maurice B. Mitchell, NAB director of broadcast advertising; Frank V. Webb, general manager of KPHI KPHI-FM Wichita, Kan., and others.

The advertisement, appearing in the Chicago Tribune Feb. 13, said that "WEFM is the FM Radio Station which sells no advertising... and has a 40-second silence between selections instead of paid commercials." It added: "There are only two announcements per hour (.. required by law). No paid spots. No singing commercials." WEFM was cryptically described as "truly an island of refuge in today's radio world."

Characterizing the advertisement as a "move of desperation," designed to move new low-priced Zenith models, Mr. Mitchell declared that "non-commercial" stations and newspapers "have been tried before" and the "results speak, not only for themselves, but for the American people." He observed that the firm's policy, if projected, seeks to eliminate "the very audience which commercial radio has built up for it and all other radio manufacturers—an audience which has invented over $2 billion for more than 77 million radios."

KCBC QUTS MBS
To Use Transit FM on AM

KCBC Des Moines terminated its affiliation with MBS effective last Monday and the station made plans to duplicate its Transit Radio programming on AM in place of many of the former network shows.

Actual cancellation with MBS followed unsuccessful talks between the station and network for renewal of the affiliation contract. A network official said that the KCBC termination was a breach of contract. Myles H. Johns, executive vice president of KCBC, expressed the belief that the contract termination was permitted under a 24-hour cancellation clause, which the network contended applied only to an amendment.

KIOA is succeeding KCBC as the Mutual outlet in Des Moines.

Mr. Johns said he believed his station would be the first in the country to duplicate Transit Radio on AM. He said one rate would be charged for both the AM and FM programs and that by the time KCBC is ready to duplicate it will be from 50 to 80% sold out. An official of Transit Radio in New York acknowledged that if KCBC duplicates, it probably would be the first in the country to do so.

Upcoming

March 1: Kansas City area stations meeting with local attorneys and Don Vitty, NAB general counsel, Hotel Muniehaska, Kansas City.
March 3: WAND, In Dubuque before FPC continued, Durham, N. C.
March 4-8: National Progress (TV studio), Municipal Auditorium, Kansas City.
March 5-6: Radio Conference, Michigan State College, East Lansing.
March 7-9: Canadian Assn. of Broadcasters directors meeting, Chateau Frontenac, Quebec.
March 7-9: Chicago Television Council, conference national TV studio, Chicago.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-13: American Broadcasters Convention, Drake Hotel, Chicago.
March 16-17: Radio Manufacturers Assn, spring conference, Stevens Hotel, Chicago.

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REVERSES
Mr. Crowl Can Take 'Em

SELLING time is comparatively easy for Ray Crowl, WHBC Canton, Ohio, although it has its reverses. Telling time—for Mr. Crowl, at least—has some reverses, too.

When Mr. Crowl is out calling on WHBC clients and prospective clients he wears a 17-jewel wrist watch in a gold-filled case. At first glance it looks like any other wrist watch, but—look again. The numbers appear in reverse positions and the hands move counter-clockwise.

A watchmaker in Mineral Wells, Tex., by changing the works in Mr. Crowl's watch, accomplished the counter-clockwise stunt. The WHBC salesman suggested counter-clockwise clocks carrying messages reading, "Don't be backward—buy our product." But the Patent Office wouldn't hear of it unless Mr. Crowl and his watchmaker friend would buy a complete clock factory already in operation. It was another reverse, but Mr. Crowl is accustomed to reverses.

ORIENTATION
Course for NBC Employees

APPROXIMATELY 500 NBC employees registered for the network's eight-week television orientation training program which opened Feb. 10 in New York. Carlton D. Smith, director of television operations, described the courses to follow. Subjects to be covered are: Plans and problems, organization, programming, production, program facilities, feature services, news and special events, technical operations, sales, promotion, publicity, station relations and local operations.

Speakers will include the following NBC executives:
- Sydney H. Elger, vice president in charge of press; William R. McAndrew, assistant to the vice president in charge of the Washington office. Norman Blackburn, national program director; Warren Wade, national production manager; Robert Wade, manager, television production facilities; William Gardiner, director of field programs; Ross Johnston, director, film division; W. Ray Kelly, assistant director, film division; James R. Nelson, director, advertising and promotion; Robert Sheehy, director, television engineering; F. A. Wankel, assistant director, television engineering; George H. Frey, director, network sales; Reynold R. Kraft, assistant to the director, network sales; Easton C. Woolley, director of station department; Adolph Schneider, director of television news; James M. Galles, director of owned and operated stations; Thomas H. McCadden, manager of WNBC, WNBT and WNBC-FM New York; and William Webb, audience promotion manager.

Crime Fighter Role

TELEVISION's potentials in the war against crime came to the forefront Feb. 7 when WNAL-TV Washington carried a special program featuring the pictures and descriptions of America's ten most wanted criminals. The material was supplied by the FBI. In a statement prepared by J. Edgar Hoover, director of the Bureau, and read by Bryson Nash, ABC Washington special events director, Mr. Hoover said in part: "The advent of television offers a new adjunct to law and order, and I see in this new medium an instrument of great aid and assistance in the future protection of society."
Respects

(Continued from page 46) his New York job as done. He had come from a big town to a bigger one, had joined CBS and, after several jobs, built WCBS from a one-man to a 95-man operation.

He could look forward to San Francisco, where he will take over operation of KQW and KQW-FM, outlets transferred to CBS. He also will have other duties, as yet largely undefined.

He has been to San Francisco numerous times and the city has always fascinated him. He has great faith in its radio and television future. He could say, as a press release has said for him:

"I believe San Francisco will play an increasingly important role in programming and I am privileged in being able to undertake a share in this development."

Mr. Hayes doesn't talk so formally as that, but the thought is there and he subscribes to it.

People in San Francisco may want to know about him. He was born in Detroit, July 1, 1904, and is a tall, blue-eyed man who looks younger than his 44 years, despite generous amounts of gray in his hair.

The fact he has a philosophy of station operation may not be accidental. He was graduated from U. of Detroit in 1926 with the degree of Bachelor of Philosophy.

But long before his college graduation, he had already sown the seeds which grew into a desire to go to New York.

He had become an amateur magician, capable of mixing all kinds of potions and of pulling the usual scrawny variety of rabbits out of the usual motheaten tophats. But by college days he was good enough at it to appear professionally.

Naturally, an entertainer looked to New York.

In addition, there was the example of Gene Buck, who had been errand boy in the Detroit drug store operated by Mr. Hayes' father.

Mr. Buck went to New York, became a partner of the great Ziegfeld and made his fortune. Mr. Hayes wasbound to do the same. James J. Hayes, father of Mr. Hayes, did not discourage his son. Just the same, the son served the same kind of apprenticeship as Gene Buck—only more so.

Young Hayes not only ran errands, but he also began mixing potions as well, both on stage and in the drug store at the same time. He became a licensed pharmacist.

But when his college days were over, he decided that the things he liked most were show business and advertising. He couldn't make up his mind between them, but the first concrete offer came from advertising. He joined the Detroit News national advertising department.

In 1928, he went over to the media department of Campbell-Ewald. Under his persuasion, a radio department was set up. He looked on radio as a happy wedding of show business and advertising, his two great interests, and it was only natural then that he got into broadcasting.

With its huge General Motors account, Campbell-Ewald probably would have remained his niche for a long time after that—except for the depression. But economics cut the C-E staff to ribbons. Hayes was one of those lopped off. He decided to go to New York.

First off in New York he helped CBS as an account executive for Radio Sales. A year later he was appointed the department's eastern sales manager. In January 1938, he was appointed to head WABC, now WCBS. Until then, WABC was exclusively a network station, offering no time for local sale.

Under his direction, first as sales manager and then in 1940 as general manager, he had an opportunity to provide the welding of show business and advertising which were his twin interests. The station became the key outlet in the entire Columbia network.

He has been chairman of the sales managers executive committee of NAB; chairman of the NAB committee on standardization of rate cards; a member of the NAB committee on contracts, and of NAB retail promotion committee. During the war he served as OWI regional radio consultant for New York and New Jersey. He is a member of the faculty of Fordham University's School of Communications Art; chairman of the radio committee, Cardinal's Committee of the Latity, and on the board of advisors of WPUV, Fordham's radio station. He also is a board member of Arthur Godfrey Productions Inc.

His name is also in many other organizations, in which he has had an active interest. His primary activity in the past few weeks has been sending in letters of resignation and regrets that he will be unable to attend future meetings—at least until the commuting situation between San Francisco and New York gets straightened out.

With all his business and civic duties, Mr. Hayes has found time for a full family life. He and his wife, the former Florence Gruber, and the four children, usually do things together. The offering are Arthur Jr., James, Lily Anne, and John Joseph Jr.

All the children are radio-minded and make their own "radio shows" at their Scarsdale home on the twin turntable whose sound is piped from room to room.

He has a well-equipped woodworking shop where he makes furniture. He has a 19-foot "Lightning" sloop and an outboard which the family use in Long Island Sound.

Mr. Hayes is going off to operate a sloop which the family use in Long Island Sound.

18,788 lines of local newspaper advertising every month in the

- Two Syracuse Dailies
- Syracuse University Daily
This unequalled promotion of WSYR and NBC shows is paying off for advertisers

WSYR

570 kr–5000 watts

NBC Affiliate in Central New York

Headley-Read, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS EAR!

Page 66 • February 21, 1949

Management

RALPH L. ATLASS, vice president and general manager of WIND Chicago, has been elected to the board of directors of WMCA New York. Mr. Atllass was recently retained by the New York station as consultant to management.

JACK TODD, former manager of WICK Erie, Pa., has been appointed general manager of KAKE Wichita, Kans. He was formerly manager of KANS Wichita.

LOU GILLETT has been appointed general manager of KMCM Min- nesota. He was formerly with KPOJ Portland.

JAMES MURRAY, manager of EQV Pittsburgh, has been appointed Pennsylvania Week Radio Chairman for Allegheny County in 1949.

GALEN GILBERT has joined KGER Long Beach, Calif., as general manager. He replaces LEE WYNN, who recently resigned to set up his own advertising agency in Los Angeles [Broadcasting, Jan. 1]. Mr. Gil- bert was formerly partner and general manager of KVHL Pauls Val- ley, Okla. Prior to that, he was with KBYE Oklahoma City as commercial manager.

J. C. LINER Sr., owner of KMLB Mon- roe, La., has been ordered by his phy- sician to take a long rest. He has been indisposed since the death of his son several months ago.

San Francisco alone for the time being so the children can continue at school and so he can find a permanent home for them. The last leg of his journey will be made aboard the Superchief and San Francisco real estate operators may well take note of his arrival. It is safe to say the local radio fra- ternity will benefit by his arrival.

ATTENTION

FM Station Owners
We can probably show you how to make FM pay off.

Phone, wire or write

STORADIO ADVERTISING CO.
501 Corver Building
Des Moines, Iowa

Phone 3-1221

STORADIO ADVERTISING CO.
WAMS ACCUSES

WDEL-TV of Stalling

ACCUSING WDEL-TV Wilmington, Del., of falsely reporting construction underway, WAMS Wilmington asked FCC last week to call a hearing on the station’s petition for additional time for completion.

WAMS also applied for WDEL-TV’s assignment on Channel 7 (174-180 mc), requesting a 1 kw visual and 600 w auroral powers and antenna height of 300 feet above average sea level. Channel 7 is the only one currently allocated to the Wilmington area.

WDEL Inc. received its television grant Dec. 25, 1947, according to WAMS’ petition, and later was given an extension of time to Feb. 23, 1949. Its current request for more time—to Aug. 23—was filed in January. In it, WAMS said, WDEL reported progress on the television station as follows:

Site purchased, land graded and fenced. Tower foundations now being constructed. Tower to be delivered this month. Work is underway.

But, WAMS charged, an on-the-spot examination three weeks after the request for additional time was filed showed that “nothing in the way of construction has been done.” WAMS submitted photographs purportedly made at the site. L. Sutherland, vice president and general manager of Wilmington Tri-State Broadcasting Co. (WAMS and WAMS-FM), and Henry C. Eastburn of Wilmington, described as “a disinterested person.”

The affidavits said a visit to the proposed site of WDEL-TV on Feb. 12 showed:

1. “The only evidence of any grading work was such as appears to have been done in connection with the construction of a road leading into the site proper.”
2. “No evidence whatsoever of the construction of any tower foundations.”
3. “The only materials located on the site are approximately 25 crates of guy wire insulators and a small box of undetermined content.”
4. “There are sticking out of the ground six or eight metal stakes with flags attached thereto, the site of which is not apparent.”
5. “No evidence of any building construction, including building foundations, on the site.”

Mr. Eastburn said he was informed that the roadway was constructed last September or October, and that “no construction of any nature has been engaged in on the site” since that time, so far as his informants knew.

WAMS cited the Supreme Court’s decision in the WOKO-Albany case as pointing out “the seriousness of withholding true information or furnishing false information to the Commission.”

The petition, filed by Harold E. Mott of the Washington law firm of Welch, Mott & Morgan, said that in seeking additional time WDEL had attributed the delay to RCA’s failure to deliver necessary equipment. “To the petitioner’s knowledge,” WAMS said, “RCA does not manufacture or sell concrete or other building materials.”

WDEL is slated to file its reply to the charges this week.

PROGRAMS

Program with the atmosphere of the Old West has proved to be one of KLAS’ Las Vegas’ most popular shows. Judging from requests which have come in as far as Pearl Harbor. This disc program, El Rancho Western Time, is staged in the Chuck Wagon room of the Hotel El Rancho Vegas where the nearby whirling roulette wheels lend an atmosphere which has become famous throughout the United States. Program is broadcast 12:30-3:30 p.m., and is excerpted by disc jockeys, Jack Melvin and Johnny Ryken. Besides music and chatter, program regularly features interviews with such guests as Las Vegas’ Halidegarde, Andy Russell, Frankie Lane, Carmen Miranda and many others.

‘Suburban News Roundup’

TWELVE weekly newspapers in Eastern Pennsylvania and New Jersey and WPIG Philadelphia are cooperating to present Suburban News Roundup. Program features regular summaries of news from areas adjacent to the Philadelphia metropolitan district, and is heard each Saturday from 1:30-2 p.m.

‘Television Roundtable’

A CO-OPERATIVE service for television set owners of metropolitan Detroit was inaugurated Feb. 16 by WJBK-TV and Detroit receiver distributors. Television Roundtable was originated to bring to light all problems being encountered by set owners for discussion and solution by the service managers of receiving distributors.

A Woman’s World

GIVING the women of Cleveland a look at the latest in cooking, fashions, shopping hints, decorating and gardening.

CATERING to teen-age audience, KFI-TV Los Angeles recently started half-hourly weekly telecast series, Club El Temp. The program, being telecast in a studio set to look like a malt shop, features teen-age talent in variety shows.

Stories Behind the Acts

STORIES behind great artistic creations are being telecast in a new weekly series entitled Inspiration Theatre on KLAC-TV Los Angeles. The half-hour live dramas are written, produced and directed by Jon Scott. Name artists are being signed on in the roles from week to week. Future programs will include stories behind inspirations of artists Paul Guaguin, poet Gerard Nerval.

Stamp Program

DESIGNED to appeal to stamp enthusiasts in the Bay Area, new Sunday morning stamp program, Stamp Man, has been started by KQW San Francisco. Albert Henry, owner of Philatelic lobby in San Francisco’s Palace Hotel, presents bulletins on U. S. stamps, background stories of old stamps and issue dates of new ones. He also includes a follow-up on foreign stamps and a “Stamp Story of the Week.” Program is sponsored by Kilpatrick’s Bakery through Emil Reinhardt Adv., Oakland, Calif.

THE PAGE Cavanaugh Trio

No Moon at All You Say The Nicest Things, Baby

DI-647

JOSÉ Morand

Brazilian Rhapsody Rumba Cocktail

DI-649
February 11 Decisions

BY THE COMMISSION

Assignment of License

WKLW Blacklick, Va.—Granted assignment of license to Mr. Wagner to Noltway Best, Co., Inc., new owner, ant.: a character of Mr. Wagner will have 3% interest.

WKP Hendersonville, N. C.—Granted assignment of license from Robert L. Whittington, Dr., Russe G. Fray. to Redge Best, Co. to Radio Hendersonville, Inc.

ACTIONS ON MOTIONS

By Commissioner Hyde

Sutton Best, Co., Charlotte, N. C.—Granted petition for leave to amend application to add additional engineering statement re recondition.

All Nations Best, Co., Danville, Mass.—Granted petition for leave to amend application to include stations in stockholders.

B. C. Lowell, New Haven, Conn.—Granted petition to dismiss without prejudice upon condition.

KODS Coos Bay, Ore.—Granted petition for order to take depositions in re application.

Manfield Best, Co., Inc., Manfield, Pa.—Granted to add station to management, with or without prejudice application.

Vane Best, Co., Corp., Van Wert, Ohio—Granted petition for leave to amend application to add new and in stockholders.

VWIR—in New Haven, Conn.—Granted to withdraw application without prejudice.

Approval

KODS Coos Bay, Ore.—Granted petition for order to take depositions in re application.

REPROCEDURES REPAIRED

SPECIALISTS W.E. 9-A, 9-B & BCA
INSTALLED NEW STYLUS & OVERHAUL

9-A $15.00

Broadcast Service Co.
334 Arcade Bldg., St. Louis, Mo.

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SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1219 Vermont Ave., Wash. 3, D. C.
Sterling 3424

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting & maintenance

6100 N. E. Columbus Blvd.
Portland 11, Oregon

C. M. Fisher, Agent
Phone TR 7303

LCO

RE/fast reducing power of

AMF-MF

Brookville, Ohio—Granted for trans.

AMF-TY

Victorville, Calif.—Granted for trans.

AMF-MF

St. Louis, Mo.—Granted for trans. and

AMF-TY

transmitter line, wiring, erection, dismantling

AMF-MF

524 Hillcrest Terrace,
Chicago 11, Ill.

Phone 3-500-90—Pacifica, 111.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member APCCB

McNARY & WRATHALL
Radio Engineers
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Member APCCB

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MONTclair 3-3000
Little Falls 4-1000
Labs: Great Nutch, N. J.

There is no substitute for experience
GLENN D. GILLETT
and Associates
920 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member APCCB

RADIO AND LABORATORIES
WASHINGTON ST., D. C.

Everett D. Diller, Gen. Mgr.
International Bldg.
Di. 1319
WASHINGTON, D. C.
PORTER BLDG.
Lo. 8821
KANSAS CITY, MO.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
National 6513
WASHINGTON 6, D. C.

ROTHROCK & BAIREY
Suite 604, 1757 K St., N. W.
National 0196
WASHINGTON 6, D. C.

Dixie B. McKee & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave., N. W.
Member APCCB

Craven, Lohnes & Culver
Munsey Building District 8215
Washington 4, D. C.
Member APCCB

Craven, Lohnes & Culver
Munsey Building District 8215
Washington 4, D. C.
Member APCCB

FRANK H. MCINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member APCCB

E. C. PAGE
Consulting Radio Engineers
Consulting Radio Engineers
Bond Bldg.
Executive 5670
Washington 5, D. C.
Member APCCB

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 5883
Washington, D. C.

GUY C. HUTCHESON
1100 W. Abram St.
Phone 1218
Arlington, Texas

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

Philip Merryman & Associates
- Heatherdell Road
- Argiles, N. Y.
- Dobbs Ferry 3-2773
Radio Consultants

SILLIMAN & BARCLAY
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

CLINTON & SMITH
Radio Engineers
4125 Connecticut Ave., N. W.
Washington 15, D. C.
Member APCCB

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851
1833 M STREET, N. W.
Executive 1230 Washington 6, D. C.

ANDREW CORPORATION
Consulting Radio Engineers
363 E. 75th St.
Triangle 4400
Chicago 19, Illinois

CHAMBERS & GARRISON
1519 Connecticut Avenue
Washington, D. C.
Michigan 2261
Member APCCB

JOHN CREUTZ
319 Bond Bldg.
Republic 2151
Washington, D. C.
Member APCCB

GUY C. HUTCHESON
1100 W. Abram St.
Phone 1218
Arlington, Texas

SAXTON & WINSTON
Dallas
2223 N. Fitzhugh Tr. 7-2756
Longview
P. O. Box 1866 4331

LEE E. BAKER
Consulting Radio Engineer
516-28 Landers Bldg.—Ph. 3621
Springfield, Missouri

February 21, 1949 • Page 69
CASH DISCOUNTS 4A Group Says Radio Lags in Practice

RADIO and television stations lag behind most other media in support of the 2% cash discount practice and, as a consequence, bear the brunt of most bad debt losses suffered by media.

That conclusion was reached by the American Assn. of Advertising Agencies. The committee is headed by Ben Duffy of BBDO. At a recent meeting in New York it considered a report of its subcommittee on cash discount, headed by H. H. Dobberteen, of Benton & Bowles.

Mr. Duffy found the cash discount situation "reassuring" in every field except broadcasting. The discount is allowed by 94.6% of daily and Sunday newspapers, by 92.7% of general magazines, by 72.5% of business papers, he reported. Individual radio stations, on the other hand, have ignored the cash discount practice to the extent that only 9% provide the incentive for prompt payment.

Of newer FM stations, only 8.1% allow it and of 40 television outlets listing rates at the end of 1948, only two allowed the discount, it was said. In the view, absence of the discount is more serious among stations because radio has no machinery for

**WNHC BASEBALL**

To Carry Braves, Red Sox

ELM CITY Broadcasting Corp., operator of WNHC New Haven, Conn., has announced sponsorship plans for this year’s baseball games of the Boston Red Sox and Braves. As has been the case in the past three years, the broadcasts, over WNHC AM 1410, will be sponsored by the Atlantic Refining Co. and Narragansett Brewing Co.

The baseball broadcasts are slated to start March 12 when the station begins a series of 20 Braves and Red Sox games of the Grapefruit League Spring Training Schedule from Florida.

EDWARDS AID

Cited by Hygiene Group

APPROXIMATELY $145,000 in contributions to the National Committee for Mental Hygiene, was attributed to Ralph Edwards and his Truth or Consequences show, NBC, Saturdays, 8:30-9 p.m. The Committee whose medical director is Dr. George S. Stevenson, president-elect of the American Psychiatric Assn., will share the profits received from Mr. Edwards’ “Mr. and Mrs. Hush,” contest with the National Health Foundation.

Funds are expected to be used by both organizations to develop adequate mental aid facilities in individual states, but actual allocation will be made by a committee set up for the purpose.

 Truth or Consequences is sponsored by Proctor & Gamble, Cincinnati.

Patricia Ryan

PATRICIA RYAN, 26, radio acc- ess, was found dead last Tuesday morning in her New York apart- ment, after having been stricken while playing the title role in the NBC Cavalcade of America broad- cast of “Valentine for Sophia.” She also played Henry’s girl-friend Kathleen in the NBC Aldrich Fam- ily. Miss Ryan was discovered by her husband, George Robert Gib- son.
**FCC Actions (Continued from page 68)**

**Decisions Cont'd.**

**KVER Albuquerque, N. M.**-Granted 30-day extension of time within which to reply to written argument of oppose.

**KRUZ Santa Cruz, Calif.**-Granted license for new CB station to specify studio location: 1400 kc w. 1 kw D. SAN.

**KCFJ Shreveport, La.**-Granted mod. CP for approach and new station location.

**KRS Corpus Christi, Tex.**-Granted CP to change trans. and studio locations.

**WBGE Atlanta, Ga.**-Granted mod. CP to make changes in vertical and horizontal height of antenna and with FM and TV until on top, and change trans. and studio locations.

**KYS Merced, Calif.**-Granted request for consideration of location for changes in vertical and ant. and mount FM ant. on top of AM tower.

**WHIZ-FM Southeast Ohio Betsy, System Inc.**-Granted on-Demand request for cancellation of CP for new FM station.

**KCRN Cardinal Betsy, Co., Palo Alto, Calif.**-Granted request to vacate CP for new FM station.

**WBNK Cleveland**-Granted mod. CP to change ERP from 114 kw. to 96 kw. w. 850 a.m., and 2.6 kw. ant. to 850 ft.

Following were granted extensions of completion dates as shown:

**WCAG-FM Pontiac, Mich.**-to 5-25-49.

**WEXJ-FM San Francisco, Calif.**-to Apr. 15, 1950, Area Los Angeles, to 8-14-49.

**WOTV-Ames, Ia.**-to 9-15-49.

**FCC Correction**

**KLEK Rochester, Minn.**-In report dated Feb. 16, 1949, should read: Granted license for new CB station 970 kc w. 1 kw D 1950 w. unf. DA 2.

**February 15 Applications**

**ACCEPTED FOR FILING**

**AM**-1230 kc

Easal County Betsy, Co. Eastland, Tex. New station 940 kc w. 250 D AMENDED to request 710 kc.

**License for CP**

**KVER Albuquerque, N. M.**-License to cover CP change frequency AMENDED to change name licensee from intermountain Betsy, Co. to Westernair Inc.

**WVXO-Fayetteville, W. Va.**-License to cover CP new AM station.

**Modification of CP**

**WORN Dayton, Ohio**-Modification CP new AM station.

**KNBC-FM San Francisco**-Modification CP new FM station to change height of antenna from 1,210 to 1,224 ft. and make changes in trans. and studio.

**WRK La Grange, Ill.**-Modification CP new FM station to change ERP from 400 w. to 1 kw., ant. from 130 ft. to 96 ft., and change trans. and studio.

**WBTS-Arlington, Va.**-Modification CP new FM station to change ERP from 16 kw. to 15 kw.

**WDRF New York**-Modification CP new FM station to change ERP from 18 kw. to 10 kw., ant. from 860 ft. to 538 ft. change trans. and studio.

**WPRN-FM Marion, Ohio**-Modification CP new FM station to change ERP from 2.3 kw. to 7 kw., ant. from 315 to 352 ft.

**KPRP Portland, Ore.**-Modification CP new FM station to change ERP from 18 kw. to 12 kw.

**WEAF-FM Philadelphia**-Same.

**WANE-FM Providence, R. I.**-Same.

**WNAD-FM Raleigh, N. C.**-Same.

**WBAT-Greenville, S. C.**-Same.

**WFRN-FM Marion, Ohio**-Same.

**WRWW-New Orleans, La.**-Same.

**WRB-FM Kansas City, Mo.**-Same.

**WSVG-TV Syracuse, N. Y.**-Same.

**WPVI-TV Philadelphia**-Added 3B to new commercial TV station to change broadcast name from Radio Corporation of America Inc. to Central New York Betsy, Corp. To cover Philadelphia and New York City.

**WVTW-TV San Diego, Calif.**-Same.

**WCVE-Atlanta, Ga.**-Same to 9-15-49.

**WSYR-TV Syracuse, N. Y.**-Same to 9-15-49.

**WMET-VT Chicago**-Same.

**WFIL-TV Philadelphia**-Same.

**TENDERED FOR FILING**

**Assignment of CP**

**WPVI-TV Philadelphia**-Acceptance of CP new commercial TV station from Wilbur E. Black Co. to Indianapo.

**Transfer of Control**

**WJVB Jacksonville, Fla.**-Transfer of control of Jacksonville Broadcasting Betsy, Co. License from stockholders to Reginald B. Martin and T. Hershler, Jr.

**KWD Dayton Beach, Fla.**-Transfer of control of Daytona Beach Betsy, Corp. License from Florida Southern Broadcasting Betsy, Corp. License from Wade R. Sperry to John E. Sperry.

**WANE Fort Wayne, Ind.**-Acquisition of majority stock in Radio Fort Wayne Betsy, L. E. Bruce McDermott purchase through purchase of 150 sh. owned by Leonel Smith and Glenn J. Thayer.

**KDON Monterey, Calif.**-Assignment of station from W. W. Betsy, Co. to L. John Miner and Taft T. Wrathall.

**KRUZ Santa Cruz, Calif.**-Assignment of license from L. John Miner,
Help Wanted (Cont'd)  

Managerial  

Ohio's Local for South's leading markets has opening in commercial department for salesman (preferably with newspaper experience).  

CASTING  

with heavily promoted radio station. Beautiful southwestern town, income per week. Here is an opportunity for earnings, references, and qualifications to WJPA, Washington, D.C.  

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate. Available for management, network and independent work. Position open to experienced and ambitious. Salary and expenses reasonable, position open to experienced and ambitious man.  

Young, experienced, and successful salesman desires change. 18 years radio, 15 years selling, 2 years of experience in advertising. Available immediately.  

Employed commercial manager desires position with progressive station. Can quality as manager or commercial manager. Eight years experience, Good record, A-1 references. Box 117a, BROADCASTING.  

Manager presently employed. Fifteen years experience in management, network and independent work. Position open to experienced and ambitious. Salary and expenses reasonable, position open to experienced and ambitious man.  

Managerial plan desires position with progressive station. Can quality as manager or commercial manager. Eight years experience, Good record, A-1 references. Box 117a, BROADCASTING.  

Technical  

Young, experienced and successful salesman desires change. 18 years radio, 15 years selling, 2 years of experience in advertising. Available immediately.  

Employed manager—New or established stations. Two years experience, manager desires position with progressive station. Can quality as management, network and independent work. Position open to experienced and ambitious. Salary and expenses reasonable, position open to experienced and ambitious man.  

Commercial manager—Futurist will employed. Sober family man with proven record of sales. Available 12 months all phases. Available anytime. Write, C. M., 1238 Roberts Street, Vernon, Texas.  

Topnotch personality on loose. Twelve years experience, news, commercial. Deep voice. Prefer southeast. Box 171a, BROADCASTING.  

Topnotch personality on loose. Twelve years experience, news, commercial. Deep voice. Prefer southeast. Box 171a, BROADCASTING.
**Situations Wanted (Cont'd)**

**Announcer, all phases. Strong news and commercials. Bachelor of Speech De-
gree. Experienced disc jockey. Disc on request. Write Howard Myres, 7331 S. 
3000 W. Chicago 69 Ill. Phone. Dorchester 3-9227.**

**Experienced announcer of one year, disc shows, MC, news, etc. High school 
graduate. Six months experience in all phases of broadcasting. Want immediately. 
New North Dakota station. Ambitious and ready for first real job. Domicile 
est. disc will follow. Vet of WTV.**

**Experienced announcer who can follow directions. Proficient in news, disc 
shows, commercials. Commercials reference. Has comb and toothbrush. Disc 
upon request. Box 121a, BROADCASTING.**

**Veteran with first class license available immediately. Send telegram. 
Box 176a, BROADCASTING.**

Sportscaster—one of southwest's top men, now employed as executive capacity 
small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Stati 
I'm looking for careers staging a new team. All phases of sports. To be 
theatrical studio and remote. Anywhere. Box 182a. BROADCASTING.**

**Young man, 20, with first phone. Have 
Experience immediately. Box 195a, BROADCASTING.**

**First class engineer—Four years experience—AM and FM stations, remote 
productions, disc shows, etc. Manned all phases of radio station. Box 196a. 
BROADCASTING.**

**Radio operator—First phone, 2nd 
telephone. Available for broadcast job. Box 197a, BROADCASTING.**

**Continuity writers with six months or 
more training in announcing, produc-
in and studio operating available for placement. Pathfinder School of 
Broadcasting, 1235 Oak Street, Kansas City, Missouri.**

**Hal Styles may solve your problem with a 
young, ambitious, capable man.
vet with experience. Box 198a. BROADCASTING.**

**Program director—Presently employed as 
manager 250 watt small independent. Successful record as producer, program 
and prestige builder. Civil mind, Understands what it takes to hold a 
station in medium to large market. Box 199a, BROADCASTING.**

**Woman foreign news commentator, 
writer and speaker experience in public 
relations. Trained in broadcasting. Wishes position in radio station. Has 
worked in England and Far 
East. Box 200, BROADCASTING.**

**Production director—Young (27), mar-
mred and experienced with three 
networks. Available now for network 
placement. ' Exp. 27, BROADCASTING.**

**Program director employed but look-
ning for station far-sighted outlook. 
Continuity, Engineers, etc. Feel free, 
continuity. Degree Electrical En-
gineer. Experienced in broadcast 
Highly preferred. Box 214a, BROADCASTING.**

**Operator—first phone, 18 months expe-
rience including construction, turn-
able, remote, recording, transmission 
knowledge, Service and civilian radio 
trained, Junction Mill Street. Henderson, Kentucky.**

**Experienced chief engineer—one 
man, 35, 25 yrs experience, first phone, first 
telegraph, present job. Station 
Democratic, Des Moines, Iowa.**

**First phone engineer, desires position 
with future in broadcast station. Two 
years instruction experience. Some 
will be given the right to go. Disc 
two time announcing if desired. Can 
produce good sound immediately. Box 
172a, BROADCASTING.**

**Engineer, eight years experience 
radio, studio transmitter, construction, FM, now 
BROADCASTING.**

**Desire position. Have 1st class tele-
phone license. Successfully operated 
station ten years, Delbert King, 126 
N. 25th Street, Birmingham, Ala. Phone 25-211.**

**Engineer, 1st phone experience. Graduate 
P. A. C. Southeastern states preferred. 
Box 21a, BROADCASTING.**

---

**Television**

Television producers, programmers and 
networkers. Anywhere. Will develop 
and organize. 10 years experience. 
Earn $125,000.00. Box 166a, BROADCASTING.**

**Television position as production or 
studio assistant or script-continuity 
writer desired by man with two years 
experience. Box 190a. BROADCASTING.**

**For Sale**

**Stations**

For sale—Control or minority interest in 
network affiliate. A Southwestern 
station far sighted outlook. Available 
immediately. Box 168a, BROADCASTING.**

**Technical**

Technical: Chief radio engineer—L账户 midwestern 
educational institution is seeking ice radio 
broadcasting facilities. It is in the market for a 
desirable engineer who can head up the unprece-
dented project. This is an unusual opportunity 
and a job for a person with a background in 
radio and a desire to help further the radio 
education. This person should be good, 
knowledgeable, have a high degree of 
equipment. Positions available in 
buildings.**

**Situations Wanted**

Announcer, 40, one experience 
years, Army disc jockey. Disc on 
phone, 700. Write Box 177a. BROADCASTING.**

**For Sale**

**NEWCASTER, REPORTER**

Workers needed for a progressive, 
metropolitan station at a new 
swag-erintendent. Presently, network 
newswriter. Formerly, newswriter 
for 50 midwest stations; news-
caster, reporter, special events for 
50 area communities. Public 
relations. Excellent references. Pleas-
ble voice. College graduate. Married. 
Box 212a, BROADCASTING.**

Continued on next page
TRAFFIC CONTROL

New System Installed at WALA Mobile

TO PROVIDE a ready reference and control center for the programming of WALA Mobile, Ala., the station has installed a new traffic control board. Through a system of movable cards and colored tabs all essential information is available at a glance.

The chart board in the traffic department gives a weekly index of all scheduled programs as well as showing availabilities.

Called a “Sched-U-Graph,” the set-up was designed by Remington Rand.

The board includes 100 pockets arranged in eight rows. The first row at the left carries the time schedule, the other seven rows carry the daily schedules.

Cards are staggered so only the name of the program shows at the top. Vital statistics are carried on the remainder of the card, such information as sponsor, starting and expiration dates.

Four different card colors are used to denote different program classifications. To the left of each card and at the end of a broadcast period, colored signals are used to denote spot availabilities.

BE-BOP’ ABROAD

Block to Air Show on ‘Voice’

SEEKING to improve diplomatic relations among the countries of the world, WNEW New York disc jockey Martin Block is scheduled to beam his Make Believe Ballroom to foreign audiences sometime this month. Through the State Department’s “Voice of America,” the disc jockey ambassador hopes to bring American culture to the far corners of the earth, creating a new world, dedicated to “be-bop” and “schmaltz”—or peace at any price.

Undaunted by the triviality of language barriers, the irrepressible Mr. Block is currently cramming up on a half-dozen or so foreign tongues, including algebra. Aided and abetted by genuine linguists, Mr. Block will do the opening, introduction and sign-off in various languages, spelled phonetically. Program, with comprehensive background supplied to create foreign understanding of America’s Dorsey, Goodman and Lombardo, etc., will follow its domestic format.

The “Sched-U-Graph” at WALA Mobile.

WANTED TO BUY

Construction Permit and/or Small Station

Financially responsible and competent principals

BOX 160a, BROADCASTING

MISCELLANEOUS

RADIO BROADCAST STATIONS

BUYERS! SELLERS! Link With Us

Prompt Confidential Service

 NATIONAL RADIO STATION BROKERS

9051 Sunset Blvd., Hollywood 7648

Los Angeles 27, California

PANEL ON BMB

Audience Data Discussed

BMB audience data, their significance and their proper use, were discussed Monday by a six-man panel at a luncheon meeting of the market research group of the New York chapter of American Marketing Assn.

In the absence of Cort Langley, assistant to the president of BMB, called out of town on business, the panel focused BMB’s similarities and differences from engineering measurements of station coverage, program rating service, measurements of program popularity and Audit Bureau of Circulation’s measurements of the average number of purchasers of newspapers and magazines.

Edward B. MacDonald, chairman of the market research group, presided at the luncheon held at the Sheraton Hotel, New York. Panel members were: J. P. Kurie, ANA vice president; Frank B. Kemp, assistant media director, Compton Adv.; W. H. Mullen, director, Magazine Adv. Bureau; Howard C. Haupt, account executive, ANPA Bureau of Advertising; H. M. Bevill Jr., NBC director of research; Paul R. Benson, MBS assistant director of research.

TRANSIT FM

WWDC-FM Reports Sale

MORE THAN 35% of all available time was sold when WWDC-FM Washington began its transmit-casts, Ben Strouse, general manager of the Capital, outlined last week.

Time was purchased by 14 advertisers, both national and local, when broadcasts to 20 FM-equipped buses of the Capital Transit Co. began Feb. 10. Mr. Strouse said.

Seven different agencies placed one account each.

Accelerated installations have been inspired by initial advertiser and listener reaction. One hundred buses will be equipped with receivers by April 1 and 500 vehicles by the end of the year, Mr. Strouse announced. Eventually all of the company’s buses and street cars will carry the sets, according to present plans.

RARE OPPORTUNITY

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST: Washington, Oregon, Idaho

PACIFIC SOUTHWEST: California, Nevada, Utah, Arizona

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 experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.
A BILL to prohibit stations from broadcasting "any story, description or account of deeds, bloodshed, lust or crime other than a current news event," was introduced in the Wisconsin state legislature Jan. 21 by Sen. Brown of Oshkosh. The bill (No. 323) is a proposed amendment to a present statute relating to obscene language, writings and moving pictures "tending to corrupt morals."

The bill was introduced at request of the Lutheran Ladies Assn. and has been referred to the committee on state and local government. One hearing on the bill has been held and a second one scheduled.

In an editorial in the Feb. 10 issue of the Wisconsin Journal, owner of WTMJ WTMJ-FM WTMJ-TV, the bill was classed as one more attempt "to get the legislature into an uncertain field of censorship." "The bill attempts to run around the constitutional guarantees of freedom of speech by exempting news broadcasts," the editorial stated.

"But the dodge surely would be clear to any court. The legislature would seem to be wasting its time if it is seriously considering this measure. In the case of radio, even those police powers that may be exercised are pre-empted by the Federal Communications Commission."

Regarding the effect such a bill would have on Wisconsin radio if it were enacted, the editorial stated:

"At the first hearing at Madison, it was pointed out this would shut the door on the broadcast of most of Shakespeare's plays, Shakespearean tragedies are filled with plenty of bloody stuff. Yet every high school student in the state is exposed to them. A great many Bible stories would seem to be cut out of the books. We wouldn't dream of outlawing the story of the assassination of President Lincoln, Garfield and McKinley."

In fact, what would become of the Wisconsin radio listener but music? Oh, and news. Even those might be cut out. Depending on how wide a definition was placed on the word "news."

"The people of Wisconsin surely realize that censorship is a sign not of progress but of decadence. It is a way, not to promote democracy—but to end it."

Radio Ups Savings

FIRST Federal Savings and Loan Assn., Kenmore, N. Y., reports an 80% increase in the number of its Christmas Savings Club accounts as a result of using radio. For several weeks before Christmas the Assn. ran a listening and closing commercials on a news round-up three times a week 11:50 a.m.-12 noon on WXRA, Kenmore, 1,000 kw daytimer on 1080 kc. Number of accounts jumped from 850 to 1,560, Leonard Rautenberg, loan company's president, said.

WISCONSIN BILL

Censorship, Says 'Journal'

James A. McCulla has joined KMPC Hollywood as news editor. Mr. McCulla was formerly announcer-producer with KSO Des Moines, and before that announcer with WLB Cincinnati. In addition to his duties as news editor, he will do five weekly quarter-hour newscasts.

Julian Piercefield has been appointed associate director of WCHS (FM) Columbus, Ind.

Holmes Alexander, Washington columnist, has joined WFBF Baltimore. He will conduct a series of news programs with LOU CORBIN, WFBF newscaster.

Jim Hurlbut, WMAQ Chicago's reporter-at-large, has been appointed an honorary member of the Chicago Patrolmen's Club and the Chicago Police Sergeant's Association in recognition of his efforts "to credit good police work." He has been asked to be guest of honor at the policemen's sergeant's Feb. 23 in the Morrison Hotel.

Probe Authority

Asked for House IFCC

Authority for the House Interstate and Foreign Commerce Committee to conduct investigations relating to matters coming within the committee's jurisdiction, is sought in a resolution introduced by Rep. Robert T. Secret (D-Ohio).

Purpose of the measure (HRes 100) is to eliminate the necessity of seeking House approval for investigations each time the Committee decides to launch a probe into matters coming within its jurisdiction. The bill has been referred to the House Rules Committee.

Although the strongest reason for introduction of the measure is believed to have been to insure jurisdiction over petroleum matters, the resolution would also cover communications. Rep. Robert Crosser (D-Ohio), chairman of the House Commerce Committee, introduced a similar resolution (HRes 107) Feb. 16.
Production

Byron Paul, studio and cameraman for the past two years at CBS-TV, has been promoted to the network's programming department as a director, effective Feb. 20. Mr. Paul was also a CBS-TV laboratory technician for two years.

Paul Knight, formerly with WMAR-TV Baltimore as producer-director assigned to its mobile unit, has joined KFI-TV Los Angeles as director of remote programming. He replaces Robert Livingstone, recently appointed producer-director on station's studio production staff.

Zenas Sears, Atlanta disc jockey, has joined WGST Atlanta, as featured disc m. e.

Hugo Di Silvia, formerly with WLW Cincinnati, has joined announcing staff of KXXX Colby, Kan.

Paul C. Louthier has been appointed program director of WVET Rochester, N. Y.

Kathryn Brady, formerly of the WLS Chicago school time and education department, succeeds John Drake as continuity chief. Mr. Drake, new promotion department assistant, replaces Warren Middleton, who joins KMOX St. Louis.

Jack Lázare, formerly on announcings of WQR and WNYC New York, has joined WOR New York, as announcer-producer. Mr. Lázare is currently announcing for "Voice of America," and expects to continue these duties along with his WOR assignments.

Norman Barry, NBC Chicago commentator, has been awarded first place among the network's announcers in annual H. P. Davis Memorial Award competition. Mr. Barry was cited for his work on K.F.D. America and for an ad lib commentary during a cow-walking contest on the program recently.

William T. Johnson, ABC producer, replaced Ted Toll as producer of ABC Sterling Kay Star. Mr. Toll is the full-time production of ABC Kay Kyser Show.

Mike Fidler has joined KBOW Butte, Mont., as chief announcer. He is a former actor and writer.

Mary Hartline, band leader on ABC-TV's Super Circus televised from Chicago, has been chosen "Miss Television 1948" by Phil Gamma Delta fraternity at the U. of Michigan.

Bob Hope has been appointed honorary radio chairman for the 16th annual Easter Seal Campaign to be conducted by the National Society for Crippled Children and Adults from St. Patrick's Day to Easter Sunday.

George Hall, former of CKGB Timmins, Ont., has joined announcing staff of CFCH North Bay, Ont.

Esther Hotton, formerly with WINS Madison, Wis., has been appointed women's director for WECT Milwaukee.

Bill Bailey has resigned from WOWO Ft. Wayne, Ind., to join WLS Chicago's announcing staff. Mr. Bailey is known to midwest audiences for his work in the transcribed Practical Land Use series sponsored by Keystone Wire & Steel Corp.

Bob Moon, m. c. on Don Lee First, temporarily replaces Richard Webb on KTL (TV) Los Angeles weekly Richard Webb's Hobby Shop. Mr. Webb left to taking lead role in forthcoming play "Elgie's Woman."

Art Linnleter, m. c. of ABC C.G.E. House Party, has started "How We Met" department in True Love and Romance magazine adapted from the feature on his radio program.

Bill Edwardsen has joined the announcing staff at WNLK Norwalk, Conn.

Walt Turner, formerly with WBA Washington, W. Va., has joined announcing staff of WABB, AM and FM, Mobile, Ala.

Jesse French has been appointed program director of CKGB Timmins, Ont., moving from CFCH North Bay, Ont.

Jack Pollie, program director of CKWS Kingston, Ont., was elected to the vocational committee of the Kingston Board of Education.

Gordon Williamson, producer-director at WTFF (TV) Washington, and Joanne Wright have announced their marriage.

Lee Fenecy and Ruth Bradley have joined program department of WOW Omaha, Nebr., according to their marriage.

Jimmy O'Hanlon, writer of MBS George O'Hanlon Show, is the father of a boy, Tarrant.

Jim Butler, program director at WVLN Olney, Ill., and Joan Allie have announced their engagement.

Commercial Sermon

Some improvements, like public address systems in churches, have a way of sneaking up on people. At least parishioners of Fort Wayne's First Presbyterian Church think so. The church installed a new public address system and, to overcome distortion, placed 20 speakers in each pew. When Rev. Edward Collet mounted the pulpit, speaker volume was turned up and a musical serenade permeated the pews. Listeners, who may have ascribed it to church improvements or a new kind of FM, were soon set straight. Midway through the sermon, news bulletins and a commercial followed. But the pastor continued, unaware he was competing with a WANE Sunday broadaster. System was picking up and amplifying WANE's signal—because of a technical fault and lack of an arrestor device.

CANADIAN RADIO manufacturers plan to produce 12,700 television receivers this year, according to M. Brownlee, executive secretary of the Canadian Radio Manufacturers Assn., Toronto.

ABC NEWS recently announced that 100 women directors, producers and writers will be sent to New York for a career planning seminar this summer. The first group of 25 will attend June 27-30 when the network's summer series get underway. The seminar will provide exposure for new talent to the nation's most important producers of television programming. Women in radio and television are welcome to attend the seminar, which will provide a forum for exchanging ideas and experiences on the present and future role of women in radio and television.

Julius Caesar

NBC will telecast the entire production of Shakespeare's "Julius Caesar" Sunday, April 3, through facilities of WNBW (TV) Washington, Socony-Vacuum Oil Co., New York, will sponsor the show that is to be carried by coaxial cable to the 14 interconnected cities. Production will be staged in authentic Elizabethan style by the Masquers of the American College performing in the playhouse of the Folger Shakespeare Memorial Library.

TV in Colleges

Poole Cites Its Potential

TELEVISION's potential for colleges is discussed by Dr. Lynn D. Poole, director of public relations at the Johns Hopkins U., Baltimore, in the January issue of College Public Relations, monthly publication of the American College Public Relations Assn.

"...as public relations directors," says Dr. Poole, "we must examine this new medium and be ready to become an integral part of it." And he tells why: 'Because already television has millions of devotees, has proved itself to be a powerful means of public relations, of information, a dramatic vehicle for moulding public opinion—and it can be a vital instrument in expanding culture and general education.'

Television is a medium through which every type of college activity can be illustrated. Dr. Poole points out that his public relations colleagues that "whether we have a local television station already in operation, or whether the nearest station is 500 miles away, it behooves each of us to think seriously on what the program possibilities are for us in our public relations activities."

Dr. Poole's article, entitled "Television—The New Challenge," also summarizes television activities at Johns Hopkins to date. Cover layout of the magazine presents five pictures illustrating these activities.

KIRO CBS Seattle-Tacoma

Only station saturating rich Western Washington market!
MOBILIZATION

TENTATIVE proposals for development of a stand-by mobilization plan for the communications industry were discussed Friday at a meeting of an industry advisory committee assisting the National Security Resources Board.

The communications advisory committee meeting was the first in a series of conferences between government officials and industry advisory committees.

R. A. Lampkin, president of the Illinois Consolidated Telegraph Co., was slated to present the report of the informal task group assigned to make a preliminary study of means to mobilize the communications industry in the event of a national emergency. Recommendations for formal plans to submit to NSRB were also anticipated, in addition to appointment of similar task groups to consider phases of the industry's capacities and formulation of reporting and appeals forms for use in an emergency.

The agenda included reports from industry representatives on four main war subjects: (1) World War II—the situation at the beginning and wartime events; (2) situation at the end of World War II; (3) postwar events and present situation; and (4) outlook for the future—war or peace.

Leighton H. Peabody, assistant director of NSRB's Office of Production and expert in communications mobilization planning, presided over the session.

Among the government officials invited to attend were Wayne Coy, FCC chairman; Rear Adm. Earl F. Stone, chief of naval communications; Maj. Gen. Francis L. Ankenbrandt, director of U. S. Air Force communications; Maj. Gen. S. B. Akin, Chief Signal Officer, U. S. Army; Commr. W. H. Kremer, USN, of the Joint Communications and Electronics Committee, and a representative of the Dept. of State.

Advisory committee members, all from telephone or telegraph companies, include: H. T. Killingsworth, general manager of AT&T's long lines department, and K. S. McHugh, vice-president of AT&T.

We Like Meadville—

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

WMGW
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

Standby Plan Studied

CONTRACT COSTS
Munitions Board Revises

REGULATIONS covering contract cost principles in the Munitions Procurement Regulation have been tightened through revisions developed by the Army, Navy and Air Force in cooperation with the Munitions Board.

Section 15 of the regulation, dealing with types of allowable costs in supply and research contracts with commercial organizations, research contracts with non-profit institutions and construction contracts, has been revised.

Portions of the section pertaining to the allowance of advertising costs have been modified to permit advertising in trade and technical journals only under supply and research contracts with commercial organizations, provided that it does not offer specific products for sale.

Advertising must be placed for the purpose of offering financial support to journals which are valuable for the dissemination of technical information within the contractor's industry, the national military establishment announced.

The effective date of the section was changed from Feb. 1, 1949 to March 1, 1949. Charity and community benefit donations are not now allowable as contract costs. The changes were in addition to those previously made in Section 16 [BROADCASTING, Dec. 20, 1948].

E. Rawls Hampton

EDWIN RAWLS HAMPTON, 65, a member of the WAFS White Plains, N. Y., transmitter group since 1942, has been inducted by the Army as a civilian field radio operator, W7SAT.

Among those enrolled are:


Ed Scoville, WTOP director of women's activities; Lansing Lindquist, program director of WGB, Washington; Hazel Markel, WTOP public relations director; Tom Moon, television information specialist, Agriculture Dept.; Dale Reynolds, head of radio service, Agriculture Dept.; Miss Rogers, Veteran's Administration television producer.

BROADCASTING • Telecasting

Films for Video

United World Films is releasing films for video on a regular monthly schedule, its television department has announced. Films, most of them never before offered to video stations, are made available to TV stations at specified rental terms and under an agreement permitting stations to purchase as many programs as desired.

Lewis Blumberg, sales manager of United World's television department, said the first six months' program will include the following:

- Children's features, 13 films of 20 to 60 minutes each, made for J. Arthur Rank's children's film programs; two series, five and six reels each; 13 "Stronger than Fiction" episodes; a sports package of 11 to 13 reels featuring Babe Ruth and other sports personalities; series of British "Secrets of Life" films on animal and plant life interspersed with humorous narration; "Atomic Physics" presented in four parts and featuring such leading scientists as Albert Einstein; the Julian Haskell science series on biology; two series of travel films and a football series to be utilized by stations on sponsored football programs for showing during half-time intermission.

A. U. Course

Limited to Professionals

WORKMAN'S workshop in the production of motion pictures is now being held by WMAE-TV Washington and the American U. There. The limited class of 20 pupils is confined to professionals in radio and allied fields.

Started Jan. 15, the workshop is being held Saturday afternoons for 15 weeks in the studios of WMAL-TV with Arthur Weld, WMAL-TV production manager, as instructor. It provides practical experience in television techniques through actual participation in various types of productions and programs.

Emphasis is being placed upon use of TV in adult education, public service and government information. Observation of transmitter, remote pickup and mobile operations is also included.

Among those enrolled are:


Ed Scoville, WTOP director of women's activities; Lansing Lindquist, program director of WGB, Washington; Hazel Markel, WTOP public relations director; Tom Moon, television information specialist, Agriculture Dept.; Dale Reynolds, head of radio service, Agriculture Dept.; Miss Rogers, Veteran's Administration television producer.

Ed Scoville, WTOP director of special events; Hernando Silva, VA television and radio information specialist; Maynard Spence, television researcher, Agriculture Dept.; Mary Taylor, director of history of reports, Children's Bureau, Labor Dept.; Julia Warner, WINX Washington producer; Lynn Wilson, WINX writer-producer; Bill Wood, radio liaison officer, State Dept.

KNAK to 1 kw

A POWER increase to 1 kw has been announced by KNAK 1350 in Lake City, Utah. The station moved Feb. 12 to 1280 kc when the power change took place. Non-directional for complete coverage, the station uses 500 w directional at night. Operation formerly was on 1400 kc with 250 w.
TELEVISION programs won't improve until television executives know what they are doing, according to Thomas H. Hutchinson, technical director of television, School of Radio Technique, and author of Here Is Television. Mr. Hutchinson last Tuesday addressed the luncheon meeting of the Advertising Women of New York at the Hotel Statler.

"Too many dramatic programs are drawing from the same sources, namely, successful stage plays," Mr. Hutchinson, "and sponsors are busily vying with each other to obtain the same programs." As a result, he noted, "commercials, for instance, for 'pay switch,' being seen on one sponsor's show one week, and on another's the following week.

"Television needs new ideas and new talent," he said, "and it's not necessary to have big names and unlimited budgets to succeed in the new field."

Richard Hodgeson, Paramount Picture's technical director of television, outlined the four-faced video program engaged in position pictures as: Films for television, television broadcasting, bringing television into the theatre for large screens, and using television as an advertising medium to promote motion pictures.

Video Effectiveness

Predicting a minimum of 115 television stations by 1950, J. T. Baral Jr., merchandise manager of Philco Corp., Philadelphia, television division, proclaimed the advertising ten times as effective as radio advertising. He also pointed out, that in preparation for the still further growth of video, Philco had trained "more servicemen than all other manufacturers put together."

About color television, Mr. Baral stated, "Philco is putting together."

TELEVISION KNOW-HOW

New Ideas Needed, Says Hutchinson

UN TOMB URGED

Smith’s Idea Considered

SUGGESTION for the creation of a United Nations Unknown Soldier Tomb is being submitted to Trygve Lie, UN secretary-general, late last month by Arthur J. Smith, manager of WNAX Sioux City-Tankton, S. Dak.

A United Press release Feb. 8 reports, according to Mr. Smith, that Mr. Lie has sent the proposal to Wallace Harrison, UN New York architect, supervising construction of the UN permanent capital. Mr. Lie has received scores of suggestions, the UP report said, "but this one, a high UN official said, has impressed UN officials more than others." Mr. Smith sent a detailed outline of his proposal to Mr. Lie, suggesting that the tomb "should be strategically located so that all delegates and representatives of the nations assembled would consistently pass the hallowed shrine." In selecting the body to be honored, Mr. Smith proposed that unidentified bodies of the United Nations Unknown Soldier's Tomb would be worth any problems that occurred in establishing it.?
Sloan Awards Board Picks 10 March 29

RECIPIENTS of ten Alfred P. Sloan radio awards for outstanding public service in the field of highway safety will be chosen at a meeting of the board of judges in Washington, D. C. March 29. The 1948 awards are open to regional, local and clear channel stations, and national and regional networks.

Decorative bronze plaques will be presented some time in April by Alfred P. Sloan Jr., chairman of the Sloan Foundation and chairman of the board of General Motors Corp. The ceremonies will be aired on a nation-wide network. Board of judges includes Kenneth G. Bartlett, radio department head, Syracuse U.; Ned H. Dearborn, president, National Safety Council, and others.

Closing date for entries is March 1. All types of commercial and sustaining programs promoting traffic safety are eligible. Networks and stations should submit entries direct to Automotive Safety Foundation, 700 Hill Bldg., Washington 6 D.C., which is administering the radio award program. Entries in the form of statements should include program description, presentation method, and ascertainable results.

LIONEL HAMPTON made his television debut last month over WAVE-TV Louisville, Ky. Mr. Hampton and his orchestra debuted on station's Club Ebony.

GENERAL ELECTRIC Co., Special Products Division, Schenectady, N. Y., has announced production of a new model wide range power supply apparatus which features a controllable line which is 1000 volts. The apparatus is designed for laboratory applications where a variable voltage output from 500 to 60,000 volts is required.

CHARLES P. BAXTER, formerly controller of the department, has been appointed to newly created post of assistant general manager of the RCA Victor home instrument department, according to HENRY G. BAKER, general manager. Mr. Baxter will assist Mr. Baker in the administration of sales, engineering, design, purchasing and manufacturing operations, including factories in Camden, N. J., Pulaski, Va., Bloomington, Monticello and Indianapolis, Ind. GEORGE K. BRYANT, formerly general plant accountant for the department, will succeed Mr. Baxter as controller.

Television

SAM E. HUNSAKER, former radio writer for N. W. Ayer & Son and originator of the George Gallup show on CBS-TV last autumn, has joined newly formed TELEscoops, New York, producer of television packages.

RENZO CESANA has joined JOHN MASTERSON, JOHN REDDY, and JOHN NELSON, producers of ABC Bride and Groom, as head of new television production department. Mr. Cesana was formerly producer of ABC Ladies Be Seated and operator of his own Hollywood agency.

Fleetwood Productions subsidiary of Van Diver & Carlyle, New York advertising agency, has purchased exclusive video rights to Friar's Frolics for a 10-minute show created by the Fray's Club. The revue features stars of movies, radio, Broadway and opera working with directors, writers and production men. Show is said to be drawing interested glances from several heavy advertisers, and early sponsorship is expected. The

Friel's sold rights to their Frolics to help raise fund for which to build an anticipated new clubhouse.

TELESPOTS Inc., New York, has announced sale of one of its series of 12 open-end, one-minute, filmed commercials. Series, Better Living, featuring household decoration hints, is one of five such film groups produced by Telespots for regional sponsorship by local advertisers. Better Living was purchased by Seven Santini Brothers (moving and storage), New York, who also purchased time for the programs on WPIT New York. Sale of film was completed on rental agreement covering 56% of the time charges for a 12-week period. Contract to produce sponsor's copy bracketing open-end spots was also awarded to Telespots.

WALTER WHITE Jr., President of Commodore Productions & Artists Inc. Los Angeles, and SHIRLEY THOMAS, vice president of firm, will be married tomorrow (Feb. 23) in Hollywood.

DON McNAMARA, television director of Telefilm Inc., Hollywood, is confined to his home with broken right leg suffered recently when skiing at Yosemite Valley, Calif.

Mrs. Margaret Hart Nelson Olsen Advertising Company

Dear Maggie:

"My store", said Uncle Batkins legly, "Hit's gettin' The o' a man ain't got no return call for not batkins. 'Fakin' down 'th' street t'other dayne one o'me'll WCHS fellows hops out, ses : 'Hiяташкніс омудо' name' an' hands me a lote o'SURF. I put some in the rain barn! I fer braed it in a stormstand knee deep in rain. First time I took a bath since I was caught out in the rain 17 years ago for Christmas day. Mighty fine soap they now!"


WCHS

Returning to the Network

WLS National Barn Dance

*ABC 9:00 to 9:30 P.M. C.S.T. Saturdays for Phillips Petroleum Company

Represented by JOHN BLAIR & CO. 50,000 Watts ABC Affiliate

BROADCASTING * TELECASTING
Promotion

WAIST-deep in a kangaroo's fan mail is pretty Kay Blossom, WFAA Dallas starlet. Object of all 14,000 letters is a new kangaroo character on station's 'Daddy Ringtail' children's show about 'humanized' monkeys. Young letter writers are sending in names for the kangaroo. Prize to the winner is a new bicycle.

WANDER CASE

FURTHER testimony was placed before the Federal Trade Commission in support of the government's complaint charging Wander Co. with dissemination of false advertisements (including radio) on behalf of its product, Ovaltine. The hearing was continued to March 1 at Durham, N. C.

Testimony before FTC Trial Examiner Abner E. Lipscomb began last Monday and was taken over a four-day period. It dealt with the scientific issues involved, generally relating to the therapeutic qualities claimed by Wander Co. for its product. Three doctors testified: Dr. E. C. Albright, head of the physiological and biological department, George Washington U.'s Medical School; Dr. E. N. Nelson, head of the vitamin division; Dr. John M. Leonard, head of Drug Administration, and Dr. C. R. Hardman, Washington practitioner, also associated with George Washington U.

All offered opinions tending to discredit Wander's claims and support the allegations of R. P. Bellinger, government attorney.

WPOR GETS IN

How? Just Ask Mr. Citrin

WPOR Portland, Me., already has won a reputation for making its listening area "WPOR-conscious," and Murray M. Citrin, Hotel Wadsworth, Portland, thinks he knows one of the reasons.

In a letter to Murray Carpenter, WPOR manager, Mr. Citrin wrote: "Yesterday I took a new spool of recording wire, inserted it into my Webster wire recorder and proceeded to make a recording of the children talking and playing. After about 15 minutes of recording, I rewound the spool and started to play back the recording. I was stunned by the eyes popped out of my head when I heard the deep-throated tones of an organ accompanying the jabbering of my children's voices! This lasted for several minutes, and then I heard . . . 'This is WPOR, Portland's favorite station.'"

Dumbfounded over how WPOR "was able to come into my house uninvited," Mr. Citrin decided to call the station. He relates that an engineer at WPOR's transmitter "explained to me that a small particle of dust evidently became lodged somewhere in the set, probably in the magnetic recording head, and was acting exactly like one of the old-time crystal sets, by picking up your [WPOR's] broadcast so that they were being recorded on the wire."

"Isn't it amazing," says Mr. Citrin, "the way WPOR manages to get into people's homes?"

Educational FM

AGREEMENT between KMUS-FM Muskegon, Okla., and KGWGS Tulsa, U. of Tulsa station, has been completed whereby KMUS-FM will carry the university's Schoolroom of the Air features. Through the broadcasts, listeners who are enrolled in certain subjects may receive full university credit. Facilities of KMUS (AM) are being used to publicize the KMUS-FM feature, according to Virgil Evans, manager of both stations. The FM outlet has just started program tests with new power of 10 kw.
FMA SESSION

Speakers, Agenda Given

PARTIAL list of speakers and subjects for FMA Asn.'s Time Sales Clinic in New York April 1 was announced last week by FMA President William E. Ware. The clinic will be held at the Hotel Commodore.

Generally titled "What's What in FM," the one-day session will cover such subjects as listener characteristics and growth of FM audience; case history report on programming from individual FM station operators, and sales results of special cooperative campaigns with dealers, manufacturers and advertisers.

Everett Dillard, president of Continental FM Network and WASH (FM) Washington, D.C., will analyze latest available figures on set production and estimated total number of receivers in use. A report on the current nation-wide, dealer-station set merchandising program will be delivered by Ted Leitzell, public relations director, Zenith Radio Corp., Chicago.

Programming-sales techniques—what advertisers can expect from FM stations and FM's role in advertising market plans—will be discussed by Herbert Georges, vice president and general manager of WHEB-W FM 1-FM Portsmouth, N.H. Other speakers and subjects will be announced at a later date, FMA said.

Purpose of the meeting is "to bring advertisers, agency people, broadcasters, set dealers and other interested parties up to date on the progress of FM," according to Mr. Ware.

WOIC Daytime TV

WOIC (TV) Washington will start daytime programming today (Feb. 21), inaugurating three daily CBS TV programs from 12:45 to 2 p.m. Station is second in D. C. to enter TV daytime field in the past five weeks. Additions include network's "Warren Hull Show," Variety Fair and film shorts. In addition WOIC will carry "Earth We Live By," a CBS TV film agricultural program.

Corny?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

STATION, sponsor and agency representatives complete arrangements for the big television contract for Gimbel Bros., Philadelphia. Store will sponsor Gimbel's Television Breakfast Carnival 10-11 a.m. (EST), Mon.-Sat. (excluding Weds.), on WFIL-TV Philadelphia Feb. 28-March 26. Details are discussed by (l to r) Kenneth W. Stovman, television sales manager of WFIL-TV; David Arons, publicity director, Gimbel's; Howard Enders, manager, Robert J. Enders Advertising's Philadelphia office, and Donald S. Kellett, WFIL-TV administrative assistant in charge of television.

STANDARD BRANDS

Appoints Compton Adv.

STANDARD BRANDS, New York, has appointed Compton Adv., New York, to handle the advertising campaign for its Tender Leaf Tea, Tender Leaf Tea Ball and Instant Leaf Tea, effective April 15. The billing of the account is said to be approximately $11/2 million.

Standard Brands had been handled by J. Walter Thompson Co. for the past 15 years. The agency, however, will retain the Fleischman's Yeast and Chase & Sanborn products of the company.

Standard Brands has used radio consistently for the last decade but dropped two of its network shows last year, Fred Allen now sponsored by Ford, and Edgar Bergen. Its third network show, "One Man's Family" on NBC, which has been sponsored by the firm for the past ten years, was also dropped this month. The advertiser was one of the first to use an hour-long show on television when it sponsored "The Hour Glass" on NBC-TV last season.

Future radio and television plans have not been revealed as yet by Compton.

EFFECTIVE NEWS

Henle Presents Views

EFFECTIVE presentation of news on television is still something to shoot for, according to Ray Henle, editor-in-chief of Screen's "Star Extra" (NBC, Mon.-Fri., 6:45 p.m., EST). Mr. Henle presented his views on television news during a discussion of the effect of television on standard radio news broadcasting at a meeting of the National League of American Pen Women in Washington Feb. 6.

Mr. Henle said: "None of the straight news programs now on TV have come up with the answer to the need for a well balanced presentation of pictures and voice. People will not indefinitely look at a man who for 15 minutes merely reads a radio script; nor will we see any pictures and unrelated news stories fill the bill. TV will have to provide the means of making news live. So far no one has come up with the right answer." In radio and TV, said Mr. Henle, "trained newsmen who know what news is and who know how to measure the important from the unimportant and the interesting and entertaining from the drab and colorless will find that their superior judgment and experience will continue to pay off."
**FCC Actions**
(Continued from page 71)

**February 17 Decisions**

**BY COMMISSION EN BANC**

**FM Authorizations**

Granted CP new Class A FM station; issued CAPs in lieu previous cond, to three FM outlets.

**Assignment of License**

KOBN Fremont, Neb.—Granted assignment of license from inland Bistg Co. Walker Newspapers Inc. for $22,000.

**AM-1580 kc**


**AM-1520 kc**

Thomas E. Banson tr/s Universal Radio Feature Syndicate, Laguna Beach, Calif.—Granted CP new AM station 1520 kc 1 kw D 25 w n unid. estimated cost $225.55.

**Hearing Designated**

KAFY Bakersfield, Calif.—Designated for hearing application to change from KAFY-AM to KAFY-FM 107.3 kc 6 kw 4000 w with estimated cost $52,555.

**Petition Denied**

Radio Corp. of Arizona Inc, Phoeniz, Ariz.—Denied petition for reconsideration and grant of application for new station 1460 kc 1 k w unid.

**Petition Dismissed**

WBNY Buffalo, N. Y.—Denied petition for reconsideration and grant of application for new station 1460 kc 100 w unid.

**Requests Denied**

WINN Louisville, Ky.—Denied requests that Commission (1) withdraw action on application of Mid-American.

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**Box Score**

**SUMMARY TO FEBRUARY 17**

**Summary of Authorizations, Applications, New Station Requests, Ownership**

**Applications Pending Hearing**

<table>
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<th>Class</th>
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**TV Applications**

Charleston, W. Va.—Joe L. Smith Jr. (174-170 mc), ERP 15 kw visual, 5 kw audio, antenna height above average terrain 324 ft. estimated cost $209,000, first year operating cost $157,000, revenue $250,000. Owner is licensee of WBC, Charleston. Petition is approved.

Springfield, III.—WCVS Inc. Channel 19 (159-158 mc), ERP 6.2 kw visual, 1.5 kw audio, antenna height above average terrain 421 ft. estimated cost $138,000, first year operating cost $75,000, revenue $100,000. Owner is licensee of WCVS AM-FM-FM there. Petition is denied.

Wilmington, Del.—Wilmington Tri- State Broadcasting Co., Inc., Channel 1 (174-170 mc), ERP 1 kw visual, 600 kw audio, antenna height above average terrain 300 ft. (requests of WDEL-TV, set 265.51, business license, $141,205, first year operating cost $180,000, revenue $230,000) is granted. Owner is licensee of WAMS-AM-FM-Wilmington.

**AM Applications**

Danville, Ill.—Velocity Broadcasting Corp., 1590 kc, 250 w unlimited, estimated cost $15,000. Principals: Gil- bert E. Neuber, president, treasurer and one-third owner of WITZ Jasper, Ind., president 60%; Ralph Rozen, attorney, vice president 60%. Louis D. Milrath, vice president and one-third owner of WITZ, vice president of Danville TV Co.

**1950 Plan**

(Continued from page 28)

on a coast-to-coast broadcast of the Jefferson-Jackson Victory Dinner program over the combined facilities of the four major networks and the Continental FM Network from 10:30-11 p.m. (EST) Feb. 24.

Mr. Barkley will speak from San Francisco and the President from Washington.

Full production coverage will be given.

The Midwest will receive teletetas via coaxial cable.

GOP leaders are also concentrating their efforts on radio.

Ed Inghe, radio director of the Republican National Committee, revealed this month [Broadcasting, Feb. 7] that radio would serve as the spearhead of a revitalized fighting force.

Congressional leaders of the Republican party had announced plans for a giant public relations project designed to advise voters of the activities of GOP legislators [Broadcasting, Feb. 7].

Mr. Johnson announced appointment Feb. 14 of members of the Congressional committee to supervise the job.

Members are Rep. Martin, chairman; and Reps. Leonard W. Hall (N. J.), James C. Aitcheson

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**KGW and KWFM**

**PORTLAND, OREGON**

**COMPLETE SCHEDULE SIMULTANEOUS SERVICE**

**Represented Nationally by Edward Petry & Co.**

**AFFILIATE**

**Broadcasting • Telecasting**

---

**IT'S A GREAT DAY ON WLV AND WVLX FM**

GRAND RAPIDS

WLV leads all stations in daytime share of audience in Michigan's second market.

**WLV V — 28.1%**

Station B — 22.6%

Station C — 22.2%

Contact the John E. Pearson Co.

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**Nelson at Boston**

Super Radio Survey

(Continued from page 88)

formation two years ago.

Chairman of the council will be a man of recognized public stature and independent thought, to be se-
lected by council members. A working
committee would cooperate in finding solutions for common broadcast problems.

Among council objectives are de-
velopment of sounder methods for licensing; quicker ways of solving international allocations problems; mutual understanding between the FCC and licensees.

Practical Laboratory

To a considerable extent the

council will serve as a proving grounds, or practical laboratory, avoiding political, economic and
social enterprises. As a result of its
mutual-aid setup it will bring valuable by-products in the form of lessened efforts by official agen-
cies to get into broadcast activities
beyond their authority or knowledge;
avoid allocations mistakes by the FCC; provide for advance re-
view of proposed FCC policies before
actual decision or announcement.

High praise was voted the Inter-
American Assn. of Broadcasters for its efforts to promote private broadcast-
ing and resist govern-
ment operation of radio. IAAB
was praised for its work and the board
pledged its continuing sup-
port. Text of a resolution adopted on the final day of the board meet-
ing follows:

The board endorses the courage-
ous work of the Inter-American Assn. of Broadcasters in the interests of free radio, in the establish-
ment of national broadcasting associations in the vari-
cous countries of the Americas and the promotion and encouragement of a free enterprise sys-

tem of broadcasting in this hemisphere.

Earlier the board had voted to
fight efforts to set up broadcast stations under government ownership, with special reference to the
insular government station in Puerto Rico.

Judge Miller, now serving under an Oct. 1, 1945-Sept. 30, 1950 con-
tract with an added 1950-1955 ad-
visory role, was granted a one-year extension by mutual agreement.

This one-year pact, at $50,000 a
year and expenses as at present, will absorb the first year of the 1950-1955 agreement under which he
serves as legal advisor at $12,500 a year. Furthermore, he is to get a year’s notice of any change in the arrangement.

The membership drive is to be a
concentrated campaign. In charge
will be C. E. Arney Jr., secretary-
treasurer, and Mr. Richards. It is
designed to help NAB expand its
services and possibly reduce indi-

cidual station dues.

The board voted to submit the
Breen anti-code amendment to the

membership with an explanatory
statement. Similar action was
taken last November but a commit-
tee named to write an explanatory
statement to accompany the refer-
endum ballot couldn’t agree on
what to say. The amendment was
presented last May by Edward
Breen, KVPD Fort Dodge, Iowa,
but passed over by the board be-
cause it wasn’t received 30 days be-
fore the Los Angeles board meet-
ing. It would remove the board’s
power to write standards of prac-
tice from the by-laws.

What will happen if the member-
ship approves the amendment is
discussed by Mr. Richards. The board was vested with code-writing power when it adopted the code at Los
Angeles last May but its power in
case the Breen amendment is
approved becomes a touchy legal mat-
ter.

The board voted to submit to the
membership an amendment pro-
posing William B. Smullin,
KIEM Eureka, Calif., District 15
director. The amendment would
prevent directors from serving
more than two consecutive terms.

In voting, the board made it plain
that it was opposed to Mr. Smul-
lin’s idea. The vote was 19 to 2.

Picture of the international allo-
cations problem was given the
board by Forney Rankin, NAB in-
ternational adviser to President
Miller, along with Goar Mestre,
owner of CMQ Havana, presi-
dent of Inter-American Assn. of
Broadcasters, and Emilio Azcarraga,
XEW-AM Mexico City and the-
atre owner, IAAB vice president.

Mr. Mestre appeared before the
board in connection with a series of
visits he is making to Western
Hemisphere nations in the interest
of promoting hemispheric freedom
of radio. He plans to visit Puerto
Rico, Venezuela and Colombia, and
will attend the third NARBA in
Caracas as an IAAB delegate.

Mr. Azcarraga will attend the
Canadian sessions as IAAB vice
president and possibly as a Mexi-
can delegation observer. He may
accompany Mr. Mestre on one
or two of the trips to other nations.

Warnings Heard

The board heard their account of
IAAB efforts to preserve free radio
and their warning that the activity
must be pushed or governments
will take over. Efforts of the Peron regime in Argentina
to conduct radio propaganda in
Cuba were reviewed.

Mr. Rankin told of efforts of the
International High-Frequency Con-
fERENCE in Mexico City to reach
an agreement and urged firm action
by U. S. broadcasters in preparing
for the next NARBA with critical
effects on all broadcasting.

The board took the international
problems under advisement.

Judge Miller named a commit-
tee to study allocation matters.

An allocation committee consists of
A. M. Zivan, engineering con-
sultant; Everett Dillard, WASH
Washington; Calvin J. Smith,
KFC Los Angeles; G. Richard
Shafto, WIS Columbus, S. C.; H. W.
Slavick, WMF Memphis.

Members of the IAAB policy
committee are Messrs. McColough,
Aurnou, Nunn, Hanna and Breen.

Mr. Richards, chairman of the
board, directed BMB’s 1949 research
project on loan from NAB, said the
650,000 ballots for the second study
will go into the mails March 1, pre-
dicting final reports will be ready
for subscribers by mid-October.

Agreement to name a five-man
committee to discuss the whole role
of NAB in audience measurement
was in line with resolutions adopted at three district meetings last summer.

Text of the board’s BMB resolu-
tion is as follows:

The board resolves that the presi-
dent of the NAB shall name a five-
man board committee to study NAB role in audience structure and
status of a radio audience measure-
ment organization to meet today’s
competitive and research problems; and that this committee is to report
back to the board at its April meet-
ing in Chicago with specific rec-
ommendations.

Approval was given a plan to re-
vamp completely the present NAB
reports to the membership. Instead of the present NAB Reports, the association will publish weekly summaries of its news releases to the trade and general press. It will supplement these with a series of member service bulletins.

The plan was presented to the
board by Mr. Arnaux as chairman of a special committee which
studied the matter in January. Other members were Howard Lane,
WJDD Chicago, and Willard Egal, WBB-AM Bethesda, Md. The idea
is expected to save 23% of the
print budget, or about $12,000 annually.

All departmental bulletins will be
financed out of a common fund but
departments will be restricted to the share they may receive. The
idea originally was conceived by
Mr. Richards. James Dawson, di-
rector of information, will be in
charge of the project, to be known as NAB Member Service.

The board endorsed a plan to re-

(Continued on page 88)
the next five years, he worked on such shows as "Olsen & Johnson," "Adventures of Sherlock Holmes," "Lass 'n' Alfred," "Cavalcade of Hites," "Kay Kyser Show" and "Bob Crosby Show."

Foote, Cone & Belding beckoned in 1941 and Arnold left NBC to join the agency in Hollywood as producer of the Kay Kyser show. During the next four years there he produced such shows as Johnny Mercer Show, Hedda Hopper and Charlotte Greenwood show.

In 1945 when people were starting to talk about "some crazy thing called television," the agency got on the bandwagon and appointed Arnold Maguire West Coast director of television.

In 1948 he was in on a "first" when FC&B's client, Union Oil Co., sponsored a half-hour before and after the first telecast of the Rose Bowl Game in Pasadena on KTLA Los Angeles.

Since then he has produced for Union Oil telecasts of Santa Anita Races, Icecapades, and various other Los Angeles sports events on KTLA. He is currently producing a weekly two-minute animated television film series, "Milford Mudder," for Security National Bank, Los Angeles, on KTTV there. He is also planning another quarter-hour television show for the same firm.

In addition he is working on television plans for seven other Los Angeles firms—B. B. Poy Co., Cole of California, S & W Foods, Southern Pacific Railroad, California Fruit Growers Exchange, Lockheed Aircraft, and All-Year Club of Southern California.

The one permanent advantage of Arnold's stage career was a dancer in the show, Evelyn Draper, who in 1934 became Mrs. Maguire. Mr. and Mrs. M. and one daughter, Susan, 16, currently enjoy a six-room home and quarter-acre in San Fernando Valley.

Not much of a club man, Arnold is a member of the Hollywood Advertising Club and Academy of Television Arts.

His active hobbies are golf and tennis. He confesses he's never broken 108 in the former. His most recent hobby however is sitting in his office waiting to see if anyone is going to fall through the large hole in the ceiling. Gap is a result of a thing being chopped through by firemen to let smoke out during recent fire which drove two of his fellow-executives out of their offices. The fire, caused by a short circuit, occurred shortly after the agency had moved into its new Hollywood headquarters.

Television business is still going on as usual, reports Arnold, although in "charcoal-broiled quarters."

**ALBANY SUCCESS**

**WABY Signs $100,000**

SINCE the acquisition of Eugene P. Weil as its sales and promotion manager last Oct. 1, WABY Albany, N. Y., reports that approximately $100,000 in contracts have been signed. During a recent week Mr. Weil reports contracts signed totaling $40,000.

Among the new business brought in by Mr. Weil: A 52-week contract with Robert Hall Clothes; a contract covering the Eastern League Albany Senators baseball games, from Tobin Packing Co.; a contract from Whitney & Co., department store, for a consistent schedule of spots; a 15-minute, five-a-week schedule for Griffin Shoe Polishes and 2-5 Cents. Mr. Tager Pontiac Co. of Albany for 15 minutes preceding the baseball games and five minutes after.

**CHICAGO MEETING**

**CTC to See Nielsen Device**

A. C. NIELSEN, president of the A. C. Nielsen marketing research firm, Chicago, is planning to introduce a new video audience measurement device at the Chicago Television Council's national television conference March 7-9.

No details of the machine will be divulged before that time, according to James Stittson, consultant and general manager of ABC's Central Division.

Appearing with Mr. Nielsen will be Dr. Stanley Roslov, president of The Pulse line. C. E. Hooper has been asked to attend also, Mr. Stittson said. Between 45 and 50 video experts from networks, stations and agencies are expected to address a minimum of 250 persons, he added.

CTC is mailing 5,500 brochures and invitations to agencies, advertisers, TV stations now on the air and others planning to begin operations. Schools and colleges with actual or prospective video courses also will be invited to send representatives, Mr. Stittson said.

Three-day session will be held at the Sheraton-Magnat hotel, where 500 rooms have been reserved. Registration fee for council members is $22.50, for non-members, $27.50. The organization making a combination offer of membership in the council and the conference fee for $30. $10,000 RESULTS

Attributed to WXYZ-TV

BUSINESS totaling $10,000 in two weeks directly attributed to WXYZ-TV Detroit (ABC) by Sid Caswell, general manager of the General Electric Supply Corp., Kansas City.

GE has been sponsoring participation spots on Charm Kitchen twice weekly since November, but managing to turn a profit resulting in $10,000 worth of business three weeks ago for the first time. Viewers were told they could write in requesting a GE dealer to visit their homes and draw plans for complete GE kitchens. Mail response resulted in this high volume of sales, Mr. Caswell reports.

As a result, his firm has renewed participation in the Edythe Fern Melrose show for 12 more weeks, from Feb 21.

**Golden Gloves on TV**

FOUR major events in the 22nd annual Golden Gloves boxing tournament will be telecast by WGN-TV from the Chicago Stadium and fed to the Midwest and eastern ORB-TV network, under sponsorship of the R. J. Reynolds Tobacco Co. (Came] cigarettes). Telecasts, slated for Feb. 21 and 22, March 4 and 5, begin at 8:30 p.m. (CST). Jack Brickhouse, WGN sports service manager, will give the commentary.

**‘Do as I Do...’**

WIRL, Peoria, Ill. is apparently a firm believer in the value of radio as an advertising medium—even to the extent of plugging its shows on other radio stations. Robert B. Jones, its manager, has signed a 52-week contract with WSIV Pekin for its sign-off time to carry WIRL nighttime programs. The move, according to Mr. Jones, was calculated to gain more listeners—for WIRL, that is, since WSIV is a daytime station.

**NEW PACKAGES**

Hile-Damroth Produces Six

HILE-DAMROTH Inc., New York, producers of video commercials, has announced completion of six new package shows, available immediately.

The new: The Munro Leaf Clubhouse, juvenile feature with Munro Leaf, creator of Ferdinand the Bull; Say Can You See, visual quiz show, featuring Jay Jackson; Our Featu- re in a feature half-hour of plays by Percival Wilde, with author’s introduction; Tell Me Another, anecdotes starring New York Herald Tribune sports editor Bob Cooke; Budget Planning the Menu, conducted by Frank Wetherell, U. of Connecticut director of dining halls; Opera as You Like It, with Carol Longone and guest stars.

Hile-Damroth produces video commercials for such companies as RCA-Victor and Jell-O.

**Ahrens Elected**

CHARLES E. AHRENS, Central Radio Division radio news editor of UP, was elected president of the Chicago Radio Correspondents Assn. at the group's February meeting. Other officers—Spencer Allen, WGN-TV, vice-president; Richard Elliott, WCFL, secretary; Donald McGibney, WAIT, treasurer, and Julian Bentley, WBMM, and James Hurbut, WMAG, members of the executive board. Mr. Ahrens succeeds Ervin Louis of WLS, who automatically becomes an executive board member.
LA. ASSN.

SEARCH for new sources of revenue to meet higher operating costs and to permit increased public service programming marked the first meeting of the Louisiana Assn. of Broadcasters held Wednesday and Thursday of last week at the Hotel Monteleone, New Orleans. J. Roy Dabadi, WBJO-WBRL(FM) Baton Rouge, LAB president, was in the chair.

NAB President Justin Miller, first speaker of the meeting, reviewed actions of the association and called for support of the "courageous effort" of Judge Miller on behalf of freedom of speech. NAB will publish a directory of U. S. Senators and Representatives for use of broadcasters, he declared, and in cooperation with the Radio Correspondents Assn. will issue a bulletin titled "Congressmen Are People."

Richard P. Doherty, NAB director of public relations and publications, explained public relations work of the association and called for support of the "courageous effort" of Judge Miller on behalf of freedom of speech. NAB will publish a directory of U. S. Senators and Representatives for use of broadcasters, he declared, and in cooperation with the Radio Correspondents Assn. will issue a bulletin titled "Congressmen Are People."

At the Wednesday afternoon meeting, Michael R. Hanna, WHCU Ithaca, N. Y., NAB district director, warned that the idea of government radio ownership is spreading rapidly, with the United States being hemmed in by this concept. He opposed a proposal to set up an experimental broadcast network, which would mean the building of a powerful transmitter in the middle of the United States. Mr. Hanna urged station managers to strengthen their stations strong forces in their communities.

"There is a lot of money in the worldwide pagination network," Mr. Hanna said, explaining increased income will permit better service. He said the tune-in must be increased by better service. His station is located in a community of 25,000, he said, but is a TV station.

Clair R. McCollough, WJBO, Lancaster, Pa., NAB director-at-large for small stations, urged members to become more active in NAB and the state association and support proposed public service programs. He said of NAB services and said does can be reduced and there can be an increased service while bringing others into the NAB fold.

Mr. McCollough said WJBO is about to go on the air with TV, and expects to be in the black. He told of a new service to keep down costs, such as triplexing of AM, FM and TV on one antenna. He reviewed plans of the NAB Dept. of Broadcast Engineering to increase its aids for stations.

Dr. George A. Mayroral, co-manager of WJMR New Orleans, said AM station patterns are being hemmed in, with programming and public services now far out of proportion to the limited facilities available to transmit them. He felt this should have been avoided, he said, as the public as an improved technical service; predicted FM sets will be cheaper; advised FM transmitter for stations. He also criticized the FCC for making "serious engineering mistakes" in putting powerful FM stations on the same frequency; declared FM signals reach listeners at distances, 150 miles and more, "Norton's law notwithstanding."

Everett Dillard, WBFR(WF) Washington, NAB director-at-large for FM (B) stations, said sound broadcasting is AM and FM. With the AM band hurt by crowding, he said AM daytime service has improved but is deteriorating at night due to interference. He questioned if the present rate of AM set production will maintain the AM sound broadcasting service. He also expressed concern about the part time listening equipment (auto and portable sets).

Hugh B. Terry, KLZ Denver, NAB District 14 director, said he feels the whole program structure of KLZ is in the public interest. He "wishes the program in special terms as much as half the production consists of parts-time listening equipment (auto and portable sets).

Session Held in New Orleans

LA. ASSN. Session Held in New Orleans

JUDGE MILLER

Says TV Will Help Radio

TELEVISION'S rapid growth will bring increasing enjoyment of AM and FM broadcasting rather than retard their growth, Judge Justin Miller, NAB president, told the New Orleans Rotary Club at its luncheon last Thursday. He recalled that broadcasting had upset the forecasts two decades ago when it started the phonograph and music industries to new heights instead of destroying them.

Judge Miller told the Rotarians how broadcasting has assumed professional status alongside law and medicine, with standards of conduct self-regulated as in other professions. He went into the practical problem facing it in a domestic and international affairs and outlined new technical developments.

NAB board members were guests at the luncheon. Gilmore N. Nunneley, WLAP Lexington, Ky., was presented a book, Old Croate Days, by the club. He accepted on behalf of the board.

Super Radio Survey

(Continued from page 84)

organize the Assn. of Women Broadcasters as a department within NAB. The AWB board had voted overwhelmingly in favor of the idea at the AWB convention March 10-12 in Chicago. Funds were appropriated to make the plan effective, including the cost of an AWB executive committee and election of AWB district chairmen in the 17 NAB districts.

Attending the New Orleans board meeting were: President Justin Miller; A. D. Willard, Jr., executive vice president; C. E. Arney, Jr., secretary-treasurer; Don Petty, general counsel; all for the A. D. Willard, Jr., research director; Richard P. Doherty, employee-employer relations director; and Robert K. Richards, director of public relations.

Carlson Denial Upheld

FCC's DENIAL of Carlson's application for license renewal for WJSU New Orleans, on grounds that repeated violations of FCC rules and standards "demonstrates a failure of ultimate licensor [Broadcasting, May 3, 1948], was upheld by the U. S. Court of Appeals for the District of Columbia last week. In determination to WJSU, the FCC radio Commission awarded the facilities -1230 kc, 250 w, full-time—to Mr. Carlson's divorced wife, Mrs. Louise C. Carlson, competing applicant.

Mr. Carlson, a physical equipment investment in WDSU-TV, which was installed as economically as thought possible, ran $380,000. Henry B. Day, general manager of WKWH Shreveport, questioned the economic feasibility of a TV station in 100,000 markets.

A. D. Willard, Jr., NAB executive vice president, congratulated the A. D. Willard, Jr., for its fine work at the NAB meeting looking toward an industry-owned audience measurement organization, had been approved by the A. D. Willard, Jr., Don Petty, NAB general counsel, wound up the meeting with an off-the-record discussion of radio's myriad legal and legislative problems.
SCRIPPS-HOWARD ASKS REHEARING FOR CLEVELAND

SCRIPPS-HOWARD Radio filed petition with FCC seeking rehearing of Jan. 28 final decision granting 157.5 kc at Cleveland to Cleveland Broadcasting Inc. (WERE-FM) and asking stay or recall of construction permit pending settlement [BROADCASTING, Jan. 31].

Scripps-Howard charged Commission erred in finding greater ownership-management integration for Cleveland Broadcasting, failed to make proper comparative findings in its decision, improperly concluded grant of Cleveland Broadcasting would effect greater diversification of mass media of communication, wrongly found neither application to have better program plans than competitor, disregarded superior radio experience of Scripps-Howard and unjustly found that more efficient use of 1300 kc proposed by Scripps-Howard to be outweighed by other considerations.

January ruling was second decision. First, two years ago, was later set aside for further hearing.

EXPRESS PUBLISHING CO. FILES BID FOR KTSU


KTSU is one of three stations involved in pending transfers by which 15-year-old station ownership of O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will be dissolved. Others: KRGG Weslaco and KANS Wichita. Mr. Autry (also owns KOOL Phoenix), minority interest in KOWL Santa Monica. Express Publishing headed by Frank G. Huntress. KTSU, CBS affiliate on 560 kc with 8 kw, would be managed by Charles D. Lutz, general manager of KYSM, if acquired by Express Publishing.

THEATRE TV IN PHILADELPHIA

COMMERCIAL television show will emanate from Philadelphia motion picture house during regular performance at Roosevelt Theatre in suburban Frankford Tuesday night, March 1, when Telekids is telecast from stage, 7:30-11:15 p.m. on WPTZ. Show will rotate among three Paramount theatres in Philadelphia area. Other two theatres are Nixon and Tower. Weatherguard Mfg. Co., Philadelphia (aluminum doors and storm windows), will sponsor Telekids for 30 weeks. Flen & Schwerin, Philadelphia, is agency.

NBC ADDS WGLA-TV, WDEL-TV

ADDITION of WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., to NBC's list of television network affiliates announced Friday. WGAL-TV begins operation on Channel 4 April 1 and WDEL-TV on Channel 7 May 16. Total NBC TV affiliates now 33.

INDIANAPOLIS TV STATION IS PURCHASED BY WIRE

PURCHASE by WIRE Indianapolis of William H. Block Co.'s television station WUTV that city for $57,788.97 reported in application filed with FCC. Earlier in week granted deletion of its FM station WMHC, Block firm said in transfer request it "has decided not to continue its TV activities and desires to recover only its out of pocket expenses."

Commission Friday denied WUTV petition for continuance of hearing, scheduled March 21, on request for extension of completion date to June. WUTV granted CP for Channel 3 (60-66 mc) in October 1946. WUTV has had several completion date extensions. Last December it was denied extension of special authority to make equipment tests, first granted May 1947.

WIRE is chiefly owned by Eugene C. Fuliam, broadcaster-publisher. WIRE estimated construction cost would be $273,723, first year's operating cost $250,000 and revenue $120,000.

Block cited following breakdown of WUTV expenses: Salary of engineer, $11,889.39; engineering equipment, $2,839.96; studio rent, $7,120; telephone (toll), $83.38; equipment, supplies and miscellaneous, $13, 205.68; legal fees, $1,616.24; consulting engineering fees, $457; rental of test equipment, $440.

Closed Circuit

(Continued from page 4)

plans will not be decided until early spring. Meanwhile Liggett & Myers (Chesterfield) is conferring with CBS and Mr. Crosby for sponsorship next fall.

FM BROADCASTERS and certain manufacturers are exploring development of average-priced TV-FM combination (using new metal tube) which could give FM transmission much needed adrenalin shot. It's reported that FM circuit can be added to TV receiver for less than, manufacturer's price.

CBS has suspended indefinitely plans to add to Hollywood studio and office facilities because of "unreasonably high construction costs."

LONG-RANGE thinkers in international telecommunication are contemplating international interchange of TV programs. Knottiest problem of moment is how to relay and synchronize our system with that of British, which uses different line and frame standards, for both transmission and reception.

WHO will be radio's legislative representative on Capitol Hill in pursuance of NAB board action last week creating that post? Names mentioned as closed board sessions as possibility include: Lucien Hilmer, former FCC assistant general counsel for broadcasting, who a decade ago served on Senate Interstate Commerce Committee staff; former GOP Rep. Everett M. Dirksen of Illinois, and former Chairman Clarence F. Lea of House Interstate Commerce Committee, both ex-Congressmen voluntarily retired at last session. Appointment rests with NAB President Justin Miller.

WHAM Rochester TV adjunct, to be known as WRTM, expects to hit air with test pattern in late March or early April. Target date for regular commercial operation (including network) is seen in mid-June.

TRENDS NOTED BY FMA IN PRELIMINARY STUDY

PRELIMINARY survey of current FM status disclosed today (Monday) by FM Assn. Following trends were indicated: Production of sets with FM has reached new-all time peak while output of AM-only units has slumped heavily; FM and TV present a challenge which may change home entertainment habits of millions; potential FM station audience increased 35% during 1948 while AM potential dropped 28.5%.

Figures tabulated are incomplete but overall picture will be made public for first time April 1 in New York at FMA Time Sales Clinic. Executive Di leisure, FM Continental Network, will explain survey (early FMA story, page 81).

TV SET OUTPUT DROPS; FM PRODUCTION INCREASES

RADIO and TV set production by member companies declined seasonably in January, Radio Mfrs. Assn. reported today (Monday). Drop in television sets was only moderate, RMA said. TV receiver production totaled 121,238, with weekly average of 30,130 sets, approximating level for last November.

Overall set production—radio and TV—dipped below million for first time since last June. Members reporting manufacture of 709,533 radio receivers of all types, of which 147,733 were FM-AM or FM sets. January's weekly FM production rate was 21% above weekly rate last year, RMA reported.

SOUTH DAKOTA LIBEL LAW

SOUTH DAKOTA stations will be protected against libel suits resulting from defamatory remarks carried over their facilities if it can be shown they tried to prevent such defamation, under new law signed Friday by Gov. George T. Mickelson. Exemption applies only if speakers are not associated with stations.
Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal... and then, advertising.

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. 630 Fifth Avenue  
Cincinnati 2, Ohio New York 20, N.Y.

Chicago 1, Ill. Hollywood 28, Calif.

THE NATION'S MOST MERCHANDISEABLE STATION  
Crosley Broadcasting Corporation
Mercury, "messenger of the gods," was slow compared with Ultrafax—which moves at the speed of light.

Recently, at the Library of Congress, a distinguished audience saw documents flashed across Washington by a new means of communication...and reproduced in facsimile.

This was Ultrafax in action—a super-fast television communications system developed at RCA Laboratories. Reproductions of any mail—personal, business, or military...including police descriptions, fingerprints, bank drafts, government records, military maps—can travel at 186,000 miles a second!

Material to be sent is placed before an RCA "flying spot" scanner, and transmitted by ultra-high frequency radio signals. Miles away, the pictures appear on a picture tube and are photographed. Negatives, by a new photographic process, are ready for printing or projection in 40 seconds.

Eventually, when Ultrafax comes into commercial use, a complete Sunday paper—every word, every picture—may cross America in 60 seconds...a letter in the twinkling of an eye.

Science at work...
Ultrafax is but one of scores of major achievements pioneered at RCA Laboratories. This leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.